



# Your 2022 roundup

By Net Affinity

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# A note on 2022

2022 was the year the world's feathers finally settled after such a tumultuous ruffling. It was certainly a year of growth, a year of hope, a year of exploration – both for the hospitality industry and beyond.

What happened in 2022? What were the trends, changes and topics of discussion? Many of them will leak into 2023, and so it is very important to reflect in order to know what you need to continue to be mindful of.

We've done a short roundup to see the year out with.



# Audience types (new guests)

## Why was this important in 2022?

2020 and 2021 were the years of the staycation. While international travel returned in varying levels, people also rediscovered the joy of exploring their own country, while staying relatively safer by minimizing plane travel, being kinder to the environment and experiencing less travel hassle. This kept up to an extent in 2022.

We also saw more wokationers and bleisure travellers take vacations – this will continue so watch this space.





# Audience types (new guests)

As well as these new kinds of holidays, there was a lot of solo travelling done in 2022 and people looked for experiences - this goes for single people and families.

To continue catering for this variety of guests, you will need to have the right website content up that details the type of hotel, services, grounds and local experiences you can offer.

You'll need to consider your rateplans and landing pages carefully and create ones for each type of traveller - marketing them properly.





# Personalisation

## Why was this important in 2022?

According to Hubspot, “consumers don’t just like personalized marketing experiences. They expect them.” To personalise your guests’ experience well, your tech stack needs to work seamlessly together.

Personalisation can deliver 5x-8x the ROI so it's crucial you consider it. You can continue to personalise your email campaigns for example, once you have segmented your data. It will allow you to offer discount codes, specific upsells, early/late check-ins/outs, additional in-room features.





# Health/wellness trends

## Why was this important in 2022?

Health and wellness continued to stay top of mind for travellers in 2022. It was important for you to consider what it is about your property that would entice a health conscious traveller - perhaps it is your grounds full of hiking trails/local cafes with seasonal produce/your spa and thermal suite.

Whatever it is, you should continue to talk about this on your website and always consider what you can include as an enhancement or point of interest in your offers/rateplans.







# Sustainability

## Why was this important in 2022?

Sustainability was top of mind for guests in 2022. The climate emergency is impossible to ignore and it is a continued concern for most travellers in the western world at the moment.

According to a study by travel company Virtuoso, 82% of people surveyed said the pandemic has made them want to travel more responsibly in the future.

Eco-friendly hotel searches have continued to increase. If you are making an effort to run your hotel sustainably, make sure you keep communicating this to guests.





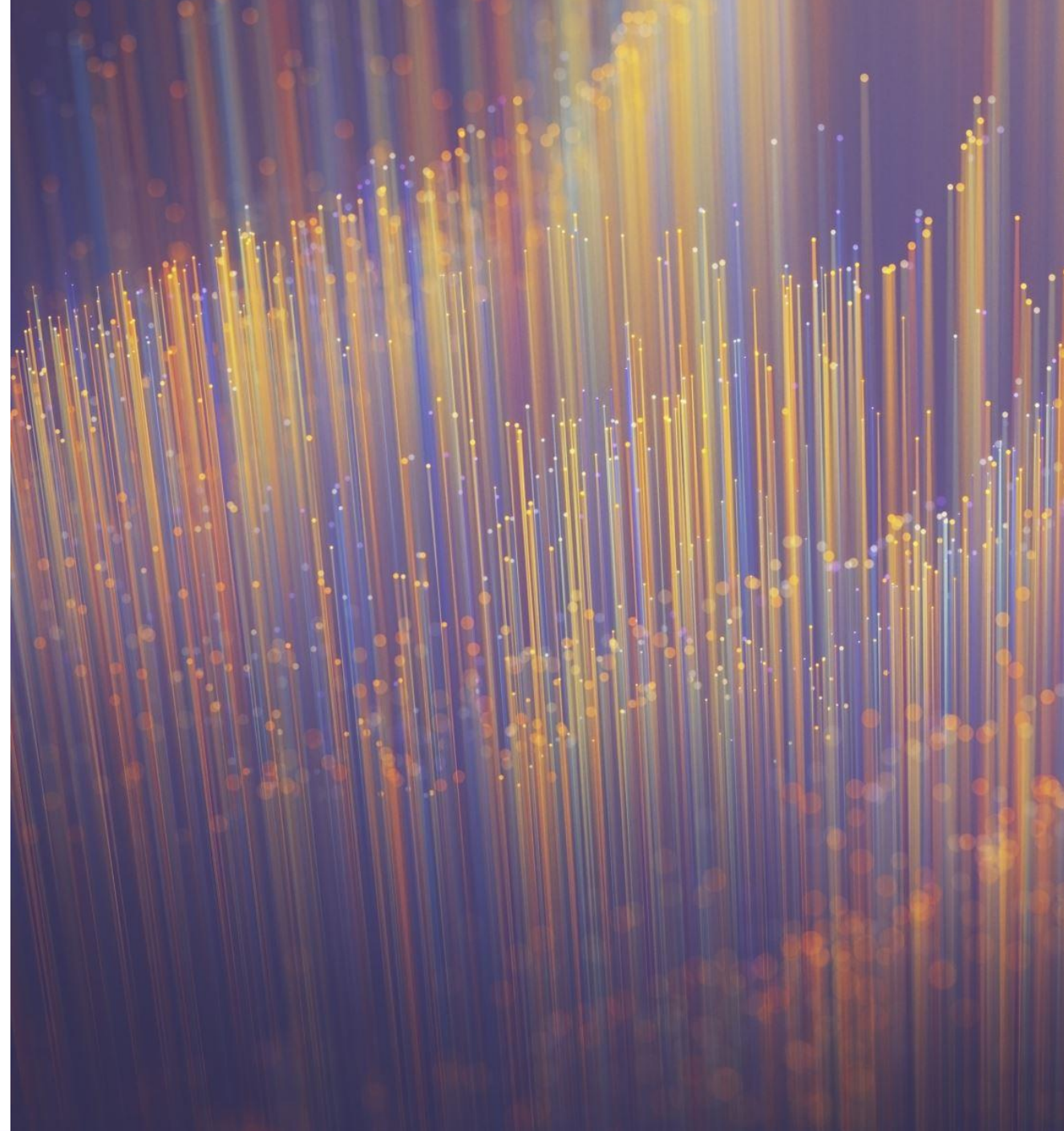


# Technology

## Why was this important in 2022?

Technology investment was key in 2022 - this included investment in your hotel tech stack and paying attention to mobile. This will of course continue. It's important for you to have the right booking engine and marketing mix if you want to increase your direct bookings.

Your booking engine should integrate seamlessly with all of the other technology platforms you need to create a harmonious booking experience - that is, your PMS, RMS and Channel Manager. The first port of call should be to find the best providers in booking engines, channel managers and PMS solutions.





# Technology

Looking ahead into 2023, it seems that rising costs is a big concern for hospitality businesses.

[Failte Ireland found 82% of hospitality businesses](#) are concerned with energy costs and 49% are concerned with people's potentially lower disposable income. Staff shortages are also a worry for some and still a big consideration.

Hotels should try to invest in room service apps, in-room tablets, interactive TVs, smart bathrooms, smart energy management, social media-driven personalised experiences, In-room exercise options, AI technology and chatbots.



# Mobile

## Why was this important in 2022?

Recent Adobe research has found that about 52% of travellers used a mobile device for information on hotels, restaurants, tours, and activities in their chosen destination.

[Research also shows](#) that mobile is usually the preferred channel for last-minute bookings. Revenue Hub research showed that by summer 2020, mobile bookings increased to over 24%, and 66% of millennials reportedly now book their trips via mobile.

With this in mind, hotels need to optimise all digital booking mediums so that the experience offered to guests is as pleasant as possible.







# Mobile

Our own recent booking statistics show that after two consecutive quarters of a slight drop in mobile shares, traffic, revenue and transactions have all recovered and are more in line with what we were seeing before and during the pandemic.

As well as making sure your website, booking engine and content are fully optimised for the platform, remember the likes of offering free wifi throughout your property, contactless check-in (via mobile), making your rooms 'smart' rooms with voice-activated controls and casting devices.

# Thank You

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