# Hospitality technology trends: The role of AI and sustainability in 2025



In a recent discussion about the evolving landscape of hospitality technology, Peter Moore, CEO and founder of Lolly, emphasised the prominent trends and innovations that businesses should anticipate for 2024 and beyond. The insights shared highlight both the opportunities and challenges that await the industry as it moves towards 2025.

Reflecting on the developments of 2024, Moore noted that the hospitality sector made significant strides in harnessing big data for commercial advantage. The traditionally challenging task of managing and interpreting data has been revolutionised by the introduction of AI tools, allowing businesses to make informed, data-driven decisions. This past year has marked a pivotal shift, with machine learning algorithms facilitating substantial progress and generative AI gaining momentum across various business sectors.

Despite the remarkable advancements made, Moore insists that this is merely the beginning of a much larger journey. He pointed out that the rapid evolution of AI is pushing the boundaries of Moore's Law, which posits that the number of transistors on a microchip doubles approximately every two years, thereby increasing efficiency and speed. "Innovation is outpacing human adaptability," Moore elaborated, indicating that this discrepancy necessitates new approaches in thinking, collaborating, and operating within the industry.

As businesses prepare for the arrival of 2025, they will witness the emergence of transformative AI-powered technologies aimed at enhancing operational efficiency and profitability. Anticipating future demands, businesses will be required to embrace innovation, adopting not only new technologies but also redefining conventional working practices. According to Moore, the capabilities of AI will continue to advance, allowing businesses to predict consumer needs with high accuracy. By analysing historical and real-time data, companies will have the opportunity to create tailored upselling strategies and influence purchasing decisions.

However, as AI tools become integrated into everyday operations, the associated cybersecurity risks also intensify. The hospitality sector must proactively address issues surrounding data privacy and the potential vulnerabilities that come with readily available technologies. "Proactive measures are critical to staying ahead of evolving security challenges," Moore advised, stressing the importance of robust protocols and open development frameworks to safeguard data integrity whilst embracing the latest innovations.

Sustainability remains a key focus, particularly as generations such as Gen Z and Gen Alpha exert increasing influence over consumer expectations. These generations prioritise sustainability from the point of purchase, with real-time data playing a significant role in fostering transparency and accountability. As 2025 approaches, hospitality businesses must align their operations with these values, striving to reduce waste and uphold socially responsible practices to meet both consumer and regulatory expectations.

Emerging technologies such as the metaverse, augmented reality (AR), and virtual reality (VR) also offer considerable potential for enriching customer experiences in the hospitality sector. By providing dynamic and immersive interactions, these technologies present robust opportunities to engage future consumers, particularly Generation Alpha, who will soon transition into the purchasing cycle. Moore underscored the importance of adopting a forward-thinking mindset, preparing for what is likely to be a defining trend in the medium to long term.

As the industry transitions into 2025, the focus will not only be on navigating the numerous possibilities presented by AI but also ensuring that these innovations yield tangible returns on investment. The conversation led by Moore reflects a broader shift in the business landscape, where the next generation of technological advancement is increasingly perceived as a collaboration between humans and AI, rather than simply an automation of tasks. The ongoing evolution of these technologies necessitates that businesses adapt and innovate to remain competitive in this rapidly changing environment.

Source: [Noah Wire Services](https://www.noahwire.com)

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