

# TOP 8 HOSPITALITY TRENDS



Empowering Experiences:  
Harnessing AI, Retailing Innovations, and Payment Evolution

A wide-angle photograph of a couple standing on a large, dark rock in the foreground. The woman is wearing a yellow jacket and the man is wearing a red jacket. They are both looking out over a vast valley filled with numerous hot air balloons of various colors and patterns. The sky is a clear, bright blue. In the background, there are rolling hills and a small town nestled in the valley. The Sabre logo is visible in the top left corner of the image.

**Sabre**

As we head into 2025, the hospitality industry finds itself at a pivotal moment, shaped by a dynamic market and an emerging generation of spenders. With Gen Z stepping in as influential consumers, hotels must adapt to meet their high expectations for personalization, flexibility, and digital convenience.

At the same time, overall consumer behavior is shifting—demanding immersive, meaningful

experiences over traditional stays, with a stronger emphasis on sustainability and seamless services. This convergence is transforming the industry landscape, and fortunately, advancements in hospitality tech are equipping hotels to rise to the challenge.

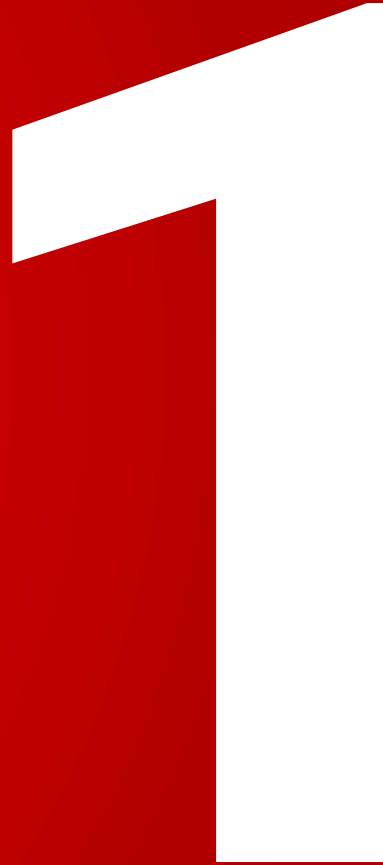
From sophisticated AI-powered personalization to integrated retailing solutions, a suite of tools is now available to empower hoteliers,

enabling them to innovate and capture new revenue. Sabre Hospitality has curated a list of the top eight trends set to shape 2025, offering insights into what today's guests want and how hotels can strategically respond to drive revenue in the year ahead.

# TOP 8 HOSPITALITY TRENDS 2025

- 1 Hyper-Personalized Guest Experiences
- 2 The Rise of Hotel Retailing
- 3 Flexible Payments
- 4 Concierge Bots
- 5 Enabling Choice at Every Touchpoint
- 6 The Gift That Keeps on Giving
- 7 Seamless Self-Service
- 8 Stress-Free Travel

***Sabre***<sup>®</sup>





## Hyper-Personalized Guest Experiences



**The Driving Force:** Today's guests increasingly expect personalized service, with 71% of consumers<sup>1</sup> expecting businesses to deliver individualized experiences. Further fueled by advancements in data analytics, AI, and machine learning, hotels can now leverage these tools to analyze guest behaviors and preferences more accurately, transforming routine stays into memorable, personalized experiences.

**The Trend:** Hyper-personalization is set to redefine hospitality by creating guest interactions tailored to an unprecedented level. 57% of consumers<sup>2</sup> report they would feel more loyal to a brand if they received personalized experiences, for example customized room settings or activity recommendations based on past stays. By utilizing AI-driven insights and machine learning, hotels can deliver unique experiences that resonate deeply with each guest, enhancing satisfaction, loyalty, and the likelihood of repeat stays.

**The Impact:** Studies show that three-quarters of travelers<sup>3</sup> are more likely to book with properties that offer personalized experiences. Hyper-personalization not only boosts guest satisfaction but opens new revenue streams, as guests are more inclined to purchase experiences that feel custom-fit. This strategy drives a competitive edge in a crowded market, turning guest loyalty into a critical business driver.

**Next Steps:** Harness AI-driven insights to make each guest's stay truly unique. By implementing machine learning capabilities within your booking engine, hotels can analyze guest profiles to generate personalized recommendations, enhancing every aspect of the guest journey. Sabre's retail management solution **SynXis Retailing** utilizes machine learning to suggest tailored add-ons at booking, designed to resonate with individual guest preferences.

**Sabre**

2





## The Rise of Hotel Retailing



**The Driving Force:** As hotels face ongoing competition and are searching for ways to diversify income streams, this retail approach opens up new avenues to monetize amenities. Studies show that 75% of travelers<sup>4</sup> are interested in more personalized hotel experiences, and nearly 60% are willing to pay extra<sup>5</sup> for additional amenities and unique experiences at hotels, signaling a huge revenue potential in catering to these desires.

**The Trend:** The hospitality industry is evolving into a retail-driven model where hotels provide a broad range of services beyond room bookings. Hotels are expanding their offerings beyond traditional room bookings to include a range of on-property and off-property services, experiences, and products—effectively adopting a retail mindset. This shift enables hotels to create a one-stop booking solution for travelers looking for a seamless, personalized experience, while also opening up new revenue streams that are less reliant on room occupancy.

**The Impact:** This trend redefines the guest experience, positioning hotels as experiential destinations rather than simple accommodations. By adopting a retail mindset, hoteliers address the growing demand for personalized experiences while boosting profitability by aligning with guests' lifestyle and travel preferences. Hotels that retail additional services can achieve on average USD\$300 in ancillary order value<sup>6</sup>. This approach strengthens brand loyalty and draws new customer segments by offering accessible experiences to both guests and non-guests.

**Next Steps:** Explore untapped revenue opportunities within hotel amenities. Retail management solutions like **SynXis Retailing** empower hotels to merchandise a diverse range of amenities, services, experiences, and products as standalone offers—from spa packages and dining to exclusive local tours—available to both guests and non-guests.

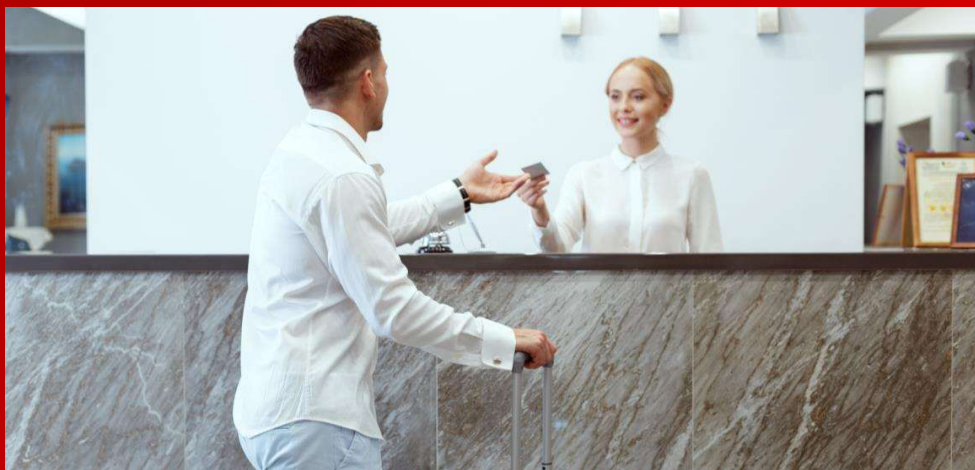
**Sabre**

3





## Flexible Payments



**The Driving Force:** With the rising demand for flexible financing, Buy Now, Pay Later (BNPL) has gained popularity, particularly among Gen Z's by 43%<sup>7</sup>. Payment flexibility is sought by travelers, as four in ten (40%)<sup>8</sup> hotel-goers prefer not to pay the full amount upfront when booking.

**The Trend:** The "Buy Now, Pay Later" (BNPL) trend has expanded from retail to travel, allowing guests to split payments into manageable installments and making premium experiences, like room upgrades or extended stays, more accessible. By reducing the barrier of large upfront costs, BNPL encourages higher-value bookings, with four in ten consumers<sup>9</sup> indicating they'd be more likely to make larger purchases if flexible payment options were available.

**The Impact:** Offering BNPL can attract budget-conscious travelers or those seeking premium experiences without the burden of upfront costs. Travel providers who offer BNPL have seen an impressive 48% rise in average booking value<sup>10</sup>, demonstrating the model's power to boost both guest satisfaction and profitability. Additionally, BNPL encourages guests to consider extended stays, room upgrades, and other enhancements, fostering higher engagement and loyalty.

**Next Steps:** To attract guests who may be interested in a more luxurious experience without financial pressure, consider implementing flexible payment options like BNPL. Solutions such as the [SynXis Booking Engine](#) already offer BNPL integration, making it easy to provide this service and enhance the booking experience.

**Sabre**

4



## Concierge Bots



**The Driving Force:** 71% consumers<sup>11</sup> are expecting personalized customer interactions, with 1 in 2<sup>12</sup> even expecting a business to be available 24/7 to meet their needs. With travelers increasingly relying on mobile and digital communication, hotels are exploring chatbots to provide round-the-clock support for booking queries, room upgrades, and on-site services without needing extra staff.

**The Trend:** Growing demand for instant, seamless service is fueling AI chatbot adoption as technology matures. Hotels are using AI-driven assistants to automate guest inquiries and routine requests, freeing staff to focus on high-impact tasks and elevating guest experiences. By 2025, 80% of customer interactions<sup>13</sup> in hotels are expected to be managed by AI, expanding opportunities to upsell extras like dining reservations and late check-outs, turning routine inquiries into revenue.

**The Impact:** Through instant, 24/7 responses, AI chatbots enhance guest satisfaction while driving additional revenue, even with limited staffing. Hotels implementing chatbots have reported 20-40%<sup>14</sup> reductions in customer service costs through automation and increase in conversions and upsell for services like spa treatments and premium amenities.

**Next Steps:** Hotels can further leverage AI chatbots to handle in-room requests—such as through Sabre’s **Concierge.AI**—which can significantly speed up response times and boost guest satisfaction. Beyond real-time support, chatbots are also valuable for post-stay engagement, collecting feedback, sending reminders, and promoting loyalty programs to nurture long-term guest relationships.

**Sabre**<sup>®</sup>

5



## Enabling Choice at Every Touchpoint



**The Driving Force:** Today's travelers have a strong demand for personalization, with 61%<sup>15</sup> willing to spend more on customized experiences. As a result, consumers now expect to curate their own packages to enhance their stay, from transportation and dining to spa treatments and local excursions—ensuring a seamless, tailored trip.

**The Trend:** Ancillary services, experiences or products are offered at every stage of the guest journey, from booking through post-stay, creating an engaging, holistic experience. These services, including room upgrades, airport transfers, and local tours, enable a one-stop booking solution, making trip planning easy and reducing the need for separate arrangements.

**The Impact:** Continuous upselling increases total guest spend while adding convenience and personalization to the guest experience. On average, Sabre's hotelier clients see \$300 in ancillary spend per booking<sup>17</sup>, and guests are 7x less likely<sup>18</sup> to cancel when they book an ancillary. Personalized travel options have been shown to improve satisfaction and loyalty, prompting hotels to expand ancillary offerings to meet evolving guest expectations and boost revenue per booking.

**Next Steps:** To meet guest expectations and capture more revenue, prioritize ancillary offerings and implement a merchandising solution like SynXis Retailing, which integrates with booking engines to pair services or experiences with guests' stays, fully personalizing their visit.



A man and a woman are sitting on a bed in a hotel room, looking at a smartphone together. The woman is pointing at the screen. A suitcase is visible on the right side of the bed. The image has a red overlay at the bottom.

Guests who add on extras spend **an average of \$300 per booking** – and they're 7x less likely to cancel their stay!

(Sabre, 2024)

**Sabre**

6





## The Gift That Keeps on Giving

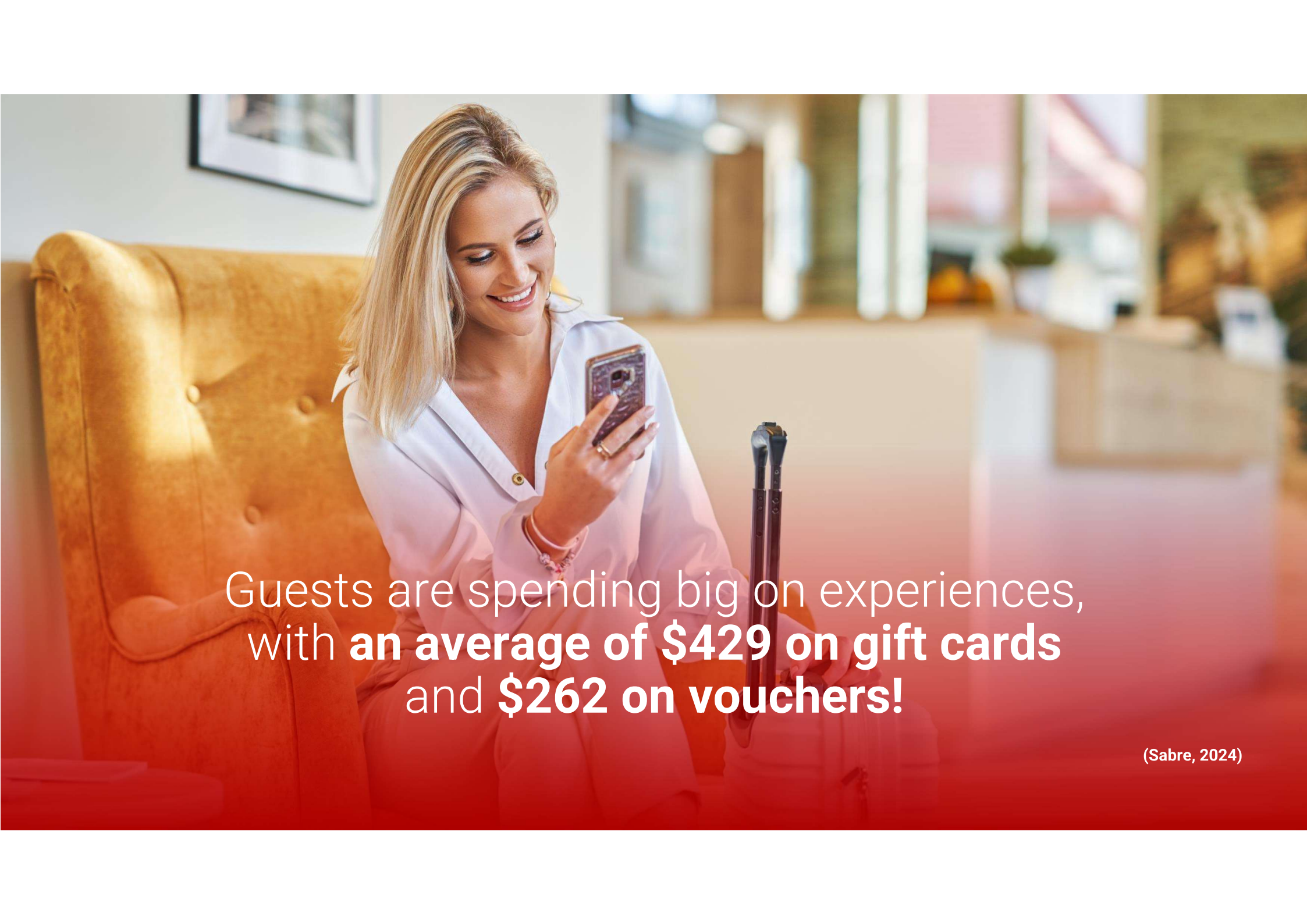


**The Driving Force:** Today's consumers are turning away from traditional gifts in favor of meaningful experiences. In fact, 92% now say they'd prefer an experience over a physical gift<sup>19</sup>, with Gen Z leading the charge at 70%<sup>20</sup>. This shift reflects a broader desire for moments that create lasting memories, allowing people to connect, relax, and recharge in more significant ways than material items can provide.

**The Trend:** Today's experience-focused shoppers are driving a demand toward gift cards and vouchers, providing recipients the freedom to choose their ideal experience, from stays to dining or spa services. Studies show 1 in 2 consumers<sup>21</sup> rank gift cards at the top of their wish list, valuing the flexibility and lasting memories they bring. This demand is a lucrative opportunity for hotels, as the gift card market is set to grow to \$4.2 billion by 2032<sup>22</sup>.

**The Impact:** Gift cards have become a powerful revenue driver for hotels, expanding brand reach and encouraging higher guest spending upon redemption. Sabre's hotelier clients have seen consumers spend an average of \$429 on gift cards and \$262 on vouchers<sup>23</sup>. Gift cards also often lead to additional spending upon redemption. This tool not only brings in steady revenue year-round but also introduces new guests to the hotel.

**Next Steps:** Accelerate sales for upcoming festivities, corporate events, and special occasions by integrating an advanced gift card solution. With Sabre's **Gift Cards & Vouchers** solution, you can quickly launch a branded gift card store and activate new revenue streams in no time. Boost cash flow fast by tapping into bulk corporate sales for larger, quicker returns.



Guests are spending big on experiences,  
with **an average of \$429 on gift cards**  
and **\$262 on vouchers!**

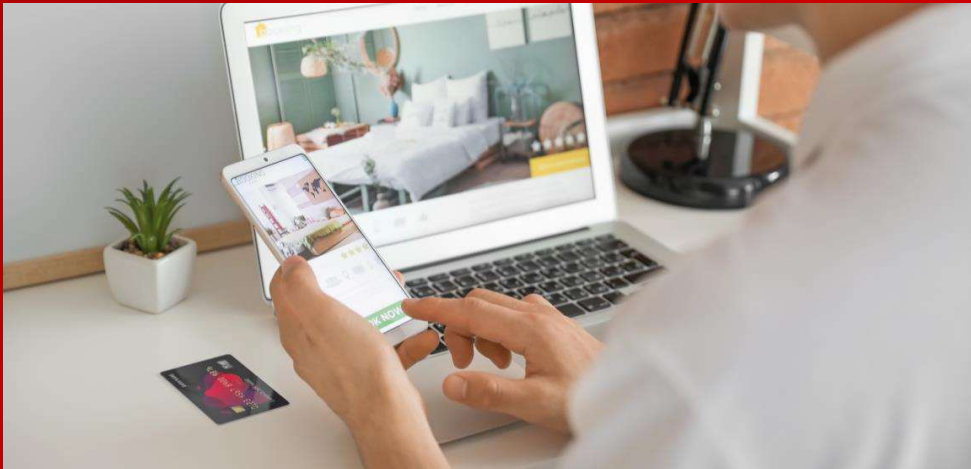
(Sabre, 2024)

**Sabre**<sup>®</sup>





## Seamless Self-Service



**The Driving Force:** Guests are increasingly value autonomy and efficiency in their travel experiences. A recent study found that 36% prefer a fully digital, contactless guest experience<sup>24</sup>, highlighting a growing demand for technologies that allow for greater independence. This shift reflects a desire for personalized interactions on their terms, enabling them to customize their stays and access services as needed.

**The Trend:** Over 80% of travelers now prefer contactless options<sup>25</sup> during their stay. This rising preference for convenience and minimal physical interactions is prompting hotels to integrate contactless tools and self-service options. By integrating these technologies, hotels can enable guests to manage bookings, check-ins, and service requests directly from their mobile devices.

**The Impact:** This shift leads to a more seamless, guest-controlled experience, boosting satisfaction by allowing guests to manage interactions independently. Hotels benefit as well by reducing wait times and freeing staff to focus on personalized service and complex guest needs. Currently, 32% of hotel executives<sup>26</sup> are planning to implement automated messaging services, further advancing contactless experiences.

**Next Steps:** Adopting technology that empowers guests to self-service is essential. With a task management solution like **Nuvola**, staff can seamlessly manage guest requests from any device, enabling swift and accurate responses enhancing overall guest satisfaction.

**Sabre**

8





## Stress-Free Travel



**The Driving Force:** In an era of unexpected travel uncertainties, guests increasingly seek assurance that their plans are safeguarded. Hotels are responding by integrating trip protection options at the booking stage, addressing this growing need. A recent survey found that seven in 10 travelers<sup>27</sup> prioritize flexible booking arrangements, highlighting the demand for security and peace of mind in their travel plans.

**The Trend:** Trip protection services are set to become a fundamental component of hotel offerings. As travelers face challenges such as sudden changes in travel restrictions and weather disruptions, the demand for assurance and flexibility has surged, with 55% of insured travelers<sup>28</sup> having purchased their policy through a travel provider such as a booking engine.

**The Impact:** By incorporating trip protection options into their booking processes, hotels can provide guests with the peace of mind they seek, knowing that their payments are safeguarded against unforeseen circumstances. Offering trip protection not only boosts confidence and reduces cancellations but also builds trust with guests, enhancing overall booking rates and loyalty.

**Next Steps:** Hotels should utilize a booking engine with an integrated trip protection service within their booking flow. The **SynXis Booking Engine**, now integrated with trip protection and weather guarantee (H1 2025), offers guests protection and refunds against unforeseeable events, which can lead to a decrease in cancellations and an increase in direct bookings.



# BE FUTURE READY

Schedule a demo to learn about Sabre Hospitality Solutions