

Digital Transformation in Hospitality

# Why the Global Market is Paying a Premium for This Skill Set

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Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Personalization of Guest Experience | You can increase customer loyalty and revenue by providing tailored experiences, with the World Economic Forum citing a 20% increase in customer satisfaction | World Economic Forum

Data-Driven Decision Making | You can make informed decisions and drive business growth by leveraging data analytics, with the McKinsey Global Institute estimating a 10-15% increase in revenue | McKinsey Global Institute

Sustainability and Environmental Responsibility | You can reduce operational costs and appeal to the growing demographic of eco-conscious travelers, with the OECD highlighting the importance of sustainable practices in the hospitality industry | OECD