



# North American Travel and Hospitality Trend Outlook for 2025

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The travel and hospitality industry has undergone an extraordinary and tumultuous business cycle over the past five years. As global inflation begins to ease and demand returns to, and even surpasses, pre-pandemic levels, we anticipate that 2025 will mark the first year in many with a stabilization of travel behavior. However, with travelers aiming to get the most value for their money while still seeking unforgettable experiences, travel and hospitality companies will need to distinguish themselves in an intensely competitive market.

## 6 TRENDS IN TRAVEL AND HOSPITALITY FOR 2025

A&M has identified six key trends that will shape the travel and hospitality industry in 2025. To gain a competitive edge, drive growth and optimize operations, travel and hospitality companies must develop and implement effective strategies and capabilities to capitalize on these trends.

1. Stabilization of Travel Consumption Patterns
2. Tech-Enabled Products and Experiences
3. Strengthening Loyalty
4. Growth of Ecosystem Partnerships
5. The Return of M&A
6. Leveraging Automation and AI to Fuel Reinvestment and Maintain Operational Efficiency

## 5 STEPS TRAVEL AND HOSPITALITY COMPANIES CAN TAKE NOW

There are five practical steps travel and hospitality companies can take now to jumpstart their efforts to gain first-mover advantage with current trends, delight the modern vacationer, drive growth, improve EBITDA, and gain market share:

1. Self-scout opportunities for growth, operational improvement and new product offerings.
2. Develop the strategy, product roadmaps, backlog of ideas and supporting infrastructure.
3. Build the business case.
4. Define the capital strategy and establish a multi-year investment fund.
5. Establish cross-functional teams with business KPIs and associated change management.

By following these steps, travel and hospitality companies can position themselves as leaders in the industry, ready to capitalize on emerging trends and meet the evolving needs of modern travelers.

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