

Hospitality Outlook 2026: The Experience-Driven Economy Is Changing — Are You Ready for What's Next?



© 2025 EHL, All rights reserved.

Lausanne, November 27, 2025 — EHL is proud to announce the publication of its *EHL Insights Report: Hospitality Outlook 2026*, a forward-looking exploration of the forces reshaping hospitality in the coming year. From AI agents and immersive experiences to regenerative travel and food innovation, this report doesn't just predict change — it challenges the industry to evolve.

As technology accelerates and expectations rise, hospitality is at a crossroads. The *EHL Insights Report: Hospitality Outlook 2026* identified five major trends that will shape 2026 and beyond:

- **AI Agents in Hospitality: Empowering People, Not Replacing Them**
Autonomous AI systems are transforming service delivery — but the real story is how they support staff well-being and elevate guest experiences. The future is not machine vs. human; it's machine *with* human or augmented human.
- **The Future of Food: Tech-Enabled, Transparent, and Transformative**
Food is becoming a vehicle for sustainability, identity, and innovation.



From blockchain to circular foodservice models, hospitality is leading a revolution in how we eat — and why it matters.

- **A New Era of Leadership: Human-Centric Leadership as the Future of Work**

Leadership is evolving. Vulnerability, authenticity, and trust are no longer optional — they're essential. As Gen Z enters the workforce and labor challenges persist, hospitality must rethink how it leads.

- **Immersive Experience Economy: Hospitality as Transformation**

Guests want more than comfort — they want meaning. Through storytelling, sensory design, and AR/VR, hospitality is becoming the architect of unforgettable, immersive experiences.

- **Regenerative Hospitality: Beyond Sustainability, Toward Impact**

"Net zero" is no longer enough. Regenerative hospitality aims for "net positive" — restoring ecosystems, empowering communities, and embedding purpose into every stay.

What matters the most is how the industry will respond to those trends.

Available November 27

The [**EHL Insights Report: Hospitality Outlook 2026**](#) is available for download starting **November 27, 2025**. This annual publication is a trend forecast to help strategically guide professionals, educators, and innovators who want to stay ahead in a rapidly evolving industry. By combining academic research, expert insights, and real-world examples, the report provides actionable perspectives for hospitality businesses. It also serves as a benchmark for all sectors that thrive on human-centered service.

About EHL:

EHL – originally founded as Ecole hôtelière de Lausanne – is a hospitality management and business education group and recognized as the global leader in hospitality. EHL welcomes a student body of 4,000 from more than 120 nationalities across 3 campuses in Switzerland and Singapore.

Our holistic approach to education, a hallmark of the Swiss system, seamlessly integrates academic rigor with hands-on experience and a deep commitment to human connection. At EHL, we educate hearts, hands, and minds. Within our two institutions we shape confident, versatile, and resilient leaders for careers in hospitality and wider experience-driven sectors:



- **EHL Hospitality Business School**, accredited by AACSB, NECHE and consistently ranked at the top of its field, offering undergraduate, graduate, and executive programs that deliver practical leadership, strategy, and operational insights.
- **EHL School of Practical Arts**, providing vocational programs in hospitality, boasting expertise from 6 "Meilleurs Ouvriers de France" and an awarded and Michelin-starred academic restaurant.

For more than 130 years, we have been committed to leading innovation in the hospitality and services industry with a focus on emotional intelligence and business acumen. At EHL, education is more than knowledge – it's a transformative experience shared by a community of 30,000 passionate Alumni, who redefine excellence wherever they go. #EHLFamily

[→ ehl.edu](https://ehl.edu)

Contact:

EHL | Carole Massanes | Head of External Communications
communication@ehl.ch | +41 21 785 15 76