

# Hotel Marketing Trends 2025/26



Clockwork Marketing®



In today's rapidly evolving hospitality environment, simply surviving isn't enough – true success lies in learning how to thrive. As we look ahead to 2025/26, we're witnessing a fundamental shift in how guests travel, work, and experience hospitality. This transformation presents both challenges and unprecedented opportunities for hoteliers who are ready to embrace change and innovation.

The intersection of technology, sustainability, and changing guest expectations is reshaping our industry. We're seeing the rise of event-driven travel creating new demand patterns, while the modern working traveller is redefining what it means to be a hotel guest. Meanwhile, the growing emphasis on sustainable practices and community engagement is transforming hotels from mere accommodation providers into leaders for positive change.

Tourism businesses must navigate:

- The emergence of event-focused travel strategies
- Creating spaces that blend work and leisure
- Growing demand for sustainable and regenerative tourism
- The critical importance of data-driven personalisation
- The transformation of traditional loyalty into community building

As artificial intelligence and improved technology enhance digital guest experiences, hotels must ensure their online presence not only captures attention but converts interest into direct bookings. Yet amidst all this technological advancement, the human element remains crucial – successful hotels will be those that harness technology to create more meaningful, personalised guest connections.

Our 2025/26 trends report reflects this dynamic landscape, with crucial insights and strategies to help your property thrive in an era where guest expectations are higher than ever before.

At Clockwork Marketing, we believe that thriving isn't just about keeping pace with change – it's about staying ahead of it. Each trend we've identified represents an opportunity to differentiate your property, enhance guest experiences, and build lasting success in an increasingly competitive market. Are you ready for the future of hotel marketing? Read on to find out how you can thrive.

**Clare Bushby MIH, Managing Director**





## Trend one

# Event-driven wanderlust

The emergence of event-driven travel is reshaping booking patterns and guest expectations, with 65% saying they'd be more likely to travel for an event versus 12 months ago. This rises to 83% among Gen Zs.

Nearly 2-in-3 more likely to travel for an event. Major sporting events, festivals, and cultural celebrations are increasingly becoming primary drivers for travel decisions, creating distinct peaks in demand and opportunities for hotels to craft unique experiences.

Fifty-eight percent will book their hotel within a week of buying a concert ticket, with only 7% waiting until the last minute. This trend presents an opportunity for hotels to create

targeted packages and experiences that complement these events.

Hotels can capitalise on this trend by:

- Developing partnerships with event organisers and local attractions
- Creating event-specific packages that include tickets and exclusive experiences
- Implementing dynamic pricing strategies that align with event calendars
- Offering pre and post-event experiences to extend guest stays

Source: <https://www.siteminder.com/changing-traveller-report/>



## Trend two

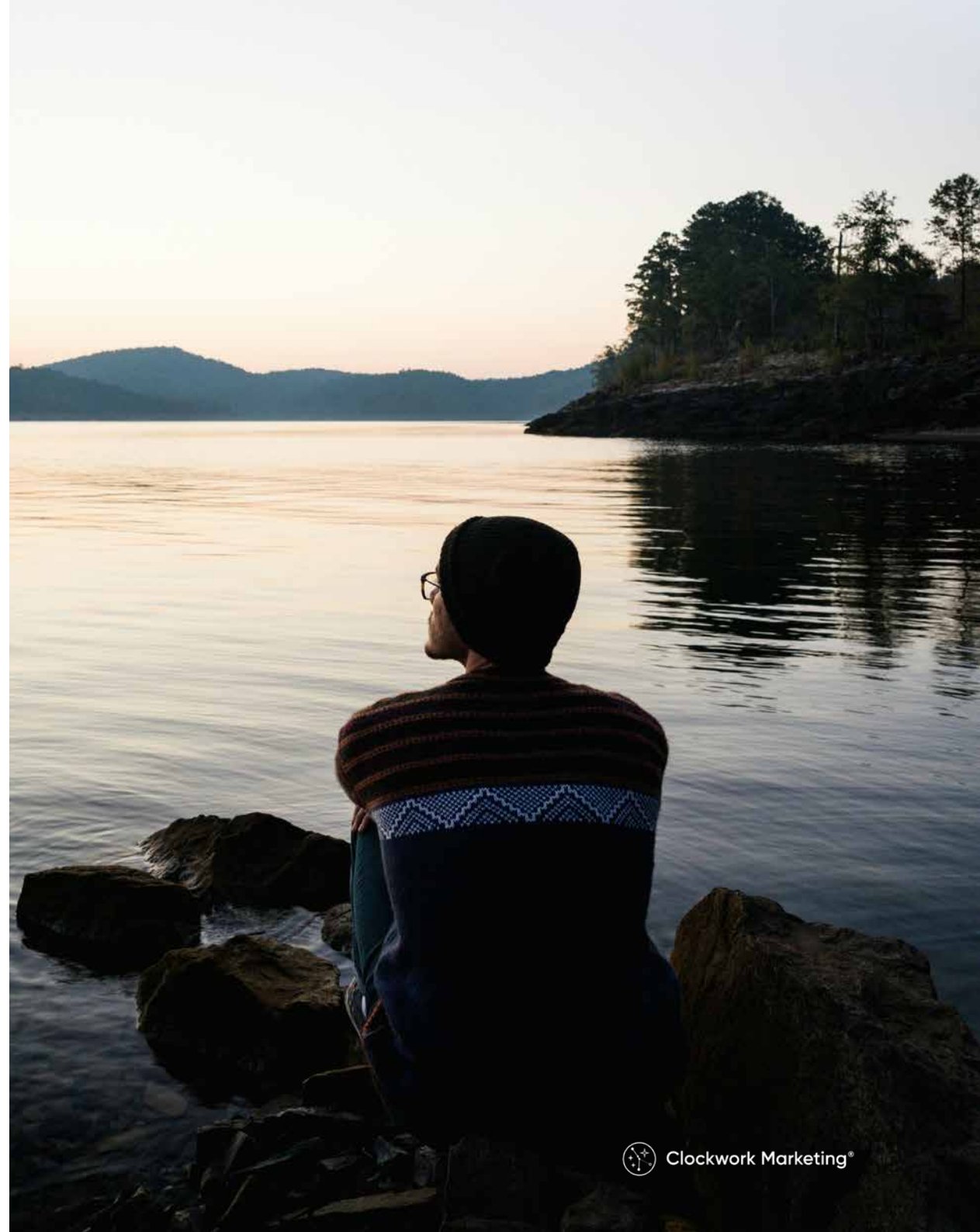
# The working wanderer

The line between work and leisure continues to blur, with remote work becoming a permanent fixture in our society. Hotels are evolving to meet the needs of these working travellers, who seek spaces that seamlessly blend professional workspaces with luxurious leisure amenities.

Modern working travellers expect more than just a desk and WiFi. They require dedicated workspaces, professional meeting facilities, and technology that enables seamless connectivity. This demographic often extends their stays, combining business with leisure, leading to the rise of “bleisure” travel.

Successful hotels are creating environments that cater to this new breed of traveller by offering:

- Professional co-working spaces with high-speed internet
- Private meeting rooms with video conferencing capabilities
- Extended stay packages with flexible booking options
- Wellness amenities to support work-life balance



## Trend three

# Sustainable futures

Sustainability has evolved from a nice-to-have to a crucial business imperative. With 83% of travellers considering environmental impact in their travel decisions, hotels must demonstrate genuine commitment to sustainable practices.

Beyond basic energy conservation and waste reduction, guests are looking for hotels that contribute positively to their local environment and communities. This includes supporting local suppliers, implementing water conservation measures, and actively participating in community environmental initiatives.

The focus has shifted from merely reducing negative impact to creating positive change:

- Investment in renewable energy solutions
- Partnerships with local organic food producers
- Implementation of circular economy practices
- Community-led environmental conservation projects

Source: <https://www.statista.com/statistics/1126996/traveler-attitudes-sustainability/>







## Trend four

# Data-driven personalisation

First-party data has become the cornerstone of personalised guest experiences. With increasing privacy regulations and the phasing out of third-party cookies, hotels must build direct relationships with guests and leverage their own data effectively.

Smart hotels are using guest data to create highly personalised experiences, from customised room settings to tailored activity recommendations. This approach not only enhances guest satisfaction but also drives direct bookings and repeat visits.

Key areas of focus include:

- Building robust guest profiles through direct interactions
- Implementing sophisticated Customer Relationship Management (CRM) systems
- Creating personalised marketing campaigns
- Developing targeted loyalty programs

## Trend five

# Community and loyalty reimagined

The concept of hotel loyalty is evolving beyond points and perks to focus on community building and meaningful connections. Guests increasingly seek properties that offer authentic local experiences and opportunities to connect with like-minded travellers.

Successful hotels are creating communities around shared interests and values, fostering a sense of belonging that transcends traditional loyalty programs. This approach leads to stronger emotional connections and increased guest retention.

Modern loyalty strategies include:

- Community-driven events and experiences
- Local cultural immersion programs
- Social impact initiatives
- Exclusive member communities and forums





## Trend six

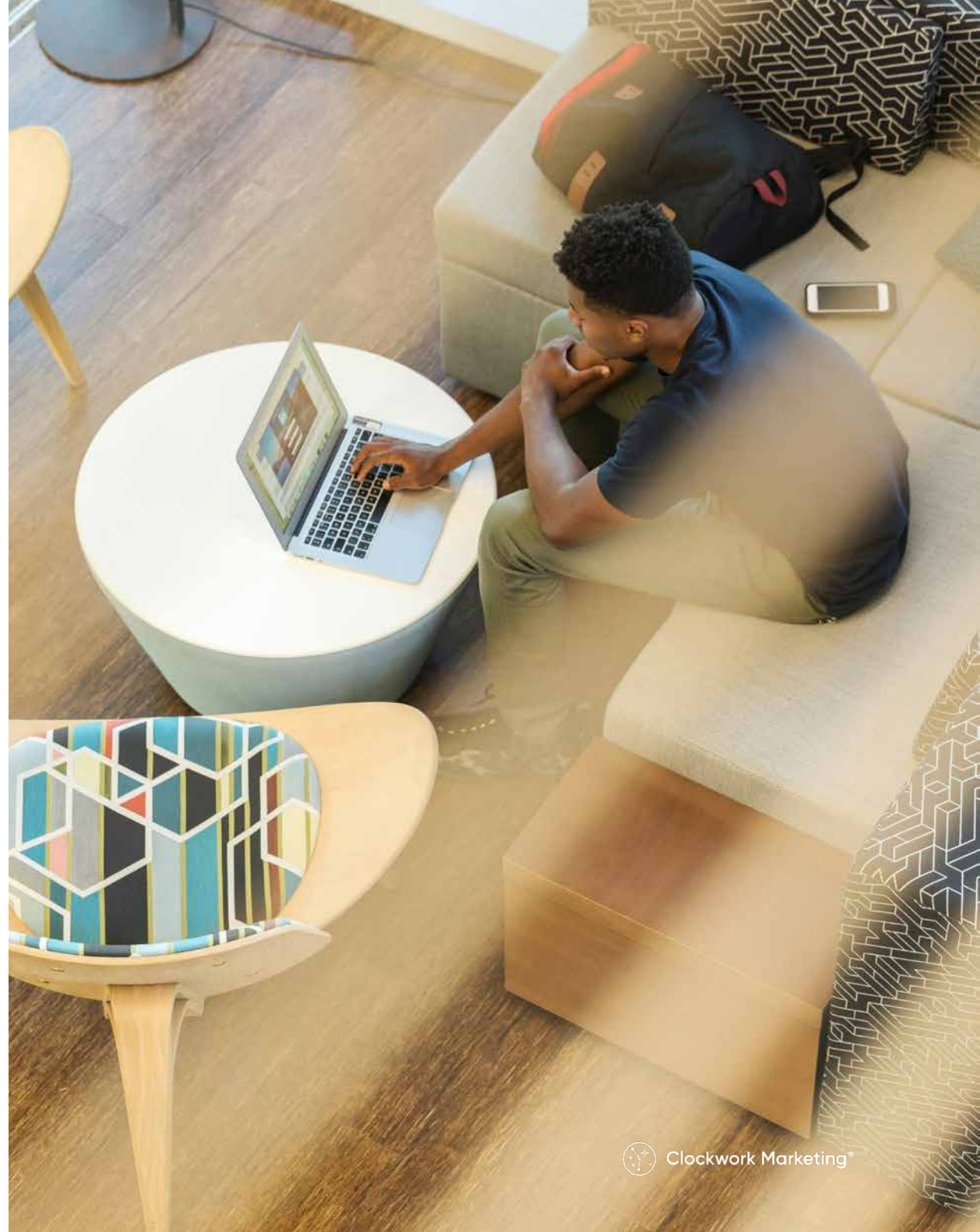
# The digital evolution

The digital landscape continues to evolve, with visual search and AI-powered personalisation leading the way. Hotels must ensure their online presence is both visually compelling and technically optimised for modern search behaviours.

Visual search is becoming increasingly important, with guests using images to find and book their perfect stay. Meanwhile, AI is enabling more sophisticated personalisation of the guest journey, from initial search to post-stay engagement.

Key focus areas include:

- Visual-first website design optimised for search
- AI-powered personalisation engines
- Virtual and augmented reality experiences
- Voice search optimisation







## Trend seven

# Regenerative tourism

Moving beyond sustainability, regenerative tourism focuses on leaving destinations better than we found them. This approach considers the hotel's role in improving local environments, supporting communities, and contributing to cultural preservation.

Hotels are increasingly expected to demonstrate their positive impact on local communities and environments. This includes supporting local businesses, preserving cultural heritage, and actively contributing to environmental restoration projects.

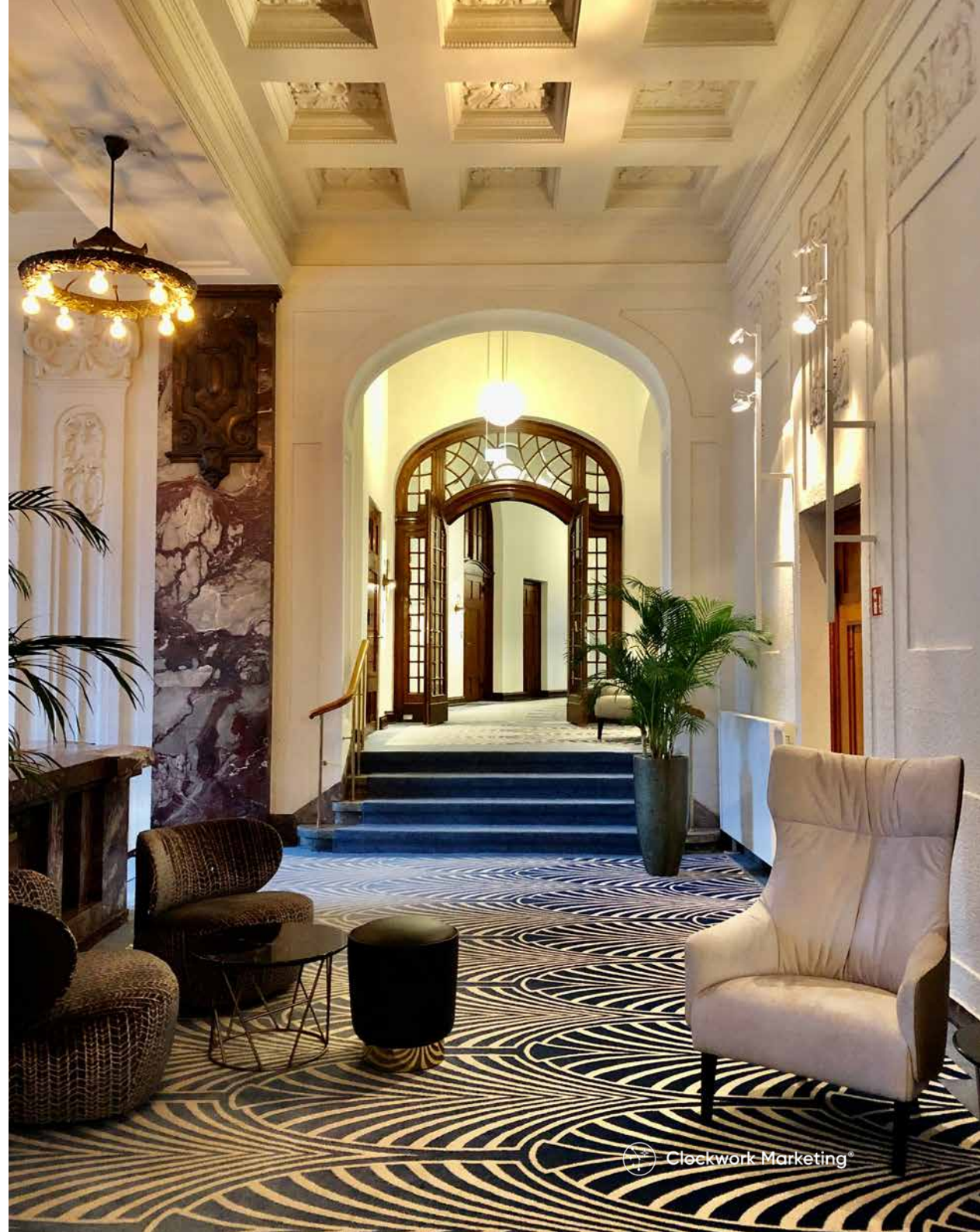
Successful initiatives include:

- Local cultural preservation programs
- Environmental restoration projects
- Community skills development
- Support for local artisans and producers



# Top marketing tips

- Develop event-specific marketing campaigns that align with major local and international events
- Create dedicated spaces and packages for working travellers
- Implement sophisticated data collection and analysis systems
- Build strong community engagement programs
- Invest in visual-first digital presence and AI-powered personalisation
- Develop and communicate clear sustainability initiatives
- Foster local partnerships and community connections





Looking to go further than the ordinary  
and capitalise on these trends?  
Contact us to discuss how we can  
help you thrive in 2025 and beyond.

**Pete Stevens**

Head of Marketing, Clockwork Marketing

**Contact us on 01803 872999**

**or email: [pete.stevens@clock-work.co.uk](mailto:pete.stevens@clock-work.co.uk)**

**[www.clock-work.co.uk](http://www.clock-work.co.uk)**

