



Welcome To The Hotel Of 2035 – The AI Era

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Introduction

Are today's hoteliers effectively preparing their properties for the hotel of 2035 – only a decade away?

Artificial intelligence (AI) will dominate hotel technology discussion as we move towards 2035 thanks to its potential to unlock revenue growth opportunity like never before. Being proactive is crucial – from having the infrastructure and security controls in place to handle the bandwidth required for AI applications and other emerging technologies to hoteliers understanding how these platforms will interact in their current environment for maximum benefit on guest and staff experiences.

With the rise of digitally-savvy Millennials and Gen Z travelers in the next 10 years, coupled with advancements in AI technology and the acceleration of changing consumerism,



now is the time for hotels to invest in innovative technologies to ensure they deliver unrivaled guest experiences, maintain brand relevancy, improve operational efficiency, and position their properties for growth and success.

Creating a new and exciting era for the hospitality industry, **the hotel of 2035 will be powered by AI technology, a modern technology infrastructure, and seamless connectivity.** Pillars of the hotel of 2035 include:

- Technology solutions driven by AI to dramatically transform hotel operations, automate tasks, and drive revenue growth across all departments
- Smart accommodations powered by Internet of Things (IoT) technology and progressively digital guest amenities resulting in unprecedented guest autonomy over their experiences
- Touch-free technology to revolutionize customer engagement, streamline operations, and eliminate pain points on-property
- Life-like immersive experiences to enhance realism, guest engagement, and satisfaction levels
- Unparalleled use of data to monetize and truly personalize the hotel stay while improving the guest experience

The Hotel Of 2035 – What Will It Look Like?

Driving Hotel Growth With Advanced AI Tech

The hotel industry is in the midst of an AI revolution that will reinvent operations, staff efficiency, and delivery of personalized guest experiences. **Use of AI-driven technology to collect and analyze data will accelerate in the next decade, allowing hoteliers to gain key insights into operating requirements and guest preferences at an unprecedented level.**

The positive financial impact of AI is undeniable; [research](#) indicates that AI will contribute nearly \$20 trillion to the global economy through 2030. There is also strong customer perception about the power of AI in hospitality. According to [Hotel Tech Report's State of Hotel Guest Technology Report 2025](#), 58% of guests believe that AI improves their hotel booking and stay experiences, suggesting that hotels ahead of the curve with implementing AI technology are better positioned to anticipate and satisfy guest needs.

In the next decade, AI-powered platforms will become standard for the following: automating

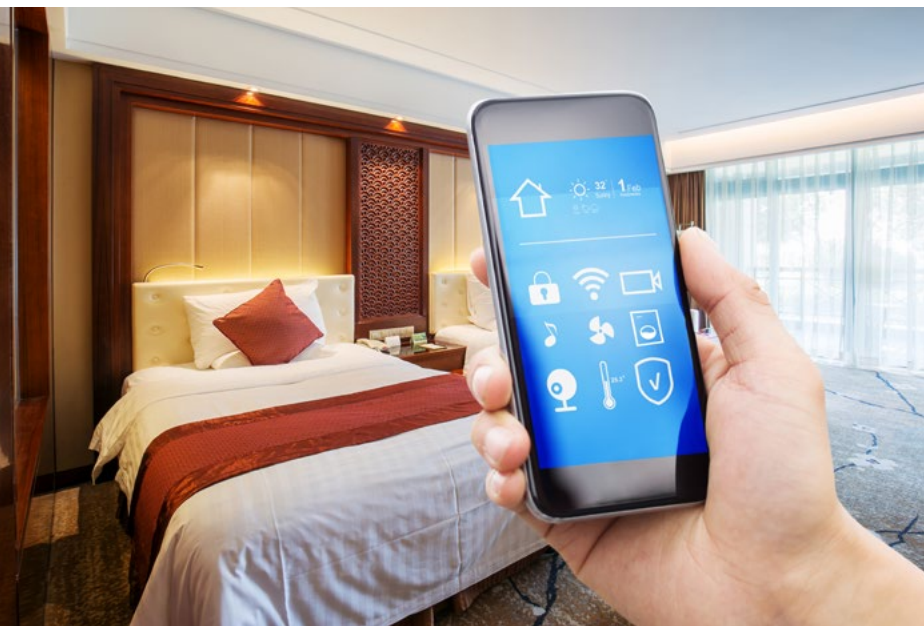
tasks, so hotel staff can focus on delivery of unrivaled experiences; making data-driven marketing decisions and customizing offers based on guest preferences; using predictive analysis for improved revenue and inventory management; and leveraging chatbots and virtual assistants for enhanced customer engagement. Cutting-edge AI innovations to expect in the hotel of 2035 include:

- Hyper-personalized offers to boost booking conversion rates and elevate satisfaction
- Monitoring of all hotel systems and equipment (such as HVAC appliances) to reduce costs and ensure uninterrupted operations as well as improve sustainability efforts

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- Seamless voice- or sensor-activated room climate and entertainment controls
- AI-powered assistants to fill labor resource gaps and strengthen operations

AI's potential to transform hotel operations is vast, particularly in the area of sustainability. **In the hotel of 2035, AI-driven sustainability solutions for improved energy, water and waste management will be ingrained into daily practice as hotels aim to reduce their environmental footprint.** AI tools can be used to regulate heating, air-conditioning and ventilation based on occupancy, resulting in reduced energy consumption and significant monetary savings. Data is essential for improved sustainability – AI-powered in-room sensors provide real-time monitoring, so thermostats and lighting can be turned off once motion isn't detected. This shift is critical as sustainability initiatives matter to guests – according to [data from Clean the World](#), 88% of travelers consider sustainability when making hotel decisions, and this is not expected to diminish.

AI technology can further be used for predictive analysis, guiding hotels to better

understand their energy demands and more effectively plan budgets. Additionally, incorporating IoT solutions to become smart properties helps hotels ensure compliance of environmental regulations and improves operations.

High-Tech Havens Empower Guests

Envision a hotel room where the tap of a finger on a mobile device or simple voice command allows guests to curate the environmental conditions of the space and tap into a wealth of information, giving them an unmatched level of control to create their own brand of comfort. Properties have been making inroads into bringing this scenario to life, but in the hotel of 2035, these features will become mainstream thanks to advanced technology to meet the demands of digital-first travelers. **Making the future-ready hotel room a reality requires reliable and responsive connectivity and a modern network infrastructure to deliver the experiences guests will expect.**

Consider this – [65% of travelers](#) want the technology at their hotel to be more advanced than what they have at home. How does this reflect on the accommodations of tomorrow? In the connected hotel room of the next decade, guests will control the temperature and lighting by voice command or pushing a button on their smart phone, in-room tablet or other device as well as access property information, local news and weather, travel tips, and more from smart

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mirrors. Voice-activated controls will be used to manage entertainment devices (like smart TVs) and request the valet, housekeeping and other services from the ease of guest accommodations. On the operational side, high-tech room controls will allow hotels to remotely optimize room conditions upon guest arrival based on preferences stored in their profile from past visits.

No-Touch Connectivity Becomes The Norm On-Property

In the hotel of 2035, officially say good-bye to physical room keys, waiting in a crowded lobby to speak to the front desk staff or concierge, flipping through shared materials for information, and handing cash or your actual credit card off to another individual. Instead, say hello to the new norm – an industry characterized by personalized, high-touch service, and a removal of pain points, through advanced touch-free technology.



Interaction-less technology accelerated as a result of the pandemic, coupled with the fact that guests are rarely ever without a smartphone or digital device. **Looking ahead to the hotel of 2035, the appeal of touch-free experiences and biometric identification platforms will continue to intensify since these interactions are secure, hygienic, efficient and convenient.** What will this look like on the property level in the next decade?



- Bypassing the front desk and using a digital room key is already an expectation – up next is biometric identification to enter hotel rooms and other spaces around a property (think facial recognition, voice recognition, and iris and fingerprint scanning)
- Contactless payment systems taken to the next level through voice-activated commands, palm-print scanning, and digital wallets incorporating cryptocurrency and loyalty program points
- Hotels leveraging touchless technology to automate repetitive tasks, which will reduce staff workload and make properties more efficient
- Voice-activated wearable technology that allows guests to contact the concierge, order room service, pay for spa services and in retail shops, check-out of a hotel, or navigate a large property with location-based assistance
- Completely autonomous virtual concierges available 24 days a day for real-time requests and problem-solving, such as resetting the WiFi, adjusting HVAC settings, placing a room service order, or requesting additional amenities
- An increased number of touchless kiosks and displays to boost self-service capabilities and improve guest autonomy over the check-in, check-out, and information-gathering processes

With the future of the hotel industry increasingly moving to contactless technology, hotels not innovating to boost touch-free interactions are likely to get left behind. **Without the right technology bones in place — such as swift and reliable WiFi — hotels won't be able to meet guest expectations, deliver the highest levels of service and satisfaction, or optimize their own operating efficiency.**

Taking A Deep-Dive Into Immersive Experiences

Imagine a hotel virtual tour is so captivating that it drives a quicker booking. Once on-property, the immersion is next-level, from interactive screens conveying information and decorative elements to advanced ways to communicate with hotel staff. These types of immersive experiences have steadily been transforming the hotel industry for years, but their acceleration will play a greater role in elevating the guest experience in the hotel of 2035.

Redefining the way people interact, immersive experiences capture guest attention, deepen engagement, and raise satisfaction levels, making their impact on hotel success undeniable. Implementing fast, uninterrupted WiFi empowers hotels to deliver these engaging and creative immersive experiences.

Expect the hotel of 2035 to encompass:

- Robust messaging platforms so guests can connect with hotel associates in real-time
- Digitally-immersive walls (to replace traditional art) and artwork that varies based on guest preferences
- Service robots for carrying luggage, delivering room service, and assisting with housekeeping
- Virtual reality headsets that transport guests

to virtual environments for their workouts in the hotel fitness center or the privacy of their accommodations

- Augmented reality to revolutionize hotel marketing, improve guest perception of hotel spaces, assist guests with navigating around a large property, and improve operations through advanced staff training using real-life scenarios
- Multi-lingual mobile hotel apps that allow guests to communicate in their native language for a more personalized experience
- Multi-sensory and immersive three-dimensional navigation around a hotel, voice-activated interactions to inquire about facilities and customized packages, and advanced blockchain technology ensuring secure website transactions



Boosting Guest Spend On-Property With Smart Data Usage

Maximizing financial success is always top-of-mind for hoteliers. By 2035, data and technology will be used like never before to increase guest spend and boost overall RevPAR (revenue per available room).

For years, there has been plenty of talk about leveraging guest data to create personalized

experiences, drive loyalty, and strengthen relationships. **Thanks to AI-powered customer relationship management (CRM) platforms, the hotel of the next decade will, as a standard practice, be able to analyze data, predict behavior, develop unique experiences, and personalize marketing and promotions — revolutionizing how hotels can monetize the guest journey.**

This approach translates to smart business — a study by Deloitte found that personalized experiences can [boost hotel revenue by up to 15%](#) as guests are willing to pay more for this customization. For the hotel of 2035, this will look like:

- Specialized spa packages that align with the wellness needs of guests
- Inviting foodie guests to book a hotel stay during a destination's major culinary festival and connecting this to cooking lessons on-property
- Curated packages with champagne and special dinner menus at an on-property restaurant for those celebrating a milestone birthday or anniversary
- Suggesting rejuvenating breaks, including fitness training sessions and massages, for the busy business traveler
- Building a customized program incorporating local museum visits and guided art walks for the art aficionado
- Offering fitness enthusiasts access to private sessions with personal trainers
- Strategically using the CRM platform to send personalized messages pre- and post-stay to foster a sense of feeling valued

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System integration driven by a robust technology infrastructure is crucial for developing personalized experiences as this allows data to be shared seamlessly across platforms (like the PMS). No conversation about data is complete without emphasizing the importance of cybersecurity since rapid technology advancements will usher in new threats impacting the hotel industry. The future of cybersecurity is rooted in three key practices – advanced biometrics, which will make traditional passwords obsolete; blockchain technology to prevent fraud and ensure regulatory compliance; and quantum computing, expected to revolutionize data protection by strengthening encryption techniques and detecting patterns related to security breaches.

Spectrum Business – A Trusted Technology Partner

What has been considered “emerging” and “unique” in the hotel industry during the last decade will be unequivocally expected in the hotel of 2035, making it imperative for hoteliers to implement the technology foundation they need for success. A forward-thinking trusted partner like Spectrum Business offers the modern technology that hotels need to power their properties today, for the hotel of 2035, and beyond. With customization of services being key to developing long-lasting relationships with its clients, [Spectrum Business](#) has the right solution to fit a hotelier’s individual needs, from basic to more advanced services.

Your choice of service provider matters. Beyond a technology vendor, you need a partner who is fully vested in your success. In fact, Spectrum Business provides technology solutions to 96% of the top hotel brands in the U.S. We can partner with you to achieve your business objectives with our award-winning end-to-end technology solutions and support. Spectrum Business can assist you at every stage of your property’s journey and, as your single provider, make managing your hotel technology easier, help you delight guests and improve operations by delivering an extraordinary, connected experience. Learn more about [Spectrum Business enterprise-grade solutions for hospitality](#).

