

# A Data-Driven Look at Hospitality's Recovery



EXCERPT FROM THE ORACLE HOSPITALITY  
AND SKIFT RESEARCH REPORT, JULY 2020



## The COVID-19 pandemic is impacting hospitality profoundly.

16%

Only 16% of consumers are keeping travel plans made prior to COVID outbreak



54% of hoteliers confirm revenue fell more than 75% from last year



75%



## Hospitality needs to adjust to an altered marketplace.

84%

of consumers prioritized social distancing practices in a hotel or restaurant to feel safe



82% want hotels/restaurants to share virus safety procedures

82%



## Embracing hospitality's "new next" is key to success.

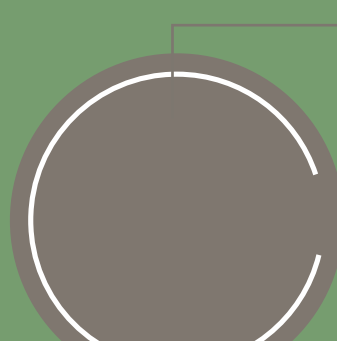
71%

of consumers are more likely to stay in a hotel offering self-service tech, and 73% of hoteliers agree that self-service tech will become increasingly more important to their business



50%

of hotels are expanding food service takeout/delivery options



increasing cleaning frequency and disinfecting procedures

58% are already enforcing social distancing procedures for staff and guests

58%



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