

# HOSPITALITY TRENDS: FACTORS THAT REVOLUTIONIZE HOTEL GUESTS' EXPERIENCES

Industry experts have identified key trends in the hotel sector that aim to enhance guests' experiences and attract a more extensive customer base.

Consumers crave unique and memorable experiences that extend beyond just shopping. Imagine being able to spend a night fully immersed in the universe of your favorite brand. For instance, you could stay in the Dior Suite in Paris or Cannes. The suite has a private chef, a personal shopper, and a team available around the clock. Gucci also recently showcased its Aria collection in The Savoy's royal suite, which doubled as an immersive showroom where guests could purchase decorative elements.

## **The Importance of Personalization**

Nowadays, customers expect personalized experiences, which can be achieved by combining technology and human contact. Digital signage is a device that can complement on-site reception by displaying customized messages. For instance, hotels use a screen in their lobby to welcome guests with a customized message that includes information on the day's weather and other practical details.

## **Bring a Futuristic Experience to Life**

Hotels increasingly incorporate technology into their operations to streamline labor-intensive tasks and offer unique experiences. One example is the Henn Na Hotel chain in Japan, which uses a robot to greet guests and offers virtual reality spaces.

## **Responsible Commitment Is the New Normal for Hotels**

Many customers are seeking eco-friendly hotels, and the Arctic Blue Resort in Finland is leading the way by incentivizing guests to participate in sustainable practices. By consuming less energy, engaging in eco-friendly activities, and making sustainable food choices, guests can receive a 50% discount on their stay.

## **Well-being for All Tastes**

Tourism trends increasingly focus on promoting well-being, and hotels use their creativity to create enjoyable guest's experiences. The Californian Beverly Hills Hotel is an excellent example of this, as they partnered with Dior to offer a Dioriviera pop-up with an ice cream parlor and treatment room by the pool. Additionally, some hotels carefully select their products, offering new and unique brands in a concept store format.

A new trend is emerging in hotel architecture and interior design, known as biophilic design. This approach incorporates natural elements such as plants to create a tranquil atmosphere. After introducing wellness spaces, this trend establishes hotels as locations for disconnecting or reconnecting.

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