

# HYB25

Annual Edition

Navigating New Dynamics in the  
New Year



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# What Lies Ahead: Hotel Tech in 2025 and beyond

Technology Mega Trends

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As we gaze into the crystal ball of the hotel industry, several key trends emerge that are poised to shape the next 5-10 years.

Here are a few highlights to keep on your radar:

## 1 CLOUDY WITH A CHANCE OF INNOVATION

Many hotels still keep their PMS on a dusty old server in a closet somewhere, but it's time to move to the cloud, folks. Cloud technology enables continuous updates and innovation, making it the bedrock of modern hotel management. Cloud is becoming the new norm, and this is the technology that will allow hotels to stay ahead of the curve instead of playing catch-up with each new technological advancement.

## 2 STANDARDIZATION AND SEAMLESS INTEGRATION

The biggest roadblock for tech vendors is the hospitality ecosystem's complexity, resulting in a tangled web of integration dependencies. Thankfully, cloud tech and AI are paving the way for better integrations and data standardization, reducing complexity and boosting efficiency. This will enable quicker data sharing between tools and even among different departments within hospitality organizations. Seamless data exchange between systems is vital. More and more hospitality tech companies are enabling API connections, creating a harmonious tech ecosystem. Intelligent middleware will also play a critical role in this game.

## 3 DATA MINING: THE GOLD RUSH

Data is piling up like snow in a blizzard, and many hotel companies are sitting on a goldmine without a map to the treasure. Effective data mining and analysis will help uncover valuable insights, leading to improved decision-making and operational efficiency. This is where AI also shines, turning mountains of raw data into golden nuggets of actionable intelligence. As a result, the next big growth market will be in data analysis. The early birds will not only get the worm but probably a hefty bonus, too.

## 4 USER-CENTRICITY: THE USER IS KING

Legacy tech focused on getting the job done but often forgot about the user. Modern B2C apps have set the bar high, making ease-of-use not just a luxury but a necessity. After all, who wants to talk to 10 different people, endure a boring demo just to install a piece of software, and then slog through a week of training to use it? Thankfully, B2B apps are starting to catch up. Modern hotel tech applications are designed with the user in mind, making tasks not only doable but also easy and enjoyable. This shift is crucial as demands on staff continue to grow. The spotlight is now on creating intuitive, user-friendly interfaces that streamline operations and enhance the user experience.

## 5 PLATFORMIFICATION: THERE'S AN APP FOR THAT

Comprehensive solutions with app marketplaces are the future. This approach simplifies the tech landscape, allowing for easy integration and customization. Imagine a one-stop shop for all your tech needs, offering a range of tools with free trials and one-click easy installation. Once a handful of top PMS vendors reach a critical mass of market share and their APIs reach a decent level of reliability and consistency, we will stop seeing new entrants into the PMS market. All new startups will focus on complementary applications to the PMS core product, rather than competing in the PMS world.

## 6 AI/ML: THE BRAINY SIDEKICKS

To me, the most exciting trend of hospitech evolution is the rise of Artificial Intelligence. These technologies are not just buzzwords; they're becoming integral parts of how we live our lives and operate our businesses. AI-driven systems analyze vast amounts of data, identify patterns, and generate insights that were previously unimaginable. From chatbots that provide instant customer service to AI-driven tools that optimize energy use, these advancements are transforming the hospitality landscape as we speak. And the best part is that they keep learning and improving, making our operations smarter and more efficient over time. The collaboration between humans and AI (cobotics) boosts efficiency, accuracy, and decision-making. The future is bright, and it's filled with smart machines ready to make our lives easier and our guests' experiences unforgettable. In the dynamic relationship between hoteliers and tech providers, vendors are the engines, driving us forward toward a future of innovation and efficiency. So as we continue our journey to the renaissance of hospitality, it's important for hotel tech providers to rise to the occasion. Those trusty legacy methods and technology that once made us feel like rockstars are now about as useful as a floppy disk in a cloud storage world. It's time to modernize. No more excuses. The hospitality industry needs better tools to tackle the ongoing challenges we face. Let's fire up the innovation engines and get ready for a tech transformation that will make even the most stubborn hoteliers say, "*Where has this been all my life?*" The year 2025 and beyond marks the dawn of a new era where antiquated software solutions face extinction and hoteliers start appreciating modern technology.

**If you haven't yet read Ira's new book *Hotel Tech 101* – take a look as it maps out the terrain of hospitality technology, paints a picture of the possibilities, and inspires each industry stakeholder to be open-minded and embrace the future.**







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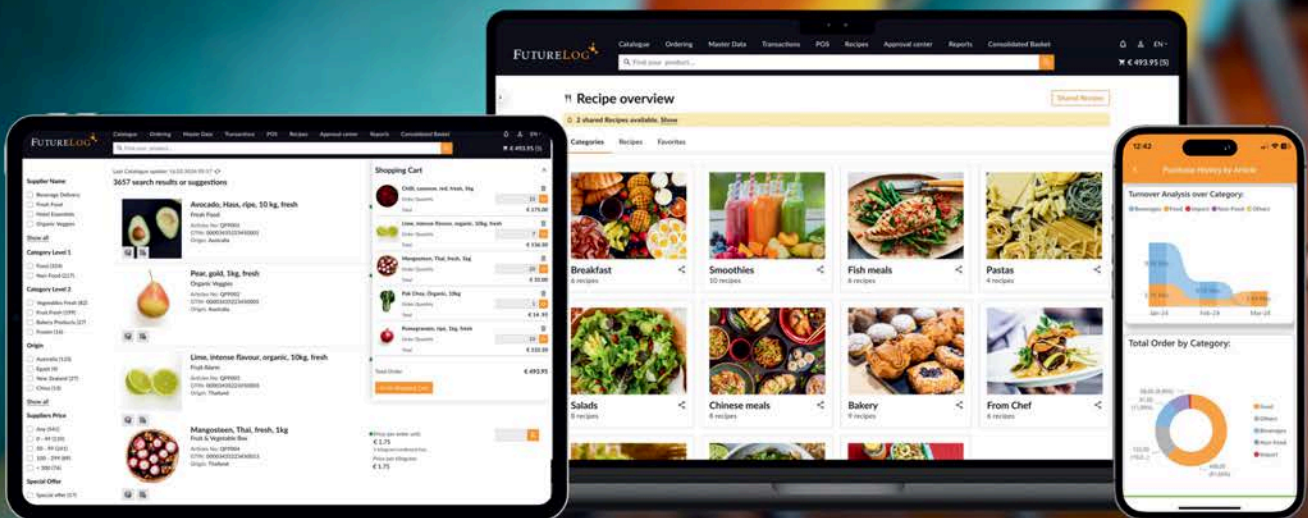
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