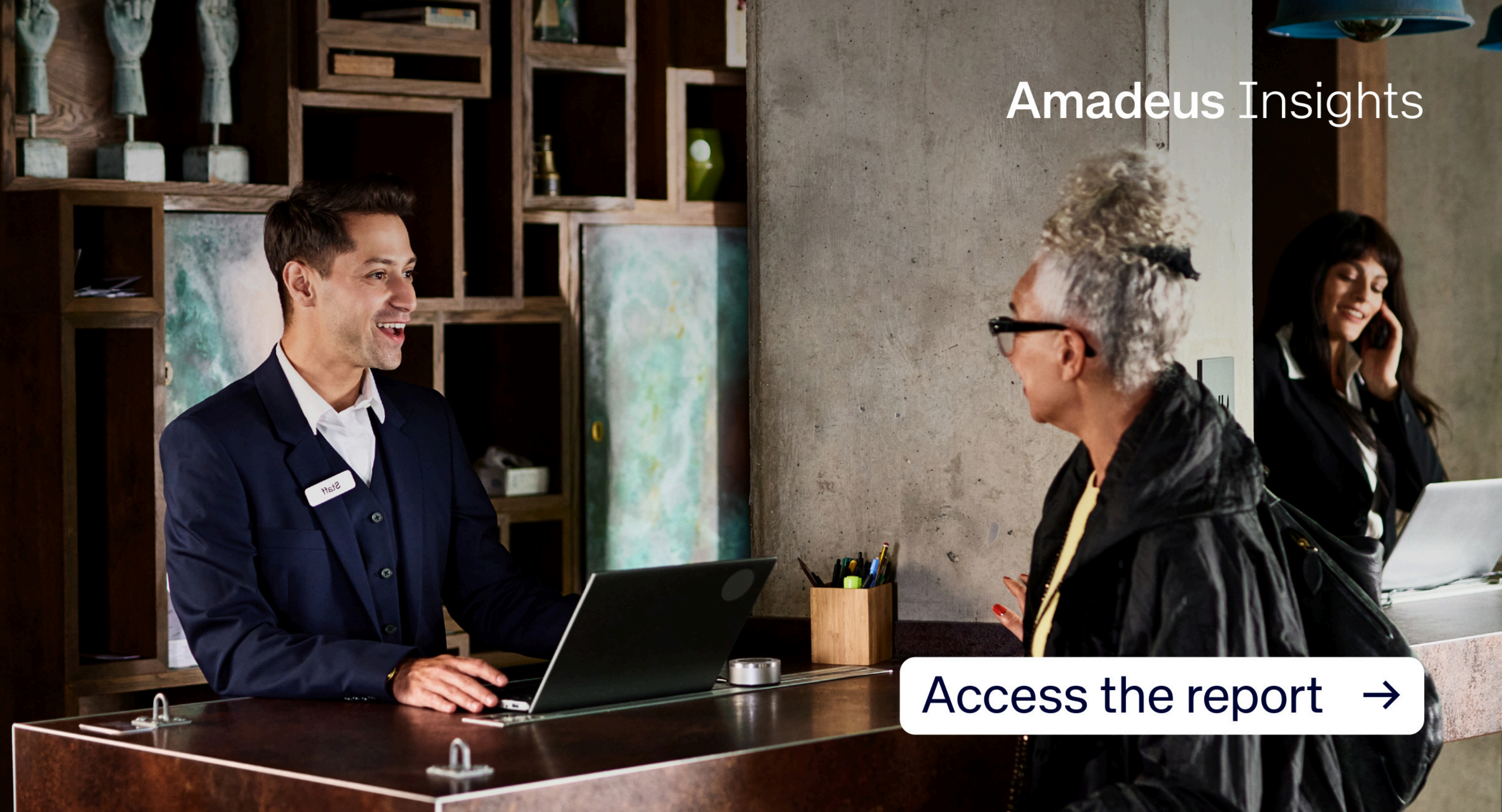


Travel Dreams 2026

From data to delight

Hoteliers investing in transformative technology



[Access the report →](#)

1

Offering guests personalization of their stay is key for hotels' future



74%

of travelers want trips to be personalized

Top six revenue-generating attributes ★★★★★

- Early check-in / late check-out
- Room view / floor selection
- Personalized welcome amenities
- Sleep optimization packages
- Enhanced oxygen and air quality in rooms
- Local experience kits / curated guides

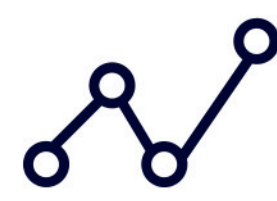


2

Hoteliers are investing in key areas - including tools that enable deeper guest personalization



33%
Technology to enable personalized guest experiences



26%
Revenue management and pricing optimization



26%
AI and automation

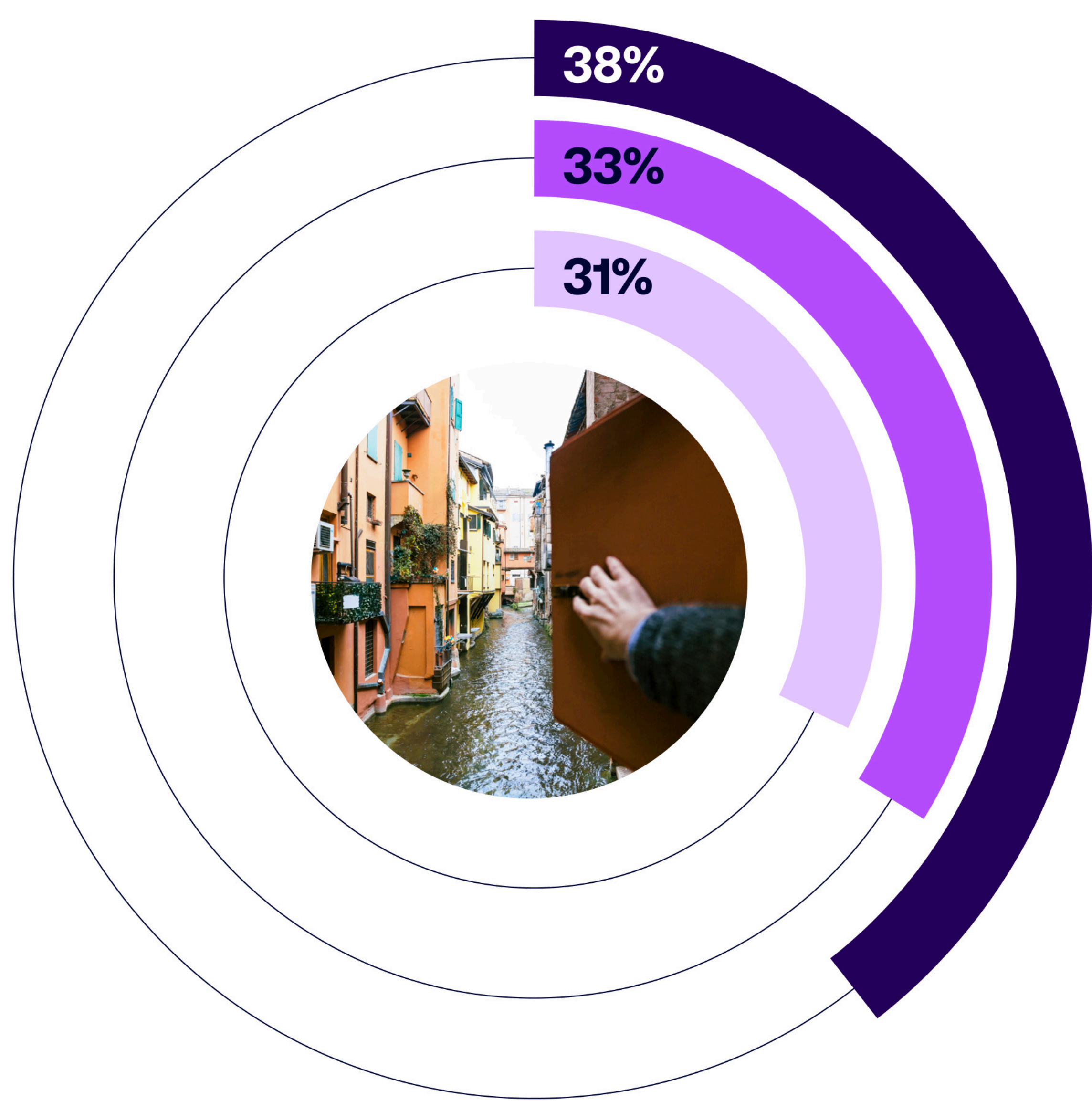


25%
Digital marketing solutions

3

Hoteliers are planning to spend c. \$319,000 on AI in 2026 as they...

...work to overcome challenges



● Rising operational costs ● Digital transformation ● Delivering hyper personalization

...and adapt to new guest demands

39%
Higher expectations for flexible cancellation and refunds

36%
Greater use of mobile devices for booking and communication

35%
Higher focus on health and safety

34%
Increased demand for personalization



22% of hoteliers are planning to spend **\$500,000+ per property** on AI in 2026

4

Multiple paths are emerging to drive profitability



#1	Improve guest satisfaction and build stronger loyalty	14%
#2	Increase RevPAR or RevPAG	14%
#3	Monetize offerings or attributes	12%
#4	Leverage AI to improve operations	9%

5

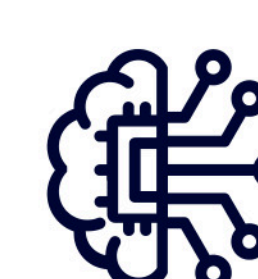
Hoteliers are prioritizing in smarter ways to drive demand



38%
Optimizing traffic in traditional search engines (SEO) and AI



37%
Investing in analytics and technology (customer relationship management (CRM) and marketing automation)



35%
Integrating AI-powered marketing and personalization



33%
Upgrading website and mobile experience