BEAM

Hospitality Gamechanger Summit

Hospitality's five future trends

from AI to technological innovation

Hospitality's five future trends rom AI to technological innovation

Hospitality is radically changing. With the rise of new technologies, travellers' expectations are evolving, and global challenges make us rethink our interactions with guests and how to create relations between people.

This guide illustrates five trends which are already shaping the industry's future.

We didn't look into a crystal ball to make up these facts and figures – they're an analytical observation of current changes which will accompany us in the next years.

We'll explore how artificial intelligence is making inroads in hospitality, striking a balance between innovation and the human touch. We'll see the rise of business models which go beyond selling rooms and create hybrid and communal experiences. We'll analyse the shift from environmental sustainability to holistic regenerative sustainability, which enhances the image of the destinations. We'll delve into Gen Z' expectations – they pursue authenticity, connections, and fluid technology. We'll debate the cultural evolution required in companies to attract top talent in a rapidly changing labour market. We'll discover how contactless experiences are redefining the customer journey and how the marriage of work and leisure is changing the very concept of where hospitality takes place.

Each trend includes practical examples, case studies, and thoughts which can inspire you.

This guide is the brainchild of BEAM, a movement gathering innovators, visionaries, and hospitality professionals determined to be at the helm of change in the industry. BEAM is more than an event – it's a place where connections and brainstorming turn into actual projects. Its transversal nature is what makes BEAM so special, bringing together the entire supply chain, from farmers, restaurateurs, hospitality professionals to destination management experts. An ecosystem where stakeholders can debate, find inspiration, and develop innovative solutions for contemporary challenges.

We hope this guide can inspire you. If you want to delve deeper into these topics and connect with a pioneering community, you'll always be welcome at BEAM. The future of hospitality is already here. It's up to us to shape it.

Part 1 – Global trends and new realities (2025-2030 Vision)

Experiences, values, emotions, and personal growth
Long gone are the days of B&Bs. Modern travellers don't want services – they need stories. The bells and whistles are still important, but they need to be complemented by emotional experiences and lead to personal growth. According to HospitalityNet's recent studies, your typical traveller in 2025 will demand a tailored holiday which weaves wellbeing, culture, and sustainability all into one, genuine story.

> „Travelling becomes part of one's life – not a momentary break from everyday normality."

New generations, new values
A revolution looms. By 2030, Millennials and Gen Zs will be the lion's share of global travellers, bringing with them radically different values and expectations.

- Authenticity: genuine experiences, contact with local cultures
- "Glocal" offers: marrying local traditions and global quality s tandards
- Hands-on sustainability: enough with greenwashing and lip service – tangible and traceable actions

During the last BEAM Summit, the concept of a "community-based experience" took centre stage. A fundamental asset, it consists of collaborative experiences, genuine contact with locals, and digital, shared storytelling which showcases the true value of travelling.

Regenerative tourism – sustainability and much, much more
There's been a clear shift from "less plastic and more recycling" to entirely green models which integrate renewable energy, local supply chains, and zero-waste food. The very notion of "impact" has been revolutionised:

Past: reducing environmental damage
Present: neutralising it
Future: improving the destination after returning home

Regenerative tourism preserves and actively restores natural areas, supports local economies, and creates initiatives with the local communities.

Rediscovering the destination
The Institute for Hospitality Management predicts that by 2030 there will be a pronounced shift towards travelling to destinations which are off the beaten track. Tourists will flock to hamlets and rural zones to avoid overhyped or crowded destinations and discover smaller, local cultures. The destinations of the past face will face two challenges:

1. Smart tourist management – overcome by using cutting-edge booking systems
2. Peak, seasonal bottlenecks – overcome by promoting all-year-round tourism

> "Hospitality's future will be technological and deeply human. The interplay of digital innovation and genuine connections will result in most significant experiences" – 2024 BEAM Summit

Human-centred hospitality
Staff will have to acquire new skills and become veritable hospitality ambassadors and spokespersons in a world dominated by chatbots and AI. CPD, emotional intelligence, and improved soft skills will become the true USPs in an ever more automated world.
Managers will have to create experiences without forgetting to leverage their fundamental people skills to foster genuine relations and solve complex, sensitive problems that algorithms can't.

A community of guests and residents
Being sociable ranges from sharing dinners, through participating in workshops with the locals and in cultural events, to collaborating with local partners. This will create meaningful connections which will enrich the holiday.
Contemporary travellers increasingly seek places where genuine exchanges take place. Transactional, one-size-fits-all experiences and services aren't enough → They want to belong to a community, even if just temporarily.

Authenticity and values
In the near future, core values will take centre stage – inclusion, diversity, and social responsibility won't be optional any longer. Infrastructures which genuinely integrate these principles in their offer will become essential references for increasingly more conscious and attentive travellers.

Part 2 - Digital Transformation & AI: hospitality is changing

The digital revolution – a strategic opportunity.
Clients today expect fast, practical, and immediate services.
The COVID-19 pandemic has fast-tracked the adoption of touchless solutions (smartphone check-in, contactless payments, QR menus, etc.), transforming them from a luxury experience into an industry standard.
Digital technology has enabled the new, hybrid business models born in the last few years: co-living, experience design, and intersectoral collaboration which require robust, digital platforms if they are to work effectively.

AI in hospitality – with a human touch
AI is radically transforming the industry's ability to make customised offers.
Algorithms analyse guest preferences and booking history to suggest targeted upgrades, special services, and tailored itineraries which markedly increase client satisfaction and revenue.
AI-solutions become the invisible engine to create holiday offers which are perfectly aligned with a guest's values – be it sustainable forum, authentic culinary experiences or activities with the locals.
Chatbots and virtual assistants perform better via machine learning and natural language processing. They offer immediate answers to FAQs or can manage bookings 24/7. New generations receive an immediate answer – which they've come to expect – while staff have more free time to pursue better and higher-quality interactions.

Smart revenue management
AI algorithms analyse multiple factors in real time – data history, local events, market trends, weather forecasts, and competitor strategies. They're used to define the ideal fee for rooms and services, maximising productivity and revenue which would be impossible using traditional methods.
Richard Valtr, founder of Mews, says, "Smart, data-driven technology will allow hoteliers to accurately predict their clients' needs. It's a tool which can be used to improve the connection between the hotel's staff and its guests."

The main challenge – cutting-edge tech and the human touch
Excessive automation is an actual threat. If technology takes over everything, guests may perceive their stay as impersonal and cold.
Hospitality means taking care "of people, not just renting rooms out". How can you strike the right balance with technology?

- Targeted staff training: upskill staff with technical knowledge and emotional communication skills. Teach them to use AI to enhance human contact, not replace it.
- Social spaces: design spaces – halls, lounges, common areas – which enable meetings and genuine conversations. Use technology to streamline basic services while preserving human interaction.
- Genuine connections: marry digital solutions and deliberate, personal touches – welcome cocktails, staff workshops or activities with the locals to boost that sense of belonging.

Success stories
Some companies are integrating AI without losing sight of who they are:

- Marriott's social media uses chatbot-integrated CRM, providing immediate support while maintaining a personal, human touch.
- MGM Resorts uses dynamic revenue management systems to analyse events, weather forecasts, and trends over time to optimise prices and packages, freeing staff up from repetitive tasks.
- Hotels such as the Wynn Las Vegas use in-room voice recognition systems to manage lights, curtains, and the entertainment system, allowing staff to focus on better customer care.

Conclusion: human-centric technology
Digital Transformation and Artificial Intelligence are redefining hospitality, enabling the automation of repetitive processes, customised experiences, and efficient resource and data management.
Looking to the future, the core themes – also identified by Deloitte – will be:

- Striking a balance between technology and the human touch
- Tailoring AI solutions based on varied, hyper niche client segments
- Prioritising the preparation of the workforce for technological change, helping them to adapt to an ever more data-driven environment
- Focusing on the interplay of ethics and privacy in AI especially when it comes to sensitive guest data
- Managing the swift technological advances while maintaining business continuity

The key to success isn't chasing after every new technology but striking the right balance between innovation and authenticity. Technology must support genuine hospitality – not replace it. Whoever succeeds in this strategic integration will create distinctive, memorable, and unmistakably human-centric offers.

Part 3 – New, emerging business models

From selling rooms to offering integrated experiences
Hospitality is quickly adopting business models which go beyond simply offering bed and breakfast solutions. The more innovative hotels are becoming multifunctional platforms where traditional hospitality merges with new services and experiences.

The rise of hybrid spaces
With the boom of remote working and the further blurring of lines between business and leisure, hotel + co-living + coworking + entertainment venues are increasing. According to McKinsey, this hybrid structure:

- Attracts different types of clients (from business travellers to digital nomads)
- Maximises bookings via short, medium, and long stays
- Creates lively communities which enhance the hotel's allure

Case in point: brands such as Zoku, in Amsterdam are no longer simple hotels but hubs with a functional design adapting to different needs, where guests and locals share work and event spaces and socialise.

Peer-to-peer collaboration
Booming platforms such as Airbnb have made peer-to-peer collaboration one of the industry's structural elements. Hospitalitynet Visioning 2025 found that travellers are increasingly looking for more authentic and less standardised interactions. Hotels are adapting by:

- Integrating shared spaces which favour guest interactioni
- Creating partnerships with local business to offer unique experiences
- Developing "Hospitality + Community" models, turning hotels into meeting spaces for guests, locals, and local entrepreneurs

Tourism ecosystems – maximising partnerships
Omnichannel environments are transforming how hotels relate with the tourism ecosystem at large. Collaborating with public transport, cultural sights, local restaurants and producers:

- Offers integrated packages in line with the holiday type
- Increases cross-selling and the destination's visibility
- Retains travellers by providing a complete and seamless experience

Digital marketplaces
Digital marketplaces are booming. Clients can book everything via one interface, making the customer journey easier and markedly increasing customised offers. The outdated strategy of selling rooms only is giving way to more complex and resilient sources of revenue such as:
a) **Memberships and subscriptions**
Increasingly popular format. Guests pay a monthly or yearly subscription for privileged access to exclusive services. This approach:

- Stabilises cash flow
- Increases the client's l ifetime value
- Creates a loyal brand community

b) **Complementary services and experiences**
More than a nice touch – genuine side businesses:

- Cooking workshops and cultural activitiesi
- Wellbeing spaces and ad-hoc treatments
- Private tours and immersive experiences in the destination

Every micro-service becomes an opportunity to earn and engage, markedly contributing towards overall profitability.

Success stories pathing the way to the future

- Selina focuses on providing services to digital nomads and creative travellers, combining co-living, coworking, food, and a packed cultural programme. Monthly rents, short-term stays, recreational activities, and local partnerships represent its revenue streams.
- Fairbnb.coop - think home-sharing, but ethical. Part of the commissions finance community projects, creating a virtuous circle where sharing delivers tangible benefits for the local area.

Conclusion
New hospitality business models don't just sell rooms – they create ecosystems where technology, sustainability, communities, and all-round services merge into one. Infrastructures which adopt hybrid spaces, develop strategic partnerships with the local community, and diversify their revenue streams will stand out in a cutthroat market. They will boost client retention while also contributing to the sustainable development of the destinations they're based in.

Part 4 – Sustainability and social responsibility – the status quo

Beyond green marketing: a new business paradigm
Sustainable hospitality hasn't been a mere marketing strategy for some time. It's become a fundamental operational model. According to TouchStay, it aims to reduce an infrastructure's environmental and social impact by using a multipronged strategy: water savings, reducing waste, containing CO2 emissions, and actively supporting local communities.
The sector is focusing on a "triple bottom line" to strike the balance between:

- Profit: long-term profitability and competitiveness
- People: staff and local community wellbeing
- Planet: protecting natural resources and reducing its environmental footprint

This holistic approach, emerging in EHL's Insights Reports, is redefining the very concept of corporate success in hospitality.
Transformative sustainability trends

1. **Energy efficiency and resource management** - Cutting-edge infrastructures are implementing tangible solutions:

- Renewable energy systems (sun, geothermal)
- IoT to optimise heating, cooling, and lighting
- Rainwater and wastewater recovery systems

The results are tangible. Many hotels reduce their energy and water consumption between 30 and 40% - a considerable environmental and financial impact.

2. **Circular economy and zero waste** - Fighting waste by:

- Eliminating single-use plastic
- Adopting advanced recycling and composting programmes
- Avoiding food waste in the kitchen

By actively involving staff and guests, infrastructures promote sustainability which continues even after guests have returned home.

3. **Local supply chain and prioritising local products** - Sourcing from local producers offers multiple advantages:

- Reducing the carbon footprint from transportation
- Supporting the local economy
- Offering a genuine, culinary experience to guests

Glion Magazine underscores how hotel restaurants can showcase typical produce, marrying quality, local storytelling, and zero-waste practices.

4. **Regenerative hospitality: the future is now**- This innovative concept goes beyond simply reducing negative impacts.
It aims to:

- Actively improve the infrastructure's destination and surroundings
- Contribute to nature recovery programmes
- Create opportunities for the local community

QThis approach transforms hotels into veritable, sustainable development hubs whose actions and positive impact can be measured and communicated.

5. **Social responsibility and communities – creating shared value**

Staff: the sustainable chain's first link – Sustainability and investing in people goes hand in hand:

- CPD and career evolution
- Including disadvantaged categories
- Creating equal opportunities and a stimulating workspace

Upskilling language, digital, and sustainability programmes improves service quality as well as the company's reputation as an employer.

6. **Partnering with the local community** - Sustainable hospitality creates strong links between travellers and the location:

- Collaborating with local producers, artisans, and cultural experiences
- Organising events open to guests and locals
- Working with local schools' educational programmes

These connections create genuine cultural exchanges and promote a more respectful and conscious tourism.

Implementing sustainability: a pragmatic approach - Hospitality professionals can adopt the following steps to effectively integrate sustainability in their business models:

1. Define measurable objectives: determine specific targets (reduce waste, use local suppliers, eliminate plastic) with specific timelines
2. Adopt a gradual approach: start with pilot projects, assess their efficacy, and increase their roll-out
3. Train and involve staff: transform staff in sustainability ambassadors via training and incentives
4. Measure and communicate results: document initiatives' positive impact and avoid greenwashing by communicating transparently and genuinely
5. Obtain certificates: such as B Corp, ISO 14001, Travelife, or Green Key can validate one's efforts and increase one's credibility

Conclusion: sustainability as a competitive advantage
Sustainability and social responsibility are no longer optional in hospi-

tality. Operators who embrace this vision can:

- Markedly reduce operational costs
- Improve their reputation and stand out from the competition
- Attract an ever more conscious clientele which is prepared to reward ethical choices

Hospitality can become a powerful drive for positive transformation, creating genuine value for all stakeholders – from guests, staff, local communities to, of course, the planet.

Part 5 - Gen Z and new travellers: what they're really looking for

Gen Z (born between 1997 and 2012) represents one third of the global population, with a purchasing power equal to 143 billion American dollars. In 2025, Gen Z and Millennials will represent 45% of the sales in the luxury and premium travel sector. This segment is strategic for its purchasing power and because it acts as a powerful digital influencer ready to shape global trends.

Four expectations redefining hospitality

1. Authenticity is a priority
- Favouring immersive experiences and direct contact with the local community
- Researching personalised itineraries far away from mass tourism
- Stimulating active participation and co-creation opportunities

2. Sustainability as a criteria
- Selecting hotels whose commitment to the environment can be verified
- Favouring local products and low-impact initiatives
- Open to pay a premium for ethical choices

3. Integrated and fluid technology
- Expectations of a 100% digital customer journeye
- Fast and reliable Wi-Fi as a standard service, not a plus
- Smartphone bookings, digital check-ins, and services-via-app

4. Socialising spaces
- Spaces which favour meeting and sharing opportunities
- Hybrid formats which combine holidays, work, and socialising
- Event programmes which stimulate guest interaction

Winning strategies to attract Gen Z

a) Smart customisation – Use data to create ad-hoc experiences and one-to-one messages which meet individual preferences.
b) Instagram-friendly design – Plan unique spaces which encourage social media sharing, increasing the brand's visibility organically.
c) Genuine values – Demonstrate tangible efforts towards sustainability, diversity, and inclusion. Avoid greenwashing – this generation can spot it easily.te.
d) Community-based experiences – Integrated local workshops, shared spaces and interactive moments which transform holidays into memorable and connected experiences.

Conclusion

Gen Z is redefining the very concept of hospitality, privileging seamless technology, genuine experiences, sustainability, and socialising. The infrastructures responding to these new priorities will win over this crucial segment as well as being ready for the industry-s future.

Part 6 – BEAM – where the future of hospitality takes shape

We've explored the trends which are transforming hospitality – from AI and regenerative sustainability, through new business models, to Gen Z' expectations.
Knowing these trends is only the first step. True change requires action, collaboration, and a community of innovators determined to make a difference.
Enter BEAM.

More than an event – a transformative ecosystem
BEAM isn't a simple industry conference, but an immersive experience designed to generate important connections, inspire shared visions, and enable real change.
The 2026 edition revolves around the key concept of **Lead The Shift**! This means not just adapting, but having the courage to steer the flow of transformations in unison, becoming the driving force behind an evolution that redefines hospitality.
Every facet of the event – from contents and interaction to speakers and spaces – has been designed to stimulate collective innovation and offer practical tools which can be used immediately. BEAM is the place where we all come together to exchange ideas, synergise, and enact transformation.

Experience-based workshops on crucial challenges for the sector
To provide a truly hands-on experience, the BEAM Experience revolves around five interactive workshops. These so-called ‚**BEAM Labs**' explore the core challenges currently shaping and set to shape the hospitality industry.

Smart networking
Unlike traditional events where connections happen by chance, BEAM implements a custom-built networking system:

- Strategic matchmaking: structured activities to streamline tailored meetings between professionals sharing complementary interests
- Memorable side events: from dinners in an evocative location to experience-based tours, every moment becomes an opportunity for exchange in relaxing and stimulating contexts
- Experience breaks: moments of discovery, with innovative culinary proposals, which embody the sustainability principle debated in the workshop

An international community of visionaries and pragmatic go-getters
BEAM gathers a select community of professionals, innovators, and change-makers from all sectors of the hospitality ecosystem – hotels, restaurants, destination management, food-tech, sustainability, and organisational culture.
This variety of perspectives creates the ideal ambience to:

- Develop cross-sectorial collaboration which amplifies the impact of individual businesses
- Intercept emerging trends before they become mainstream
- Build strategic partnerships with potential staff, suppliers, and clients
- Be at the helm in one's area of specialisation

From inspiration to implementation
What really makes BEAM stand out is how every idea, every connection, every moment is developed to generate tangible, immediate results:

- A network of genuine relations with innovators that share values and vision
- Practical strategies and solutions to face your business' most urgent challenges
- A personalised roadmap to implement regenerative hospitality principles in your world
- The energy and motivation to shape change rather than be passively subject to it

Conclusion: from onlooker to main star
As we've seen in this guide, hospitality is undergoing an unprecedented transformation. Complex challenges present extraordinary opportunities for whoever knows how to make the most of them.
BEAM offers the opportunity to transition from simply observing the situation to actively participating in its transformation. It's a forum for those who don't just want to adapt to the future but want to shape it.

Don't just imagine the future. Shape it with us.