

OSF | DIGITAL

Hospitality 2025: Navigating the Future of Guest Experience

Part 2

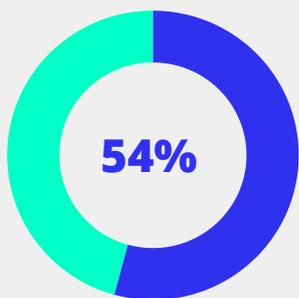
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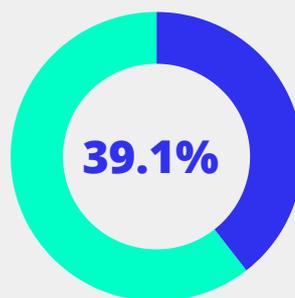
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Streamlining Operations and Empowering the Workforce

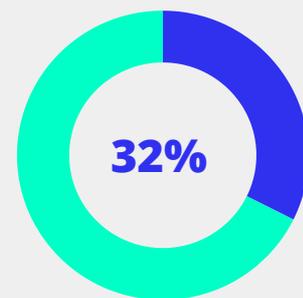
The hospitality industry faces significant challenges, including labor shortages, wage inflation, and employee dissatisfaction, threatening guest satisfaction and profitability. Hotels must leverage technology to enhance efficiency and fill operational gaps as demand surges, especially from leisure and business travelers. Intuitive and mobile-friendly applications are essential for empowering staff to deliver personalized guest experiences while on the move and without feeling lost or pressured to unlearn the old technology and learn a new program in a short timeline while performing at the highest standards. According to Oracle and Skift, by using technology, executives across the hospitality industry do not aim to reduce staff but support them in providing a better service with less stress and more freedom:



54% of executives prioritize mobile technologies to streamline front desk operations.



39.1% focus on implementing contactless technologies.



32% aim to enhance automated messaging systems.

Thinking about **your business strategy for 2025**, which of the followings will be your highest priorities in the next three years?

EXECUTIVES

Mobile technology

53.7%

Contactless or socially distanced services

39.1%

Automated messaging services

32.0%

Accommodating work and leisure trends

29.8%

Migrating to the cloud

24.3%

Accommodating impatient guests

19.6%

Reconciling labor shortage

19.5%

Virtual reality content

11.2%

By transitioning property management systems to mobile platforms, staff can address real-time issues, improving efficiency and service quality. This technological shift not only alleviates labor shortages but also attracts and retains talent by reducing stress and enabling better service delivery. Embracing new technologies, such as mobile and contactless solutions, is crucial for recruiting the next generation of hotel staff.



Empowering the Agentic Workforce: Redefining Human Potential in Hospitality

The hospitality sector stands at a pivotal moment, where digital innovation is not only enhancing the guest experience but also transforming the workforce behind it. With rising operational costs, ongoing staffing shortages, and growing guest expectations, it's time to rethink the roles humans play in delivering hospitality services.

The rise of the **agentic workforce**—one empowered by AI, automation, and intelligent systems—presents an opportunity to shift human efforts from transactional tasks to meaningful, high-value interactions.

1 From Repetition To Strategic Action

Historically, hospitality roles have been laden with repetitive processes: checking in guests, answering routine inquiries, updating reservations, or managing back-office logistics. While these tasks are essential, they are not where human talent is best leveraged. Today's technology, particularly AI-driven autonomous agents, can take over these tasks with greater consistency, speed, and accuracy.

Agentic systems, powered by platforms like Salesforce's Agentforce, go beyond the limitations of traditional bots. They are proactive, always-on, and capable of making context-aware decisions within a defined operational scope. These autonomous agents handle routine processes—such as booking modifications, personalized recommendations, and even real-time sentiment analysis—freeing up staff to focus on personalized guest engagement, service recovery, and relationship-building.

2 Elevating Human Value

By offloading repetitive responsibilities to autonomous systems, hospitality brands can redefine workforce roles into those that emphasize empathy, creativity, and problem-solving. Frontline staff, for instance, can spend more time curating memorable guest moments, resolving nuanced service challenges, or tailoring wellness experiences—all of which contribute directly to guest loyalty and brand differentiation.

For back-office operations, this shift allows talent to concentrate on data-driven decision-making, strategic planning, and improving operational models. Rather than performing manual audits or inventory tracking, teams can analyze insights generated by autonomous systems to optimize staffing, forecast demand, and elevate service delivery.

3 The Business Case: Efficiency and ROI

The integration of an agentic workforce supports measurable business outcomes:

- **Operational Efficiency**

Automating repetitive workflows reduces service costs and accelerates response times.

- **Staff Retention**

Empowering employees to engage in more meaningful work improves job satisfaction and reduces turnover.

- **Guest Satisfaction**

Higher-value, personalized service moments lead to increased Net Promoter Scores (NPS) and long-term loyalty.

- **Agility**

Organizations become more resilient and adaptable, with AI-enabled systems capable of scaling rapidly in high-demand seasons.

OSF Digital's implementation of AI-powered service layers exemplifies this transformation. By designing autonomous systems with clear business rules, trusted data, and ethical guardrails, we enable hospitality brands to deploy a scalable workforce model that drives both productivity and human engagement.

4 A New Paradigm In Workforce Planning

Hospitality leaders must now view their workforce strategy through a dual lens: one that enhances human capital while investing in digital augmentation. This doesn't mean replacing humans—it means elevating them.

As we move through 2025 and beyond, the most successful hospitality brands will be those that embrace the agentic model, not as a cost-cutting measure, but as a value-creation strategy. By liberating staff from monotonous tasks and empowering them with tools that amplify their impact, the future of hospitality becomes more human, not less.



Marketing Trends In Hospitality

The industry is innovating workforce management, leveraging social media and user-generated content for marketing, and enhancing brand loyalty programs.

1 Brand Loyalty Programs Reinvented:

The new era of experiences extends beyond redemption. Loyalty programs can capitalize on the demand by offering experiences as direct purchase options, allowing members to earn points. Expect more programs to adopt this dual strategy, enhancing redemption options and direct booking opportunities with earning bonuses.

As travelers increasingly seek experiences over traditional activities, loyalty programs must evolve to cater to Millennials, Gen Z, and high-net-worth individuals who prioritize experiences in their travel plans. A Skift-Marriott report highlights that 61% of travelers, including 78% of 25–34-year-olds, engage in heritage travel, while 67% pursue adventurous “bravevacations.” Wellness, cultural immersion, and sustainable travel are reshaping travel behaviors, demanding more from loyalty programs.

- Strategic partnerships will be crucial for delivering engaging experiences in 2025. While large brands may invest in comprehensive solutions, most will find success through partnerships that integrate seamlessly with existing systems and offer curated experiential rewards.
- The focus will shift from exclusivity to uniqueness. By bundling distinct experiences and tailoring them to individual preferences, programs can create a sense of exclusivity without the associated burdens. Advanced technology and strategic partnerships will be key to delivering unique experiential rewards.

- As brands strive to offer distinctive interactions, travel loyalty programs must embrace experiential content, expand beyond basic activities, and prioritize uniqueness. Programs that master these areas will redefine loyalty, transforming it from a transactional exchange into an unforgettable journey. The challenge lies in providing diverse experiences that resonate with these varied groups. A curated mix of traditional rewards and immersive experiences can help hospitality and travel revenues not fall short. The key to differentiation will be offering exclusive, compelling experiences beyond transactional value.

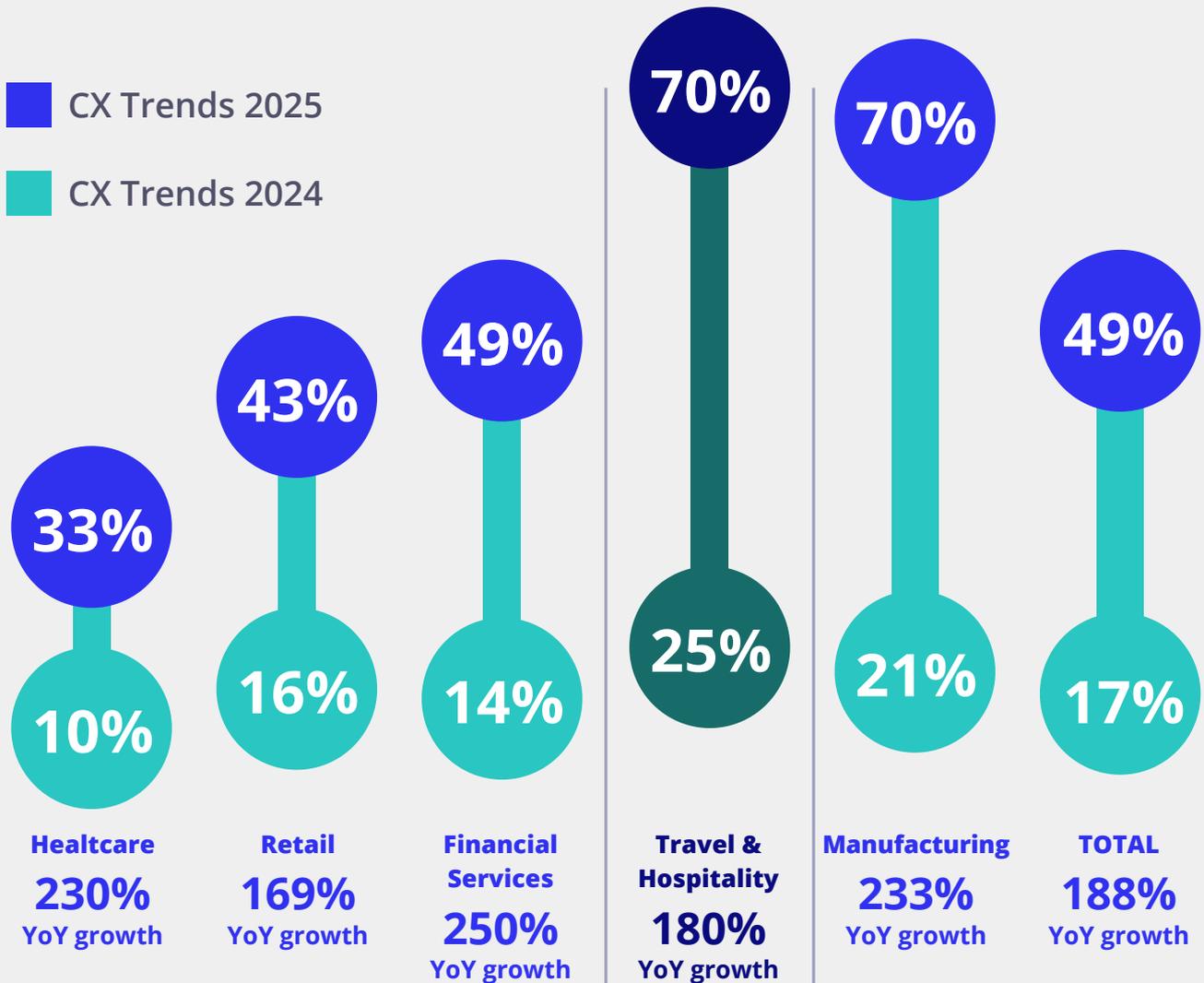
2 AI-Powered Marketing And Strategies:

Leveraging AI, hospitality revenues can delve deeper into customer insights, rounding up large volumes of data to create comprehensive profiles. A data-driven approach takes targeted strategies, activations, and messaging one step further.

AI-powered strategies are transforming guest engagement by providing personalized recommendations and services. AI-driven chatbots and virtual assistants are evolving customer service by responding instantly to guest inquiries and facilitating seamless booking processes. According to [Zendesk's CX Trends 2025](#), AI adoption brings tremendous value:

Use of shadow AI skyrockets up to 250%

Percentage of agents using generative AI tools outside of what their company has provided or approved



How often shadow AI tools are being used by these agents



- Companies that swiftly integrate AI into their customer experience (CX) strategies are gaining a competitive edge. Early **adopters are 128% more likely to report high ROI from AI tools.**
- **70% of consumers** notice a gap between companies that effectively use AI and those that do not.
- Nearly half of customer service agents resort to using unapproved AI tools, with some industries experiencing a **250% increase in shadow AI** usage year-on-year, posing significant security risks.
- Companies are rapidly adopting autonomous service models, driven by the success of AI copilots. Among CX Trendsetters, **90% report positive ROI from AI tools for agents**, positioning them to leverage minimal human intervention in service models.
- For AI agents to gain consumer trust, they must be engaging, friendly, and human-like. Currently, **64% of consumers say these traits increase their confidence in AI interactions.**
- As personal AI assistants gain popularity, **67% of consumers express eagerness** to delegate tasks, such as customer service issues, to these assistants, indicating a shift towards an assistant-first world.
- Voice AI, with its natural language capabilities, is enhancing customer communication, with **90% of CX Trendsetters believing it heralds a new era of voice-driven interactions.**
- In an AI-driven world, personalization is key to customer loyalty, with **61% of consumers expecting more tailored services.** CX Trendsetters are focusing on new loyalty metrics and using AI to deliver unique experiences.



[Salesforce Data Cloud](#) is revolutionizing how businesses operate and engage with guests in the rapidly evolving hospitality industry. Addressing key challenges by unifying fragmented guest data, Data Cloud enhances personalization and optimizes operations:

- By consolidating information from various sources, Salesforce Data Cloud provides a 360-degree view of each guest, enabling personalized experiences and seamless service across departments.
- Leveraging AI, the platform transforms data into actionable insights, allowing hotels to anticipate guest needs and adapt to emerging trends, such as wellness amenities for millennials.
- With detailed guest profiles, marketing campaigns can be tailored to individual preferences, ensuring higher engagement and conversion rates.
- Real-time insights into staffing and resource utilization help optimize operations, reduce costs, and enhance service delivery.

- Intelligent engagement fosters guest loyalty through personalized rewards, strengthening emotional connections, and encouraging repeat visits.

3 Social Media And User-Generated Content

User-generated content is a robust marketing tool for the hospitality industry, allowing hotels to build brand credibility and attract new customers. By motivating guests to share their experiences online through reviews and social media posts, hospitality revenues can generate authentic, relatable content that effectively connects with their target audience.

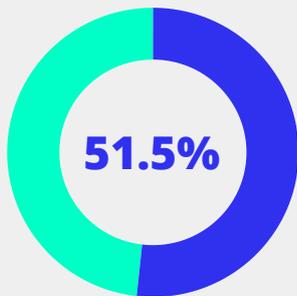
Building a Personalized Guest Experience

Harnessing technology to deliver personalized service throughout the traveler's journey is a game-changer for the hospitality industry. Travelers are eager for tailored advertising, offers, amenities, and room controls that create a seamless experience.

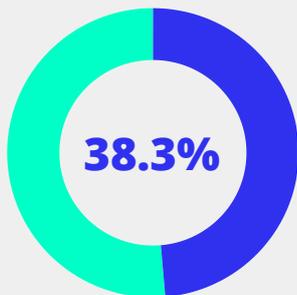
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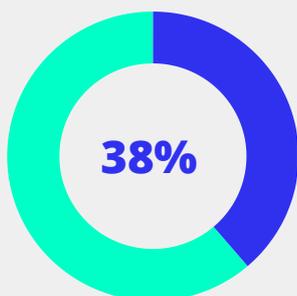
Achieving effective personalization requires strategic data collection that is aligned with guest services and business goals. This necessitates investment in cutting-edge technologies like AI and machine learning to process and activate vast data volumes.



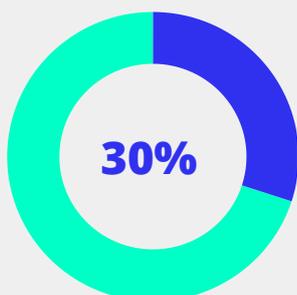
51.5% of executives plan to use AI and analytics for personalized marketing.



48.3% aim to enhance customer service through data-driven insights.



38% prioritize integrating travel-related data for a holistic customer view.



Over 30% collaborate with providers to aggregate personal information like health and dietary needs.

Which of the following best reflect your plans to personalize the guest experience in the next three years?

EXECUTIVES

Use Ai/analytics for personalized marketing/offers

51.5%

Use Ai/analytics for personalized customer service

48.3%

Share data with other travel/hospitality partners

37.9%

Loyalty discounts for ancillaries

32.6%

Integrate travelers' personal data across their entire trip

30.2%

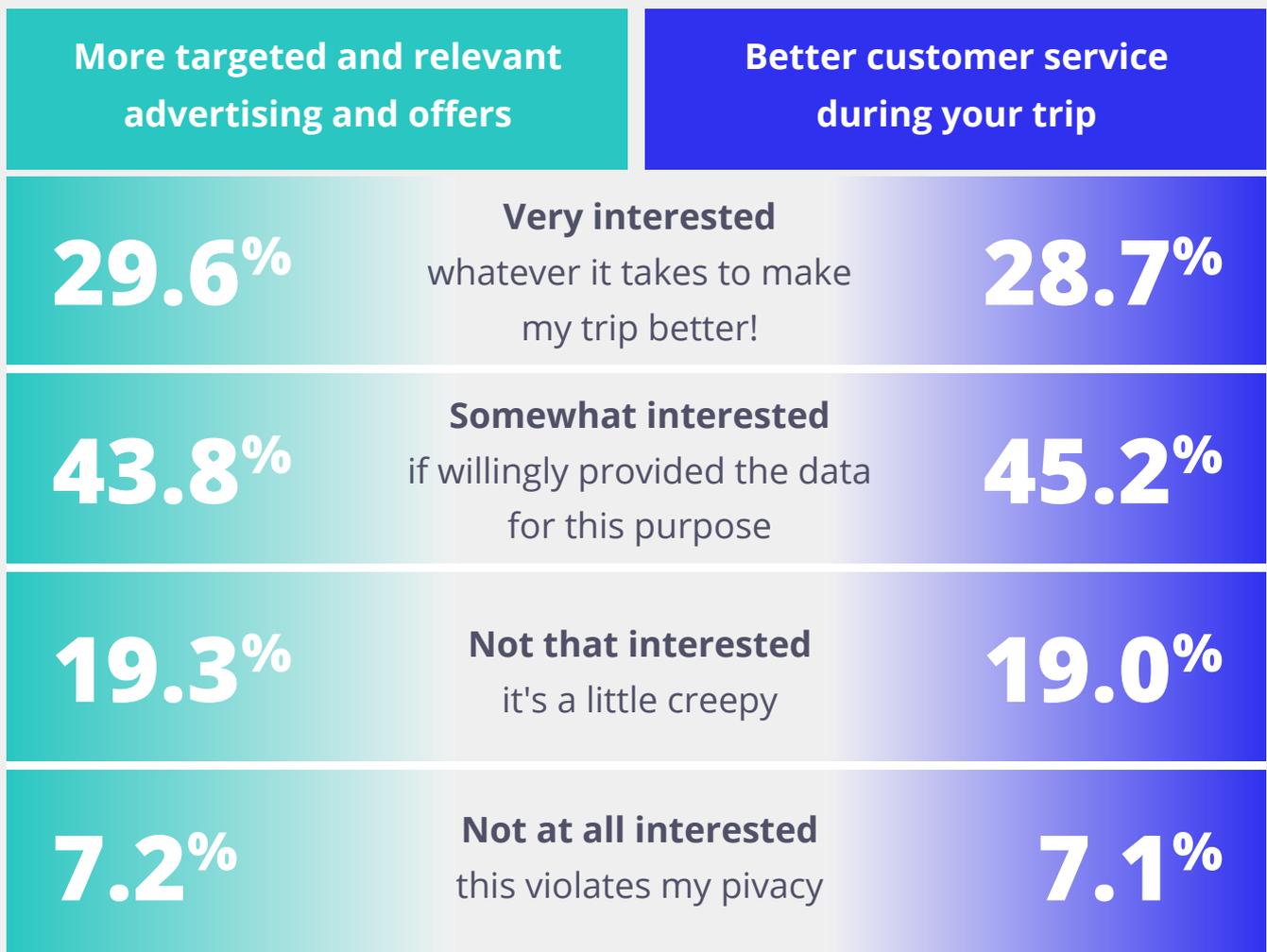
Loyalty incentives for sustainability and social contributions

30.2%

The next frontier in personalization involves a deep understanding of guest preferences, operationalized through bespoke offers and experiences. Transparency in data usage is crucial, as travelers are more receptive when they understand the benefits. According to Oracle and Skift, about 75% of travelers are interested in AI-driven personalization, with 30% willing to embrace it for an enhanced experience. However, 45% prefer to consent explicitly to data use for better offers and services.

How interested are you in hotels using artificial intelligence to analyze your travel information for the following purposes?

TRAVELERS





Data security remains a top concern, with nearly 20% of travelers worried about privacy. More than half express some concern, yet they trust companies to use their data responsibly. Hoteliers are even more vigilant, with 27.5% losing sleep over data security and 40% viewing it as a significant challenge. The hospitality sector is a prime target for hackers, says the [Financial Times](#), making robust cloud security essential. Over 90% of executives are investing in cloud technology, with 25% already implementing top-tier security.

Cloud solutions not only enhance security but also enable seamless data management, crucial for AI and machine learning at scale. The ability to stream data in real time is vital for gaining deeper insights and delivering personalized experiences. The rapid and secure flow of information across applications is key, and robust data privacy and security are essential to empower personalization at scale. Guest data, just like the guest, is not in one place. To fully harness the power of AI and gain deeper insights to hyper-personalize, the hospitality industry needs unified profiles and fearless security.

1 Personalization and Guest Engagement

Innovative marketing strategies reshape guest interactions with personalization marketing, AI-powered strategies, and user-generated content, creating tailored communication and experiences. Hyper-personalization is becoming standard, with data analytics customizing every aspect of the guest journey.

2 Personalization Marketing

Tailored messages and offers resonate with target audiences, driving engagement. Personalization marketing involves tailoring messages and offers to guests based on their behaviors, preferences, and demographics. Hotels are using data analytics to create finely targeted marketing campaigns for audience engagement.

[Agentforce](#) revolutionizes marketing by enabling faster, more effective campaign creation. It streamlines tasks like drafting briefs, targeting segments, creating content, and designing customer journeys in Flow. Operating continuously, Agentforce analyzes performance against KPIs and suggests improvements:

- **Autonomous Analysis:** Independently examines customer surveys and reviews for insights.
- **Retention Strategies:** Proactively recommends enhancements for customer retention.
- **Omnichannel Management:** Efficiently manages consistent, personalized omnichannel experiences.

3 Masters of Customization

In today's competitive landscape, hotels have a golden opportunity to boost revenue by customizing the guest experience. By understanding what each guest values and is willing to pay for, hotels can capitalize on ancillaries, upgrades, and non-room items. The concept of "unbundling," familiar in the airline industry, is gaining traction in hospitality. While hotels already offer varied room rates and services like early check-in or spa packages, the key is optimizing these offerings to align with guest preferences.

- The belief in non-room revenue as a significant income source is growing, with 49% of executives emphasizing the importance of exceptional amenities and upgrades in their revenue strategy, up from 23.2% in 2021.
- About 18% of hoteliers now expect more than half of their revenue to come from ancillary sources, compared to just over 11% previously.
- Nearly 90% of consumers are open to unbundling, with 43.3% very likely to book hotels offering pay-as-you-go amenities.



Which of the following amenities or services would you be willing to purchase from a hotel or resort **WITHOUT** purchasing a room?

TRAVELERS

Spa, wellness or fitness services

43.1%

Takeout and delivery food options

41.1%

Amenities (pool access, game rooms)

40.7%

Book a room for a portion of a day

20.4%

Tours and activities

19.4%

To unlock these revenue streams, hotels must experiment with new models and analyze data to determine which services can be unbundled. Upselling, a proven revenue booster, relies on quality data to offer personalized upgrades before or upon arrival. For instance, electric car sharing is a future amenity on the radar for over 45% of executives, reflecting a shift towards innovative offerings.

Instead of guessing which amenities to include, AI and machine learning provide real-time insights, enabling dynamic, personalized offers when it comes to booking, pre-arrival, and check-in, enhancing guest engagement and revenue.



However, there is more to customization than meets the eye, and minor adjustments will cater to every type of traveler's needs. According to [Hilton's Annual Report](#), in 2024, they noticed an increase in "frolleagues" (colleagues who are also friends) traveling together. And in 2025, 25% of business travelers expect that they'll travel for team building. Let's not forget about solo travelers (MeMooners), a trend that will grow in popularity in 2025; they would like a seat at a table for one without feeling left out.

Hospitality Explained: How it all Comes Together

In 2025, the hospitality industry will balance technological innovation and human connection, creating a "hospitality economy" that prioritizes memorable, personalized experiences. Embracing these trends enhances guest satisfaction, streamlines operations, and drives profitability. Integrating technology, sustainability, and personalization is vital to staying competitive.

● **Technological Innovation**

Cutting-edge technologies transform the industry, enhancing efficiency and guest experiences. The integration of cutting-edge technologies is changing the hospitality industry, improving operational efficiency and guest experiences. From AI-driven personalization to contactless services, technology is enabling hotels to offer seamless and convenient experiences that meet the ever-changing needs of travelers nowadays.

● **Sustainability and Wellness**

Sustainability and wellness are becoming central to the hospitality industry, with hotels adopting eco-friendly practices and expanding their wellness offerings to attract environmentally conscious and health-focused travelers, enhancing their brand image and competitive advantage. From saying no to paper and plastic to reducing food waste or going even further to reforestation or investing in renewable energy sources, hospitality revenues should be interested in becoming greener. If not for their carbon footprint reduction, growing businesses would face challenges as the new generation of customers and guests pay more and more attention to eco-friendly initiatives.

● **Personalization and Guest Engagement**

Data analytics and AI create tailored experiences, enhancing satisfaction and loyalty. Personalization and guest engagement are key drivers of success in the hospitality industry, with hotels using data analytics and AI technologies to create tailored experiences. By understanding guest preferences and behaviors, hotels can offer unique and memorable experiences that enhance guest satisfaction and loyalty.



Conclusion

The hospitality industry is transforming permanently, driven by shifts in consumer behavior and technology demands over the past two years. In 2025, operators must invest in technology, labor, and service models to meet evolving guest expectations and justify rising room rates. Innovations like contactless services, automation, and unbundling amenities from standard rates have become essential.

By leveraging the presented trends, businesses can create more personalized and sustainable travel experiences, growing customer satisfaction and profitability. To stay ahead, hospitality companies must embrace innovation, prioritize sustainability, and focus on delivering exceptional guest experiences.

- **Embrace Innovation**

The integration of innovative tech systems is critical for staying competitive in the hospitality industry. Hotels can enhance operational efficiency, improve guest experiences, and drive profitability by relying on the latest technology updates.

- **Prioritize Sustainability**

Sustainability is becoming a critical focus for the hospitality industry, with travelers increasingly seeking eco-friendly and sustainable travel options. By prioritizing sustainability, hotels can attract environmentally conscious travelers and enhance their brand image.

- **Focus on Guest Experiences**

Personalization and guest engagement are key drivers of success in the hospitality industry. By understanding guest preferences and behaviors, hotels can offer unique and memorable experiences that enhance guest satisfaction and loyalty.

The essence of hospitality remains in connecting people and the destinations they explore. By leveraging technology effectively, the industry can continue to thrive and fulfill its core mission.

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