

HYB25

Annual Edition

Navigating New Dynamics in the
New Year



The Hotel Yearbook

Foresight and innovation in the global hotel industry

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Top 10 Tech Trends Transforming Hospitality in 2025

AI Shaping the Customer Journey

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LIKE MAGIC

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1 AI BECOMES A JOURNEY ARCHITECT

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2 AUTOMATED SYSTEMS IN LOW-CARBON HOSPITALITY

Sustainability is becoming more aligned with the bottom line, thanks to rising energy costs and increasingly eco-conscious guests. Smart home technology, AI-powered predictive energy use and maintenance, and renewable energy amenities, like EV chargers, are fast becoming the standard. **Tip:** *Integrate and automate sustainability within your operational system to maximise financial returns over a longer period of time.*

3 ONE DASHBOARD TO RULE THEM ALL

It's time to say goodbye to scattered tools and disjointed workflows. Consolidating multiple systems for operations, such as booking platforms, marketing tools, unified messaging, housekeeping, and task management into one unified platform makes managing operations simpler and faster. **Tip:** *Streamline operations by centralising your tech stack into a single, user-friendly system with a highly intuitive interface that's easy for new staff to learn.*

4 THE RISE OF THE DIY GUEST

Tech-savvy guests want greater control, whether it's choosing their room, customising amenities, or checking in on their terms. Self-service tech is fast becoming the new concierge. **Tip:** *Use tech that enables guests to easily personalise their stay without complicating the process.*

5 WHATSAPP FOR MORE PERSONALISED GUEST COMMUNICATION

Guests increasingly appreciate authentic and real-time communication, making WhatsApp a preferred channel for many over traditional emails. Hotels are taking the opportunity to improve the guest experience with quicker and more personalised interactions, which in turn boost upsells and efficiency. **Tip:** *Integrate WhatsApp into your unified communications dashboard and leverage AI chatbots to support and automate staff responses. This approach reduces the workload for the front desk and concierge staff while improving efficiency and ensuring timely communication with guests.*

6 RISE OF THE 'GUEST JOURNEY MANAGER'

More and more hotels are creating an altogether new role to oversee the entire guest journey, from first click to post-checkout follow-up, ensuring every touchpoint drives revenue and loyalty. **Tip:** *Appoint a dedicated team member to own and optimise the guest experience across all stages. Use KPIs such as guest lifetime value and revenue per guest.*

7 BETTER TOOLS, HAPPIER STAFF, STRONGER BRANDS

When employees have access to the tools needed to succeed, they're more motivated – and that positivity extends to better guest experiences. Great tech doesn't just boost operational efficiency and staff morale, it also boosts your brand as an employer. **Tip:** *Invest in user-friendly tools that automate repetitive work and give employees more time to create the best guest experience possible.*

8 HYPER-LEAN TEAMS WITH BIG IMPACT

Staffing shortages are here to stay for the foreseeable future, but they don't have to mean sacrificing on service quality. With the right tech in place, ultra-lean teams can do more with less without burning out employees. **Tip:** *Implement systems that automate mundane tasks so staff can focus on high-value interactions.*

9 THE ALL-DIGITAL GUEST EXPERIENCE AS THE NEW NORMAL

From app-free check-ins to digital keys, guests expect their hotel stay to feel as smooth as a mobile app. Ensure it's only a few clicks to get what guests want! **Tip:** *Transition to mobile-friendly, web-based systems that remove as many frictions as possible in the guest journey.*

10 AUTOMATE THE GRIND TO FOCUS ON WHAT MATTERS

Task automation is liberating hotel staff from mundane administrative work, enabling them to spend more time on creating memorable guest experiences. **Tip:** *Choose task automation tools that can streamline up to 80% of staff's repetitive daily tasks so employees can prioritize guest-facing interactions.* The future of hospitality is digital, but continues to be deeply personal. By embracing these tactical approaches, hoteliers can use technology to simultaneously enable operational efficiency with unforgettable guest experiences.



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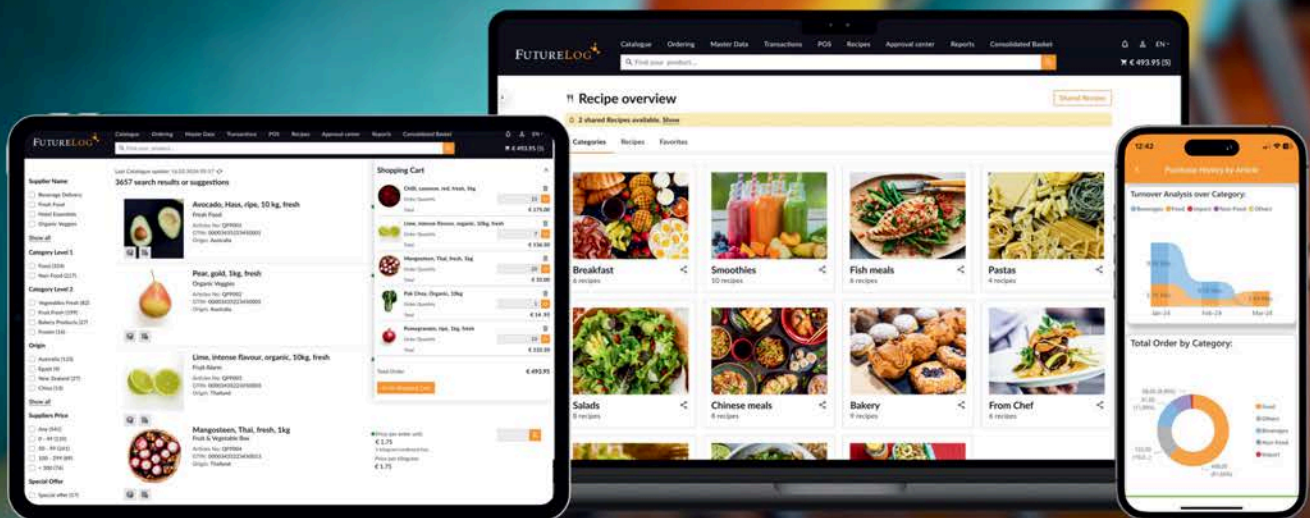
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