

# Major Trends shaping the **HOSPITALITY INDUSTRY**



50% of direct online bookings are on mobile



51% bookings take place via OTAs



53% consumers won't book a hotel that has no reviews

Use of Smart  
Controls(IoT) &  
Chatbots



Robot  
Concierges



Beacon  
Technology



Book Online  
Pay at Hotel



Strengthening of  
the Sharing  
Economy



Focus on Health  
& Wellness  
Offerings



More Business  
Consolidation



Rise of  
Concept-based  
Hotels

