



# What the future has in store

What does the future hold in store for the Hotel Industry? The changing needs and wants of guests have a direct impact on what hotels have to offer. Below are some of the emerging societal trends that will no doubt impact the industry<sup>1,2,3,4,5,6,7,8,9</sup> 😊.

<sup>1</sup> <https://prenoHQ.com/blog/hotel-industry-trends-the-future-of-hospitality-in-2023/#:~:text=Overall%2C%20the%20hotel%20industry%20is,guests%20in%20the%20coming%20years>

<sup>2</sup> <https://blog.pressreader.com/hotels/how-the-hotel-of-the-future-will-meet-changing-customer-expectations>

<sup>3</sup> [What's Next for Hotels? 5 Trends to Watch | LinkedIn](#)

<sup>4</sup> <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/the-hotel-of-the-future>

<sup>5</sup> <https://prenoHQ.com/blog/what-will-hotels-future-look-like/#:~:text=Rooms%20enabled%20with%20smart%20features,a%20simple%20touch%20or%20command>

<sup>6</sup> <https://www.ezeeabsolute.com/blog/how-changes-in-consumer-behaviour-impact-hotels/#:~:text=To%20compete%2C%20hotels%20are%20diversifying,differentiate%20themselves%20from%20the%20competition.&text=Social%20media's%20importance%20in%20consumer%2Dchanging%20behaviour%20cannot%20be%20overstated>

<sup>7</sup> <https://www.socialtables.com/blog/hospitality/hospitality-industry-trends/#:~:text=The%20biggest%20trends%20coming%20for,lodging%20options%2C%20and%20growing%20demand>

<sup>8</sup> <https://tanic.design/blog/top-trends-hospitality-industry/#:~:text=A%3A%20Key%20trends%20include%20AI,%2C%20and%20wellness%2Dfocused%20amenities>

<sup>9</sup> <https://skift.com/wp-content/uploads/2022/06/Hospitality-Industry-Trends-for-2025-Oracle-and-Skift-1.pdf>

## **Contactless technology**

Because of the lingering effects of the COVID-19 pandemic, hotels are embracing touchless check-in, keyless entry and mobile payment systems to minimize physical contact.

## **Artificial Intelligence (AI) and Automation**

The hotel of the future will use data analytics and AI to understand guest preferences.

- 48% of travelers now trust AI to plan their trips (Booking.com)
- 42% of travel executives agree that AI is most useful to provide personalized offerings (Skift)

Data analytics can be used to provide guests with customized recommendations, amenities, and services. AI-powered virtual concierges can provide instant information, recommendations, and assistance 24/7 to guests.

Today, technology automates an increasing number of tasks for hotel employees, from taking reservations, to updating rates and availability, to checking guests in and out. While humans are still running the show, roles and responsibilities are evolving.

## **Robots**

Robot helpers, receptionists, and butlers are already established technologies in certain hotels. The Henn-na Hotel is the world's first hotel to utilize robots in all areas of their operation, from multilingual front desk staff to bellhops. Room-service robots are already gaining widespread adoption across the USA, such as at the Hilton.

The hotel of the future will have robots to assist with many tasks, from front desk duties to dining services. Digital concierges will assist guests with any

information or reservations they'll need. Analyzing online reviews, researchers found that about 61% of customers have fun interacting with robots (vs. 28.5% who fear them), so the transition from humans to robots may be smooth.

## **Smart hotels**

Many hotel rooms are already equipped with advanced smart technology, allowing guests to control lighting, temperature, entertainment systems and more through voice commands or mobile apps. According to an Oracle/Skift report, over 40% of guests said they would like voice-activated controls for all amenities in their rooms, including lights, curtains, door locks, sinks, showers and TVs; a third want to use their own devices for access throughout the hotel; and a quarter said they were interested in room controls that auto-adjust temperature, lighting and even digital art, based on their preferences.

## **Wellness**

Wellness tourism is on the rise, as more guests look for ways to take care of their mental and physical health. To respond to that need, hotels are now providing services like spa treatments, meditation classes, yoga retreat, nature hikes, eco-friendly activities, . They are also offering locally sourced, organic food in their restaurants.

## **Sustainability**

Travellers are more eco-conscious than ever. Many guests actively seek eco-friendly accommodations that align with their values and have eco-friendly practices. Recycling programs have become a cornerstone of sustainability efforts, with many hotels segregating waste into categories like paper, plastic, glass, and organic materials. In the realm of energy conservation, the industry is investing in technologies such as LED lighting, smart thermostats, and motion sensors, and eco-friendly comfort systems.

Water conservation efforts, including the installation of low-flow fixtures, reflect the current trends in hospitality.

## **Blurring lines between work and leisure**

Frequent business travelers often set aside time for sightseeing or relaxation; this is known as “bleisure” (a contraction of “business” and “leisure”). Hotels can make those travelers, as well digital nomads (those that work remotely while traveling) feel welcome by providing them with work-friendly desks in their rooms, free WiFi, co-working spaces, and coffee 😊.

## **Experiential Travel**

Rather than simply providing a place to sleep, hotels now strive to offer unforgettable experiences that immerse their guests in local cultures and environments. For instance, hotels are increasingly incorporating unique activities and attractions within their properties to create memorable moments for guests e.g., cooking classes led by renowned chefs, wellness retreats or adventure excursions.

By focusing on creating distinctive experiences rather than just physical accommodations, hotels can establish stronger emotional ties with their guests and foster loyalty in an increasingly competitive market.

## **Social Media**

In today’s digital age, social platforms are where people share experiences, read reviews, and make decisions. Modern-day travellers usually expect quick responses to their inquiries, and insights into the guest experience. A study by TripAdvisor found that 72% of travellers are more likely to book a hotel that has positive reviews on social media.

The hotel industry will keep on adapting to guests' needs but there is one thing that guests will not compromise on, and its cleanliness<sup>10</sup>. Unfortunately, the hotel industry is experiencing staff shortage. Adopting an electronic tipping solution like **Tip&Go**, which can increase employees' earnings by up to 30%, could go a long way in relieving pressure on hoteliers.

**Tip&Go: the face behind your comfort!**

**Francis Léonard, CEO**

**TIP&GO®**

**Clip:** <https://www.youtube.com/watch?v=ZZ75L0Xplb0>

**Subscribe to our blog!**

<https://www.linkedin.com/build-relation/newsletter-follow?entityUrn=7157523727176359936>

[#etipping](#), [#tippingapp](#), [#staffshortage](#), [#cashlesstipping](#),  
[#electronic tipping](#), [#hotelindustry](#), [#etipping](#), [#tippingapp](#), [#staffshortage](#),  
[#cashlesstipping](#), [#electronic tipping](#), [#hotelindustry](#), [#hospitality](#),  
[#Tip&go](#), [#hotelfuture](#)

---

<sup>10</sup> See The American Hotel & Lodging Association 2024 STATE OF THE INDUSTRY REPORT