

A Moment with Hovr

2026 Travel Trends: How Video Can Drive Guest Conversions

Takeaways

Engage
more
Convert
more

➤ **Shifting Guest Expectations**

Understand how guest needs and behaviors are evolving

➤ **Explore 2026 Trends**

Explore the key hospitality trends projected to shape the industry in the coming year

➤ **See Real Client Examples**

View standout client moments that demonstrate strong performance and alignment with current trends

➤ **Use Hovr to Align with Trends**

Learn how to strategically integrate Hovr across your site to support upcoming industry trends

The Shift in Guest Expectations



What are guests looking for?

- **Comfort through connection and meaning**
- **Transparency and real experiences**

- **Personalization and storytelling**
- **Digital experiences that align with their personal emotions and energy**

Trend #1: Wellness Integration

The *Rise* of Holistic Wellness Travel

- Global wellness tourism is projected to **exceed \$1 trillion** by 2026
- Wellness travel **continues to outpace** the growth of traditional tourism
- 73% of travelers now say they **prefer brands that prioritize wellness** in their experiences



Trend #1: Wellness Integration

The *Rise* of Holistic Wellness Travel

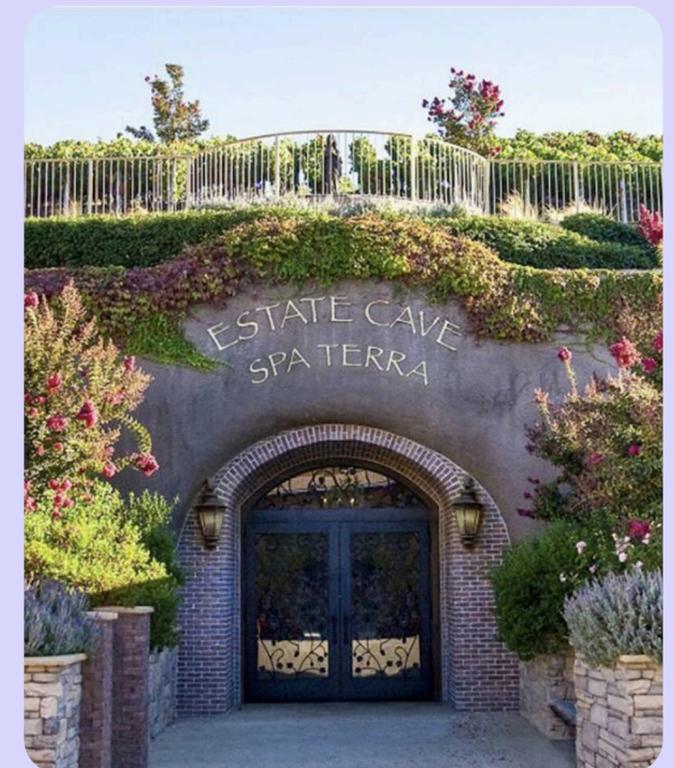
Designing for Whole Person Well-Being

Travelers are redefining wellness – it's not just massages and yoga; it's mindfulness, nutrition, rest, and connection

- Wellness is no longer a luxury, it's woven into everyday life
- Mental and emotional wellness are leading the conversation
- Digital content now plays a key role in wellness discovery



Luna Spa



Spa Terra

Client Spotlight

Monarch Casino, Resort & Spa



470

Minutes of Watch Time

28.9%

Engagement Rate

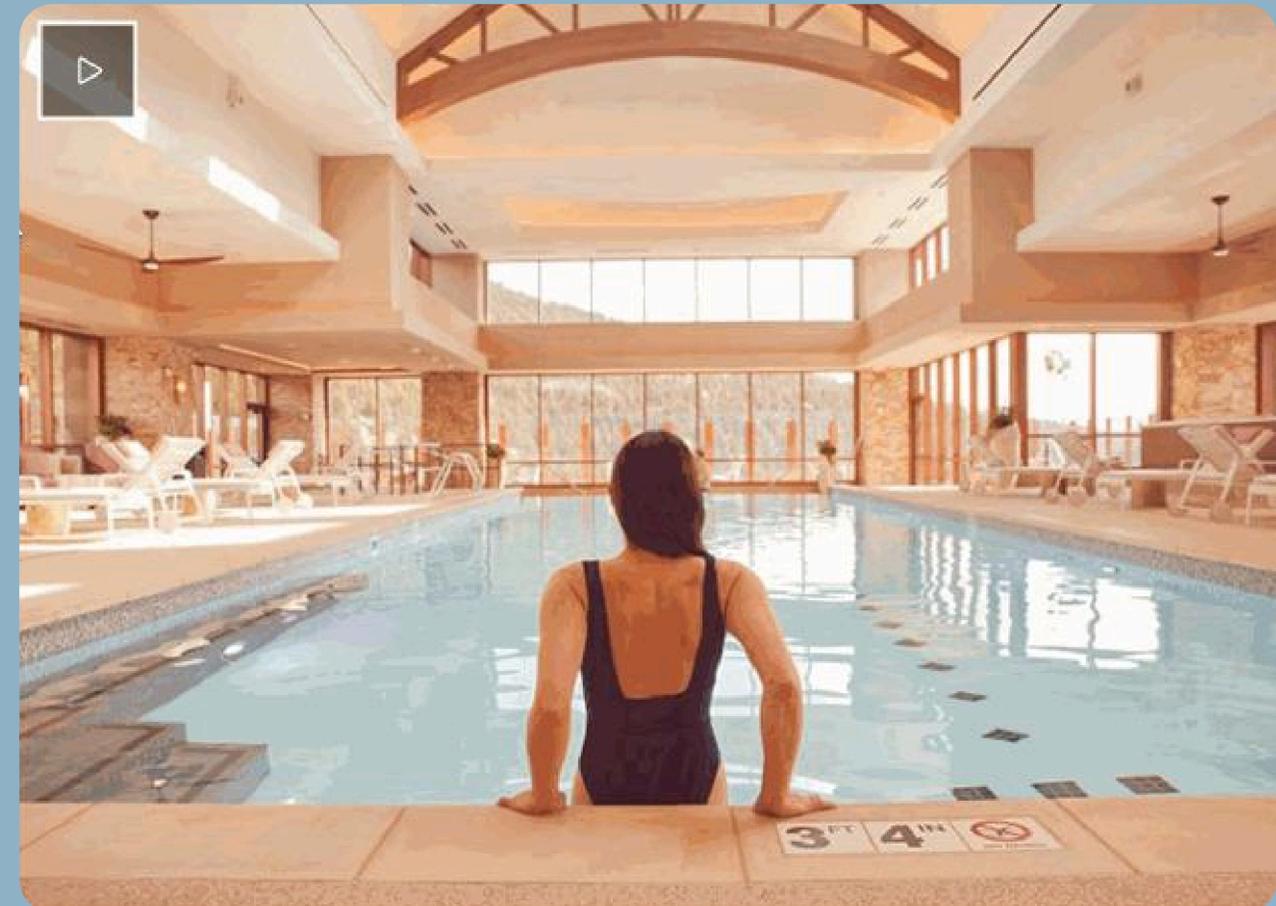
19.6%

Click Through Rate

At Spa Monarch, luxury and tranquility meet state-of-the-art facilities designed to soothe guests' senses and elevate their wellbeing.

How Hovr Helps:

- Video content that illustrates a variety of wellness options on their Spa Amenities page
 - Herbal steam Rooms, Mountain Stonebath, Rooftop Pool, Ice Fountain, Brine Inhalation Light-Therapy Lounge



Spark Inspiration with Client Examples



POV: Staying in the Peloton Wellness Room

KING PELOTON WELLNESS ROOM WITH THERABODY

The King Peloton Wellness Room incorporates comfort and functionality with a Peloton Bicycle and more so you can work out in the privacy of your room and pursue fitness and wellbeing on

LondonHouse
King Peloton Wellness Room



Monarch Casino, Resort & Spa
Ultimate Spa & Sauna Suite



New Full Day Winter Retreat

Includes all-day access, a waffle robe to wear during your visit, mineral salts to take-home and headwear item of your choice upon arrival (beanie, sauna hat, or earmuffs).

[Book your retreat](#)

WorldSprings
Full Day Winter Retreat

Trend #2: Local Experience Curation

Travelers are *craving* culture

- 52% of travelers prefer stays that *connect them* to the local community
- 68% are more likely to book when properties highlight *authentic cultural immersion* opportunities
- Travelers increasingly value experiences over amenities, with *authentic local interaction* rising above traditional perks



Trend #2: Local Experience Curation

Travelers are *craving* culture

*Focus on Culture
Connection*

Today's guests seek authentic local stories, community ties, and experiences that help them feel rooted in the destination

- The new definition of luxury is *meaning*
- Travelers are more interested in authentic experiences
- Competing on location alone is not enough - travelers are seeking context



Pigeon Island Tour



Local Artists

Client Spotlight

Grand Case Beach Club

18.6%

Engagement Rate

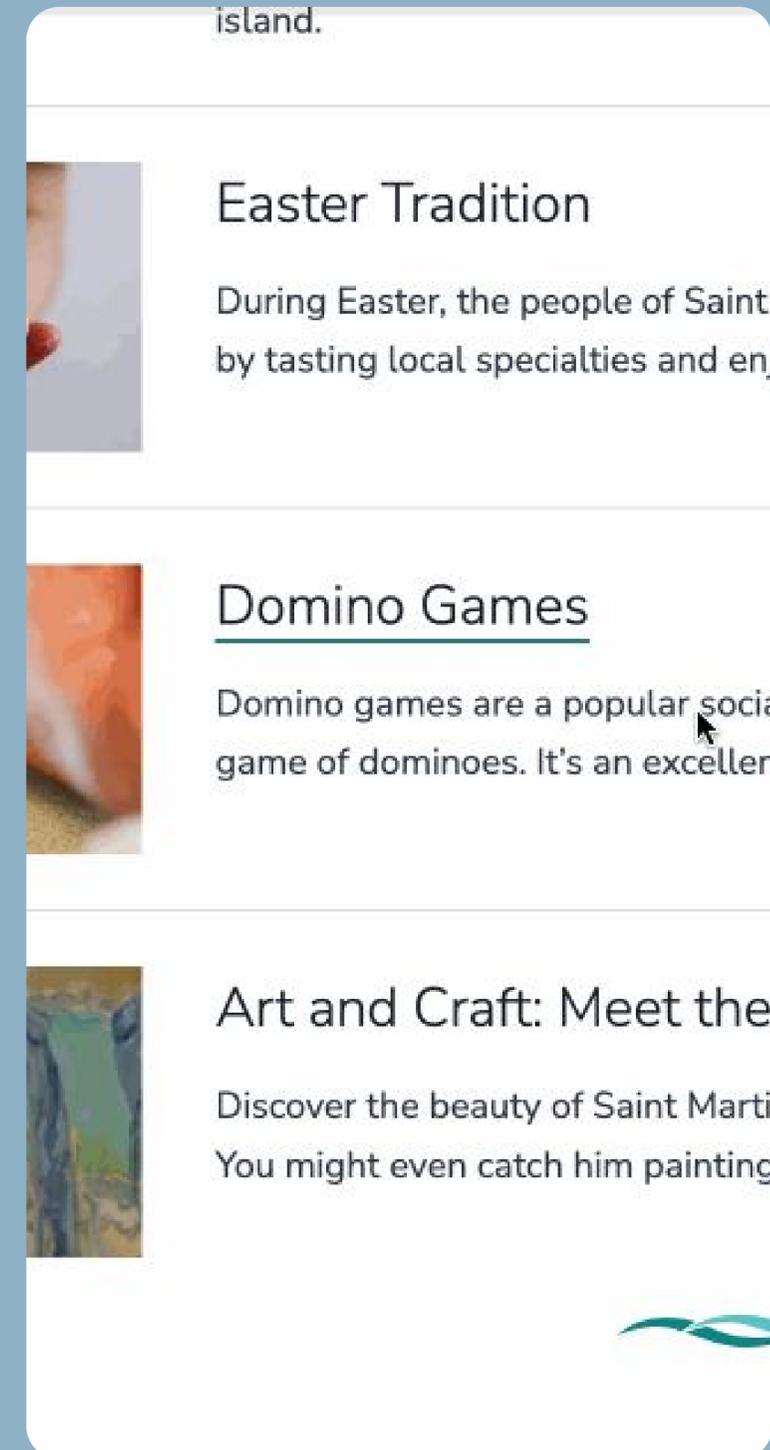
33.3%

Click Through Rate

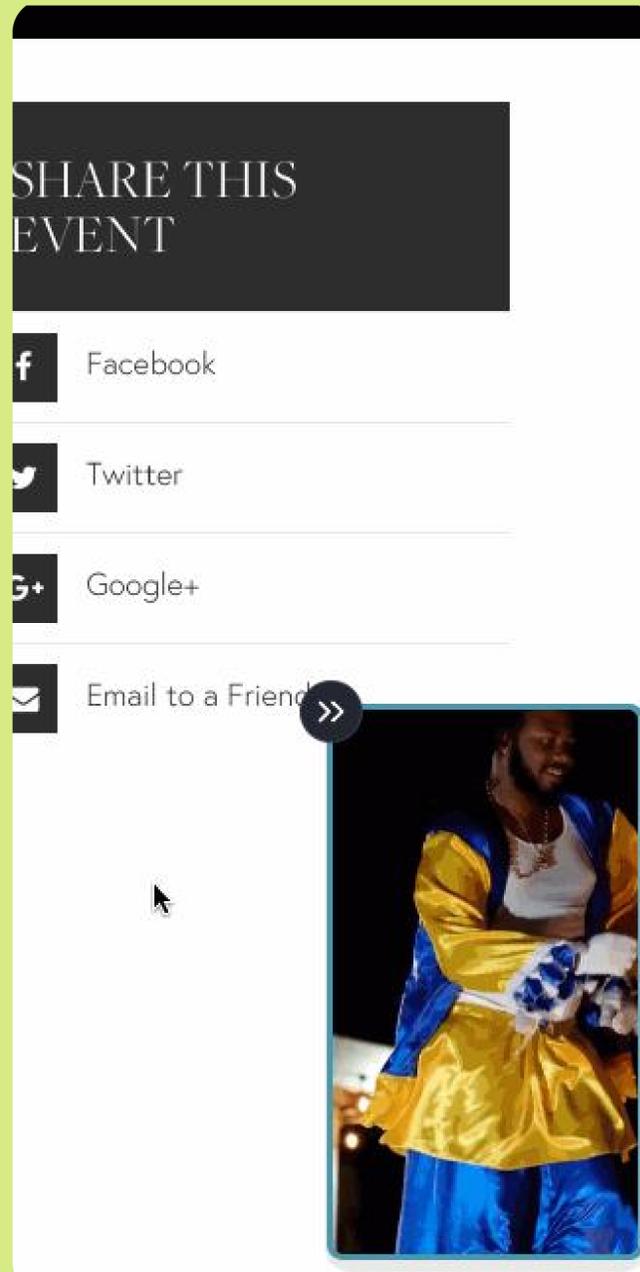
Grand Case Beach Club prides itself on sharing the rich local culture of St. Martin with its guests. They aim to provide authentic experiences that showcase the destination's distinctive customs and traditions.

How Hovr Helps:

- Video content allows guests to see and feel the local culture, rather than just reading about it
- Immerses guests in the cultural experience before their arrival, creating anticipation and connection



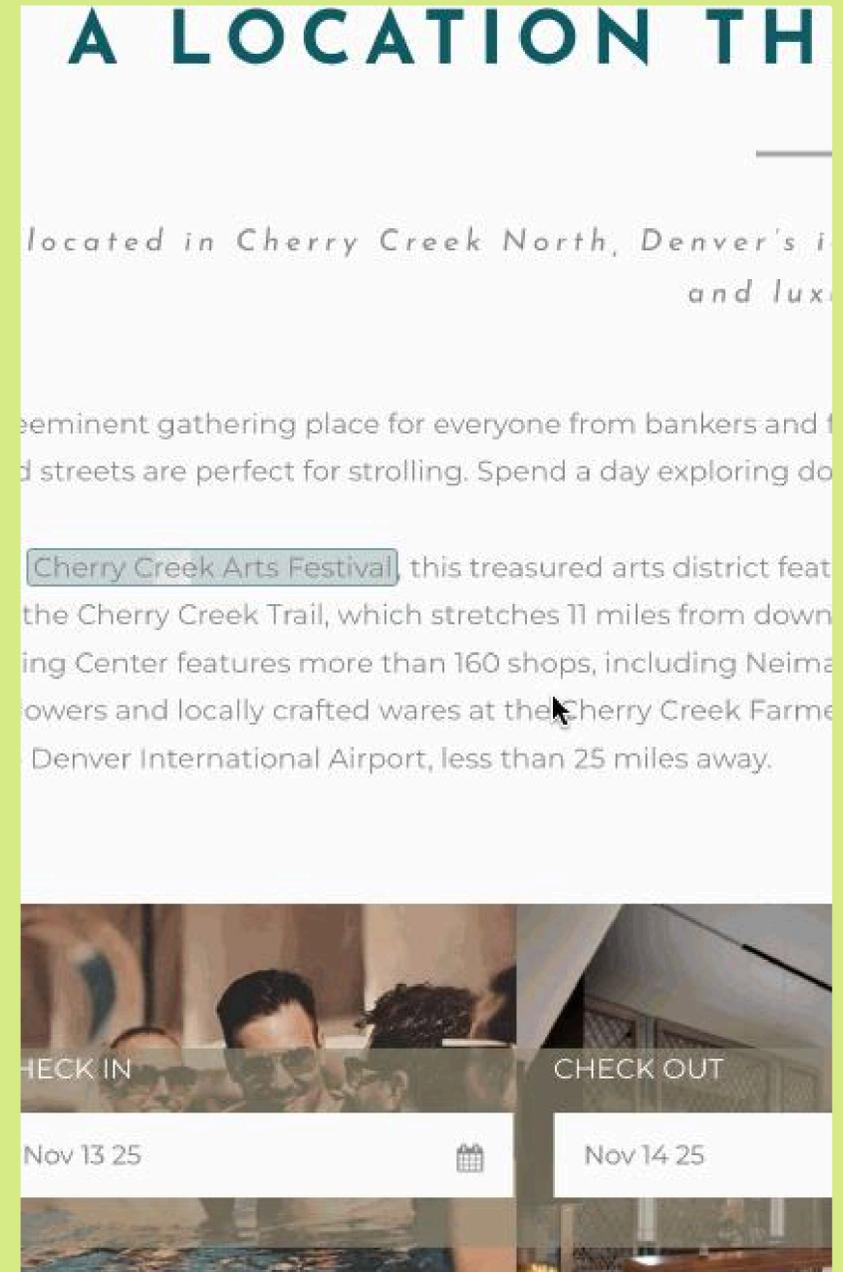
Spark Inspiration with Client Examples



Scrub Island
North Beach Festival



Majestic Hotel South Beach
Proximity to Local Attractions



The Jacquard
Cherry Creek Arts Festival

Trend #3: Sustainability

Guests want their stay to *reflect* their values

- 83% of travelers see sustainable travel as *vital*
- 69% want brands that are *transparent* about their practices
- Eco-conscious travelers are also experience-driven, they want to *see and feel* a brand's values in action



Trend #3: Sustainability

Guests want their stay to *reflect* their values

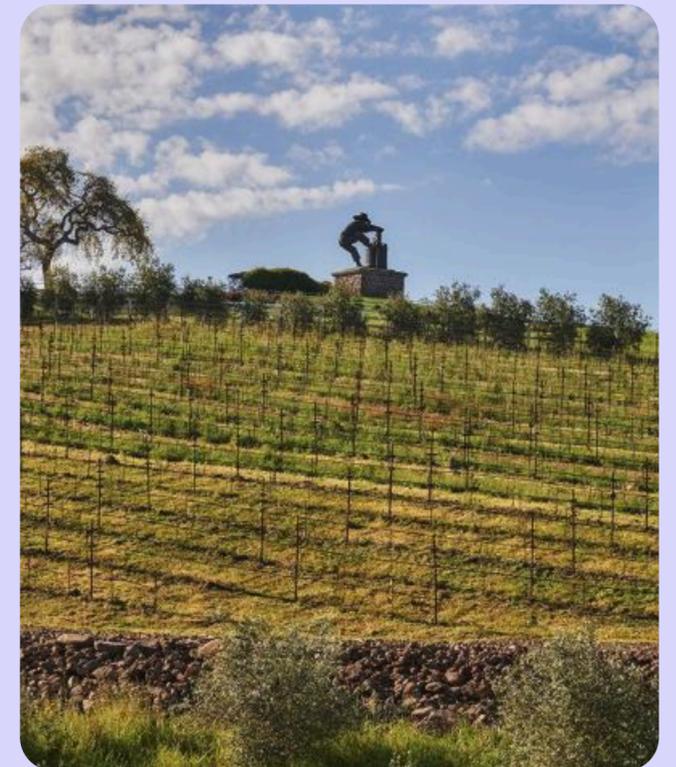
*Prioritizing
Environmental &
Social Responsibility*

Real commitment to eco-efforts, low-impact operations, and storytelling that shows how a property cares for its community and environment.

- Eco-conscious choices are driving bookings
- Sustainability storytelling matters
- Green practices go beyond operations



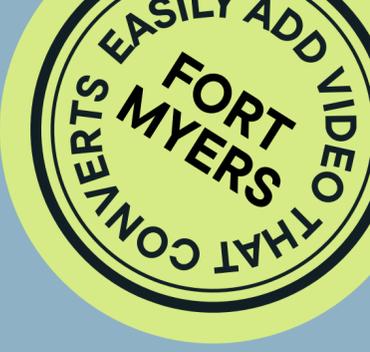
Southall Farm & Inn



The Meritage

Client Spotlight

Pink Shell Beach Resort & Marina



1,130

Content Views

7.77%

Engagement Rate

22.69%

Click Through Rate

For over a decade, Pink Shell Beach Resort & Marina has prioritized environmental protection and conservation, continually advancing its sustainability initiatives.

How Hovr Helps:

- Highlights video walkthroughs of guest rooms that demonstrate sustainable practices
 - Energy-efficient lighting, heating, and cooling systems.
 - Water-efficient faucets, toilets, and showers
 - Promotes towel and linen reuse programs to reduce resource consumption

The screenshot shows a dark blue overlay on a video of a hotel room. The room has a bed, a ceiling fan, and a window with a view of the ocean. The overlay contains the following text and elements:

- SANIBEL VIEW QUEEN** (in pink)
- Our Fort Myers guest rooms are perfect for couples or small groups. Every unit is beachfront features a spacious screened-in lanai with direct views of the Gulf of Mexico. Sanibel View available with one bathroom and two queen beds.
- [LEARN MORE](#) (in blue)
- 4 Sleeps (with person icon)
- 2 Queen Beds (with bed icon)
- Studio (with house icon)
- [BOOK NOW](#) (in a yellow circle)
- View Gallery (in a pink circle)

Spark Inspiration with Client Examples



Olive & Hay
Farm-to-Table Italian Food

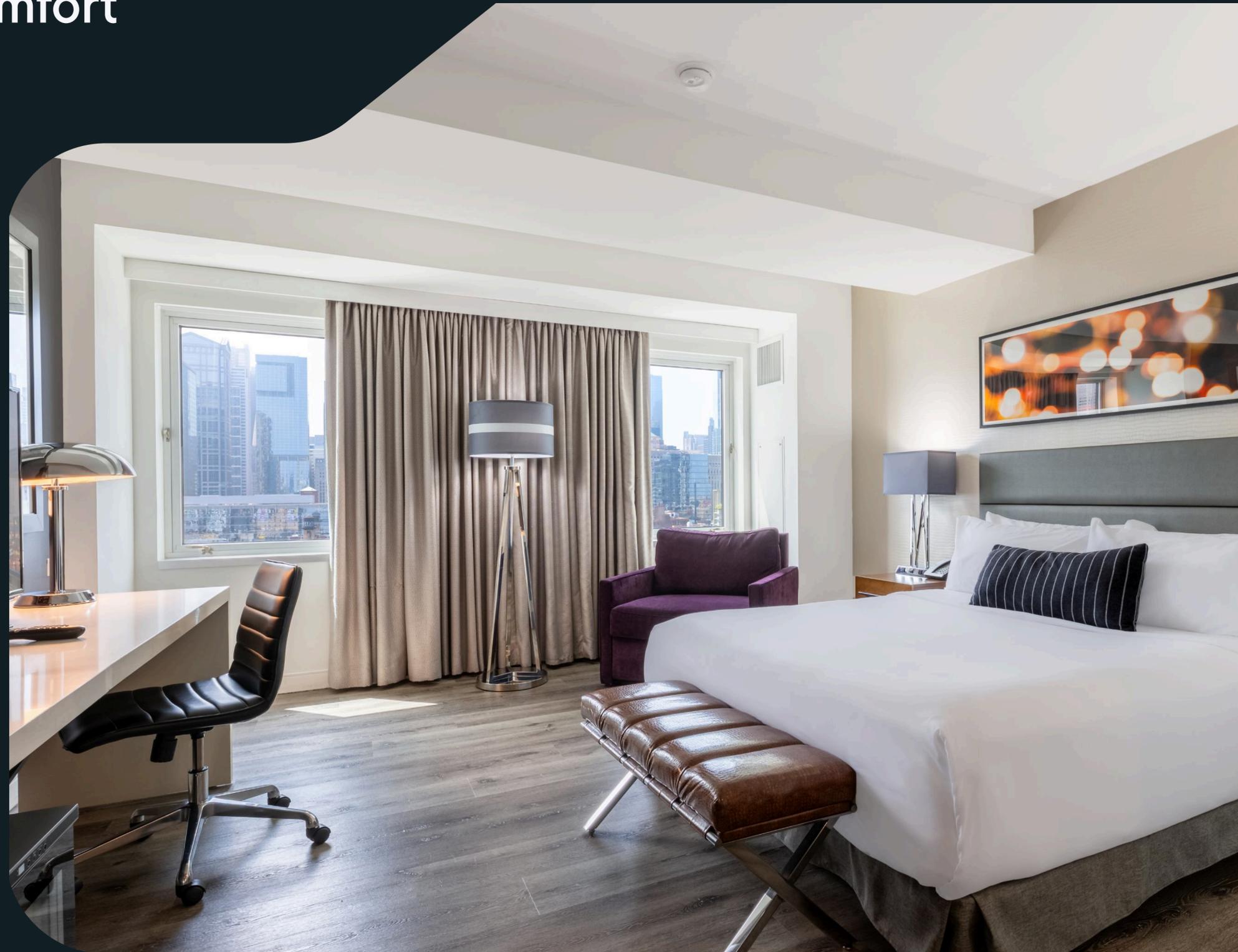


Red Salt's Dinner Pa'ina
Local Ingredients & Sustainability Practices

Trend #4: Integrated Technology

Guests are *expecting* seamless comfort

- 73% of travelers want to use *their mobile device* to manage their hotel stay
- 39% of travelers say a hotel's *technology offerings* influence their booking decision
- 78% of guests prefer properties that offer *self-service technology*



Trend #4: Integrated Technology

Guests are *expecting* seamless comfort

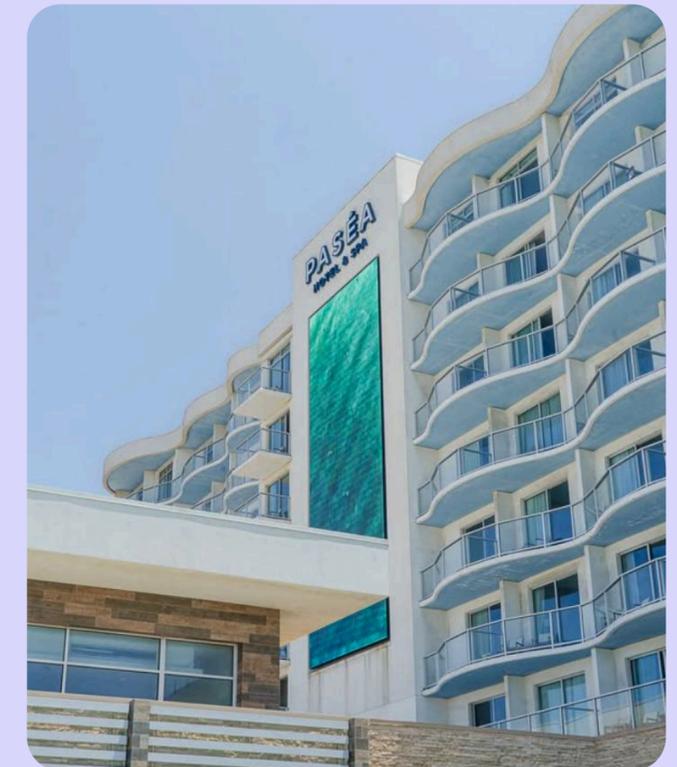
Focus on Effortless Control

Technology that adapts to guests throughout their stay, from check-in to in-room preferences, creates an intuitive, modern, and personalized experience

- Personalized comfort is the new standard for travel
- Convenience drives satisfaction
- Thoughtful tech enhances the experience



Big Cedar Lodge



Paséa Hotel

Client Spotlight

Chateau on the Lake



5,470

Impressions

7.69%

Engagement Rate

22.03%

Click Through Rate

Chateau on the Lake offers specific PURE® Wellness Rooms. This is a Patented, 7-step purification process that treats every surface, including the air, removing up to 99.99% of pollutants.

How Hovr Helps:

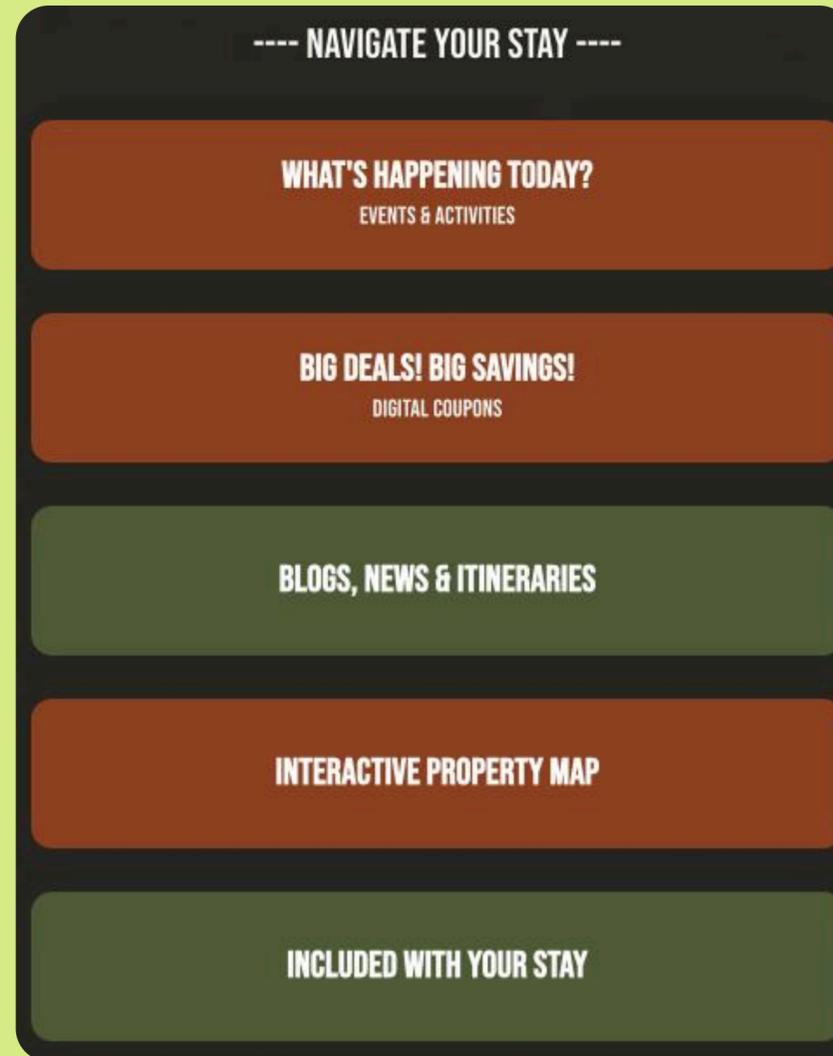
- Clearly showcases that PURE® Wellness Rooms undergo specialized treatment and ongoing maintenance
- Highlights the certified allergy-friendly environment in a visual, compelling way



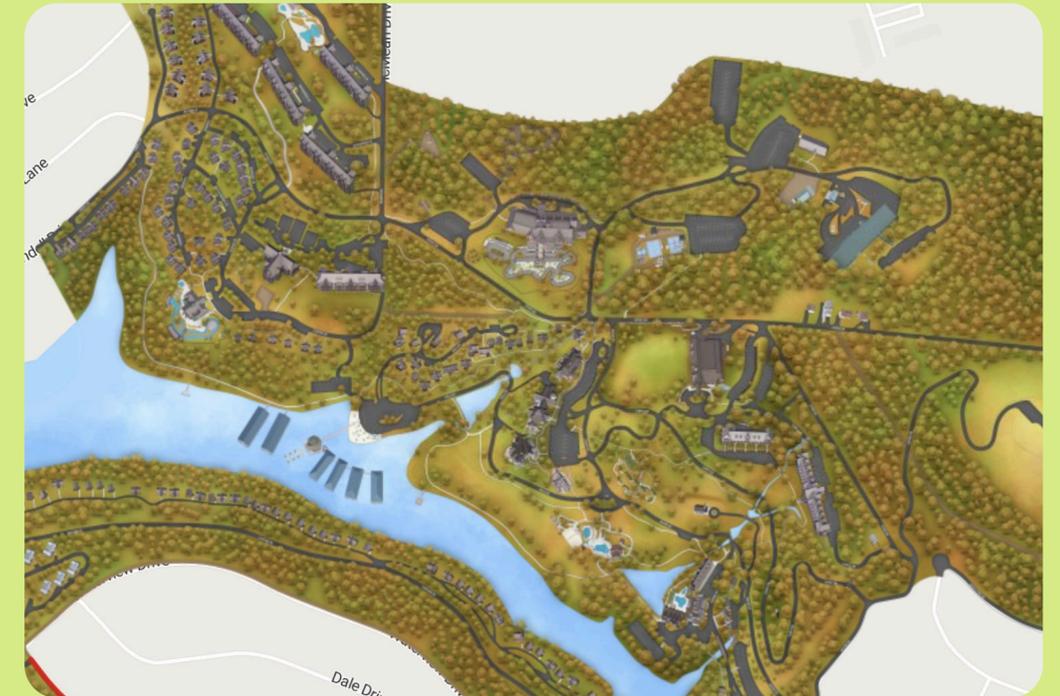
Spark Inspiration with Client Examples



The Godfrey Chicago
Motion-Sensor Thermostats



Big Cedar Lodge
Mobile Compass

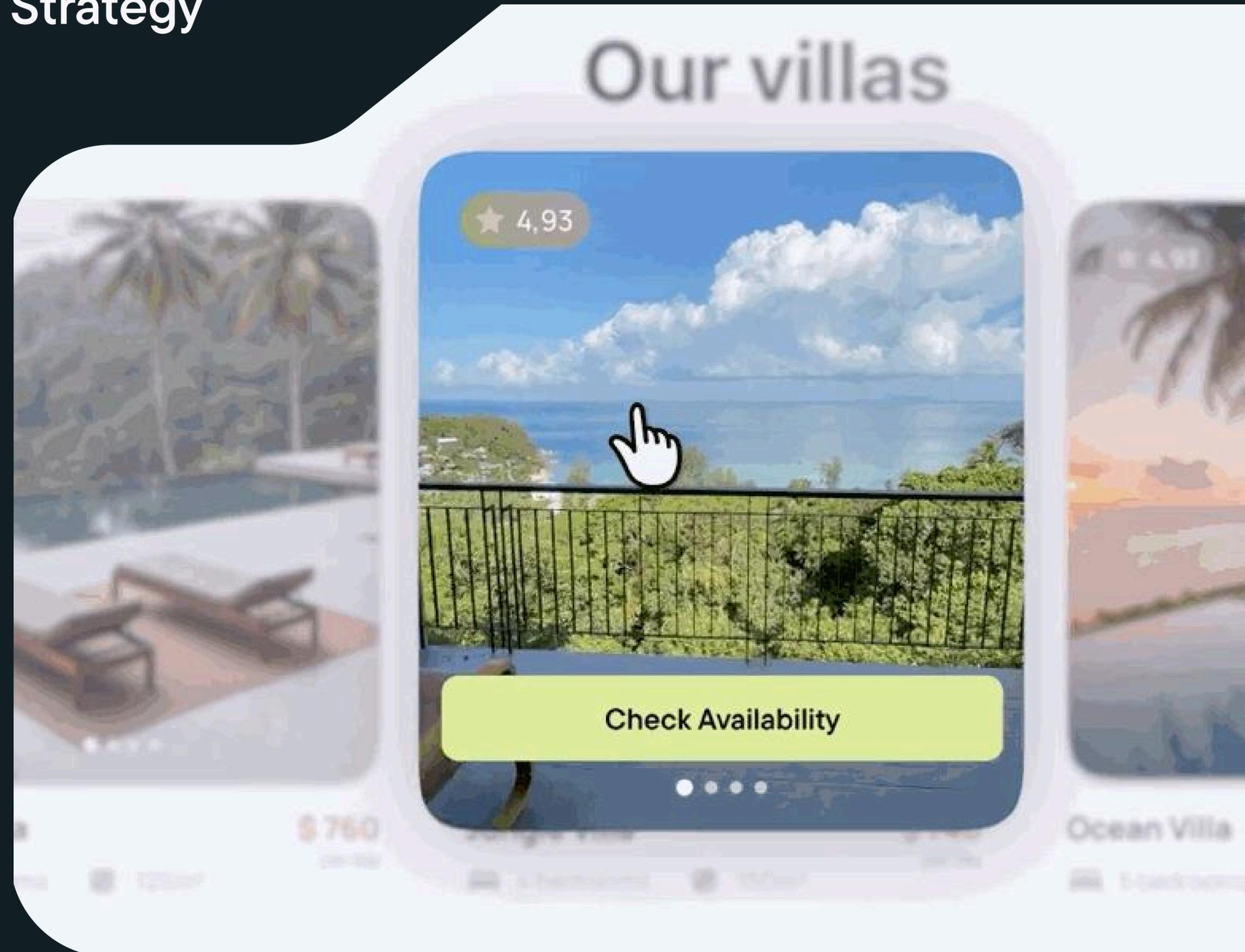


Big Cedar Lodge
Interactive Property Map

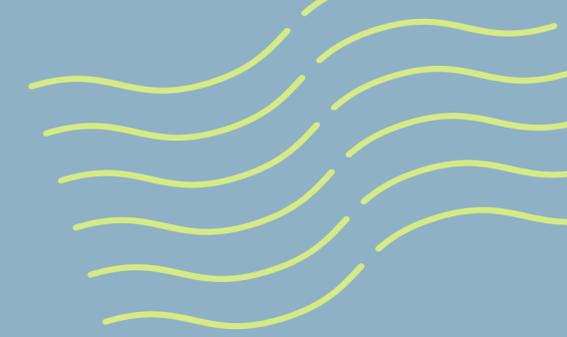
Trend #5: Rich Content & Storytelling

Inspiration is the *New* Conversion Strategy

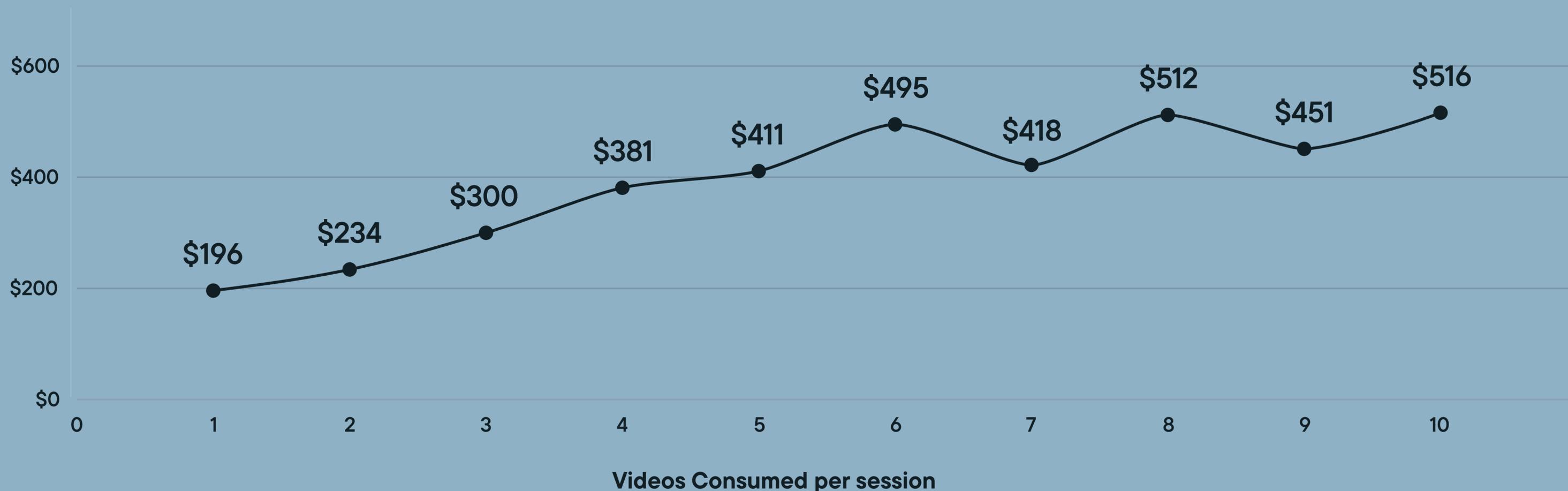
- 74% of travelers say inspirational content *influences* where they book
- Travelers spend *5x more time* on pages with interactive or video-based content
- Properties using rich, narrative-style content see a *20–40% higher engagement*



The longer they watch, *the more they book.*



Hovr turns every view into higher value.



From *\$196* to *\$516* average checkout.

The more they watch, the more they spend. Video doesn't just capture attention, **it increases booking value.**

Tips to Implement Trends Today

- Identify What Trends Make Sense for Your Brand
- Start Small - Integrate One Trend Focused Moment
- Repurpose Existing Assets
- Brainstorm What Your Brand Offers
- Think Outside the Box
- Talk to Your Account Manager for More Ideas

Thank you!

We appreciate you joining us. If you have additional thoughts or questions please reach out. We'd love to hear from you!

We will be sending out the webinar recording and survey shortly.

