



# AI TRENDS IN THE HOSPITALITY INDUSTRY

[View Sources](#)



The travel and hospitality AI market is projected to exceed the

## \$1.2 billion

milestone by 2026

## 68%

of hotel employees want their employers to utilize more AI technology

## 75%

of hoteliers agree that AI technology can enhance the guest experience across all stages of the guest's journey

## 37%

believe front desk will benefit most



## 36%

believe sales and marketing will benefit most

## 68%

of hotel employees want their employers to utilize more AI technology

## 51%

of hoteliers emphasize increased efficiency as the main benefit of AI

## 82%

of hoteliers cite the ability to "capture data to generate actionable insights for improving business processes and driving innovations that further enhance the guest experience" as a top benefit of using AI technology



## HOW AI BENEFITS HOTELS



Improved Customer Experience



Increased Productivity



Cost Savings



Data-Driven Decision Making



Increased Security



Competitive Advantage

## 59%

of hoteliers say the main challenge in implementing AI is the lack of technical expertise