

# HYB25

**Annual Edition**

Navigating New Dynamics in the  
New Year



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# Top 5 Booking Trends Transforming Hospitality in 2025

Booking Trends

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The way travellers book their stays is changing. More than ever, guests are looking for convenience, flexibility, and value—while hoteliers are exploring new ways to maximize revenue and boost guest loyalty. At the heart of this shift is the book direct movement, where both travellers and hoteliers benefit by side-stepping third-party booking platforms.

Booking direct means guests can avoid extra fees and unlock exclusive perks, while hotels can reduce OTA commissions and gain direct access to valuable guest data. But beyond just cost savings, the evolution of payment options, security expectations, and booking behaviors is reshaping the wider hospitality industry. From flexible payment options to seamless booking experiences and enhanced cybersecurity, hotels that take control of their payment strategy will be best positioned to meet the needs of today's guests. Here's how hoteliers can embrace changing booking trends and bolster their payment strategy to create a frictionless, guest-friendly booking experience that drives both loyalty and revenue.

## 1. THE BOOK DIRECT MOVEMENT

Travellers and hoteliers alike are really benefiting from the book direct movement by side stepping OTAs and booking directly through a hotel's website, guests can avoid additional booking fees making trips more budget friendly, while hotels reap the benefits by minimising platform and listing costs. Increasing the number of direct bookings also puts booking data directly in the hands of hoteliers presenting opportunities to leverage information to create more personalised stays that guests won't forget. **Tip:** *Ensure that your guest-facing website is equipped for direct bookings. A simple to use booking portal, accurate availability information and a strong guest communication strategy create a frictionless experience while added perks such as free breakfast or F&B discounts for booking directly can not only incentivise guests but encourage additional spend.*

## 2. PAYMENT FLEXIBILITY

As guests become more budget savvy, flexible payment options like 'book now, pay later' or the ability to pay in installments can offer the flexibility and control they need to manage their budget, as well as making travel more financially accessible. Globally, a quarter of companies surveyed said that 'book now, pay later' customers book more frequently<sup>1</sup> and often spend more, offering a golden opportunity for hoteliers to grow customer loyalty through repeat bookings, while boosting profitability through upsells. **Tip:** *The availability of flexible, 'book now, pay later' payment options can directly influence purchase decisions. Hotels offering staggered payments give guests more control over their budget while also making it more affordable to take advantage of add-ons like room upgrades or extra nights to enhance their experience.*

## 3. THE GIFT OF CHOICE

Just as guests are prioritising flexible payments, they also expect to be able to choose from a wide range of payment methods. 32% of travellers say they have abandoned a booking because they haven't been able to pay with their preferred method<sup>2</sup> demonstrating how a range of payment options for guests is just as important as star ratings, facilities and reviews when booking. **Tip:** *A seamless booking experience starts with the ability for guests to pay the way they want to. Hoteliers should ensure digital wallets, direct bank transfers or even international payment options through WeChat or Pix are offered to secure those all important bookings.*

## 4. APPEALING TO THE CYBER-SAVVY TRAVELLER

The days of the package holiday are numbered, with booking becoming more fragmented as travellers - particularly digitally savvy younger generations - choose to separately book the individual components of their trip. Hoteliers must adapt to these evolving booking behaviours, offering flexible cancellation terms, pay at the property options and even perks for last minute bookings. **Tip:** *The ability for hoteliers to be flexible and adapt to changing booking trends is crucial. Utilising functionality within your PMS will allow you to look ahead and plan for last minute shifts in room availability.*

## 5. BOLSTERING YOUR PAYMENT SECURITY

More travellers than ever are booking their hotel stays through smart devices. While mobile-payments offer more convenience and flexibility, guests are growing increasingly wary of the cyber security risks of our instant payment economy. Hoteliers should consider offering flexible and trusted payment options like Apple Pay and ensure they're using accredited and compliant property management systems to give guests peace of mind. **Tip:** *Hoteliers should check the security credentials of their technology partners - PMS providers that have been independently audited according to Service Organisation Control (SOC) protocols have to demonstrate the highest levels of data security, leaving you safe in the knowledge that your guest's most important details are safe and secure.*<sup>1</sup>

[Phocuswright Global Travel Market Report 2024](#)

[2. Adven Hospitality Report](#)





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