



HotelTechReport 

The State of Hotel Guest Technology Report 2025

Uncover the latest in hospitality tech trends with an insightful look at 2025's guest technology landscape.

| Introduction

In the age of ubiquitous technology, where our smartphones are extensions of our hands and AI assistants are at our beck and call, it's only natural that we expect the same level of digital integration in every aspect of our lives, including our travels. This report dives deep into the intersection of technology and hospitality, offering insights from a global survey of 402 recent hotel guests. With a margin of error of +/- 4.9% at the 95% confidence level, the findings reflect the current landscape and future trends of hotel technology.

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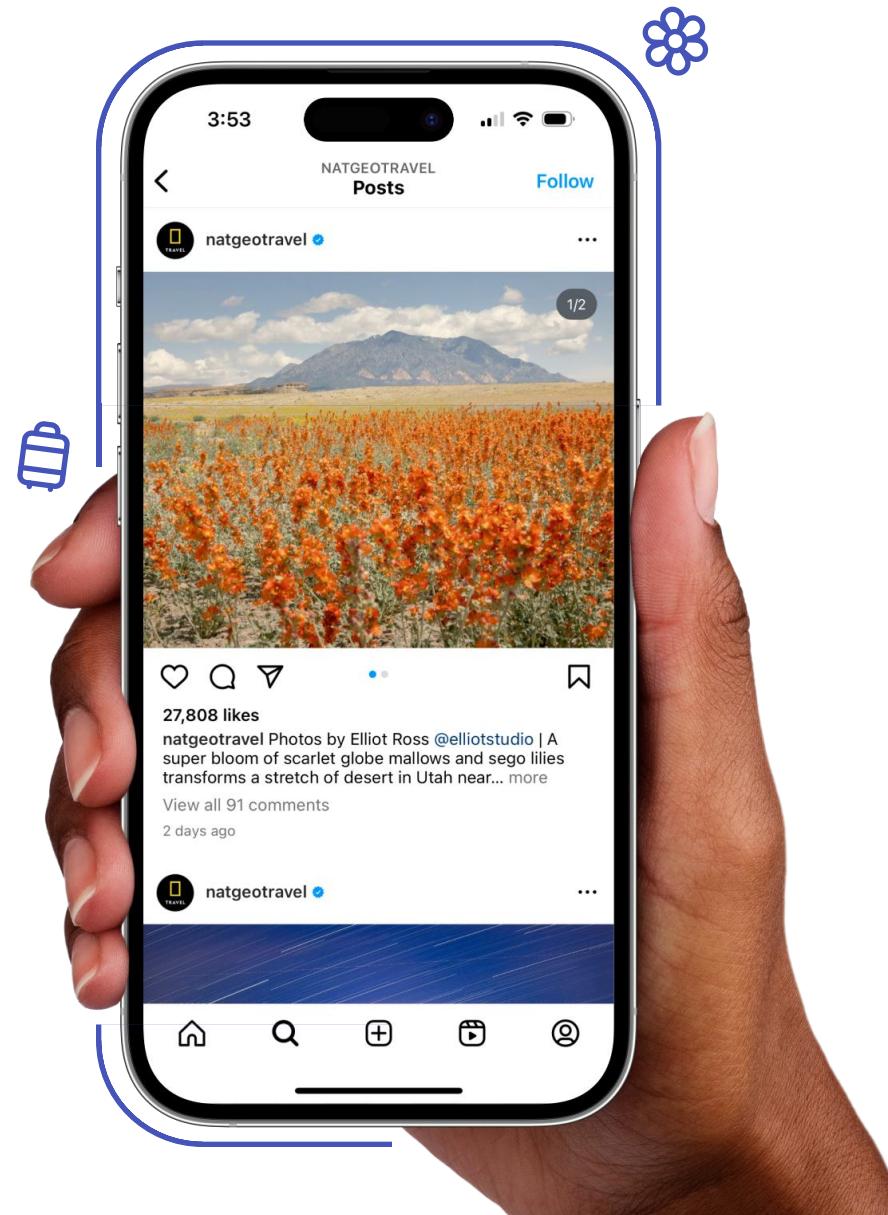


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1 | Instagram Dominates Hotel Discovery

53%
of millennials turn to
Instagram for
vacation inspiration.



1 | Instagram Dominates Hotel Discovery



Guest Impact

The dominance of Instagram highlights a shift in how travelers discover and choose hotels. With visually driven content, Instagram offers an engaging platform where potential guests can see real-life experiences and authentic reviews. Hotels with a strong presence on Instagram can attract the Millennial demographic by showcasing their unique features and guest experiences through high-quality images and engaging stories.

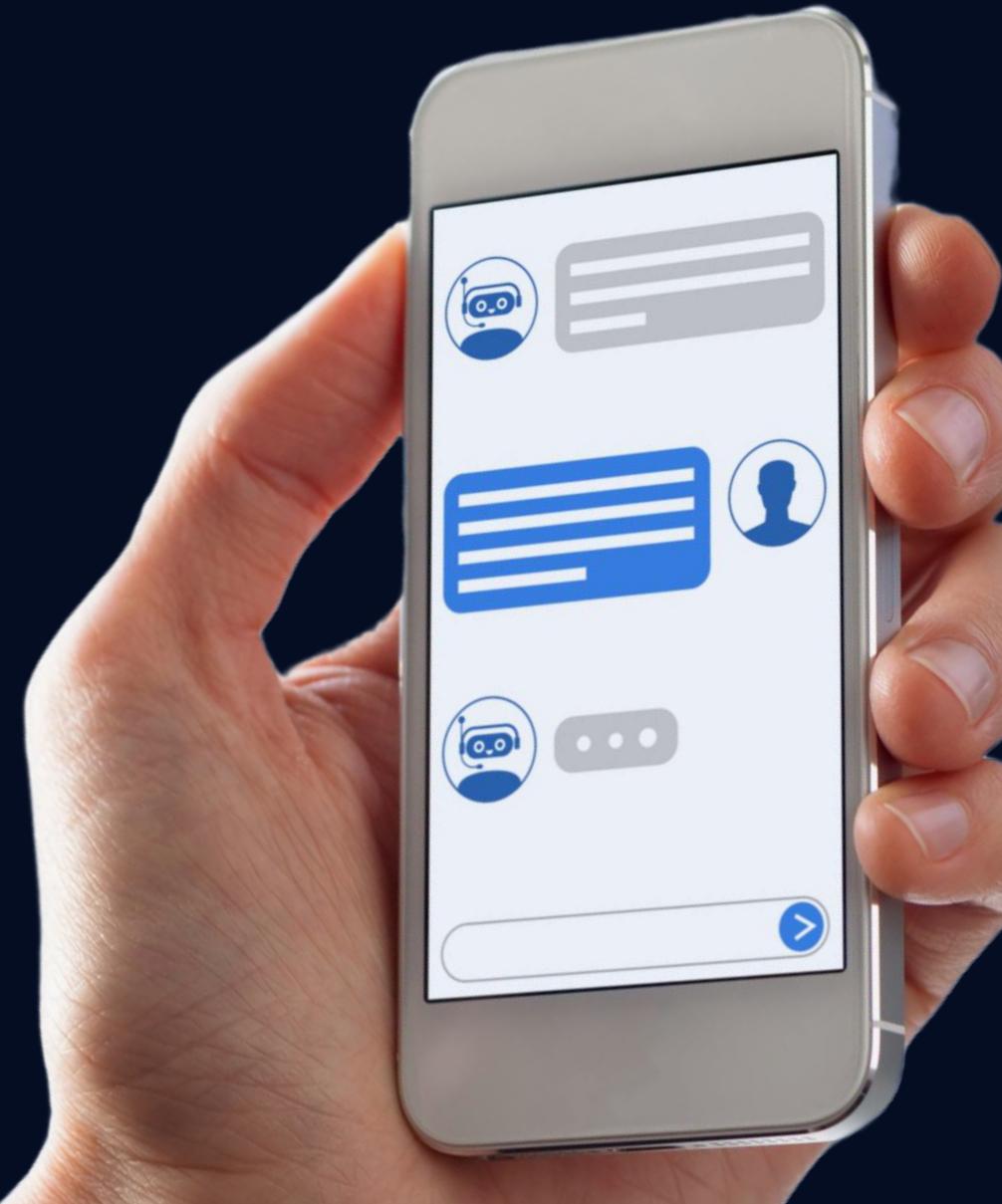


Future Trend

As social media continues to evolve, the influence of platforms like Instagram will only grow. Hotels will invest more in creating visually appealing and shareable content. Features like Instagram Reels and augmented reality experiences may play larger roles in hotel discovery and engagement, offering virtual tours and immersive experiences to potential guests.



70%
of guests prefer
chatbots for simple
queries, but crave
human connection
for complex issues.



2 | Chatbots vs. Human Interaction



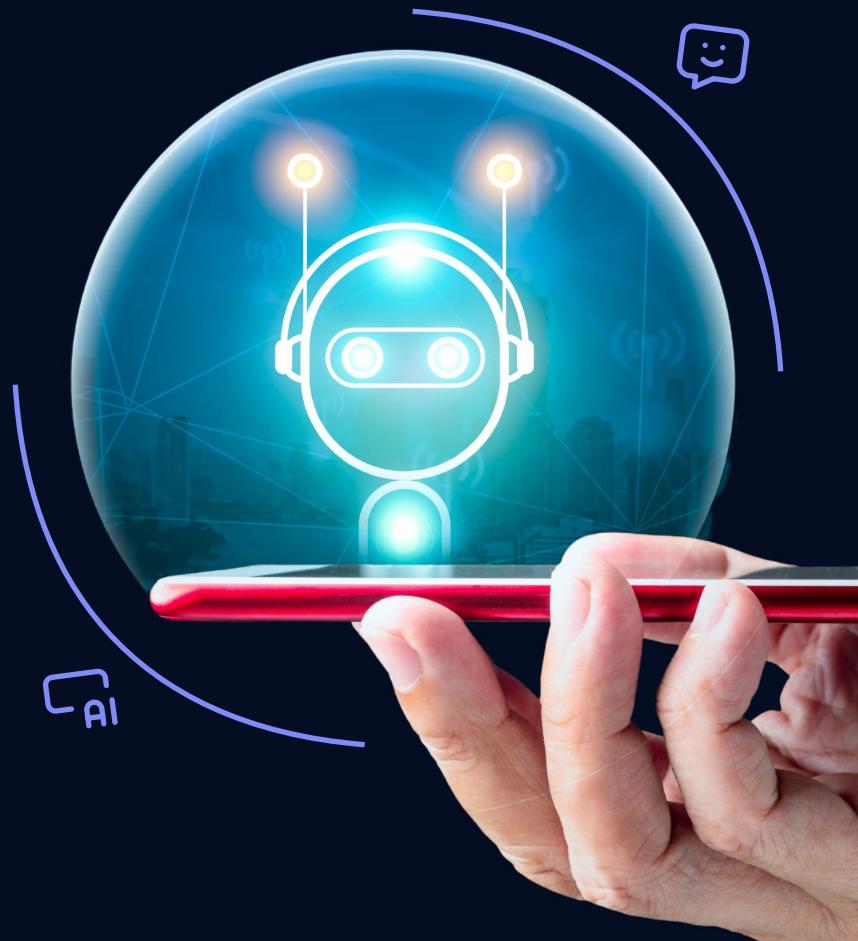
Guest Impact

Chatbots provide quick and efficient responses for simple inquiries, enhancing convenience for guests. However, the preference for human interaction in complex situations underscores the importance of personalized service. Guests appreciate the efficiency of chatbots but value the empathy and nuanced understanding that human staff provide for more intricate needs.



Future Trend

The future of hotel service will see a hybrid approach, leveraging both chatbots for efficiency and human interaction for personalized service. Advanced AI chatbots will handle routine tasks, allowing hotel staff to focus on creating memorable experiences. This balance will optimize operations while maintaining high levels of guest satisfaction.



3 | Online Reviews Reign Supreme

48%
of guests say
reviews are the #1
factor in hotel
booking decisions.



3 | Online Reviews Reign Supreme



Guest Impact

Online reviews have become a critical factor in the decision-making process for hotel bookings. Positive reviews can significantly boost a hotel's reputation and attract new guests, while negative reviews can deter potential bookings. Guests rely heavily on peer feedback to gauge the quality of service and amenities.



Future Trend

The emphasis on online reviews will continue to grow. Hotels will focus on actively managing their online reputation by soliciting feedback, promptly addressing complaints, and showcasing positive reviews. Review aggregation tools and reputation management software will become essential in maintaining a positive online presence.



4 | Tech Driven Room Service Ordering

45%
of respondents
prefer to order
room service
digitally vs. over
the phone



4 | Digital Room Service Ordering

Guest Impact

Shifting room service ordering to digital platforms enhances guest satisfaction by offering greater convenience, accuracy, and personalized experiences while also providing faster service and improved accessibility. This transition allows hotels to better meet guest needs, increase engagement, and potentially boost revenue through upselling opportunities and data-driven insights.

Future Trend

To meet the growing demand for digital convenience in room service ordering, hotels must invest in user-friendly, mobile-friendly ordering platforms that integrate seamlessly with their property management systems. Over the next 3-5 years, they should focus on enhancing the personalization of these platforms by utilizing AI and data analytics to tailor recommendations and offers to individual guest preferences. Additionally, hotels must ensure robust cybersecurity measures to protect guest data and build trust in these digital services.



5 | Transparency Matters

99%
of guests demand
clear pricing
upfront.



5 | Transparency Matters



Guest Impact

Guests expect transparency in pricing and are frustrated by hidden fees and surcharges. Clear and upfront communication about costs builds trust and enhances the booking experience. Lack of transparency can lead to dissatisfaction and loss of business.



Future Trend

Transparency in pricing will become a standard expectation. Hotels will adopt clear pricing practices, providing detailed breakdowns of costs upfront. This approach will not only build trust but also differentiate hotels that prioritize honesty and guest satisfaction. Technological solutions that streamline and clarify pricing will be widely adopted.



6 | Key Card vs. Digital Key

73%
**prefer traditional
key cards over
digital keys.**



6 | Key Card vs. Digital Key

Guest Impact

Despite the convenience of digital keys, security concerns lead the majority of guests to prefer traditional key cards. Guests are wary of potential technical issues and breaches of digital key systems, favoring the familiarity and perceived security of physical key cards.



Future Trend

To address these concerns, hotels will need to enhance the security and reliability of digital key systems. Educating guests about the safety measures in place can also help build confidence. The future may see the development of more secure, user-friendly digital key technologies that eventually gain wider acceptance.



7 | AI in Hospitality

58%
**feel AI improves
hotel stays, but**
42%
find it less personal.



7 | AI in Hospitality



Guest Impact

AI can enhance the guest experience by offering personalized recommendations and streamlining services. However, a significant portion of guests feel that AI lacks the personal touch that defines traditional hospitality. Balancing AI integration with human interaction is essential.



Future Trend

Hotels will continue to integrate AI for efficiency and personalization while ensuring that the human element remains prominent. AI will be used to handle routine tasks and analyze guest preferences, allowing staff to focus on personalized service. Future innovations will strive to make AI interactions feel more human and engaging.



8 | Streaming Services Take the Lead

71%
**favor streaming over
pay-per-view in hotel
rooms.**



8 | Streaming Services Take the Lead

Guest Impact

Streaming services have become the preferred choice for in-room entertainment, reflecting guests' habits at home. The availability of popular streaming platforms enhances the guest experience and satisfaction, making hotels that offer these services more appealing.

Future Trend

Hotels will increasingly offer streaming services as part of their standard amenities. Integration with guests' personal accounts and seamless access to content will be prioritized. Future trends may include personalized entertainment options and advanced in-room technology that surpasses home setups.



9 | Guests Seek Tech Beyond Home Comforts

65%

**want hotel tech to
be 'cooler' than
home technologies
in their guest
experience.**



9 | Guests Seek Tech Beyond Home Comforts



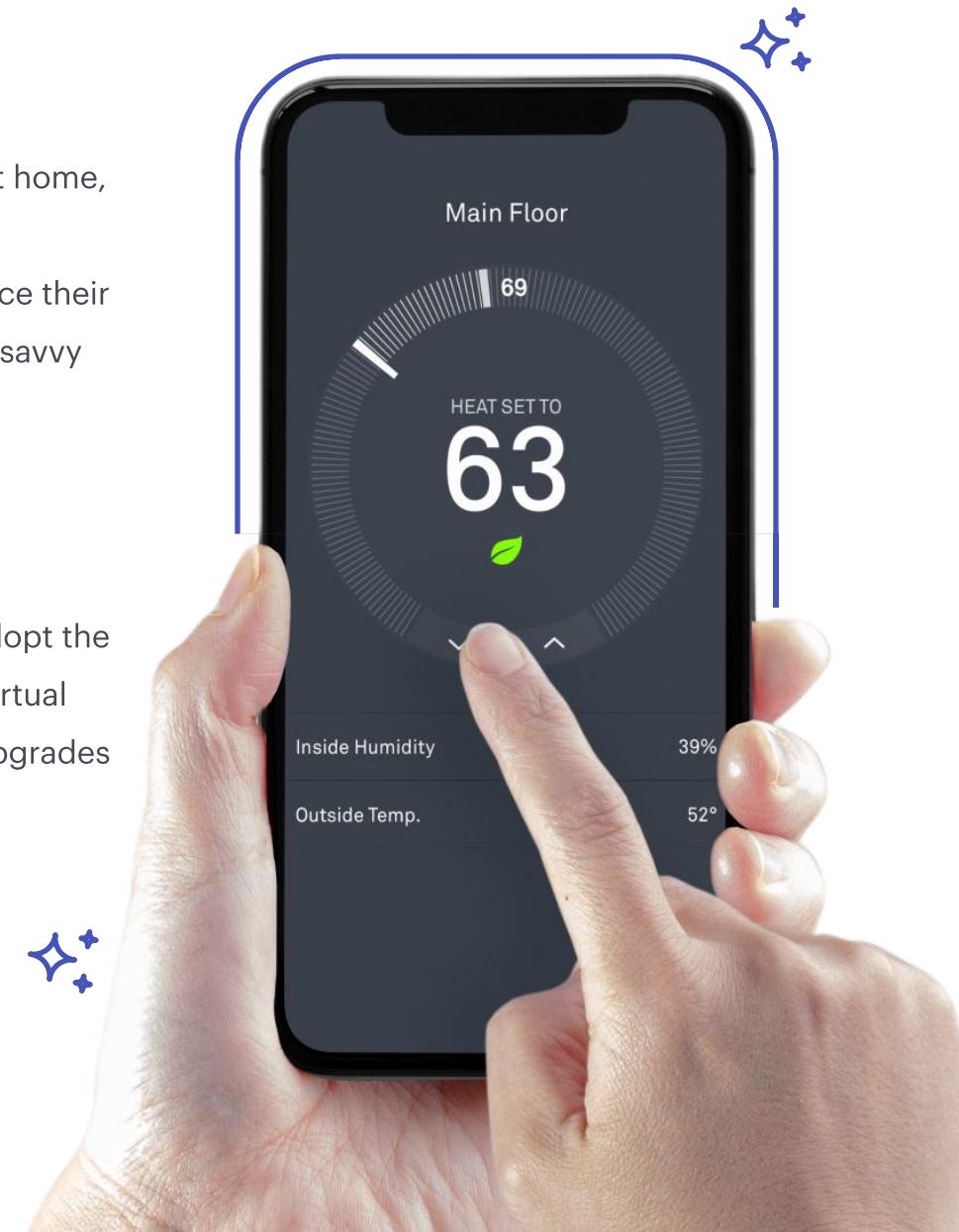
Guest Impact

Guests expect hotel technology to exceed what they have at home, seeking innovative and impressive tech experiences. This expectation drives hotels to continuously update and enhance their technological offerings to stay competitive and attract tech-savvy guests.



Future Trend

The pursuit of cutting-edge technology will lead hotels to adopt the latest innovations, from AI-powered services to immersive virtual reality experiences. Continuous investment in technology upgrades will be essential to meet and exceed guest expectations, positioning hotels as leaders in digital hospitality.



10 | Guests' Final Impressions: Checkout Preferences

45%

**opt for phone
checkout, while**

42%

**still prefer the front
desk.**



10 | Guests' Final Impressions: Checkout Preferences

Guest Impact

Guest preferences for checkout methods are divided, with nearly equal numbers favoring phone checkouts and front desk interactions. This diversity in preferences highlights the need for hotels to offer multiple options to accommodate different guest needs.

Future Trend

Hotels will adopt flexible checkout solutions, providing both digital and traditional methods. Mobile apps for checkout will become more prevalent, offering convenience and reducing wait times. Ensuring a seamless and secure checkout process will be a priority, enhancing the overall guest experience.



| Conclusion

This report provides a comprehensive analysis of the current and future landscape of hotel technology. By understanding and addressing guest preferences, hotels can enhance their offerings and deliver exceptional experiences. Prioritizing technology adoption that balances innovation with personalization will be key to succeeding in the competitive hospitality market. The future of digital hospitality promises a harmonious blend of technology and tradition, designed to delight and satisfy modern travelers.

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