

2024 was a year of growth and innovation for us at InterGlobe Hotels: JB Singh

In an interaction with Travel Trade Insider, JB Singh, President and CEO, InterGlobe Hotels looks back at the key learnings of the last year and shares his outlook for 2025.

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JB Singh

Q. What were the most significant lessons learned in 2024 that influenced the direction of the travel industry, and were these changes positive or negative for businesses?

A. 2024 was a dynamic year for the travel industry, presenting both opportunities and challenges. One significant lesson was the continued evolution of bleisure travel. While the initial surge in combining business and leisure trips began to stabilize, we noticed a shift toward longer stays and more immersive experiences. We were quick to adapt our offerings, providing more flexible workspaces and carefully curated local activities, catering to the evolving needs of this traveler segment.

Sustainability and responsible travel also took center stage in 2024. Guests are now getting more conscious than ever about the environmental and social impact of their travel choices and are actively seeking ways to contribute positively. We focused on reducing our carbon footprint, supporting local communities, and offering eco-friendly options to our guests. This approach not only aligned with our guests' values but

also paved the way for a greener future. To provide unique experiences, our hotels feature specially curated art and help in promoting emerging artists from India.

Finally, the ongoing integration of technology continued to shape the guest experience. AI-powered booking platforms and personalized in-room experiences became the norm, making travel smoother and more enjoyable. While implementing new technologies could present some challenges, the resulting benefits far outweigh the drawbacks, indicating a positive overall impact. Overall, 2024 was a year of growth and innovation for us at InterGlobe Hotels. We embraced change, adapted, and enhanced the value we offer to our guests. We're excited about the future and ready to be at the forefront of these developments.

Q. What trends or developments do you foresee shaping the travel industry in 2025, and how can businesses adapt to them?

A. We believe 2025 will be a year of continued evolution for the travel and hospitality industry, driven by several key trends. The need for unique and personalized experiences will be paramount, driven largely by tech-savvy millennials and Gen Z travelers. These generations are reshaping travel with their digital fluency and desire for authentic, meaningful experiences. Hyper-personalization will be key, with businesses leveraging data and AI to offer tailored recommendations and services that resonate with individual preferences.

Quality, transparency, and relevance of hotel products and services will take center stage for the smart traveler.

Economic factors will also play a significant role. Several reports indicate younger travelers are increasingly focused on balancing budget with experience. With economic uncertainties, travelers will be

more discerning about their spending, hence, emphasis on value and affordability will continue to be present. While luxury travel will persist, we anticipate increased demand for value-driven options that offer quality experiences at excellent value.

The lines between work and leisure will continue to blur, with more people embracing and incorporating travel into their lifestyles. Hotels can effectively cater to this segment by providing dedicated co-working spaces, reliable high-speed internet, and amenities that support a productive work environment.

Q. How do you think technological advancements and shifting consumer behavior will impact the travel industry's growth in the coming year?

A. Technological advancements and evolving consumer behavior are driving significant transformations within the travel and hospitality industry. The integration of artificial intelligence and data analytics is fundamentally reshaping travel experiences. AI-powered personalization is no longer a luxury but an expectation. Today's guests expect hyper-personalized experiences where technology understands and anticipates their preferences proactively.

The modern traveler is distinctly different, who is seeking purposeful and meaningful travel experiences. This translates into increased demand for sustainable practices, seamless digital interactions, and a heightened focus on wellness and mental well-being.

Looking ahead to 2025, we anticipate the hospitality industry to be all about smart, personalized, and sustainable experiences. At InterGlobe Hotels, we are enthusiastic about this shift and are constantly innovating to make sure we meet the evolving needs of modern travelers and deliver experiences that resonate with their values and expectations.