

## EHL Insights Report: Hospitality Outlook 2025



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Lausanne, December the 2<sup>nd</sup> of 2024 — EHL Hospitality Business School happily announces the release of the first edition of the EHL Insights Report: Hospitality Outlook 2025. This report is an in-depth exploration of the transformative trends shaping the hospitality industry in the coming year and the years to come. This annual report, available for download on the EHL group website, provides professionals with essential insights on how to navigate the evolving landscape of hospitality, offering an insightful roadmap for staying ahead in an increasingly dynamic industry.

### 5 Key Hospitality Trends for 2025

The EHL Insights Report identifies five major trends that will define hospitality in 2025, highlighting the industry's adaptability and dedication to both technological advancement and human-centric needs:

#### 1. The heart of hospitality: Fostering human connection in the age of AI

Artificial intelligence continues to play an increasingly prominent role, but its true value lies in augmenting the human experience rather than replacing it. AI aids in automating routine tasks, allowing staff to focus on creating personalized, meaningful connections with guests. This trend is especially important in addressing the rising loneliness epidemic and fulfilling the human need for genuine connections.

## 2. **Revolutionizing hospitality branding: The era of personalization and cross-fertilization with luxury brands**

In a competitive hospitality landscape, personalization through AI and cross-industry partnerships can set hotels apart by enhancing guest experiences, strengthening brand identity, and building lasting customer relationships. Inspired by luxury brands, this "cross-fertilization" between hospitality and other sectors creates unique, mutually beneficial experiences, transforming the industry and expanding brand portfolios.

## 3. **New working models: A blueprint for professional wellbeing through modernization and talent management**

Embracing new working models and modernizing management systems are essential for overcoming labor shortages and fostering professional wellbeing. AI-driven talent management solutions and flexible job structures enhance employee satisfaction and are key to attracting and retaining new talent in the hospitality industry. On the managerial front, clear job progression and cross-dimensional, network-based models are essential, along with continuous training programs.

## 4. **Rejuvenating and transformative experiences: The rise of wellbeing journeys in the post-pandemic era**

In response to increased stress, globally worsening mental health, and the desire for meaningful experiences, wellbeing and transformative travel are becoming a key hospitality niche. Digital detox retreats, forest bathing, and spa vacations are gaining popularity as people seek ways to nourish their body, mind and soul, reflecting a broader trend of using hospitality to "reconnect with yourself".

## 5. **A 360-degree-approach to sustainability: Thinking and acting green from A to Z**

Sustainability in hospitality now encompasses environmental, employee, and community wellbeing. With shifting guest values, particularly among Gen Z, sustainable practices are increasingly becoming a core differentiator, encompassing everything from eco-friendly amenities to active community engagement.

### **Speak with the experts**

The [EHL Insights Report: Hospitality Outlook 2025](#) will be available to download on the [EHL Hospitality Insights Blog](#) as of 2 December 2024. Featuring insights from over 15 EHL experts (listed in the report), The EHL Insights Report offers an engaging perspective on the trends poised to shape the future of hospitality.

If you are interested in digging deeper into any of the above topics, EHL faculty is available for interviews at your request.

### **About EHL Group:**

EHL Group is the global reference in education, innovation and consulting for the hospitality and service sector.

With expertise dating back to 1893, EHL Group now offers a wide range of leading educational programs from apprenticeships to master's degrees, as well as professional and

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True to its values and committed to building a sustainable world, EHL Group's purpose is to provide education, services and working environments that are people-centered and open to the world.

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