



WORLDVUE®

**ENVISIONING
2025:**

EXPERT INSIGHTS ON
TRENDS TO WATCH
IN HOSPITALITY
AND HOUSING

The year ahead is poised to redefine how to think about hospitality, multi-dwelling units (MDUs), and senior housing. From advancements in connectivity and contactless options to a greater focus on sustainability and personalization, 2025 presents many opportunities to improve operations while enhancing the guest and resident experience.

To help you determine what to focus on, this white paper presents insights and advice from our own industry experts, highlighting what will matter most in 2025 and beyond.



Robert Grosz, President & Chief Operating Officer, on what to watch for in luxury hospitality

In 2025 and beyond, property owners in the luxury hospitality sector should focus on strategic investments that enhance guest experience, operational efficiency, and sustainability. Here are key areas to consider:

1. Immersive Technology

- **Digital Art Installations:** Invest in technology-driven art and immersive experiences. These installations, powered by AI and data visualization, can create unique, personalized environments for guests. Artists like Refik Anadol are pioneering this space.
- **Smart Rooms:** Implement Internet of Things (IoT) devices that allow guests to control lighting, temperature, and entertainment via their mobile devices. Voice assistants and augmented reality (AR) features could also enhance the guest experience.
- **Virtual and Augmented Reality:** Create virtual tours or experiences that engage guests before they arrive and offer in-hotel AR experiences for more interactive stays.

2. Sustainability Initiatives

- **Energy Efficiency:** Solar panels, energy management systems (EMS), and smart lighting can significantly reduce operational costs and improve a property's sustainability profile.
- **Water Conservation:** Greywater recycling systems, low-flow fixtures, and smart irrigation systems can be valuable, especially in regions prone to water scarcity.
- **Green Building Certifications:** LEED or WELL certifications signal a commitment to sustainability and health, which appeals to the modern luxury traveler.

3. Health and Wellness Amenities

- **Wellness-Centric Design:** Invest in wellness-focused amenities like meditation spaces, in-room fitness options, and circadian lighting systems. Spas offering personalized treatments using AI or biofeedback can also set properties apart.
- **Air and Water Purification:** As health consciousness continues to rise, air purification systems and high-quality water filtration systems can appeal to discerning guests.



4. Personalized Guest Experiences

- **AI-Powered CRM Systems:** Leverage AI-driven customer relationship management (CRM) systems to anticipate guest preferences and deliver personalized experiences at scale, from tailored services to customized room settings.
- **Data-Driven Personalization:** Use data analytics to optimize the guest journey – from customized welcome messages to curating local experiences based on guest interests.

5. Luxury Asset Diversification

- **Private Villas or Residences:** Add standalone luxury villas or residences to your property portfolio, providing more privacy and exclusivity for high-net-worth individuals.
- **Experiential Offerings:** Focus on unique, localized experiences that connect guests to the destination in meaningful ways, such as private tours, cultural excursions, or eco-tourism initiatives.

6. Cybersecurity and Data Privacy

- Invest in robust cybersecurity infrastructure to protect guest data, as the integration of more technology creates vulnerabilities that could impact guest trust.

By prioritizing technology, sustainability, wellness, and personalization, property owners can remain competitive and attract a discerning clientele seeking unique, luxury experiences.



Chris Coles, Chief Business Development Officer, on senior living and multifamily housing

From a technology perspective, owners should invest in long-term infrastructure – notably fiber distribution, surplus conduit runs, and thoughtfully placed patch panels – so service provider changes with technology upgrades are low-impact for residents and management.

Owners who want to be involved in proptech investments should align with a capable managed service provider partner such as WorldVue.



...and on technology for international hotels

Sustainability and personalization are ramping up as areas of focus internationally, just as they are in the US. To meet guest expectations and remain competitive, international hotels will want to implement energy management systems. Not only do these improve the “green” credentials that guests are increasingly seeking, but they can positively impact the bottom line through more efficient operations.

Personalization will also be essential for creating exceptional guest experiences. Data from the property management system (PMS) can be tied into other systems like in-room entertainment, messaging, and room controls to provide guests with a tailored environment and targeted suggestions to enhance their itinerary. The combination of technology with hands-on service will help make for a memorable stay that keeps guests coming back for more.



David Goldstone, Executive Vice President & Chief Revenue Officer, on the future of the hospitality industry

The hospitality industry is likely to experience significant developments by 2025, driven by shifts in societal priorities, regulatory pressures, and emerging technologies. The new administration in Washington, D.C., is also likely to have an impact on what transpires in 2025.

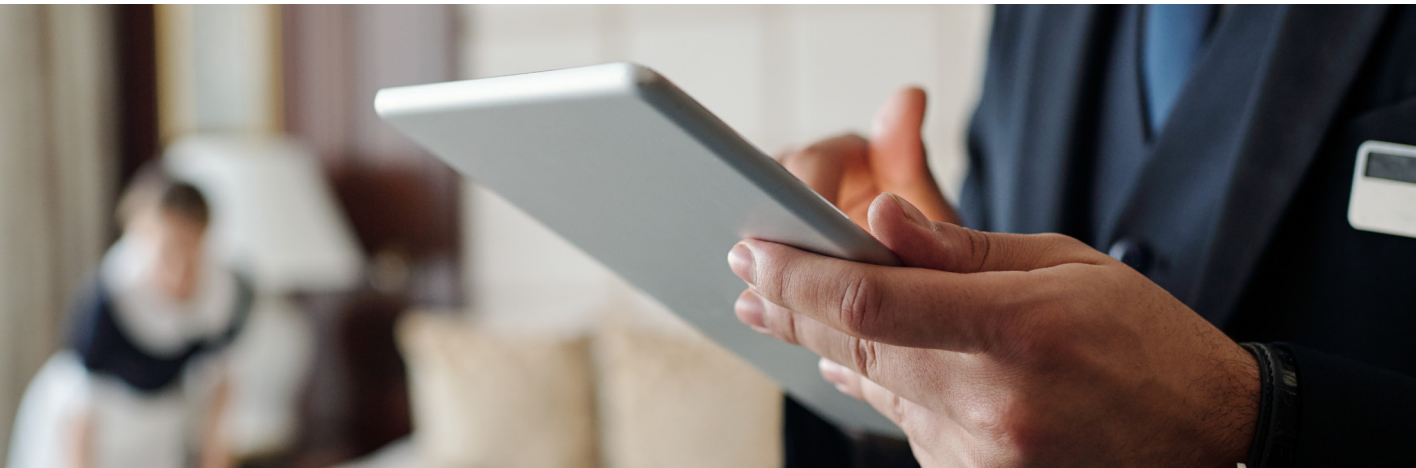
Here are some anticipated directions as I see them:

- 1. Increased Focus on Human Trafficking Awareness and Prevention:** Human trafficking awareness has already become a significant focus, with hotels and travel companies implementing training for employees to identify and report signs of trafficking. In 2025, we'll likely see these initiatives become even more standardized, with mandated training across the industry. Partnerships between the hospitality sector, law enforcement, hospitality companies, and NGOs are expected to grow, creating a more robust framework for intervention.
- 2. Sustainability as a Standard, Not an Option:** Sustainable practices will continue to evolve from a "nice-to-have" to a non-negotiable aspect of business. With environmental regulations tightening, hotels may be legally required to reduce energy consumption, water use, and waste production. I expect to see a rise in eco-certifications, stricter enforcement of green practices, and innovation in sustainable building materials, energy-efficient designs, and waste-reduction technologies.



- 3. Digital Transformation and Contactless Experiences:** Post-pandemic, digital and contactless solutions became a priority, and this trend is here to stay. In 2025, we're likely to see even more sophisticated uses of AI, mobile apps, and smart technologies for reservations, check-in, room access, and even guest services. Enhanced personalization through data analytics will allow hotels to offer tailor-made experiences, from room settings to on-site activities.
- 4. Enhanced Employee Welfare and Labor Relations:** Given the challenges in attracting and retaining talent in hospitality, there will likely be a stronger emphasis on fair labor practices, wage improvements, and support for mental health. Companies that prioritize worker satisfaction and create pathways for career development may gain a competitive edge. This focus on well-being and support aligns with the trend toward socially responsible operations.
- 5. Regulatory Pressure on Short-Term Rentals and Hotel Operations:** As cities regulate short-term rentals (e.g., Airbnb) more closely, traditional hotels may regain market share.
- 6. Stronger Emphasis on Local and Experiential Travel:** Consumers' increasing desire for unique, local, and immersive travel experiences will shape how hotels and resorts design their offerings. Partnerships with local businesses, sustainable travel options, and cultural experiences will become a larger part of the package to cater to experience-oriented travelers.
- 7. Cybersecurity and Data Protection:** With the expansion of digital solutions and personalized experiences comes a heightened need for cybersecurity. Hospitality companies will have to invest heavily in securing guest data, ensuring GDPR (and similar regulation) compliance, and protecting against cyber threats

The industry's future lies in balancing traditional hospitality values with forward-thinking approaches to sustainability, technology, and human rights issues. Those who prioritize social responsibility and adapt quickly to changes in consumer expectations and regulatory landscapes will likely thrive.



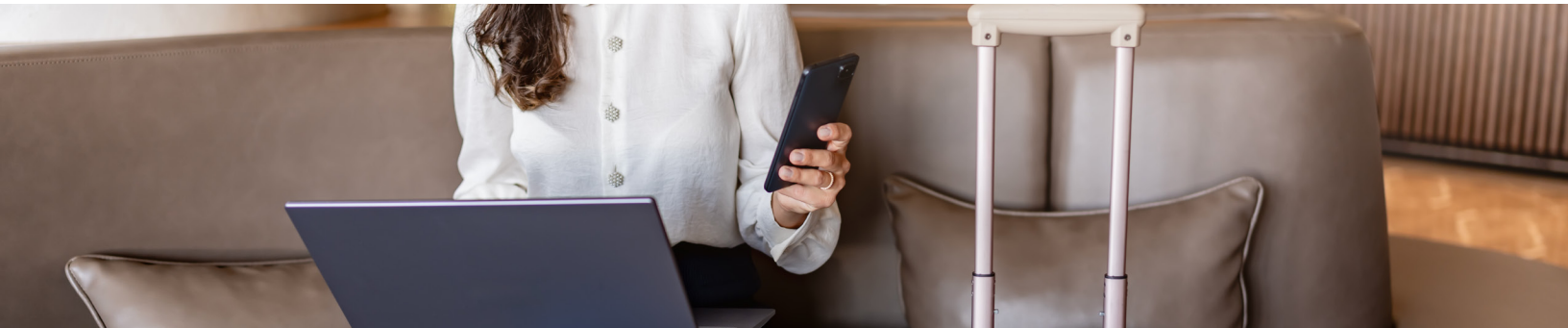
Nick Jones, Executive Vice President & Chief Technology Officer, on using technology to enhance personalization

More and more, guests are looking for a personalized experience. While friendly, “hands-on” service by staff certainly contributes a great deal to this, technology can add even more to make a guest’s stay truly exceptional.



Many hotels now offer guests an experience that's more like home by allowing guests to cast and stream their own content. Our content aggregator can take personalization even further by learning what services a guest subscribes to and suggesting content from across all those services. It can also help them search across their available services for what they want to watch. This eliminates the frustration of searching each of those services individually, making the in-room entertainment experience even better than the one at home.

Hotels can also deploy IoT functionality to enhance personalization. Smart climate control solutions can learn each guest's preferences for lighting, room temperature, and even water temperature based on prior visits. Then the system can apply these settings automatically every time a guest checks in. In fact, the system can learn multiple profiles for each guest – for example, sleeping vs. waking settings. Again, the goal is to provide an experience that's even better than home by taking the frustration and effort out of customizing the guest experience.



Mark Schaps, Senior Vice President & Chief Information Officer, on the importance of technology for the guest experience

Investing in WiFi and enhancing guest personal experiences is crucial for hotel property owners.

High-speed, reliable WiFi is no longer a luxury but a necessity, as guests expect seamless connectivity for both work and leisure. Providing excellent WiFi can significantly boost guest satisfaction and loyalty, leading to positive reviews and repeat business.

Additionally, personalized experiences, such as tailored recommendations and services, make guests feel valued and enhance their overall stay.

With WorldVue's "Power of One" philosophy, we aim to become each property's trusted advisor on their technology. We can provide, integrate, and manage multiple technology solutions for better performance, easier maintenance, and greater accountability.

WorldVue recommends, designs, and installs total solutions to meet a property's needs, wants, budget, and specifics. Our goal is to help you provide the best possible guest and resident experience that's easier and more cost-effective to manage and maintain. Contact us to discuss how we can help you improve your property in 2025!