

Top 5 hotel tech trends to watch in 2025

The hospitality industry is primed for growth in 2025 as hoteliers push forward with renovations and new build plans while anticipating an uptick in business and group travel. Hoteliers that leverage technology wisely will have an advantage.



57%

of millennials are more likely to be influenced by hotel technology.¹

83%

of hotel guests will be millennials and Gen Z by 2030.²

The travel and hospitality industry is ever-changing, and savvy hoteliers use trends to better prepare and adapt. Prime your property for success by capitalizing on these tech trends.

1 RELIABLE CONNECTIVITY: The bedrock of any technology plan

Reliable, scalable and secure connectivity is critical to your hotel's success. The guest experience, staff efficiency and your network performance all hinge on having a high-performance technology environment. And without reliable connectivity, you can't offer seamless and fast WiFi — a make-or-break amenity for your guests.



73%

of guests are likely to return to a hotel that meets their technology needs.³

2 UBIQUITOUS WiFi: Your guests' litmus test

It's nonnegotiable — your guests expect seamless connections to their favorite apps, entertainment and social networks. Modern hotels are judged by guests — and your property is rated — based on WiFi more than any other feature.

2

67%

of hotel guests say high-speed WiFi is the most important technology feature when evaluating hotels.⁴

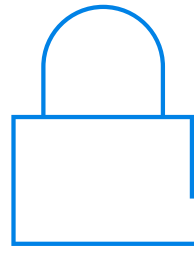
35%

of Gen Z hotel guests believe WiFi speed is more important than bed comfort.⁵



3 NETWORK SECURITY: Protections to thwart evolving threats

Traditional firewalls are no longer the gold standard when it comes to safeguarding against ransomware, malware and AI phone scams targeting your hotel. Look for advanced network security protections like unified threat management and identity and access management to help protect guest data, your network — and your reputation — from bad actors.



90%

of hospitality cyberattacks are data breaches targeting guest information.⁶

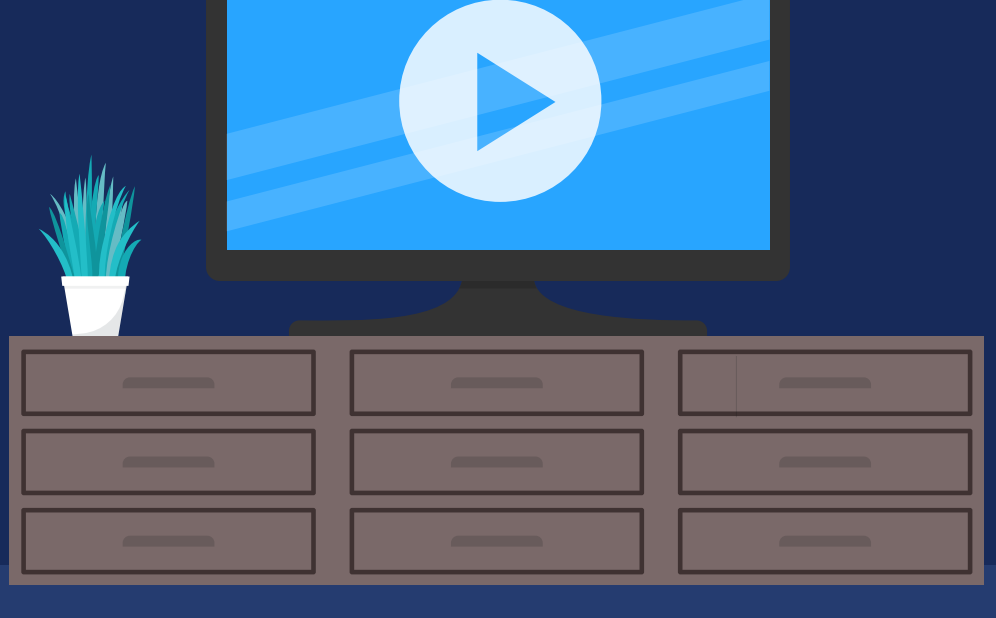
4 EASY-ACCESS ENTERTAINMENT: Have content, will travel

When it comes to entertainment, convenience is the name of the game. Today's travelers desire effortless access to their entertainment of choice. Modern travelers expect convenience and control of their in-room entertainment experiences.

4

80%

of U.S. travelers are watching video content in their rooms — about five hours content per stay.⁷



5 AI AND OTHER EMERGING TECHNOLOGIES: New technologies need modern networks

New technologies need modern networks

Emerging technologies like AI and robotics can be game changers in personalizing the guest experience and boosting staff efficiency. By automating routine tasks, the focus shifts from hands-on mundane to full-on guest service. To confidently offer modern conveniences like chatbots and contactless check-ins, reliable connectivity remains the foundation for success.



83%

of hotel executives said they increased their budgets for AI in 2024.⁸

Gain peace of mind with the right hotel technology partner

Spectrum Enterprise[®] offers a full suite of hotel-specific technology solutions designed to fulfill the desires of the modern traveler and position your hotel for growth in 2025. From elegant in-room entertainment and reliable connectivity to property-wide WiFi and advanced network security, we can help you create a technology infrastructure that keeps your operations running smoothly and your guests checking in — again and again.

96%

of the top hotel brands in the U.S. rely on Spectrum Enterprise for technology solutions.

Ready to get started?

[Explore our solutions for hospitality](#)

Sources

¹ "The State of Hotel Guest Technology 2025," Hotel Tech Report 2024.
² "How Hotel Tech Can Capture the Hearts of Millennial and Gen Z Travelers," Skift, November 8, 2024.
³ "Why Hotel Connectivity Is the Foundation of an Exceptional Guest Experience," Skift, June 14, 2023.
⁴ "2024 Outlook: Travel Intent & Consumer Preferences," American Hotel & Lodging Association, January 2024.
⁵ "The State of Hotel Guest Technology 2025."
⁶ Mercedes Blanco, "Cyber Security Is Awakening as Key Concern for Hoteliers," CoStar, February 14, 2024.
⁷ "The Next Road of Digital Transformation in the Hospitality Industry," PhocusWire, November 15, 2024.
⁸ "The 2024 Travel and Hospitality Technology Innovation Report," Skift, 2024.