

Insights

Senior Housing Leaders Optimistic on 2022 Outlook

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Senior Housing News recently released a survey of leaders within the senior housing industry who, despite the headwinds of COVID and hiring stresses, are optimistic about the industry as we head into 2022. Of those surveyed, 87% of respondents indicated they have a “somewhat positive” or “very positive” outlook on the health of the senior housing industry in 2022.

In particular, the survey’s respondents were optimistic about occupancy gains, with more than three quarters of them (76%) expecting occupancy increases in memory care and almost as many (72%) anticipating occupancy increases in assisted living.

They were slightly less enthusiastic about active adult communities, with 67% expecting occupancy gains in that sector. Leaders were less certain about gains in CCRCs (47%) and skilled nursing (44%).

Unsurprisingly, staffing concerns (64%) remain the greatest challenge to operations outside of COVID.

The poll results contain a great deal of other interesting insights and is well worth a read. Our takeaway is that while challenges remain, the fundamentals of the industry remain strong and while 2022 may be a year of recovery and stabilization, 2023 is poised for tremendous growth.

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