

TOP 7 HOSPITALITY TRENDS IN 2022



Just like the entire tourism sector, the hospitality industry is going through many changes as a result of the Covid-19 pandemic. In this context, many questions arise as to what requirements and wishes customers will have in the future, with Tourism Review experts predicting 7 major hospitality trends in 2022.

Digitized Guest Experiences

In the past two years, traditional, customer-oriented services have evolved into contactless services. The Covid-19 pandemic has speeded things up in this context, with many measures introduced to limit contact and virus transmission.

The hotel industry must adapt to the constant development of technology and keep pace with these innovations. For example, guests will soon be expected to access hotel rooms via fingerprint or facial recognition, like what is already the case with smartphones today.

Personalization

Improving guest experiences through personalization is a trend that continues to grow in the hospitality industry every year. By using customer data with the help of technology, companies can create tailor-made offers that are particularly interesting and attractive for existing and potential guests.

Solo Travelers

Another trend of 2022 will be the rising number of solo travelers. After numerous lockdowns, the number of single travelers who are looking for freedom and adventure in their own individual way will increase in 2022.

Companies have to adapt their offer to their wishes by reducing the distance between the hotel staff and the guests and designing their rooms in such a way that a cozy and informal atmosphere can be created.

Holistic Offers, Health and Well-being

Given the ongoing Covid-19 pandemic, the health and wellness industry will continue to play an important role in 2022. In addition to strict health precautions to protect the clients against the virus, the wellness sector will continue to experience increased demand for holistic offers for the relaxation of the body and the soul.

Sustainability

Sustainability, a current and significant trend in the hotel industry, will remain important in 2022. This is expressed in ethical and ecological considerations, especially when making decisions at the hotel management level.

These include reducing the use of single-use plastic, eliminating redundant paper through opt-in receipts, reducing food waste, reducing energy consumption through smart lamps, offering vegetarian and vegan menus, etc.

Virtual and Augmented Reality

With the success of Augmented Reality (AR) and Virtual Reality (VR), companies are transforming their travel experiences. The hospitality industry will have to take advantage of opportunities such as virtual tours to create a digital environment in which guests can get an accurate picture before booking their vacation - a trend that is likely to grow in popularity.

Fewer Trips and More Staycations

Although international travel is slowly reviving, Covid test requirements, quarantine requirements, airline price increases and the complicated bureaucracy have led some travelers to opt for the so-called staycations, i.e. day trips from home without overnight stays.

Others have been forced to significantly reduce travel for longer periods than before the pandemic. In addition to the reasons mentioned, eco-conscious vacationers tend to travel less and/or closer to home for environmental reasons.

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