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Amadeus Insights

Hospitality in 2026

What keeps hotel leaders up at night?

500 hotel leaders worldwide were surveyed, and their voices reveal the future of hospitality - told through their priorities and ambitions, from redefining guest experiences to embracing innovation.



Amadeus. It's how travel works.



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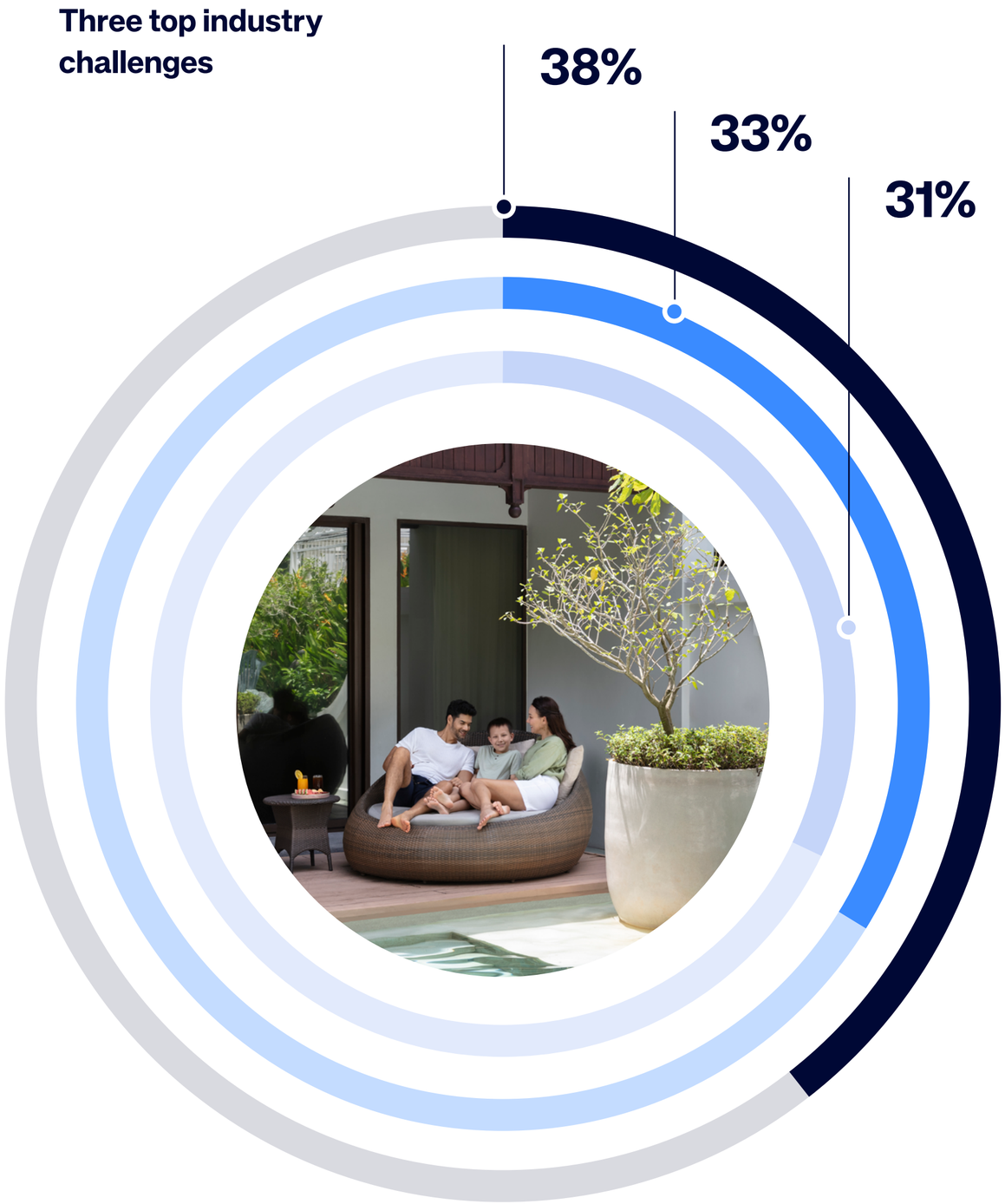
The business reality of 2026

A new era of hyper-efficient, guest-centric Hospitality.

Hospitality in 2026 is being reshaped by a powerful push toward **efficiency, agility, and deeper guest centricity.**

Hoteliers surveyed cite the three top industry challenges defining their day-to-day reality.

These shifts all point to one truth: according to hoteliers, **the modern guest has changed, inviting hotels to rethink the end-to-end experience.**



The New Guest Profiles
according to hoteliers' responses'

In light of these rising expectations, hoteliers are rethinking how they create value: moving from meeting standards to delivering **connected, intuitive, and meaningful experiences.**



Empowered
Guest

39%
Higher expectations for flexible cancellation and refund policies

34%
Increased demand for personalization



Digital Savvy
Guest

36%
Greater use of mobile devices for booking and communication

34%
Greater preference for digital and contactless experiences



Peace of Mind
Guest

36%
Higher focus on health and safety

Top Challenges for Hotels in 2026, based on survey responses

33%
Improving guest satisfaction and experience

31%
Identifying and developing new revenue streams

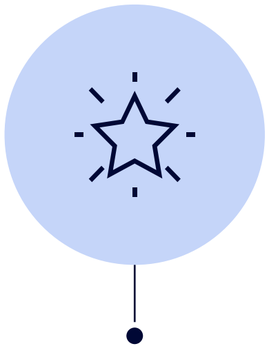
29%
Achieving consistent operational excellence across departments

27%
Generating higher or more profitable demand

Among surveyed hotels, many see today's challenges becoming **tomorrow's growth levers.** Guest insights, personalization, and efficiency can create opportunities for **long-term profitability.**

Where hotels expect the biggest profitability gains

Improving guest satisfaction and experience

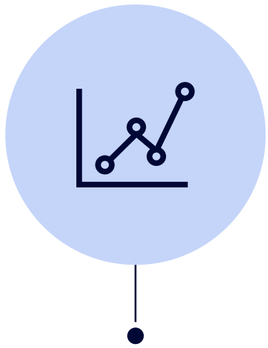


14% Improve guest satisfaction and build stronger loyalty

14% Increase Revenue per available room (RevPAR) or Revenue per available guest (RevPAG)

7% Gain deeper customer insights and competitive intelligence

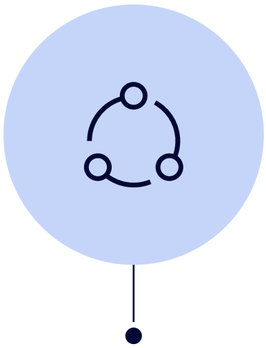
Identifying and developing new revenue streams



12% Monetize specific offerings or attributes within your hotel and rooms

7% Partner with local attractions and event companies to gain commission from these partnerships

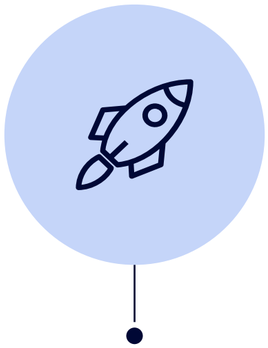
Achieving consistent operational excellence across departments



9% Leverage AI and technology more effectively to improve day-to-day operations

6% Reduce internal costs

Generating higher or more profitable demand



9% Leverage AI and technology more effectively to improve marketing efforts

9% Improve forecasting and price optimization

8% Grow the share of direct bookings

6% Optimize channel mix for net revenue

Winning the guest: demand, behavior and differentiation

Smarter acquisition: demand through data, tech and experience.

The path to guest satisfaction starts long before arrival: it begins with being found, being chosen, and being trusted. **In 2026, hotels surveyed are moving from traditional marketing to integrated, tech-powered demand generation, fueled by data, personalization, and modern digital experiences.**



Top strategies to drive guest demand, based on survey responses

38%

Optimizing traffic in traditional search engines (SEO) and AI platforms (GEO)

37%

Investing in analytics and technology

35%

Integrating AI-powered marketing and personalization

33%

Upgrading website and mobile experience

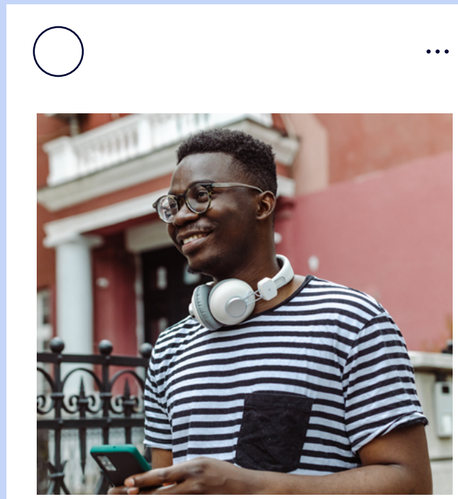
31%

Driving visibility through digital advertising and paid search campaign

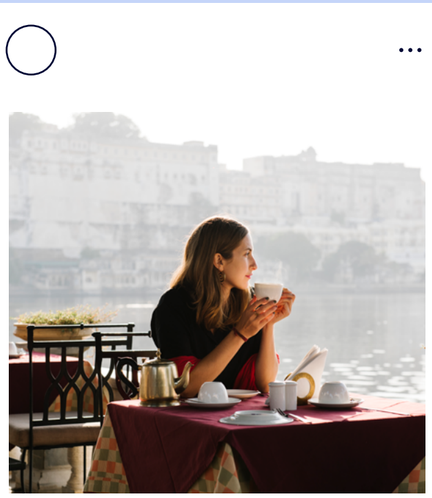
They are leaning into social platforms to spark visibility and build emotional resonance.

Social media: the trust builder

38%
Authentic guest stories



35%
Influencer partnerships

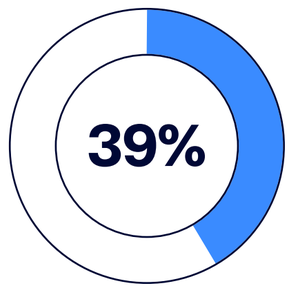


37%
Real-time conversations

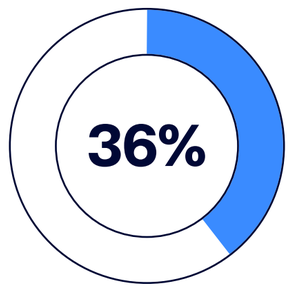


But engagement alone isn't enough; data access remains a critical bottleneck.

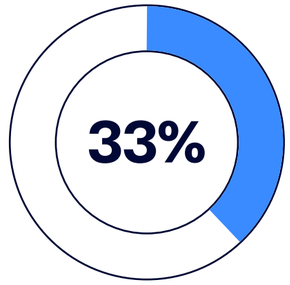
Data that hotels struggle to access



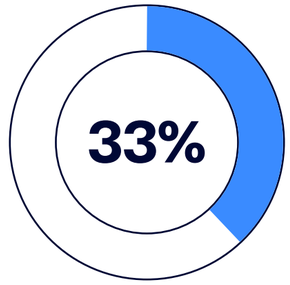
Forward-looking performance metrics



Competitor performance data



Guest data
(demographics, preference, past stay history)



Digital marketing performance metrics



Even though competitor data isn't just a click away, this is what hoteliers turn to to interpret market trends and stay ahead:

37%
Online review insights



34%
Industry reports

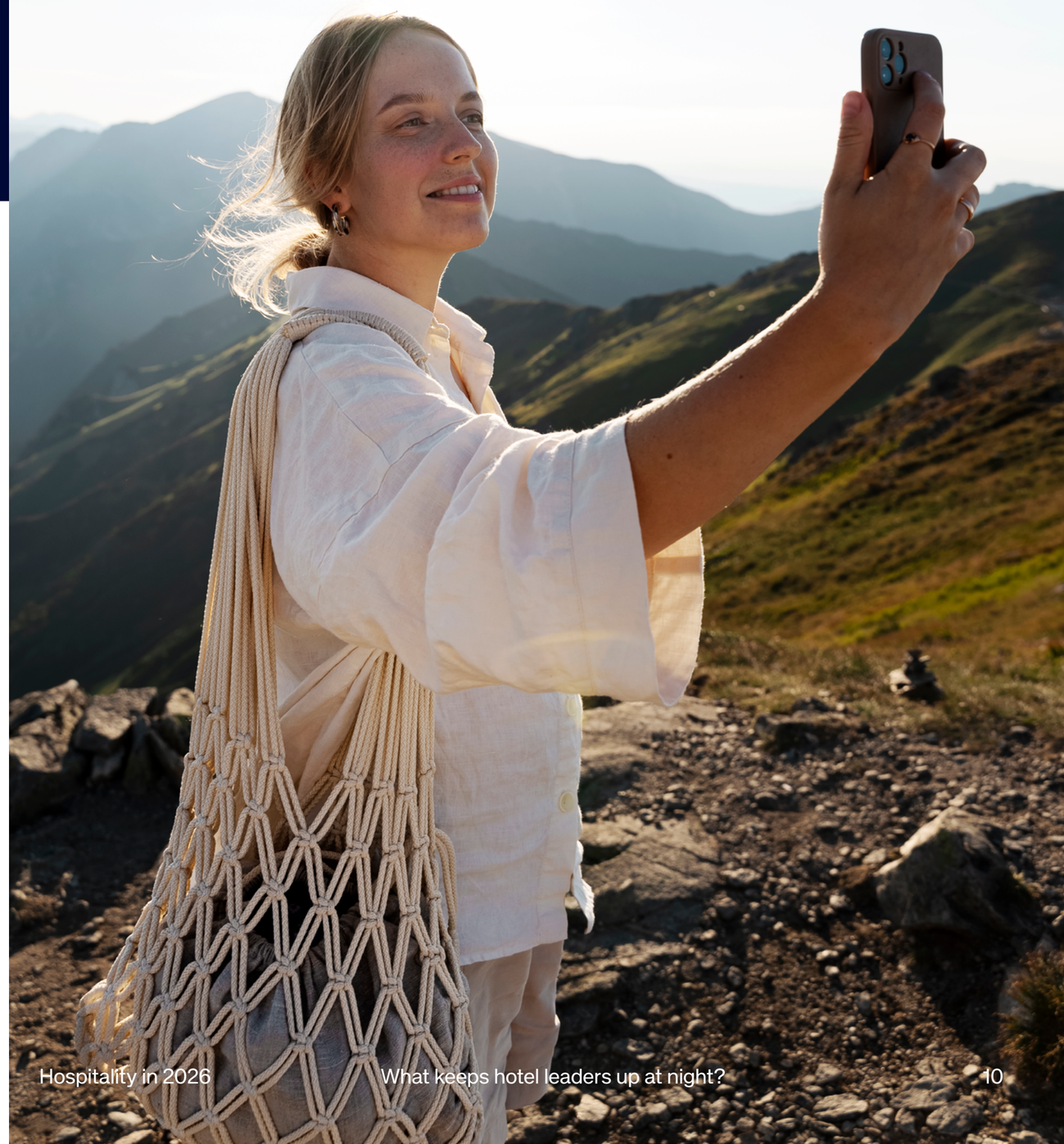


32%
Social media signals



The payoff is clear:

Better insight into demand gives properties more opportunities to personalize, differentiate, and grow.

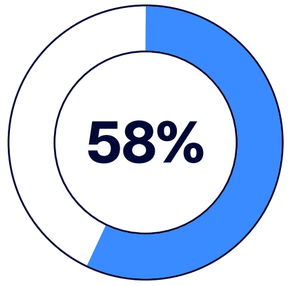


Chapter 03

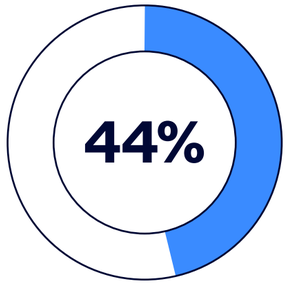
Reinventing the experience: personalization, loyalty and new revenue

From stays to experiences: the reinvention of Hospitality.

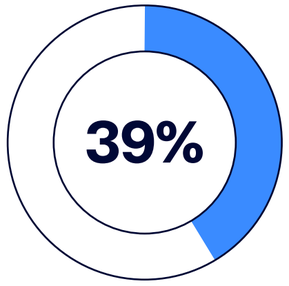
Hoteliers who participated in the survey are reimagining the guest journey by turning data and technology into **engines of personalization**. With the right tools, hoteliers can move beyond generic offers to create experiences that feel uniquely designed for each traveler:



Tailoring packages



Anticipating preferences



Upselling at every touchpoint





The guest journey is expanding beyond the room, and the evolution is already underway:

Already implemented:

48%
Packages designed for solo travelers

46%
Nature immersion stays

45%
Workation-friendly setups

43%
Wellness retreats

43%
AI-powered booking capabilities



And participating hoteliers are preparing the next chapter of experience design for the year ahead:

59%
Carbon offsetting at the point of purchase

56%
Accessibility and neurodivergent-friendly facilities

Plan to implement:

51%
Self-check-in, biometric or other contactless experiences

51%
Expanded AI booking capabilities

51%
Experience packages inspired by concerts, cultural events, or popular TV shows and films

Loyalty is evolving from a points program into a personalized engagement engine.



The Evolving Loyalty Ecosystem based on survey responses

Enhanced technology
(mobile app integration, digital wallet payment)

42%

Greater personalization through data and AI

41%

Shift from point-based systems to instant rewards or flexible benefits

40%

Expanded partnerships beyond hospitality
(airline, retail, lifestyle brands)

40%

Personalization is also creating fresh avenues for revenue. Hotels are increasingly positioning themselves as **hubs for experiences** that deepen connections and diversify income:

New revenue streams take center stage based on survey responses



44%
Social events
(weddings, celebrations, private events)

44%
Concierge and guided experiences

40%
Spa, fitness and on-site wellness packages

83%

↑ of hoteliers expect an increase in meetings & events (M&E) revenue over the next two years, with an average **projected growth of 6.9%**.



Sustainability is becoming part of how hotels personalize the guest journey. All surveyed hotels report active sustainability initiatives—and plan to invest an average of **6.7%** of business spend over the next five years.



Sustainability as part of the experience

Water conservation
(e.g. greywater recycling, linen and towel reuse programs

33%

Staff training and culture
(e.g. embedding sustainability in daily operations)

32%

Sustainable food and beverage
(e.g. local sourcing, plant-based menus, organic suppliers)

33%

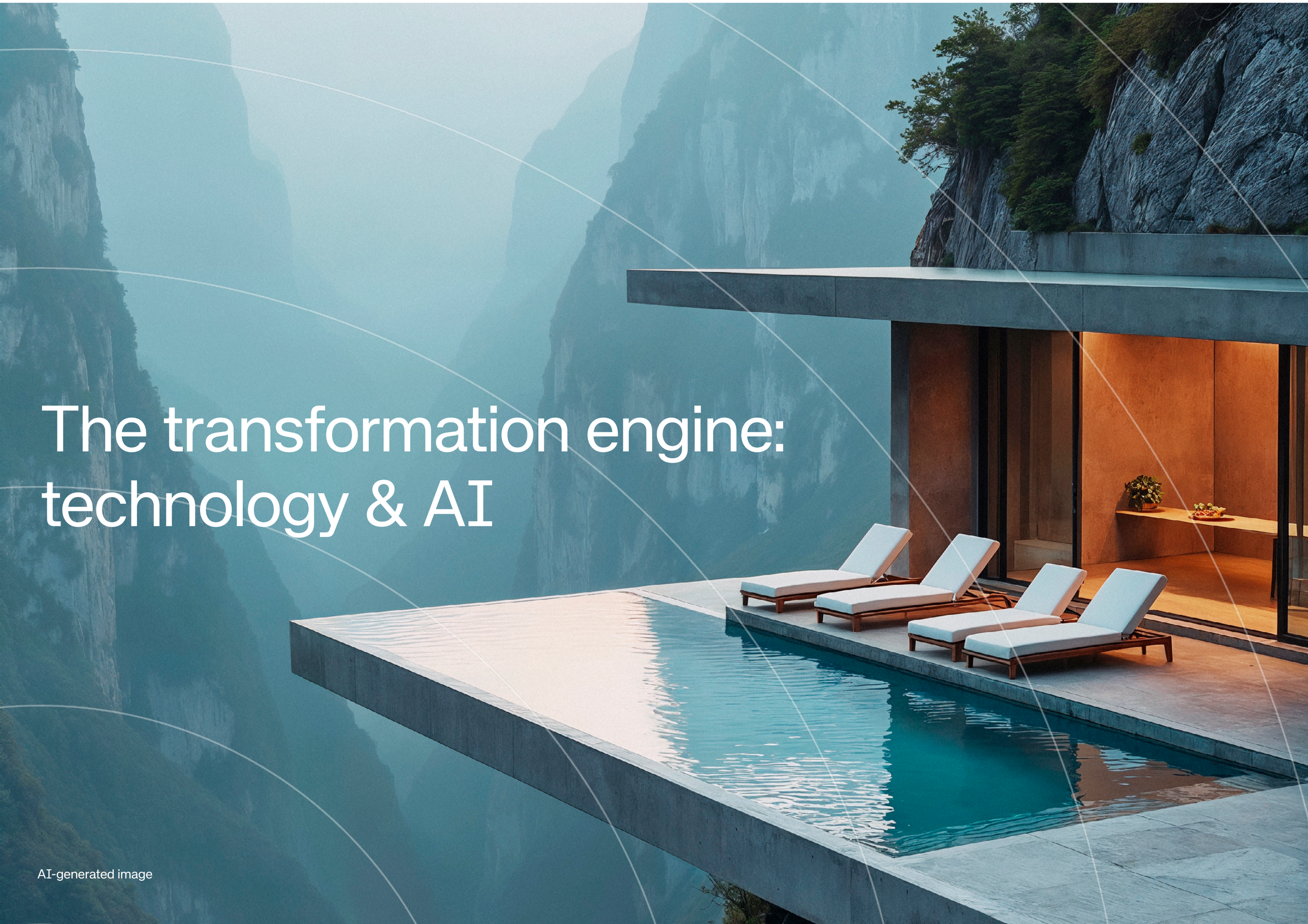
Waste reduction
(e.g. eliminating single-use plastics, recycling, composting)

32%

Supply chain sustainability
(e.g. eco-certified vendors, responsible procurement policies)

33%

The transformation engine: technology & AI



AI-generated image

AI, data and automation: redefining hotel operations.

According to the 500 hoteliers surveyed, technology priorities for 2026 mirror the industry's biggest aspirations:

33%

Technology and data to enable more personalized guest experiences

26%

Revenue management for stronger revenue management optimization

26%

AI and automation to enhance efficiency

Hotels are turning to technology not just to elevate the guest experience, but to create leaner, smarter operations that free staff to focus on what they do best: hospitality.

[1](e.g. the ability to accept a more diverse range of payments or automatically reconcile invoices)



Tech investment hotels are considering streamlining daily operations

35%

Data integration across all sources

34%

Simplified guest payments[1]

33%

Increased automation for routine tasks

AI is positioned to drive meaningful changes. Hotels are already using it to optimize revenue management, strengthen market intelligence, and forecast operations. Future investments will bring AI even closer to the guest experience.



Hotels currently using AI in each area

40%

Competitor rate and market intelligence

39%

Dynamic revenue management and revenue management systems (RMS)

38%

Forecasting occupancy and labor scheduling tools

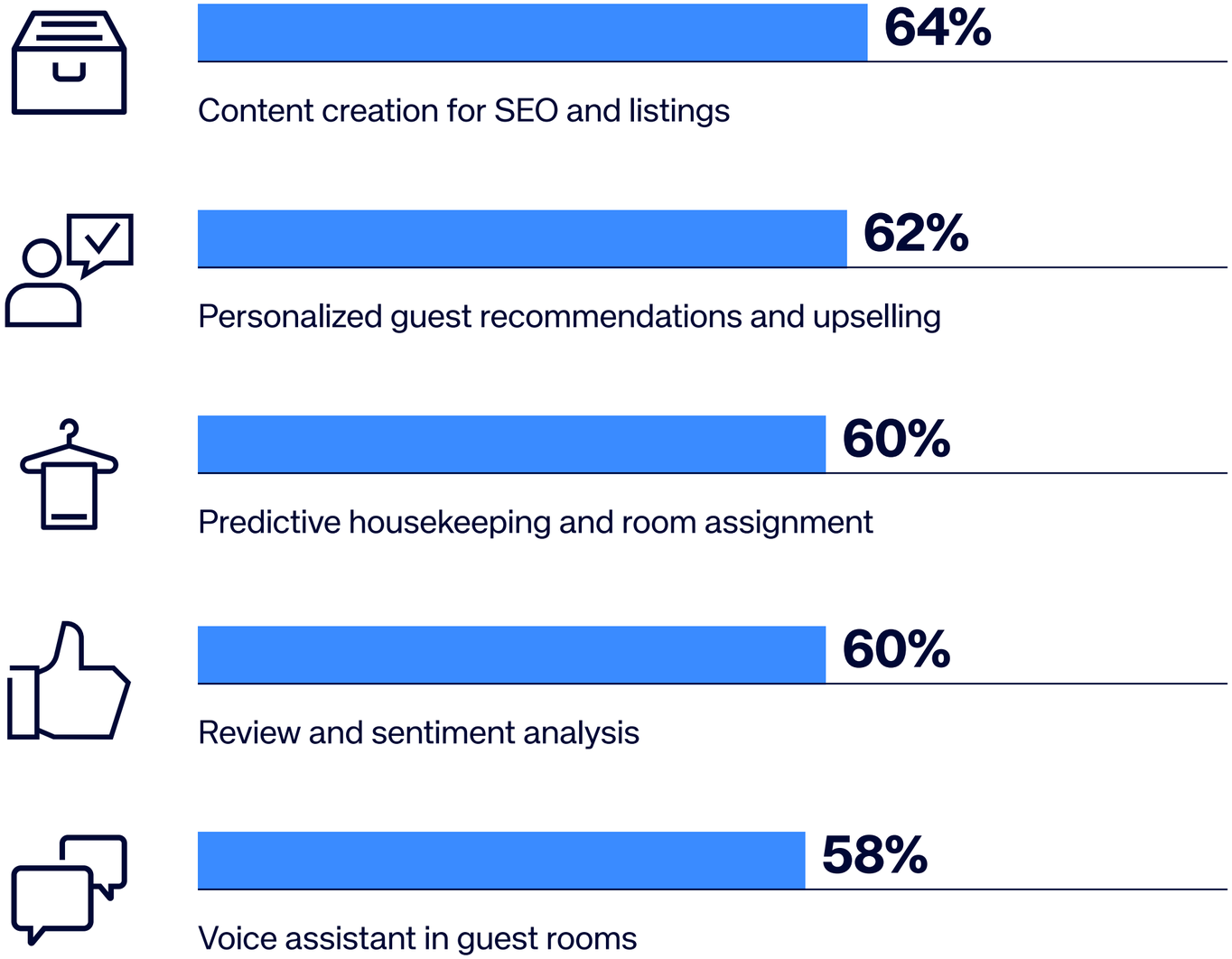
37%

Digital advertising optimization (Google, Meta, metasearch)

36%

Chatbot and conversational AI for guest service

Hotels planning to use AI



$319k

↑ average **planned to be spent on AI in 2026 by hoteliers** responding to the survey



AI-generated image

Closing thought

The hoteliers surveyed see a clear path forward: the very challenges they face today - improving guest satisfaction, developing new revenue streams, achieving operational excellence, and generating more profitable demand - are the very **areas where technology, especially AI and automation (22%)**, will drive the greatest transformation over the next 5 years. Alongside **luxury experiences (12%) and evolving traveler expectations (11%)**, a new era is taking shape.

Hotels can drive success by mastering three essentials:

01. Demand intelligence

02. Experience innovation

03. Operational clarity

Powered by tech-driven transformation, these capabilities help anticipate traveler needs, deliver memorable stays, and optimize every touchpoint for profitability.



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It’s how travel works.

For more information on how to keep your eyes on the horizon, and build a hotel business prepared for whatever lies beyond it, visit our website.

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