

The Road Ahead

# Envisioning the Future of Hospitality



# Navigating Change: The Future of Hospitality in a Turbulent World

The hospitality industry has demonstrated remarkable resilience in the wake of the Covid-19 crisis. After a period of unprecedented disruption, **the sector has rebounded to pre-pandemic levels within just four years.**

However, this recovery has been accompanied by a **significant shift in consumer expectations.** Travelers are now more conscious of their health, environmental impact, and overall experience, demanding greater sustainability, technology integration, and human-centric services.

At the same time, the ongoing state of **global uncertainty**—often described as a "polycrisis"—**has further influenced consumer behavior,** shaping new trends that will define the future of hospitality. In response, hotels must adapt to evolving demands by embracing innovation, personalization, and meaningful experiences.

This report outlines the **9 emerging hotel concepts shaping the future of the hospitality industry** and explores **key digital-driven opportunities the industry can follow to differentiate and stay ahead of the curve** in these turbulent times.

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# 9 Emerging Hotel Concepts Shaping the Future

These trends are gaining momentum and are expected to become mainstays in the hospitality industry from 2025 onwards.

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# Experiential Memories

Providing experiences that transcend traditional tourism

- Disillusioned by ongoing crises and overcrowded tourist hotspots, travelers now seek transformative experiences, opting for alternative destinations, personalized trips, and carefully curated journeys that offer meaningful, lasting memories.

Today, travelers prioritize meaningful experiences over traditional hotel services. This shift, fueled by platforms like Airbnb Experiences, is reshaping how hotel brands craft their offerings. The growing demand for experiences—beyond simply providing a place to sleep—significantly influences guest satisfaction and loyalty.

According to a study by The Harris Poll for Eventbrite, **72% of millennials prefer spending on experiences over material possessions** (2). Hotels like Six Senses have embraced this shift, offering not just accommodations, but immersive activities such as local cooking classes and wellness workshops.

84%

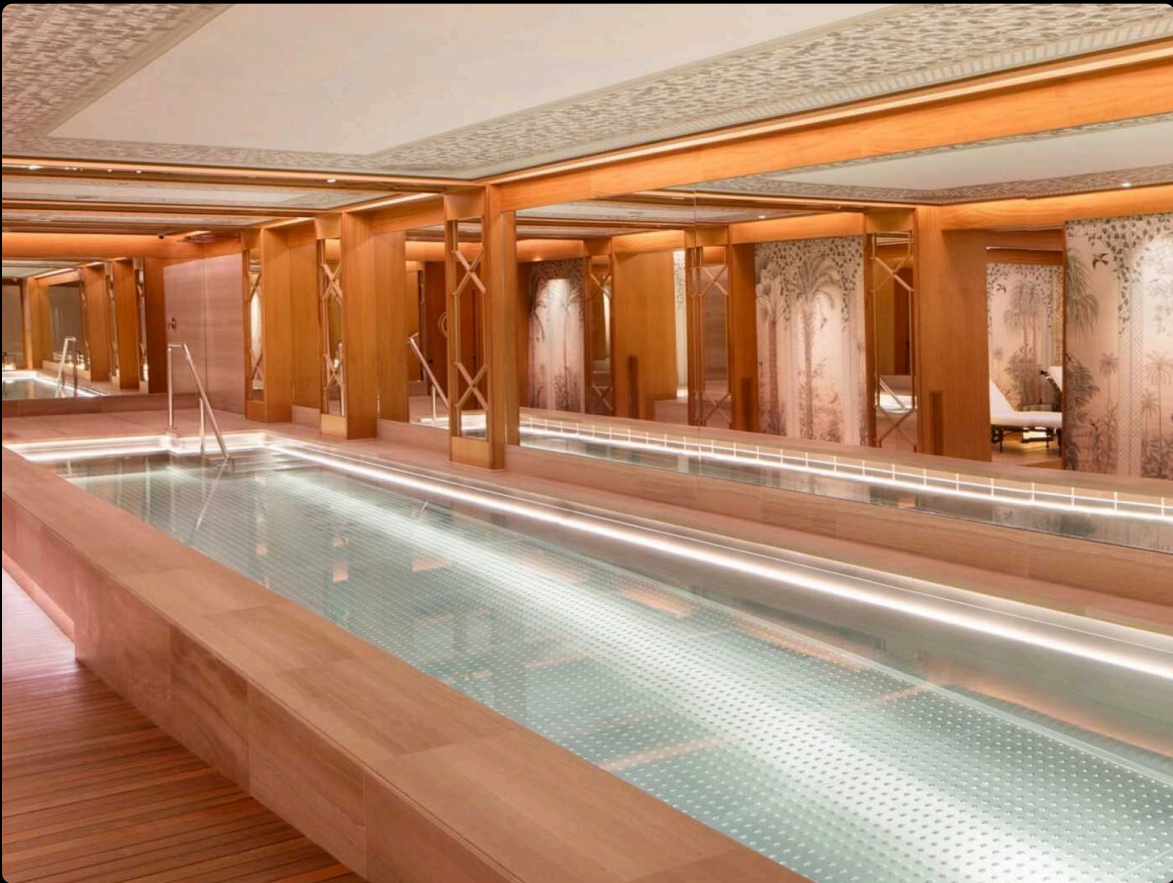
of consumers prioritize experience over price when planning a trip (1).

(1) Sizing Up Personalized Fashion, 2021 (PDF) - [Accenture](#)  
(2) Millennial's. Fueling the Experience Economy, 2014 (PDF) - [Eventbrite](#) - [The Harris Poll](#)

## Villa Marquis Meliá Collection



A hotel offering bespoke cultural and culinary experiences such as private art tours and tailored gourmet dining, providing guests with a unique, immersive stay in Paris.





# My Taste, My Stay

## Unlocking Hyper-Personalized Hotel Experiences

● Hyper-personalization uses advanced data analytics, artificial intelligence (AI), and real-time information to craft highly individualized guest experiences.

A study from Medalia indicates that **61 % of consumers will pay more for personalized hotel experiences** (4). With hyper-personalization, hotels can move beyond traditional segmentation by **anticipating and meeting the unique preferences of each guest**.

To enable this level of personalization, **hotels need a strong data infrastructure coupled with a commitment to ethical data usage, ensuring privacy and security remain top priorities**.

+40%

Companies that excel in personalization can generate up to 40% more revenue than their competitors (3).

(3) The value of getting personalization right—or wrong—is multiplying, 2021 (online) - [McKinsey&Company](#)  
(4) Understanding Personalization Efforts in the Hospitality and Retail Industries, 2024 (online) - [Medalia](#)

### Henn Na Hotels

Henn Na Hotels use robot concierges and AI assistants to let guests adjust room settings (lighting, temperature, entertainment,...). Over time, the technology helps the hotel anticipate its clients needs such as preferred room types, check-in times, or even personalized amenities.







# Reward to Recognition

## Elevating Loyalty from Reward to Recognition

- The hospitality industry is evolving loyalty programs by offering personalized incentives that go beyond traditional rewards, ensuring each guest feels uniquely recognized.

A recent study by BCG found that **hotel and airline loyalty programs, traditional strongholds, were among the least likely to drive exclusive purchasing behavior**, particularly among medium-frequency travelers whose spending remains up for grabs (5).

Instead of relying solely on traditional rewards like free nights or discounts, **hotels are increasingly offering tailored incentives** that align with each guest's individual preferences and behaviors. This shift **elevates loyalty from mere transactions to genuine recognition, ensuring guests feel valued and more likely to return**. For example, Marriott's Bonvoy program tailors rewards based on past preferences and behaviors, offering exclusive access to unique experiences, VIP events, and customized promotions.

+15

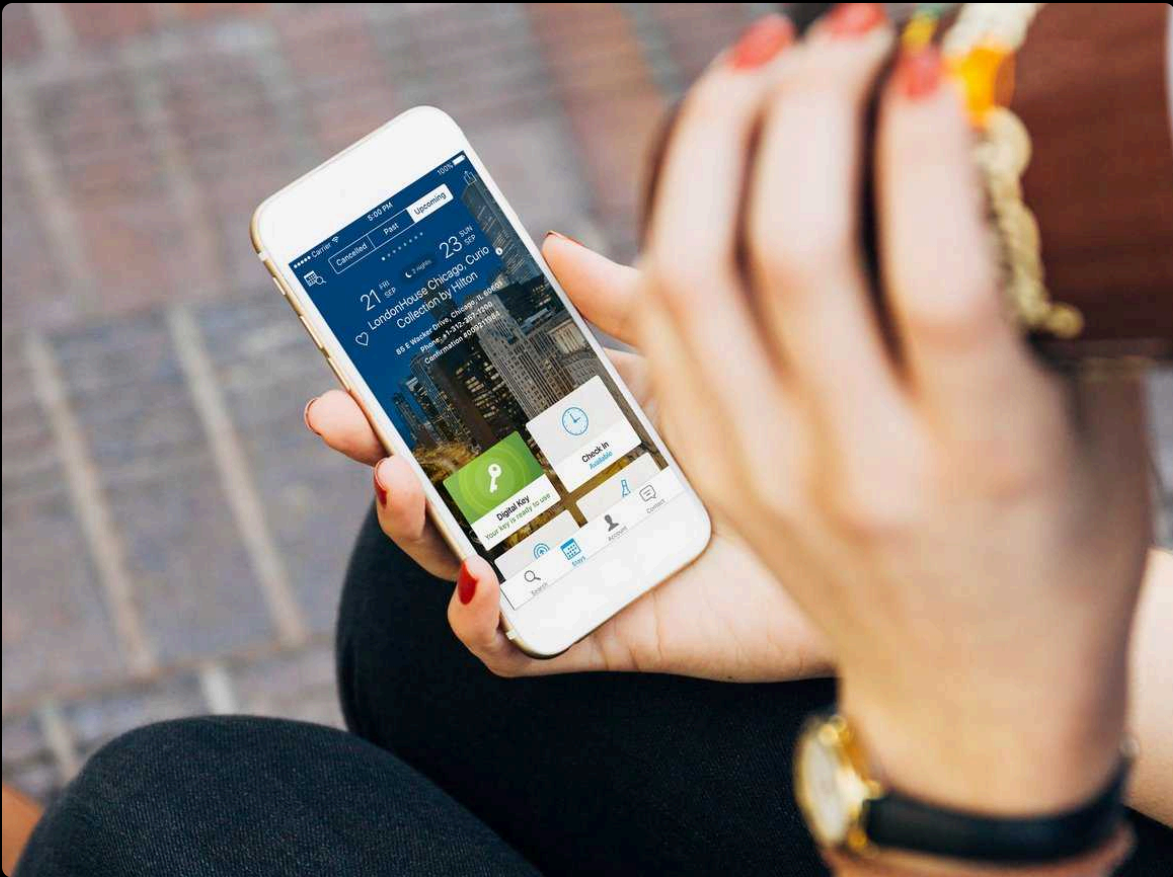
Number of loyalty programs the average US consumer belongs to (5).

(5) Loyalty Programs Are Growing—So Are Customer Expectations, 2024 (online) - BCG

### Hilton Honors



Hilton Honors Loyalty Program leverages AI to enhance guest experiences by offering personalized perks such as room upgrades, special amenities, and curated experiences, based on guests past behaviours.







# Genuine Authenticity

## Fostering Authenticity for Deeper Guest Engagement

● Authenticity has become a key differentiator, especially in tourism, where travelers increasingly seek meaningful experiences that capture the true essence of their destinations.

The Global Travel Trends Report 2023 by American Express reveals that 72% of travelers seek authentic connections with local cultures (7), driving a shift toward community-focused tourism. Today’s guests expect experiences that **immerse them in local traditions and environments**, turning hotels into destinations in their own right. These authentic experiences foster a deeper emotional connection that strengthen customer loyalty.

This trend is reflected in initiatives like **architectural designs that blend tradition with modernity**, as well as hotels using storytelling and offering **curated activities that highlight their cultural heritage**.

75%

of travelers seek authentic experiences that are representative of the local culture according to booking.com. Yet 40% of travelers don’t know how or where to find these tours and activities (6).

(6) Cost vs Conscience: Booking.com Delves into the Dilemma Dividing Sustainable Travel in 2023 (online) - [Booking.com](#)  
(7) American Express Travel's 2023 Global Travel Trends Report (PDF) - [American Express](#)

### Lux Peach Valley



Typically boutique in style, Lux Peachvalley caters to curious travelers and cultural explorers, offering a retreats with seasonal activities like peach harvesting and local home cooking, encouraging guests to slow down and connect with nature and community.







# Adjustable Comfort

## Adapting to Traveler Demands for Flexibility

- Flexibility is now a standard in hospitality, covering dynamic pricing, adaptable cancellation policies, and personalized experiences. As individualism grows, travelers seek to tailor their stays to personal preferences.

What was once a competitive advantage is now essential. Evolving consumer behavior, AI advancements, and the need for adaptability are prompting hotels to rethink their offerings. **Features like on-demand check-in/check-out, penalty-free rescheduling, and last-minute bookings have become standard expectations.**

A Skift report highlights that flexibility in booking is a top priority, with many travelers willing to pay more for refundable options. In response, **hotels are investing in dynamic management technologies and hybrid models that redefine traditional hospitality norms** (9).

80%

of travelers consider flexibility essential when planning a trip (8).

(8) Connecting with meaning - Hyper-personalizing the customer experience using data, analytics, and AI, 2024 (PDF) - [Deloitte](#)  
(9) State of Travel 2023 (online) - [Skift](#)

### The Hoxton



This boutique hotel chain offers flexible check-in and check-out times at no extra cost for guests who book directly through their website (Flexy Time program).





# Seekers of Longevity

Promoting Lifelong Vitality through Travel

- Initiatives that integrate restful environments with mental and physical activities that offer long-term benefits strengthen the perception that brands are truly committed to supporting their clients' holistic well-being.

According to the Global Wellness Institute (GWI), **wellness tourism will jump from \$830.2 billion in 2023 to over \$1.3 trillion in 2028** (11). This surge reflects the increasing demand for vacations that prioritize mental and physical well-being.

Additionally, 60% of respondents in a Booking.com survey expressed **interest in travel experiences that positively impact their lifespan** (12), underscoring the need for wellness programs that offer long-term benefits, beyond just short-term relaxation.

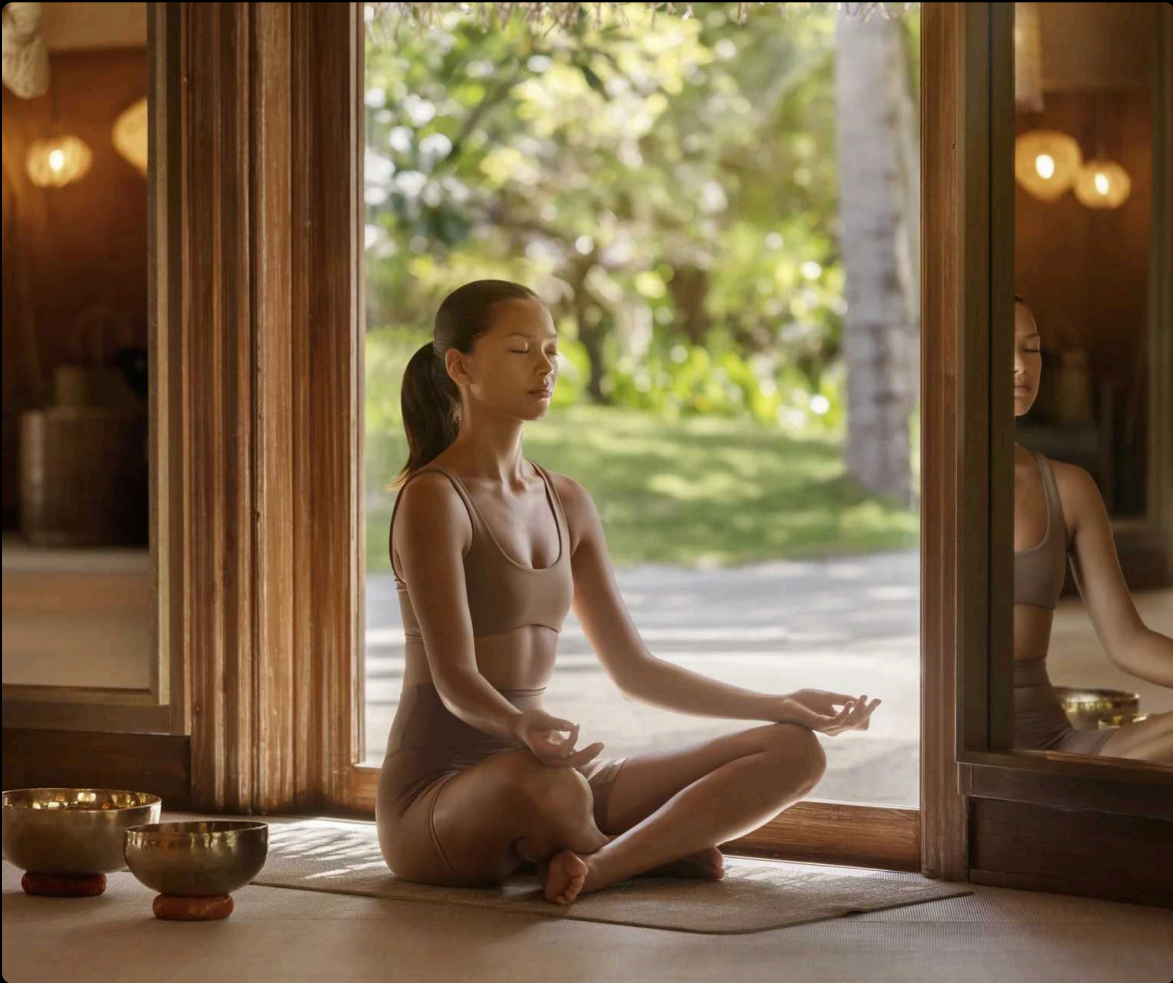
43%

of 18-35 years old travelers are more likely to take a health-conscious approach to their vacation (10).

(10) Travel Trends 2025 (online) - [Skyscanner](#)  
(11) The Future of Wellness Tourism, 2025 (online) - [Global Wellness Institute](#)  
(12) Travel Predictions 2025 (online), [Booking.com](#)

## Six Senses

Six Senses offers personalized wellness programs, including detox, cleansing, and rejuvenation treatments, designed to improve overall vitality.







# Sanctuaries for Rest

## Prioritizing Sleep for Better Stays

- Hotels are transforming their guest rooms into wellness sanctuaries that go beyond the basics, prioritizing restorative sleep and relaxation.

A study in the Annals of Tourism Research highlights that **quality sleep significantly enhances tourists' experiences** (14). With the sleep tourism market—valued at \$640 billion in 2023—set to grow by \$400 billion in four years (15), **hotels are responding by transforming rooms into sanctuaries for rest.**

Best players in this field offer **room selection services**, allowing guests to choose quieter locations away from elevators or higher floors. **In-room innovations** include air purifiers, chromotherapy showers, sleep-optimizing beds, air quality sensors, and meditation or white noise speakers, **redefining hospitality with a focus on restorative sleep and deep relaxation.**

#1

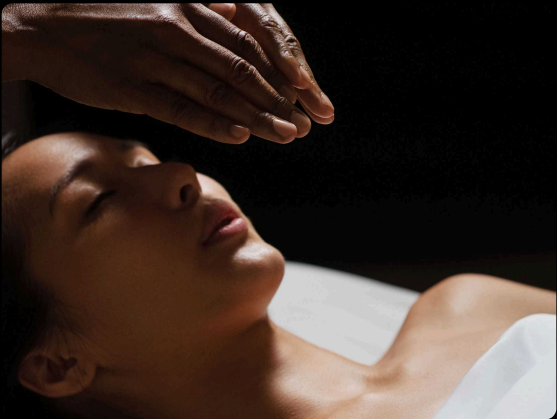
Reason people wanted to travel in 2024 was to rest and recharge (13).

(13) The Great Recharge: Travelers Will Invest in Their Sleep, 2024 (online) - [Hilton](#)  
(14) Better sleep, better trip, 2021 (PDF). [Annals of Tourism Research 87, Elsevier](#)  
(15) Sleep Tourism Market Size and Growth Outlook 2025-2031 (online) - [HTF Market Intelligence](#)

## Lefay Resort Lago di Garda



Lefay Resort promotes better sleep through specialized relaxation programs that focus on stress reduction, body rejuvenation, and personalized wellness treatments. These programs are designed to improve sleep quality and overall well-being.







# The Working Holiday

## Curating Seamless Work-and-Leisure Escapes

● Hotels are adapting to the rise of bleisure by blending work-friendly amenities with curated local experiences, turning business trips into extended getaways.

The rise of remote work has reshaped corporate travel, giving rise to bleisure, a blend of business and leisure. This shift is pushing hotels to adapt by offering tailored amenities, such as coworking spaces, high-speed internet throughout their properties, and personalized services designed for mobile professionals.

Bleisure also fuels the rediscovery of secondary destinations, benefiting local communities and diversifying tourism. Hotels are responding with “work and play” packages, offering discounts for extended stays and partnerships with local businesses for exclusive experiences like private art tours or behind-the-scenes access to landmarks. By curating these offerings, they transform business trips into memorable getaways.

60%

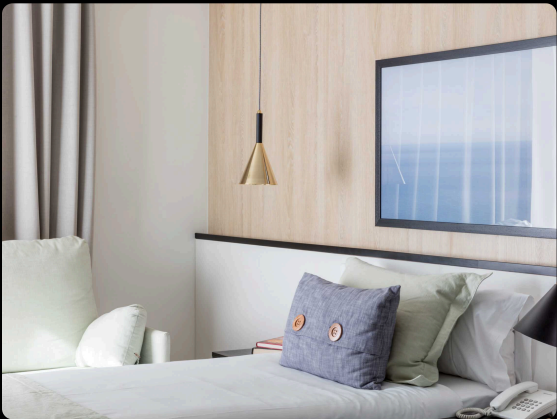
of business travel include at least one day of free time (16).

(16) Bleisure Travel Market Outlook 2035 (online) - [Transparency Market Research](#)

### Ars Magna Hotel



Ars Magna Hotel in Palma offers co-working spaces, wellness amenities, and a prime location near public transport, making it ideal for bleisure travelers.







# Off The Beaten Track

Exploring Hidden Gems,  
Off-Season

- Travelers are increasingly seeking off-the-beaten-path destinations, using AI tools to create personalized itineraries and choosing off-season travel to avoid crowds and enhance authentic experiences.

Travelers are increasingly seeking authentic experiences in off-the-beaten-path destinations, moving away from mass tourism to adopt a more conscious approach to its impact. To preserve the atmosphere of their chosen locations, 44% of travelers are now choosing not to tag destinations on social media (18).

This shift goes beyond location, with many also opting for off-season travel to avoid crowds and enjoy a more peaceful, authentic experience. AI tools, such as Booking.com’s AI Trip Planner, are amplifying this trend by allowing travelers to create personalized itineraries. These tools enable travelers to tailor their journeys to their preferences, fostering deeper connections with the destinations they visit.

63%

of travellers are likely to visit a detour destination in their next trip (17).

(17) Unpack '25, The Trends in Travel From Expedia, Hotels.com and Vrbo (online), [Expedia.com](#)  
(18) Travel Reinvented: Booking.com's 2025 Travel Predictions (online) - [Booking.com](#)

## Meliá Ngorongoro



Meliá Ngorongoro is located in the Ngorongoro Conservation Area, providing access to the region’s natural landscapes and wildlife. The lodge offers a quiet setting away from major tourist hubs, allowing guests to experience the area’s unique environment and local culture.





# 4 Digital Opportunities for Growth in the Hospitality Industry

## AI-powered hyper-personalization

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Leveraging guest data to create tailored recommendations, exclusive offers, and proactive service.

## Loyalty Reinvented

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Beyond points, offering exclusive experiences, curated offers, and emotional connections to drive long-term engagement.

## Frictionless Booking & Engagement

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From mobile-first reservations to seamless check-in experiences, improving conversion rates and guest satisfaction.

## Automation & Efficiency

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Leveraging AI chatbots, automated concierge services, and smart hotel operations to enhance service while reducing costs.





# Bring Digital Innovation to Life with Hanzo

## Hanzo’s commitment to quality sets us apart

At Hanzo, quality isn’t just a promise—it’s a disciplined, systematic approach. We blend strategic thinking, flawless execution, and people-centric design and technology to translate business vision into impactful digital experiences.

Discover how we supported Air Europa, Amadeus, and Meliá in their digital transformation by contacting us at [hello@hanzo.es](mailto:hello@hanzo.es).

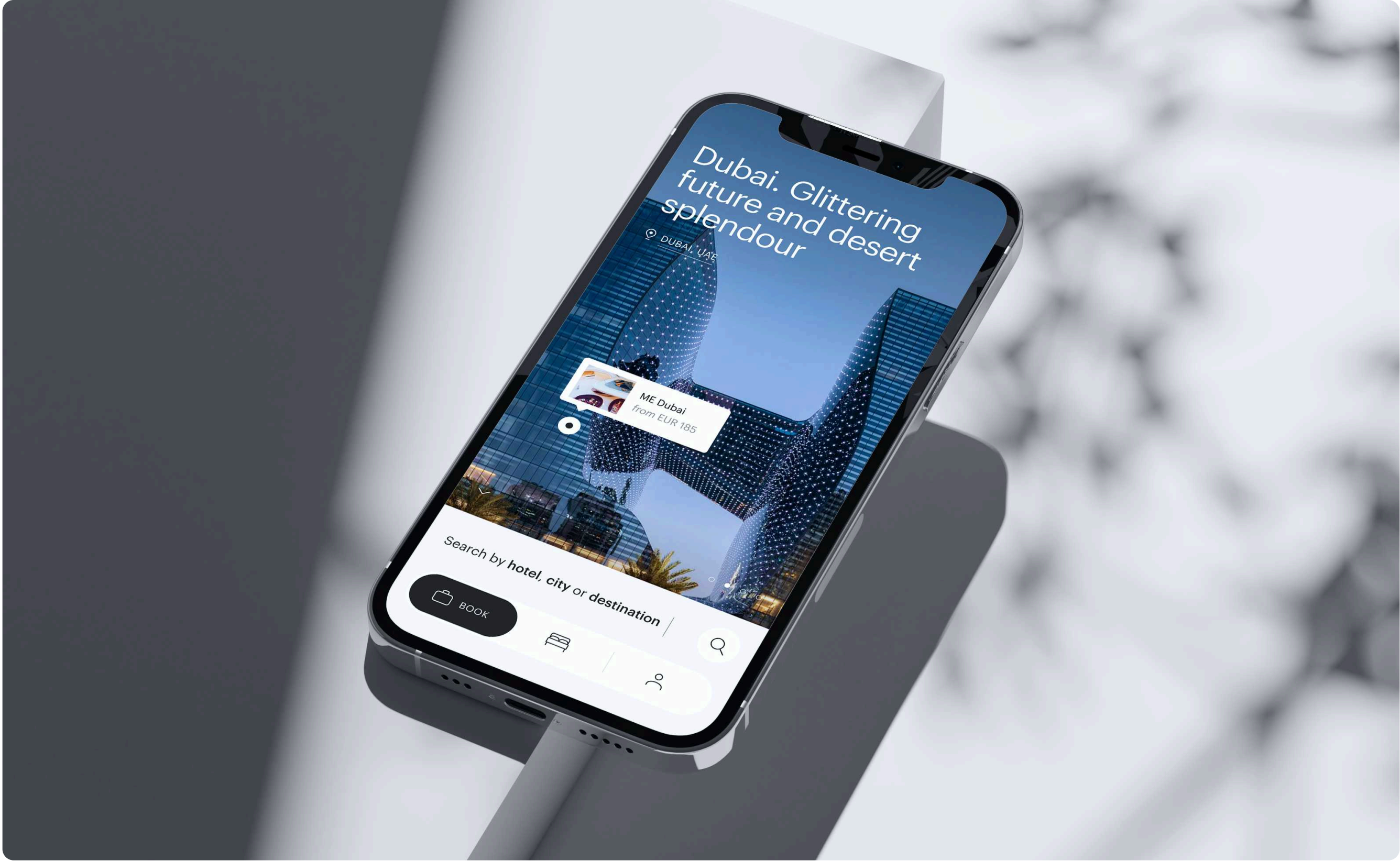
## Focus on.... Hanzo *for* Meliá

We collaborated with Meliá to enhance and elevate their digital ecosystem, covering every stage of the traveler's journey from pre- to post-stay, across all digital channels, and encompassing their diverse portfolio of brands, from luxury accommodations to family-friendly resorts.

Visit [melia.com](https://melia.com)



Download the Meliá App





# Ready For Change?

Let's make it happen.

At Hanzo, we partner with global brands to create impactful digital products that elevate business and endure over time.

For inquiries or collaboration opportunities, contact us at [hello@hanzo.es](mailto:hello@hanzo.es)

## Digital Product Strategy

Business Strategy, User Research & Testing, Market Research, Content Strategy, SEO Strategy, Data Analysis, Technical Strategy.

## Digital Product Design

UX Design, UI Design, Content Design, Rapid Prototyping, Design Systems, Motion Design, CRO.

## Digital Product Development

Solutions Architecture, Full Stack Mobile & Web, Cloud Engineering, CMS & E—Commerce, AI LLM Strategy & Implementation, Design Systems.

## Branding

Brand Strategy, Verbal Identity, Naming, Visual Identity, Brand Systems, Brand Guidelines, Roll-out Plan.