

Five hospitality technology trends for 2026

Prepare your hotel for personalized guest experiences, elevated in-room entertainment, streamlined workflows and frictionless service.

The hospitality industry is modernizing — and fast. Your network infrastructure must not only include reliable WiFi but also support new AI-driven guest experiences, Internet of Things (IoT) architectures, seamless hybrid cloud systems, real-time analytics and effective cybersecurity — all while maintaining that human touch.

Here are five key trends to expect in 2026:

1. Guests demand data protection

Visitors may prioritize exceptional experiences, but privacy and security are equally essential. Build an infrastructure that delivers trusted, seamless experiences while safeguarding data across your cloud and IoT systems. This enables your property to:

- Enhance real-time data integration.
- Support secure, scalable guest-experience platforms.
- Ensure cybersecurity and data privacy.



The Spectrum Business® advantage

Safeguard sensitive guest data while maintaining seamless digital experiences.

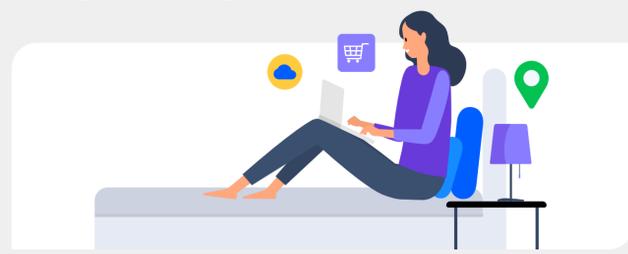
Executive brief:

[Protect your hotel from cyberthreats](#)

2. Digital convenience is key

Your guests want more control during their stay. Provide digital convenience with offerings like dependable WiFi, self-service tools, mobile check-in and checkout and AI-powered chatbots — but keep key traditional touchpoints visitors expect. Your network should help you:

- Integrate digital tools with front-desk and concierge services.
- Create intuitive, mobile-friendly or app-based platforms.
- Leverage AI to anticipate guest preferences.



The Spectrum Business advantage

Enable digital check-in and checkout, mobile key access and AI chatbots with enterprise-grade connectivity.

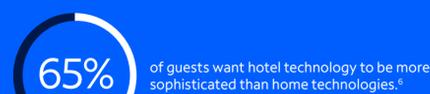
Executive brief:

[Strengthen brand loyalty with managed WiFi](#)

3. Personalization wins guest loyalty

Today's tech-savvy hotel guests expect more, making guest loyalty a top technology initiative for 2026.⁵ Captivate your guests with seamless mobile access, personalized AI-driven experiences, smart-room controls and frictionless service. Stand out by taking steps to:

- Design immersive, interactive guest experiences.
- Leverage AI and IoT for real-time personalization.
- Continuously evolve tech offerings to exceed guest expectations.



The Spectrum Business advantage

Access the bandwidth and network intelligence needed to power AI-driven personalization.

Infographic:

[Spark repeat stays with personalization](#)

4. Tech-driven teams spur growth

You want to optimize operations, streamline workflows and enhance guest experiences through your technology investments. Overcome staff limitations, enhance operational efficiency and support revenue goals by prioritizing systems that can:

- Automate routine tasks and reduce staffing shortfalls.
- Optimize dynamic pricing and revenue management.
- Use AI for predictive forecasting.



The Spectrum Business advantage

Automate tasks, enable predictive analytics and support scalable systems to reduce workloads and costs.

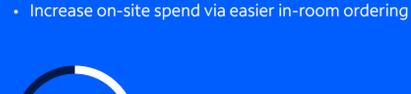
Fact sheet:

[Enhance experiences with Managed Network Edge for Hospitality](#)

5. Guests want to access content easily

Intuitive in-room entertainment (IRE) delivers the streaming, live TV content and popular apps guests want. With a modern, guest-centric TV platform, you can reduce front-desk requests while unlocking powerful marketing and revenue opportunities. Upgrade your IRE to:

- Drive return visits through targeted, property-specific promotions.
- Boost operational efficiency by reducing guest inquiries.
- Increase on-site spend via easier in-room ordering and booking.



The Spectrum Business advantage

Offer intuitively, reliable IRE with seamless streaming, live TV and guest-friendly simplicity.

Webpage:

[Provide a luxury in-room TV experience](#)

Prepare your hotel for tomorrow with Spectrum Business

Working with one trusted partner, you can ready your hotel brand for the future. Spectrum Business can help you move faster, work smarter, strengthen security and enhance the guest experience. Our portfolio combines the managed services and technologies you need to thrive, all backed by 100% US-based support, available 24/7.

[Learn more](#)

1. "70% of Travelers Would Skip the Front Desk, Mews Survey Reveals: The Rise of Self-Check-in Hotels," Mews, June 11, 2025.
 2. "2026 Lodging Technology Study: Integrating AI," Hospitality Technology, 2025.
 3. "70% of Travelers Would Skip the Front Desk, Mews Survey Reveals."
 4. "How to Win the Customer: 2025 Guest Engagement Study," Hospitality Technology, 2025.
 5. "2026 Lodging Technology Study."
 6. "The State of Hotel Guest Technology Report 2025," Hotel Tech Report, 2025.
 7. "Hotels.com Survey: Smart Hotel Rooms May Have Guests Struggling to Turn on the Lights," Expedia Group, September 9, 2025.
 8. "Hospitality Labor Shortage: How Technology is Filling the Gaps," CIHMS, May 9, 2025.
 9. "Research: 30 to 40% of Incremental Hotel Revenue Growth Now Comes From Non-Room Sources," Hotel Technology News, August 25, 2025.
 10. "Hotel Guests Want Smart TVs and Good Hotel Mobile App, J.D. Power Finds," J.D. Power, July 15, 2025.
 11. "How to Win the Customer."

©2026 Charter Communications. All rights reserved. Spectrum Business is a registered trademark of Charter Communications. All other logos, marks, designs, and otherwise are the trademarks and intellectual property of their respective third-party owners. Not all products, pricing and services are available in all areas. Pricing and actual speeds may vary. Restrictions may apply. Subject to change without notice.