**Future Trends In the Hospitality & Tourism Industry**

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**ABSTRACT:**

In addition to safety and security, our research discovers new marketing trends in the hotel and tourism industries. All hotel marketing should be carefully analyzed to take advantage of new technology that boosts competition, as well as present and upcoming marketing trends. The importance of marketing techniques for the hospitality industry is also discussed in this study. Maintaining leadership in digital marketing trends is important. trends in hospitality marketing? Trends in hospitality marketing related to COVID-19, etc.

**Key Terms:**Tourism and Hospitality marketing, Digital Marketing, COVID related Marketing trends.

**1. Why Is Marketing Such a Vital Function for Hospitality Businesses?**

Since marketing focuses on creating and sustaining a positive relationship and experience between a firm and its customers, it is essential to the success of a hospitality organization.

People who run hotels or travel agencies can use a variety of digital marketing strategies to reach their target markets and attract more customers.

**The Importance of Staying Current with Digital Marketing Trends:**

Because of how quickly things change online, it's important to keep up with the latest marketing trends in the hospitality sector so that you can adapt your strategy to where the sector is going.

For instance, the COVID-19 pandemic significantly changed how, when, and when people travel as well as the significance of elements like safety, cleanliness, and reputation.[3]

We have created a list of general digital marketing trends for the hotel industry as well as those connected to the pandemic's issues to help you with your 2021 hospitality marketing plans.

**Trends in General Hospitality Marketing:**

*Personalization*

Personalization is gaining popularity and is now expected by customers. Over 60% of visitors, according to a recent survey, think businesses should give them a personalized experience based on their preferences or past behaviour.

Customized marketing's main goal is to engage and converse with prospective customers on a personal level. This can be done by employing data collection and automation technology to provide them with personalized content via your website and email [5].

Personalization services are essential for tour operators and hotel marketers because they acquire their customers and guests through targeted emails. Since it helps to create a personal connection with customers while convincing them to book, this is one of the simplest marketing strategies for the hotel industry.

**Marketing Through Influencers:**

Influencer marketing is one of the fastest-growing marketing strategies for hospitality businesses. The digital version of the old-fashioned word-of-mouth marketing tactic used to raise brand recognition and direct reservations for hotels is influencer marketing [17]. Working with significant influencers that have large social media followings to market your company to their audience is known as influencer marketing. Businesses can utilize this strategy to expand their brand recognition and reach more people with their travel or lodging offerings while also building credibility and trust through the endorsement of reliable influencers.[9]

**User-Generated Content (UGC):**

User-generated content, which might include comments, reviews, blog entries, forums, and social publishing, is some of the most trusted content on the internet. User-generated content (UGC) is on the rise, which is beneficial for marketers because research indicates that product pages with UGC have higher conversion rates.[14]

By encouraging users to share their stories and leave reviews on social media, marketers may benefit from the influence of user-generated content. Use hash tags to advertise your business, run promotions, or set up picture booths at your hotel or event. Since your customers are involved, user-generated content has the potential to be much more successful than other traditional marketing strategies.

**Video Promotion:**

Online video consumption is rising alarmingly quickly. In fact, it's anticipated that by 2021, the typical consumer would watch 100 minutes of video every day. It's understandable why 92 percent of marketers view video as a crucial marketing element in their entire strategy.

For video marketing your hotel or travel agency, Facebook Live, YouTube, Instagram, Snapchat, and other social media platforms work great[12]. People may be attracted to the stunning scenery and resort or hotel surroundings, especially if it is featured in an interesting movie.

Improve customer experience with chatbots:

Although Chabots are a relatively new technology, they have already played a significant role in many companies' digital engagement strategies. According to predictions, Chabot's use will grow by 30% yearly.[17]

For businesses in the hospitality sector, chatbots are especially useful because they allow for quick responses to client inquiries, regardless of whether you have employees available to handle such issues.

Chatbots can also be used to guide potential customers through the booking process, encouraging them to finish their reservations and offering assistance when they have questions.[20]

**Trends in COVID-Related Hospitality Marketing:**

The promotion of safety in advertising and communications is necessary.

The most significant development in the hotel industry is a greater awareness of safety rules, which are now more crucial than ever. The need to emphasize the significance of safety and hygiene, which must be properly maintained throughout your facilities to protect customers, is more important than ever given the rise of COVID-19 cases.[15] This includes moving the tables to create more social distance, cleaning more frequently, mandating the wearing of masks at all times, and enabling contactless payment through mobile apps.

**A renewed emphasis on local customers:**

Refocusing on your local clients is one of the most exciting potential in hospitality right now because the Covid-19 outbreak has reduced global consumer demand. By including amenities like meal delivery, massage therapy, gyms, and saunas in your facility, you may draw residents.[8] If you own a hotel or a café, you may give your clients free wifi access so they can work remotely.

**Allow for Flexible Cancellation:**

Offering your customers something unique is another way to show that your business is successfully responding to COVID-19[7]. Businesses think that everything is about price, but consumers are actually willing to pay for quality[2] when it is offered to them. Here is where you should think about what will make you unique. Giving customers the ability to cancel their reservation will make it simple for them to rebook. Along with enhancing the consumer experience, this will also help your firm run more efficiently.

**Conclusion:**

The conclusion of this research study is that the advancement of the hospitality sector depends entirely on new technological advancements. Given that it is a service company, it should put a strong emphasis on ensuring customer happiness by ensuring that all staff are up to date on the latest technology and business practices.And the same should be included in the advertising to let visitors know that technology is being used in the hotel sector. Additionally, hotels should give their staff the required training on new technology being used in the sector.

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