

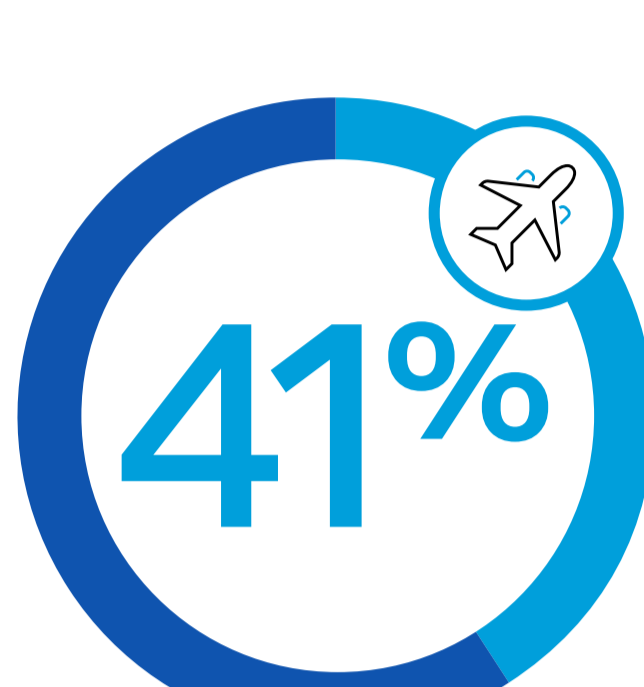
Hospitality

Trends and insights

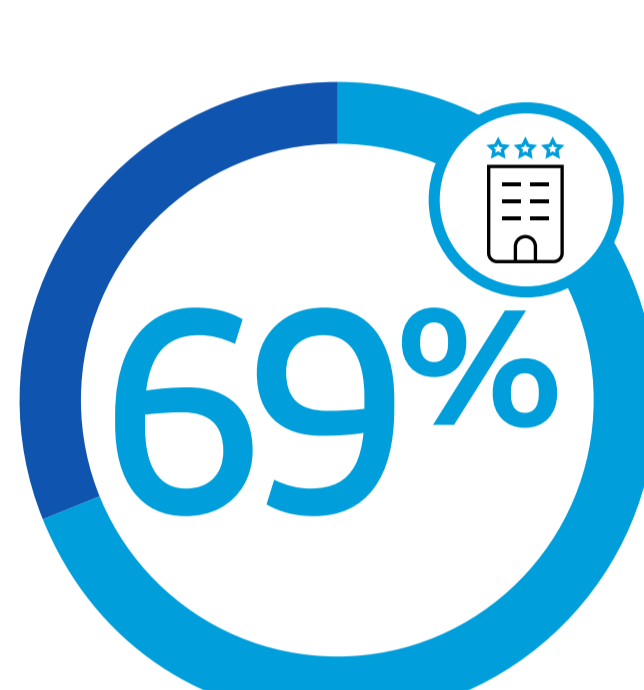
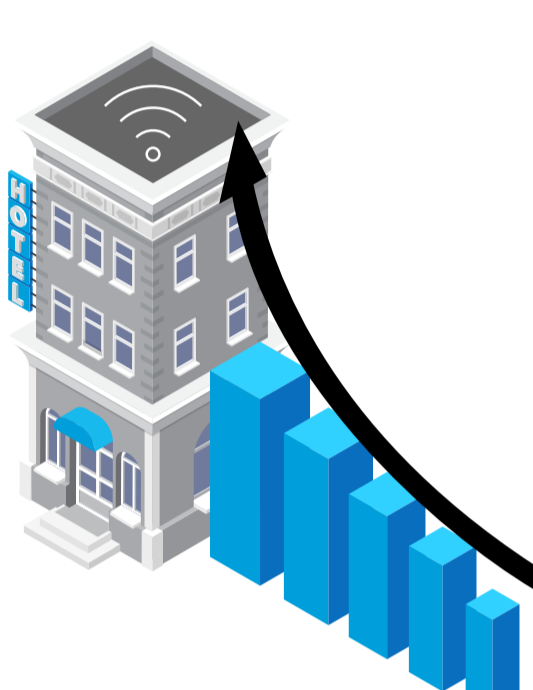
A green light for growth

The industry has made significant strides toward recovery and all signs point to continued improvement in 2023.

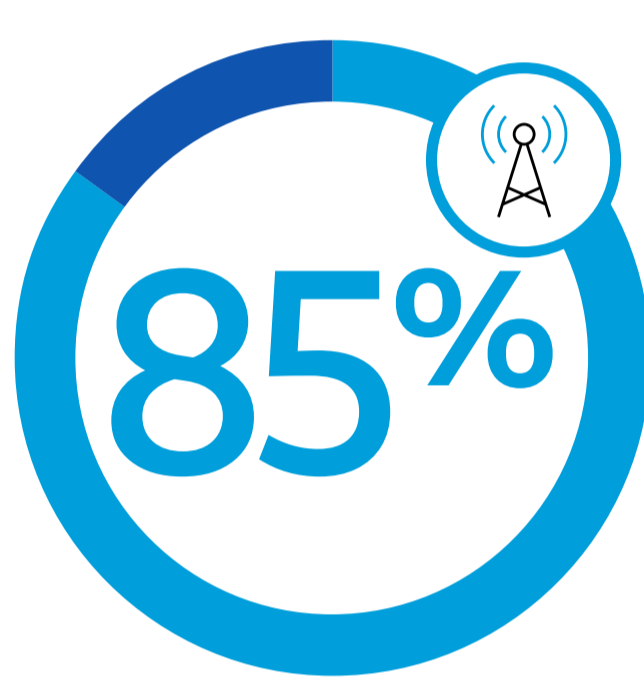
Hotel demand will surpass pre-pandemic levels.¹



of business travelers plan to mix business and leisure (bleisure) trips.²



of hotel owners plan to increase IT budgets.³



of hotel owners say 5G has potential to transform guest experiences.³

Sources: ¹ [AHLA 2023 State of the Hotel Industry Report](#)
² [Hospitality Industry in 2023: Responding to new trends](#)
³ [2023 Lodging Technology Study: Embracing Mobility & Self-Service | Hospitality Technology](#)

What to focus on in the C suite

- Find your competitive edge
- Increase guest revenue
- Drive customer loyalty



In the IT organization

- Connect distributed locations
- Enable Internet of Things (IoT)
- Get the right tools for managing your network, apps, and security
- Lower operating costs



[AT&T solutions for hospitality](#)

Water cooler convos: It's all about the tech.¹



Artificial Intelligence

How can today's technologies make you more efficient and deliver great customer experiences? Think about chatbots, robotics, data analytics, customer service, personalization, and more.



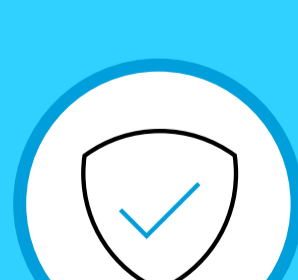
Robotics

Are there practical ways robots can fill gaps left by an ongoing labor shortage? The industry is moving beyond the entertainment value and exploring how robotics can help behind the scenes.



Sustainability

Guests think about energy conservation, food waste programs, and electric vehicle charging when choosing a hotel. It makes sense that tech execs will find sustainability projects among their core priorities in 2023 and beyond.



Cybersecurity

Despite large annual investments and better security practices, hotels are still targets for cyber criminals who are motivated to cause harm.



Privacy

Complying with evolving national and state laws can be complicated. Pay careful attention to marketing and guest-service efforts to make sure they align with privacy policies.

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