

HYB25

Annual Edition

Navigating New Dynamics in the
New Year



The Hotel Yearbook

Foresight and innovation in the global hotel industry

HY8



8 Guest Communication Trends: What's Ahead for 2025

Guest Communication

Tiago Araújo

Co-founder and CEO at HiJiffy

Delivering a memorable guest experience has always been the foundation of success in the hospitality industry. But how can hoteliers stay ahead in a rapidly evolving digital era? With guest expectations shifting and technology advancing, leveraging innovative tools has become essential for creating effective, meaningful communication.

This article explores the top **guest communication trends of 2025** and offers practical guidance on how hotels can implement these changes to enhance efficiency, satisfaction, and revenue.

1 AI-DRIVEN HYPER-PERSONALISATION

The demand for tailored guest experiences is higher than ever. Advanced AI algorithms enable real-time personalisation across every touchpoint, from booking to departure. With this technology, hotels can recommend dining options, room preferences, and even bespoke activities based on each guest's unique needs. **Tip:** *Connect your AI tools to your property management system (PMS) to create automatic, event-based personalisation from the moment a booking is confirmed until the guest returns home.*

2 CONTACTLESS SOLUTIONS

Contactless technology is no longer a "nice-to-have" - it's a non-negotiable feature. From digital check-ins and room keys to mobile payments, guests now favour frictionless, tech-forward interactions that prioritise convenience and safety. **Tip:** *Invest in technological solutions that allow guests to complete the entire booking process digitally - for both in-stay and pre-stay needs.*

3 CHATBOTS AND CONVERSATIONAL AI

Guests expect immediate responses, which **AI-powered chatbots and voice assistants** deliver around the clock. These tools smoothly handle FAQs, booking modifications, and concierge requests, reducing the pressure on front desk teams and ensuring queries never go unanswered. **Tip:** *Deploy conversational AI on your website, social media, messaging apps, and OTAs to provide instant multilingual responses while your team focuses on high-value interactions.*

4 REAL-TIME FEEDBACK

Gone are the days of post-checkout surveys being the sole method of gathering guest opinions. Real-time feedback tools now allow hotels to address concerns as they arise, turning potential complaints into success stories before guests leave the property. **Tip:** *Use in-room tablets or automated WhatsApp or SMS campaigns to capture guest insights mid-stay and resolve issues when they matter most.*

5 SMART UPSELLING

AI-driven upselling tools are simplifying the process of maximising guest spending. Whether offering a room upgrade or discounted spa treatments, these systems serve non-intrusive suggestions at precisely the right moments during the guest's digital interactions. **Tip:** *Analyse guest behaviour and purchasing trends to offer relevant upgrades and services that feel personalised rather than pushy.*

6 INTEGRATED OMNICHANNEL COMMUNICATIONS

Managing guest interactions across multiple platforms - emails, WhatsApp, Instagram, and OTA messaging - is straining hotel teams. Centralised tools now consolidate all these communication channels into a single interface, enabling efficient, consistent responses without the need to hop between platforms. **Tip:** *Adopt an omnichannel platform that allows your staff to manage guest enquiries from one dashboard, cutting down response times and missed messages.*

7 GENERATIVE AI AND LARGE LANGUAGE MODELS (LLMs)

Generative AI, powered by tools like large language models (LLMs), has unlocked new opportunities in hospitality. These systems provide human-like responses and generate tailored messaging - whether you're confirming a booking or responding to an unusual guest request. **Tip:** *Use generative AI for routine tasks like confirmation emails and FAQs, freeing staff to focus on uniquely human responsibilities.*

8 SUSTAINABILITY THROUGH TECHNOLOGY

Eco-conscious guests actively seek out hotels with **sustainable practices**, and technology plays a critical role in meeting these expectations. Smart thermostats, energy-saving devices, and waste monitoring systems lower environmental impact and resonate with modern travellers. **Tip:** *Market your sustainability efforts to guests clearly through digital check-in details or social media posts, showcasing how their stay contributes to greener travel.*

KEEPING PACE WITH CHANGE

The trends shaping guest communications in 2025 demonstrate one undeniable truth: Technology is no longer just a tool; it's the backbone of modern hospitality. Hoteliers who invest in AI, contactless solutions, and data-driven strategies will be better positioned to meet evolving guest expectations, improve operational flow, and achieve profitability. The time to act is now. Adopting these technologies allows your hotel to create meaningful, lasting connections with guests that drive loyalty and satisfaction.

Cendyn[∞]™

Let's deep dive....
into your guest profiles
with **Cendyn CRM**



FOR MORE INFORMATION CONTACT US AT

 info@cendyn.com

 www.cendyn.com