

## Current Hospitality Industry Trends

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The hospitality industry is optimistic and expects a brighter and better trend in 2014. As the economic landscape is progressing, people will now intend to focus on the value of travel. In other words, tourists now look for comfortable, simple, yet high-quality experiences. It is important for hospitality companies to capitalize these opportunities to stay ahead in the industry. However, brand awareness and a multi-channel environment have heightened the competition. To meet the challenges, the hospitality sector should come up with strategic marketing initiatives.

1. Developing Web sites. Hotels are working to increase direct bookings by developing their own Web sites and encouraging travelers to choose direct bookings. Hoteliers should focus on ensuring that hotel Web sites have “fresh content, rich media and frequent promotion updates” to increase their online hotel bookings.

2. Increased focus on content marketing. Marketing experts will discover that brand awareness is key to reaching a wider audience. More experts will agree that content marketing is the best way to get the word out, rather than traditional advertising. A strong online presence is crucial for content marketing. 3. Quality. The emotional value that comes along with a trip will become more important to travelers. They will look to ensure that their quality of life during leisure vacations is strong. Tourists will focus more on the experience and less on the cost of trips, and they’ll be willing to splurge.

4. Quality food ingredients. Tourists now are more focused with the food they eat and will care less about the presence of celebrity chefs. They will demand quality, organic ingredients and healthy food.

5. Social networking. Social media tools are key to attracting tourists. Researching everything using social media is gaining popularity in the hospitality industry. People often read and compare hotel reviews before planning a trip, so a good online persona is important. Hoteliers should participate in review sites and hotel-listing Web sites. They also should update blogs frequently and provide testimonials from former guests. And they should have Twitter accounts that focus on customer service.

Benefit from the trends that work best for your business model and your individual property. These are not a hard and fast rule to success. It is not a trend that defines a hotel but a trend can help you to gain the edge that may put you ahead of a competitor, so find what works for you and work it.

### References

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