

THE AI HOSPITALITY REVOLUTION 2025

2025



A Word From Our CEO

Independent property owners are entering a new chapter in hospitality — one where technology is no longer optional, but essential. Whether running a boutique hotel, bed & breakfast, vacation rental, or glamping site, owners are navigating a complex balancing act: keeping guests happy, keeping operations smooth, and staying profitable in a competitive market.

This year, we surveyed nearly 200 independent property owners who told us they are actively using AI in their businesses. Their responses reveal a sector that is curious, creative, and eager to embrace technology that saves time, improves guest communication, and drives revenue growth. They also surfaced the challenges — from training staff to maintaining a personal touch — that must be solved to unlock AI's full potential.

The results paint a clear picture: independent operators are not just experimenting with AI, they are leaning into it as a competitive advantage. Our goal in sharing this research is to provide insight into what's working, where the biggest wins are happening, and what's next for AI adoption in independent hospitality — so owners can make smarter decisions, grow with confidence, and stay focused on what matters most: creating exceptional guest experiences.

BOBBY MARHAMAT - CEO, TakeUp

Key Findings

Here are seven insights shared by the independent property owners and managers surveyed:

Guest communication and chatbots are the top use of AI (13.35%).

Marketing and advertising (12.15%) and social media management (11.21%) follow closely.

Most properties have been using AI for less than two years. Thirty-five percent have used it for 6–12 months and 31% for 1–2 years.

Time savings and efficiency were the top reasons for adoption (19.73%). Cost reduction (13.1%) and competitor advantage (10.12%) were also key.

Automated guest communication delivers the most value (16.7%).

Marketing campaign optimization (13.8%) and dynamic pricing optimization (12.1%) are also strong performers.

AI has met or exceeded expectations for 74.5% of owners. Only 4% reported negative results and 7% said it is too early to tell.

Staff are generally comfortable with AI tools. Forty-two percent are somewhat comfortable and 35.5% are very comfortable.

Nearly 70% of respondents say AI is important for staying competitive. Over 60% report that guests appreciate or love AI-powered features.



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SCREENING CRITERIA

Methodology and Participant Demographics

In order to provide greater context around these findings, here are more details on who we surveyed and the methodology used. Starting on July 23rd, 2025, we surveyed 200 independent property owners and managers who reported that they are currently using AI tools in their operations. Respondents represented a mix of property types — including boutique hotels, bed & breakfasts, inns, vacation rentals, and glamping sites — and a range of property sizes and revenue levels.

The survey was conducted online via Pollfish using organic sampling. This approach ensured responses came directly from qualified property owners and managers actively engaged in hospitality operations. Learn more about the Pollfish methodology [here](#).

PART 1

Property Profile

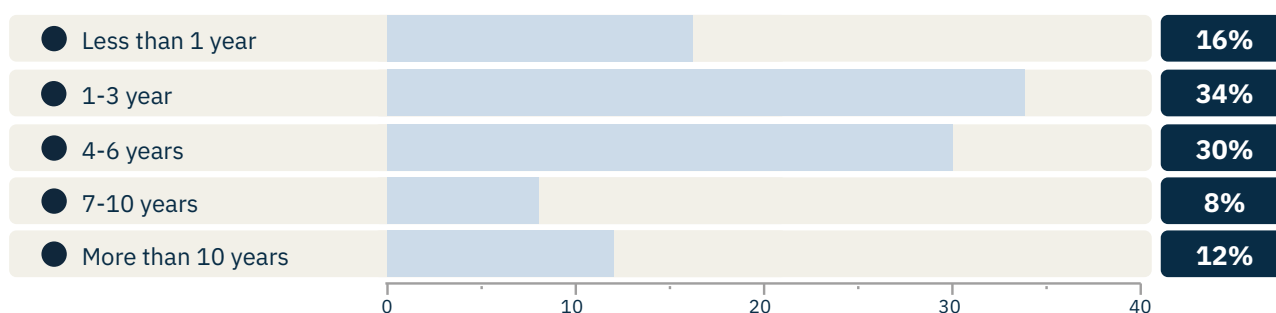


Which best describes your property type?

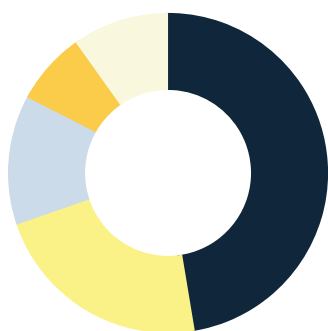


☒ Vacation Rental Property	27%
☒ Bed & Breakfast	25%
☒ Other	22%
☒ Independent Hotel/Inn	13%
☐ Boutique Hotel	9%
☒ Glamping Site	4%

How long has your property been in operation under your ownership?

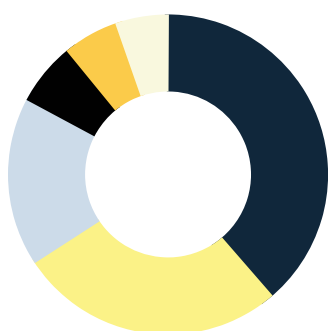


How many rooms/units does your property have?



☒ 1-5 rooms	47%
☒ 6-10 rooms	22%
☒ 11-15 rooms	13%
☒ 16-20 rooms	8%
☐ 21+ rooms	10%

What was your approximate annual revenue in 2024?



☒ Under \$250,000	39%
☒ \$250,000 - \$500,000	27%
☒ \$500,001 - \$1,000,000	17%
☒ \$1,000,001 - \$1,500,000	7%
☒ \$1,500,001 - \$2,000,000	5%
☐ \$2,000,000+	5%



PART 2

Current AI Usage & Experience

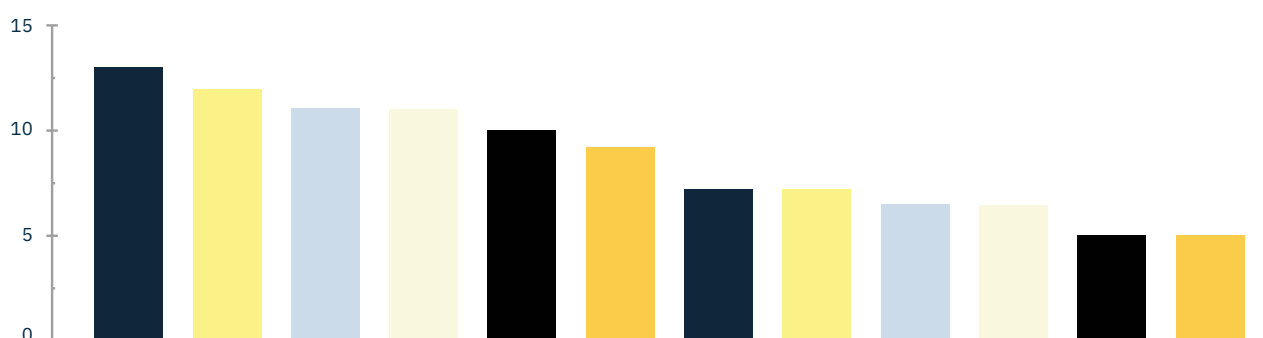
Independent property owners are entering a new era of technology adoption. They're no longer just experimenting with AI — they're actively using it to streamline operations, communicate with guests, and grow revenue. But adopting AI isn't always simple: owners have to weigh costs, train staff, and integrate new tools into already complex operations — all while keeping the guest experience front and center.

This section explores how owners are using AI today, what drove them to adopt it, where they're seeing the most value, and how it's changing their business performance.

Guest communication is the top use of AI among independent properties

Independent property owners are bringing AI into nearly every corner of their operations — but guest-facing tools lead the way. Respondents say they are most likely to use AI for guest communication and chatbots (13.35%), followed by marketing and advertising (12.15%) and social media management (11.21%).

Which areas of your business currently use AI or automation?



Guest communication/chatbots	13%
Marketing and advertising	12%
Social media management	11%
Guest check-in/check-out processes	11%
Booking management	10%
Housekeeping scheduling/management	9%
Dynamic pricing/revenue management	7%
Guest experience personalization	7%
Maintenance scheduling	6%
Energy management/smart building controls	6%
Financial/accounting processes	5%
Staff scheduling	5%



Most properties have only recently adopted AI tools

How long have you been using AI tools in your property?



For many independent property owners, AI adoption is still in its early stages. The largest share of respondents — 35% — say they have been using AI tools for 6 months to 1 year, while another 31% have been using them for 1-2 years.

Shorter-term adopters make up a significant share:



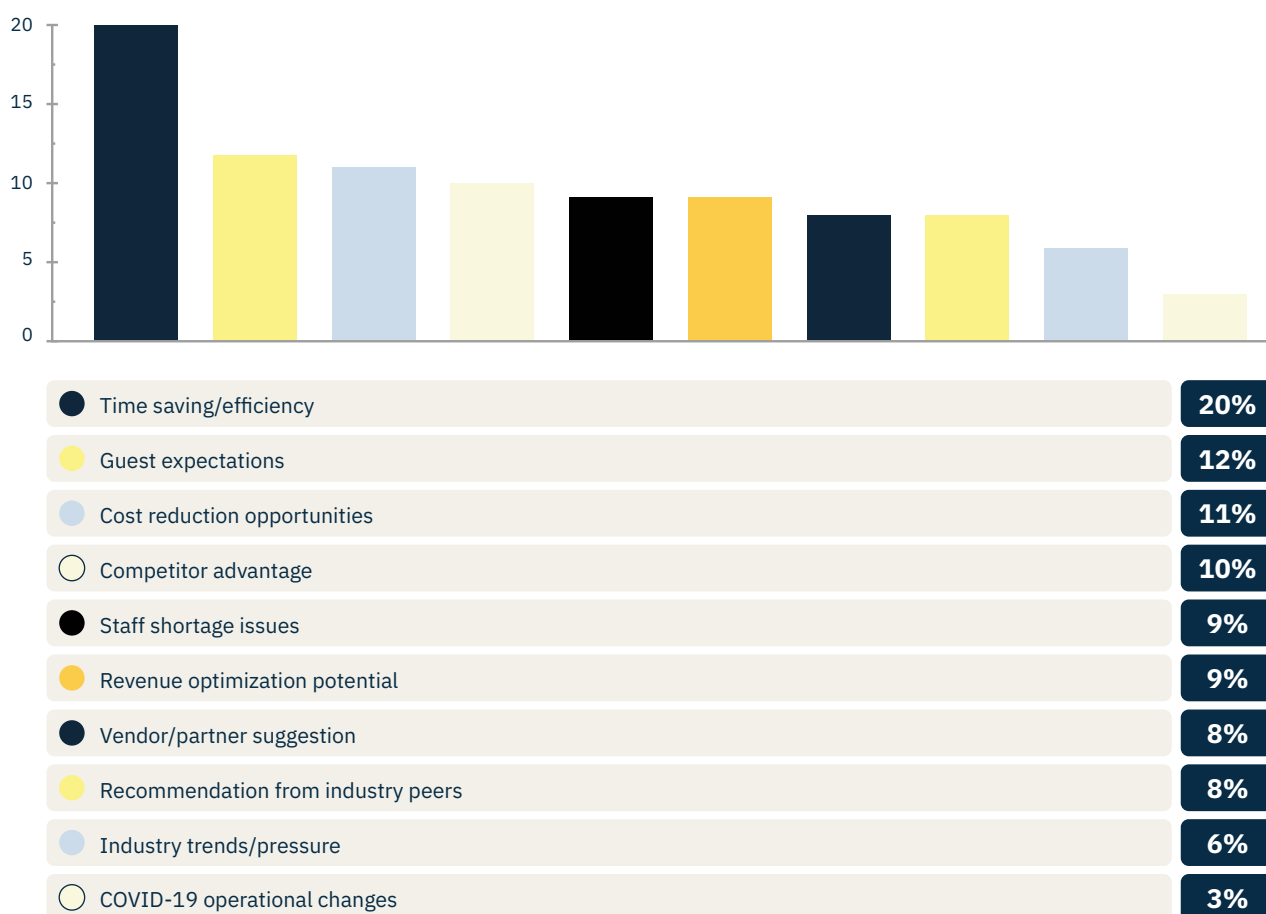
This shows that while enthusiasm for AI is high, most owners are still relatively early in their journey — presenting both opportunities for rapid learning and challenges as they integrate AI deeper into their operations.



Time savings is the top reason owners adopted AI tools

When asked what initially prompted them to consider or adopt AI solutions, respondents pointed most often to time savings and efficiency, selected by 19.73% of owners. Revenue optimization potential came next (9.62%), along with competitor advantage (10.12%) and cost reduction opportunities (13.10%).

What initially prompted you to consider or adopt AI solutions?

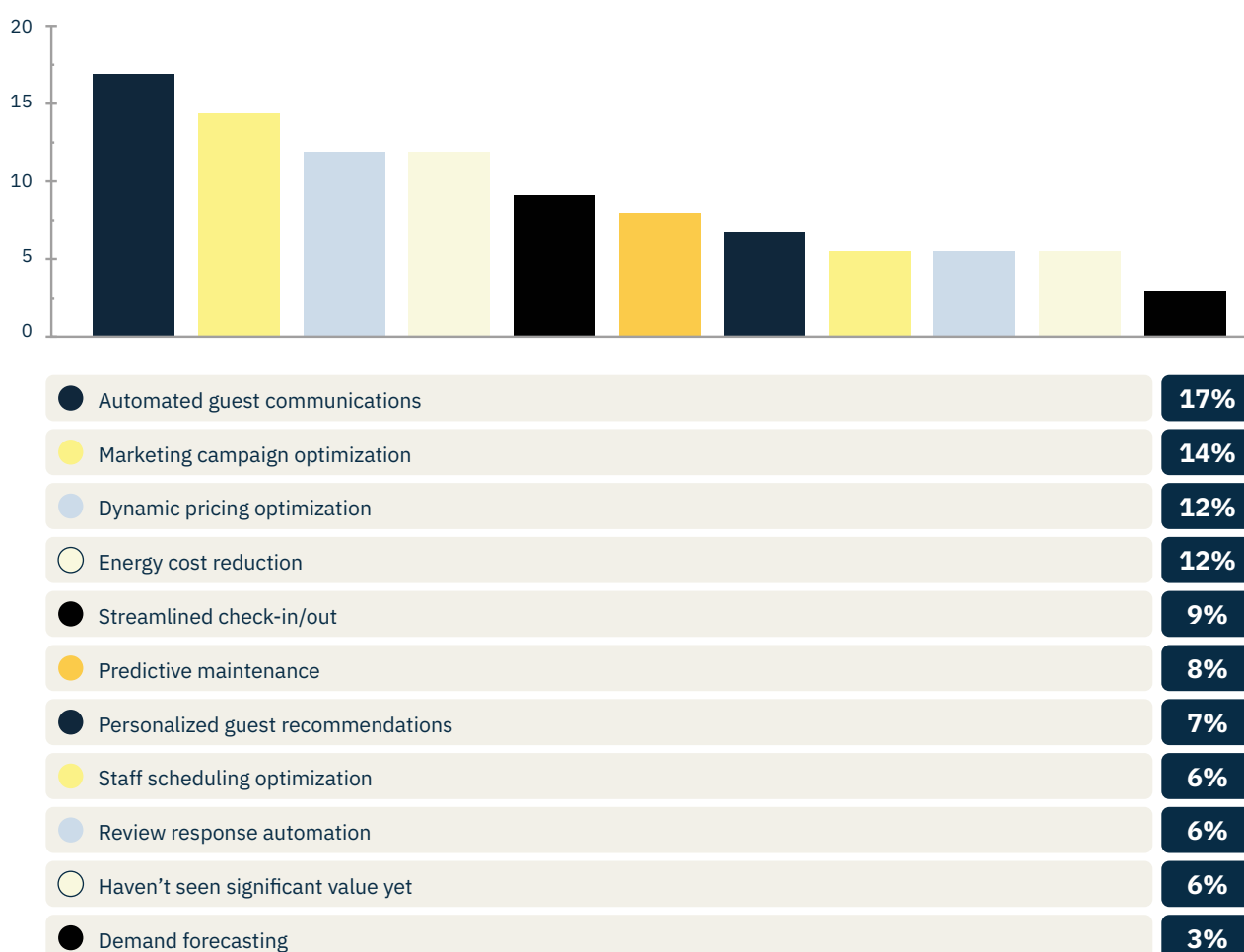


Automated guest communications deliver the greatest value

Automated guest communication leads the way, with 16.7% of responses selecting it as one of the top three AI applications delivering value. Marketing campaign optimization comes next at 13.8%, followed closely by dynamic pricing optimization and energy cost reduction (both at 12.1%).

Other areas seeing significant impact include streamlined check-in/check-out (10.0%) and predictive maintenance (9.1%), while only 3% of respondents reported they haven't seen significant value from AI yet — reinforcing that, for most operators, these tools are paying off.

Which AI applications have delivered the most value for your property?

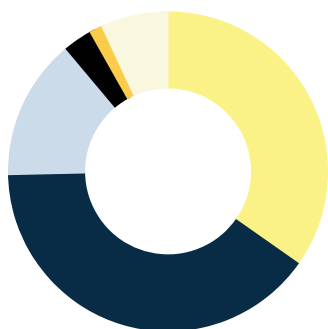


Most owners say AI has met or exceeded expectations

When asked to rate the overall impact of AI on their property's performance, 35% of respondents said it has been significantly positive and exceeded expectations, while another 39.5% said it has met expectations.

Only 3% reported somewhat negative results and 1% said performance is worse than before, suggesting that the overwhelming majority of owners are seeing real benefits from AI adoption. 14.5% reported mixed results, and 7% said it is too early to tell, underscoring that many operators are still early in their AI journey and may see more impact over time.

How would you rate the overall impact of AI on your property's performance?



● Somewhat positive – met expectations	40%
● Significantly positive – exceeded expectations	35%
● Neutral – mixed results	15%
○ Too early to tell	7%
● Somewhat negative – didn't meet expectations	2%
● Significantly negative – worse than before	1%

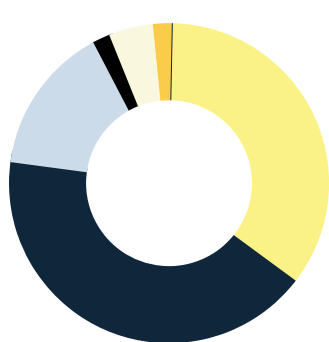


Most staff are comfortable with AI-powered tools

When it comes to staff adoption, 42% of respondents say their teams are somewhat comfortable with AI tools, requiring only minimal training, while 35.5% report their staff are very comfortable and fully embrace the technology.

Only 4.5% say their teams are very uncomfortable and prefer traditional methods, and 1.5% report outright resistance to adoption. Another 15% say their staff remain neutral and require ongoing support, indicating that while comfort levels are generally high, continued training and change management will be important for maximizing impact.

How comfortable is your staff with AI-powered tools?



● Somewhat comfortable – minimal training needed	42%
● Very comfortable – they embrace the technology	36%
● Neutral – requires ongoing support	15%
○ Very uncomfortable – prefer traditional methods	5%
● Somewhat uncomfortable – resistance to adoption	1%
● Mixed – varies by staff member	1%
● We don't currently use AI tools	<1%



Summary

Independent property owners are increasingly using AI across their operations, but adoption is still relatively new for most. The majority of respondents have only been using AI tools for between 6 months and 2 years, with just 2.5% having more than three years of experience. This shows that enthusiasm for AI is high, but many operators are still early in their journey, which means they are actively learning what works and where to expand next.

When it comes to where AI is being applied, guest-facing use cases lead the way. Guest communication and chatbots (13.35%) are the most common area of adoption, followed by marketing and advertising (12.15%), social media management (11.21%), and guest check-in/check-out processes (11.21%). This suggests that operators are prioritizing tools that save them time while improving the guest experience. Back-of-house applications like financial processes, staff scheduling, and maintenance automation are less common, which could represent untapped opportunities as technology matures.

The primary reasons owners began using AI reflect this same focus on efficiency and performance. Time savings and efficiency were the most common motivators (19.7%), with cost reduction, revenue optimization, and guest expectations also driving adoption. Peer recommendations and vendor suggestions played a role as well, showing that trust and education are important factors in convincing operators to adopt new technology.

When asked which applications have delivered the most value, owners again highlighted automated guest communications (16.7%), followed by marketing campaign optimization (13.8%), dynamic pricing optimization (12.1%), and energy cost reduction (12.1%). This mix of results demonstrates that AI is helping operators both grow revenue and control costs. Importantly, just 3% said they haven't seen significant value from AI, indicating that most are realizing measurable returns on their investment.

Overall, the sentiment toward AI is strongly positive. Thirty-five percent of owners say AI has exceeded their expectations, while nearly 40% say it has met them. Only a small minority reported negative results, suggesting that AI is becoming a trusted and valuable part of independent property operations.

Finally, staff comfort levels are high, with 42% saying their teams are somewhat comfortable and 35.5% very comfortable with AI tools. Only 4.5% report strong discomfort, meaning most teams are embracing these technologies with minimal friction. Still, 15% say ongoing support is needed, underscoring the importance of continued training and change management to help staff build confidence.

Taken together, the data paints a picture of an industry that is in the early but enthusiastic stages of AI adoption — already seeing strong results in guest-facing areas, optimistic about future potential, and working to bring their staff fully along on the journey.

PART 3

AI Adoption Challenges & Barriers



Independent property owners are eager to explore AI but face real challenges in making it work for their business. From training staff and integrating new tools to keeping costs manageable and maintaining a human touch, respondents shared what's standing in their way — and what would make adoption easier.

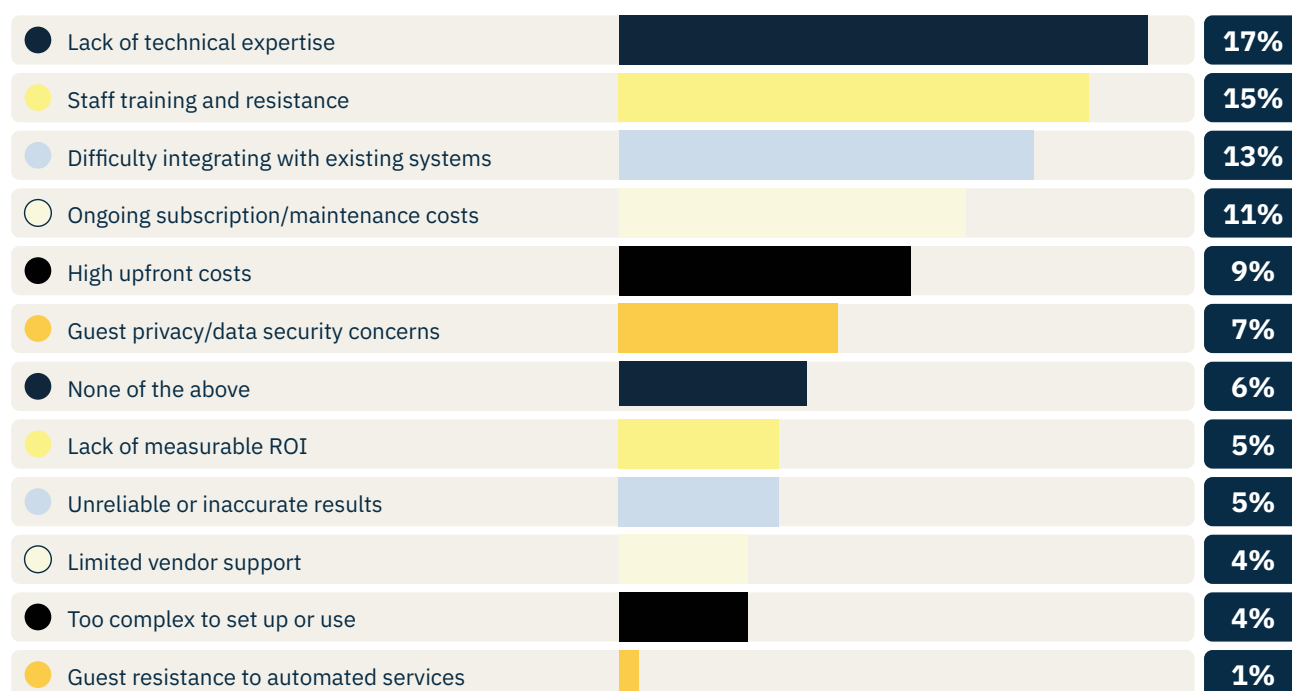
Technical expertise and staff training are the biggest hurdles to AI adoption

When asked about their biggest challenges with AI implementation, 16.3% of respondents cited lack of technical expertise as their top barrier, followed closely by staff training and resistance at 15.6%. Difficulty integrating with existing systems was also a major concern, reported by 12.8% of owners.

Ongoing subscription and maintenance costs (9.9%) and high upfront costs (9.5%) round out the top five challenges, showing that affordability continues to weigh heavily on independent operators. Smaller but still meaningful concerns included data privacy (7.5%), lack of measurable ROI (5.5%), and unreliable results (4.8%).

Taken together, these findings suggest that education, integration support, and clear ROI measurement are critical to helping property owners scale their AI use with confidence.

What have been your biggest challenges with AI implementation?

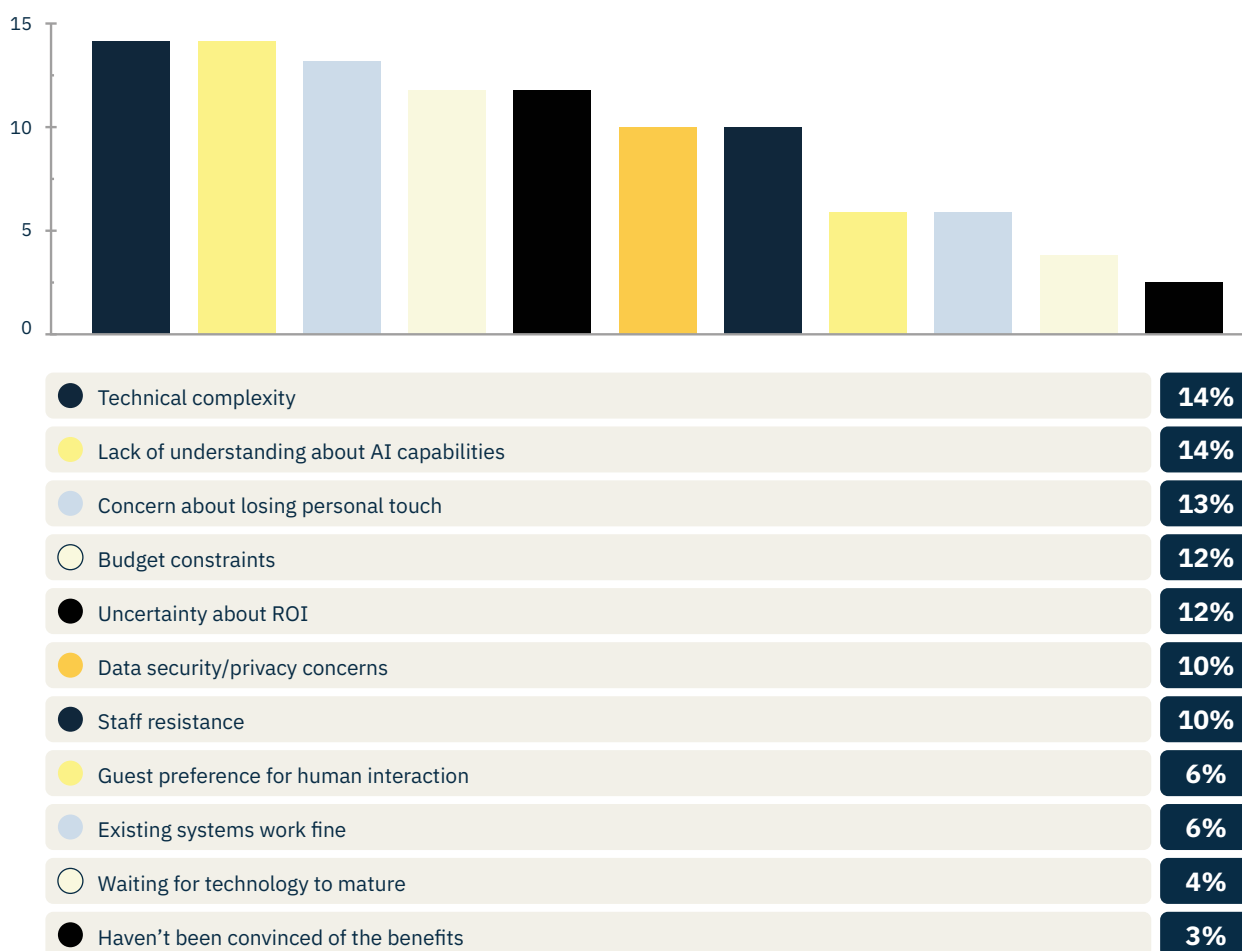


Understanding and complexity were the biggest obstacles to adoption

When asked what prevented or delayed AI adoption, the top response was lack of understanding about AI capabilities (13.9%), followed by technical complexity (13.85%) and concerns about losing personal touch with guests (12.8%). Budget constraints were another major factor, cited by 12.3% of respondents, along with uncertainty about ROI (11.3%) and data security concerns (10%).

Smaller but meaningful barriers included staff resistance (5.8%), the belief that existing systems work fine (6.7%), and guest preference for human interaction (6.3%). Only 2.8% said they haven't been convinced of AI's benefits at all, suggesting that most owners are not opposed to the idea of AI — but need clear education, easier implementation, and confidence that it won't erode the guest experience.

What prevented or delayed your AI adoption?

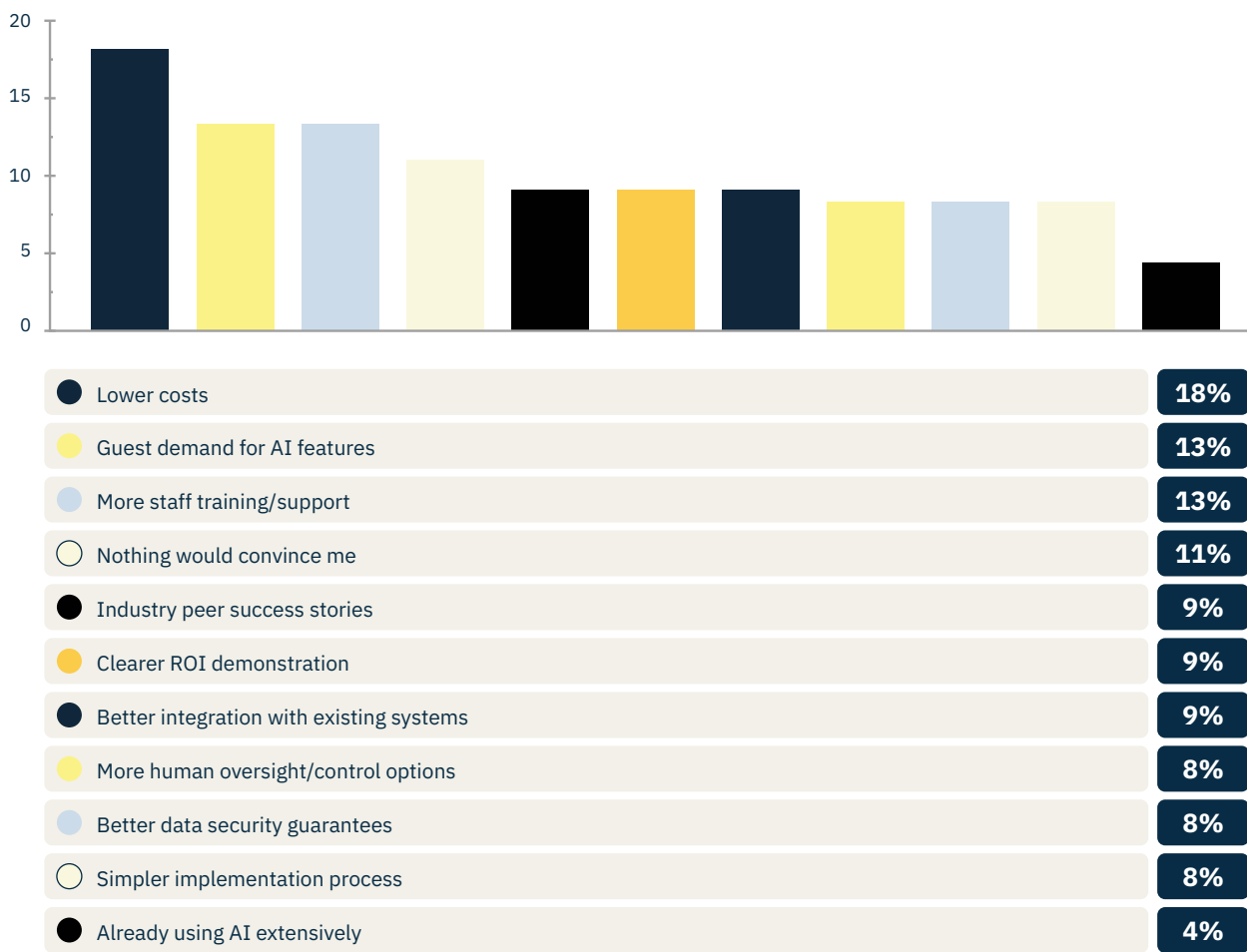


Lower costs and staff training top the list for driving more AI adoption

When asked what would make them more likely to adopt AI solutions, 18.1% of respondents pointed to lower costs as the single biggest factor. More staff training and support (13.1%) was the next most common answer, followed by better integration with existing systems (9.7%) and guest demand for AI features (10.2%).

Respondents also expressed interest in clearer ROI demonstration (8.9%), simpler implementation processes (8.4%), and better data security guarantees (8.9%). Only 1.1% said nothing would convince them, suggesting that most independent property owners are open to adopting more AI if cost, training, and implementation hurdles can be addressed.

What would make you more likely to adopt AI solutions?

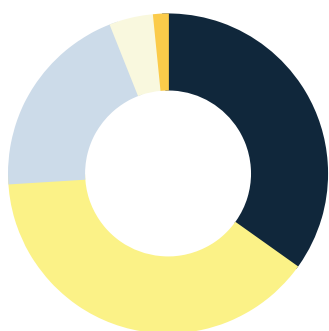


Maintaining a “human touch” is critical for most operators

For independent property owners, automation cannot come at the expense of guest experience. Thirty-nine percent say it is very important that AI solutions maintain a human touch, with another 35% saying it is extremely important and must feel personal.

Only 1.5% said full automation is fine, and 4.5% said efficiency matters more than personal interaction, underscoring that most owners see AI as a tool to enhance — not replace — hospitality. The remaining 20% say balance is key, highlighting that the ideal solution blends efficiency with authentic, personal service.

How important is it that AI solutions maintain a “human touch” in guest interactions?



Extremely important – must feel personal	35%
Very important – some automation is okay	39%
Moderately important – balance is key	20%
Slightly important – efficiency matters more	4%
Not important – full automation is fine	2%

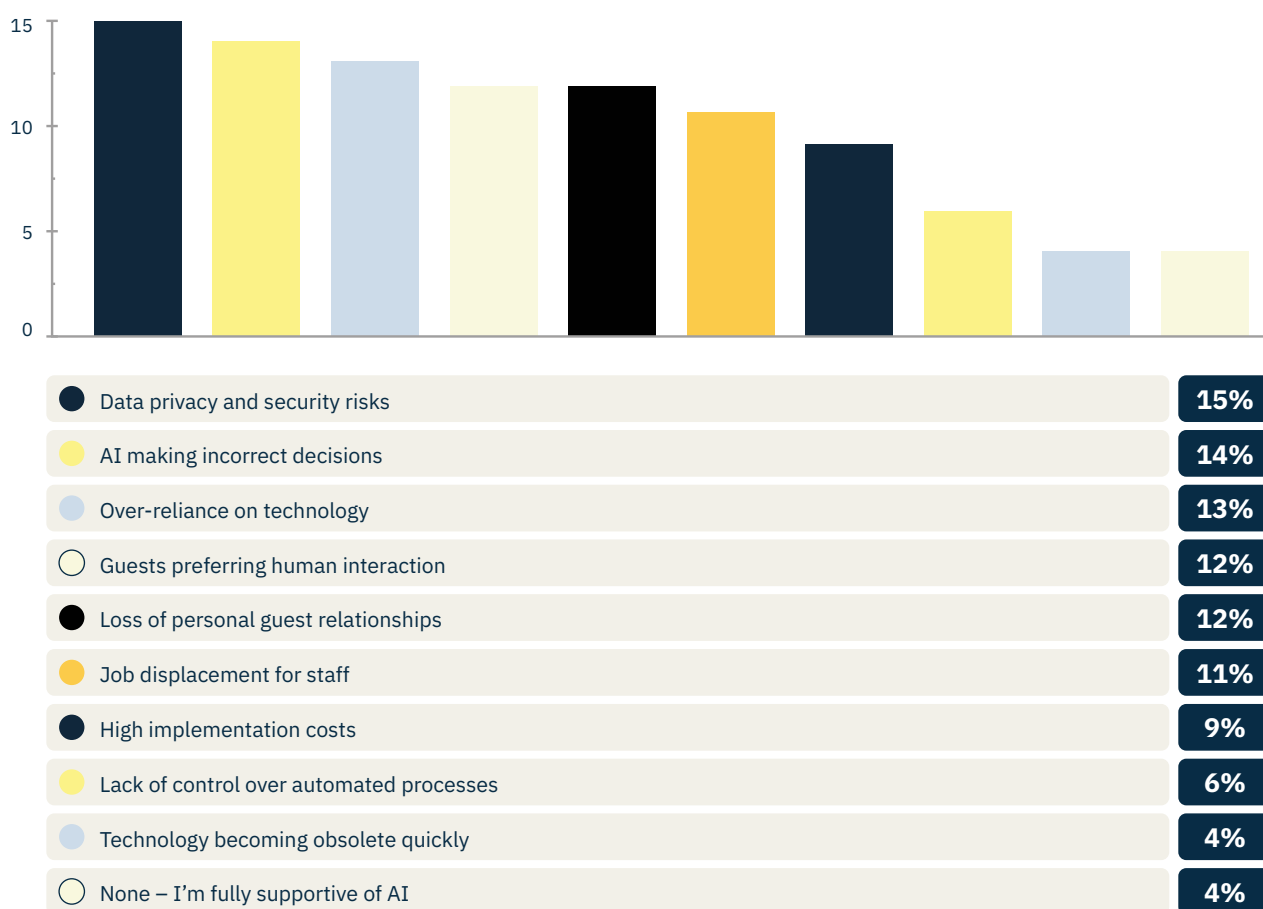


Data security and decision-making risks top operators' concerns

When asked about their biggest concerns related to AI in hospitality, 15.5% of respondents cited data privacy and security risks, making it the top issue. AI making incorrect decisions (13.7%) and over-reliance on technology (12.3%) followed closely behind, showing that trust and reliability remain key hurdles.

Owners also worry about potential loss of personal guest relationships (11.7%), job displacement for staff (11.3%), and the fact that many guests still prefer human interaction (11.9%). Cost concerns still weigh on some operators, with 9.1% citing high implementation costs. Only 4.2% said they have no concerns at all, signaling that even enthusiastic adopters see risks that need to be managed.

What concerns do you have about AI in hospitality?



Summary

Independent property owners are excited about the potential of AI but face real obstacles that slow their ability to fully embrace it. The top challenges center on **technical expertise and staff training**, which together were cited by nearly one-third of respondents as major barriers. Owners also highlighted the difficulty of integrating AI with existing systems and the financial burden of both upfront and ongoing costs, which underscores the need for solutions that are easy to deploy and cost-effective to maintain.

The reasons for delaying AI adoption echo these concerns: many respondents said they simply don't fully understand AI capabilities, or find the technology too complex or intimidating to implement. Worries about losing the personal touch with guests remain significant, which aligns with owners' overwhelming preference for AI that enhances—rather than replaces—hospitality.

Encouragingly, the data shows that these barriers are not insurmountable. Most property owners said they would adopt more AI if **costs were lower, staff training was more accessible, and integrations were smoother**. They also want clearer proof of ROI and stronger data security guarantees. Taken together, these insights point to a path forward: vendors and industry partners who can make AI easy, affordable, and trustworthy will be well-positioned to help independent operators scale adoption.

At the heart of these findings is a clear message — independent properties value both innovation and the guest experience. Owners want AI to support their teams, not replace them, and to create efficiencies without compromising hospitality. Addressing these needs could unlock the next wave of adoption and allow AI to deliver its full potential across the independent hospitality sector.

PART 4

AI Performance & ROI



Independent property owners are not just experimenting with AI — they're beginning to see real, measurable returns. From reducing staff workload to improving guest satisfaction, operators are tracking how AI impacts both operations and the bottom line. This section explores where AI is driving the biggest gains, how owners measure its success, and which tools are living up to expectations — or falling short.

Staff time savings and cost reduction are the biggest wins so far

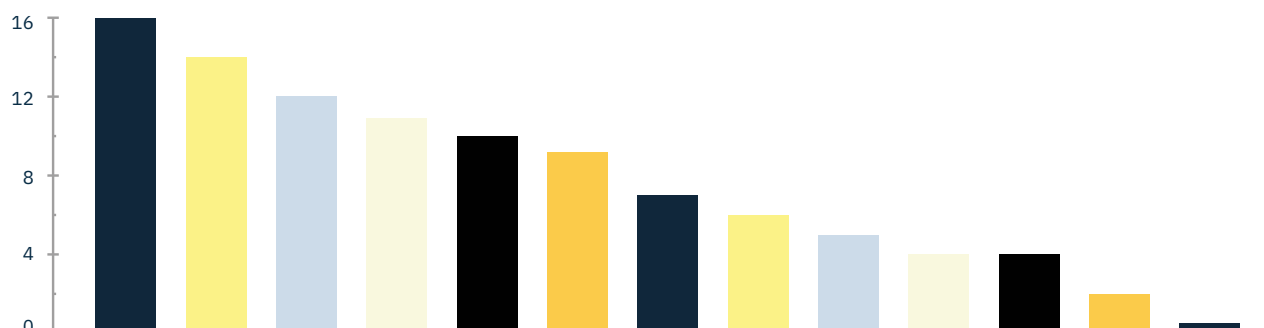
When asked what measurable improvements they've seen from AI, 15.8% of respondents reported time savings for staff, making it the most common benefit. Reduced operational costs (13.6%) and higher occupancy rates (12.4%) were also among the top reported gains, showing that AI is directly contributing to efficiency and revenue growth.

Other frequently cited improvements included increased revenue (10.7%), better online reviews and ratings (9.5%), and improved guest satisfaction scores (8.7%), suggesting that AI is helping enhance the guest experience as well as back-office operations.

Only 2.4% reported no measurable improvements and 4.2% said they haven't measured results yet, underscoring that for most owners, AI is already delivering tangible performance and ROI gains.



For properties using AI: What measurable improvements have you seen?



Time savings for staff	16%
Reduced operational costs	14%
Higher occupancy rates	12%
Increased revenue (specify %)	11%
Better online reviews/ratings	10%
Improved guest satisfaction scores	9%
Increased direct bookings	7%
More efficient staff scheduling	6%
Lower energy costs	5%
Reduced no-show/cancellations	4%
Haven't measured improvements yet	4%
No measurable improvements	2%
Not currently using AI	<1%



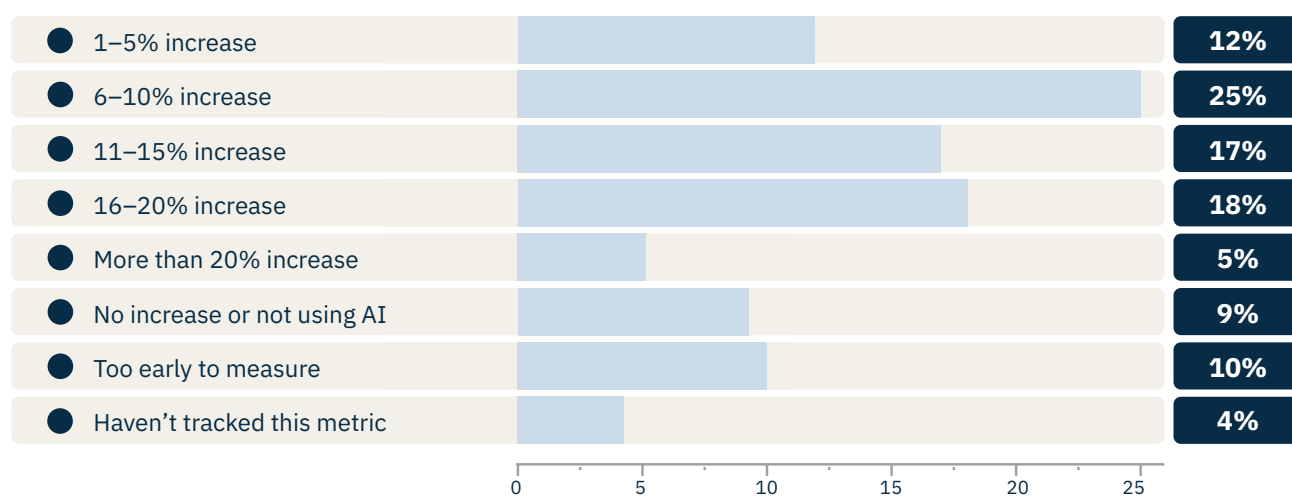
Most properties report revenue gains between 6–20% from AI

Among respondents who have seen revenue increases from AI, 25.5% reported a 6–10% increase, making it the most common range. Another 17.5% reported gains of 16–20%, and 17% reported 11–15% increases, suggesting that for many properties, AI is driving meaningful, double-digit revenue growth.

Smaller but still notable shares saw 1–5% increases (12%) or more than 20% increases (5.5%), showing that while outcomes vary, the majority are seeing measurable returns.

Only 8.5% reported no increase or are not using AI, and 9.5% said it's too early to measure impact, suggesting that as adoption matures, even more operators may realize significant financial benefits.

For properties using AI: What measurable improvements have you seen?



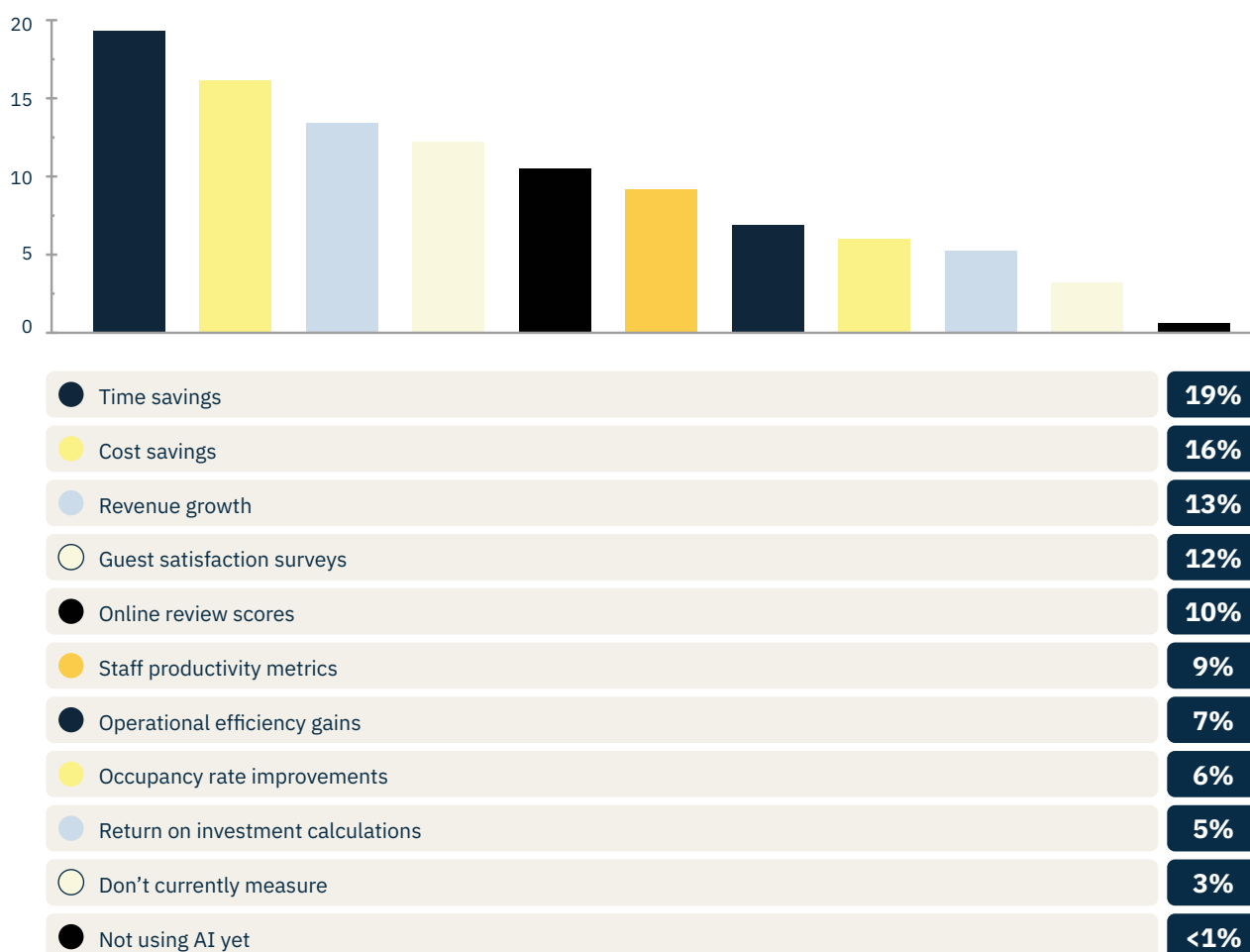
Time and cost savings are the most common success metrics

When asked how they measure the success of their AI implementations, 18.6% of respondents cited time savings as their top metric, followed by cost savings (16.3%) and revenue growth (13%). These findings show that independent property owners are focused on measurable operational and financial outcomes when evaluating AI tools.

Other common measures include guest satisfaction surveys (11.9%), online review scores (9.6%), and staff productivity metrics (9.3%), indicating that operators are also paying close attention to the guest experience and internal team performance.

Smaller shares reported using occupancy rate improvements (6.1%), operational efficiency gains (6.7%), or formal ROI calculations (5.3%). Only 2.8% said they don't currently measure AI success, and less than 1% reported not using AI at all.

How do you measure the success of your AI implementations?



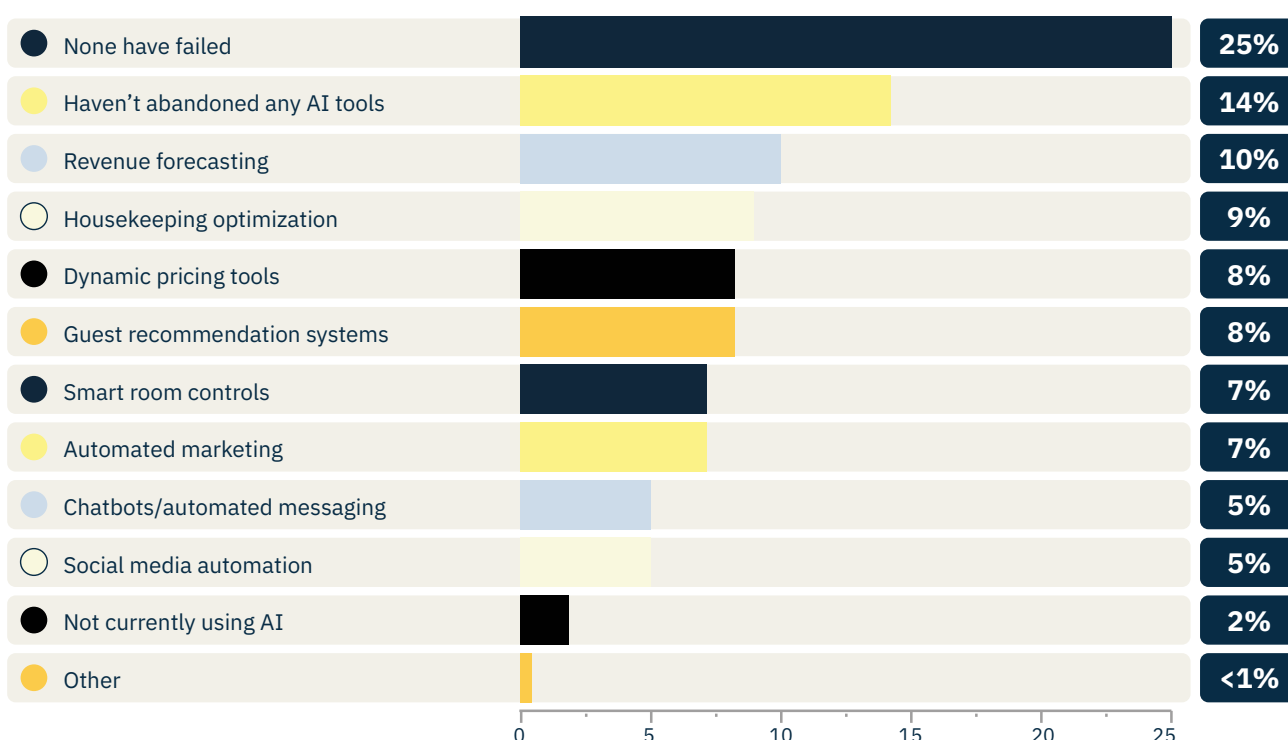
Housekeeping optimization and revenue forecasting most likely to fall short

When asked which AI applications have failed to meet expectations or have been abandoned, 25% of respondents reported that none of their AI tools had failed, showing that for most operators, AI implementations are performing as expected.

Among those who have seen disappointments, the top mentions were housekeeping optimization (9%) and revenue forecasting (9.5%), followed by guest recommendation systems (8%) and dynamic pricing tools (8%). Smart room controls (7.5%) and automated marketing (7%) were also cited, though less frequently.

Notably, 13.5% said they haven't abandoned any AI tools, which, together with the 25% who reported no failures, reinforces that the majority of property owners are finding value in their AI investments rather than discarding them.

What AI applications have failed to meet expectations or been abandoned?



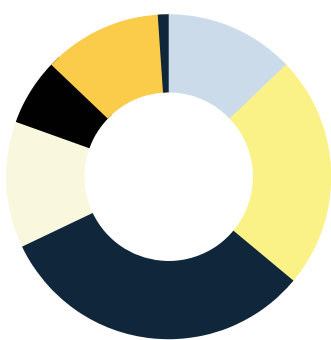
Most properties see results within six months

When asked how long it took to see meaningful results from AI implementation, 31.5% of respondents said 4–6 months, making it the most common timeframe. Another 23% reported seeing results within 1–3 months, and 13% saw results immediately within the first month.

Longer timelines were less common, with 13% seeing results after 7–12 months and 7% saying it took more than a year. Notably, 11.5% are still waiting for meaningful results, and just 1% reported not currently using AI.

This suggests that for most property owners, AI delivers value relatively quickly, though some operators still face a longer ramp-up before results are realized.

How long did it take to see meaningful results from AI implementation?



● Immediately (within 1 month)	13%
● 1–3 months	23%
● 4–6 months	32%
○ 7–12 months	13%
● More than 1 year	7%
● Still waiting for meaningful results	11%
● Not currently using AI	1%



Summary

Independent property owners are seeing early and meaningful results from their AI investments, with staff time savings (15.8%) and cost reductions (13.6%) topping the list of measurable improvements. Higher occupancy rates (12.4%) and increased revenue (10.7%) point to AI's growing role in driving both efficiency and profitability, while better reviews and improved guest satisfaction suggest benefits extend beyond operations to guest experience.

Revenue gains are significant for many operators, with the majority reporting increases between 6–20%, and 5.5% seeing more than 20% growth. Success is most often measured by time savings (18.6%), cost savings (16.3%), and revenue growth (13%), underscoring the emphasis on tangible business outcomes.

Even where tools fall short, most owners are sticking with AI — 25% report no failed tools, and another 13.5% say they haven't abandoned any. Where there are disappointments, housekeeping optimization and revenue forecasting lead the list. Importantly, results come quickly for many, with most properties seeing impact within six months. Together, these findings suggest that AI adoption is not just a trend but a proven performance driver, with room to grow as operators refine their strategies.

PART 5

Future AI Plans & Sentiment



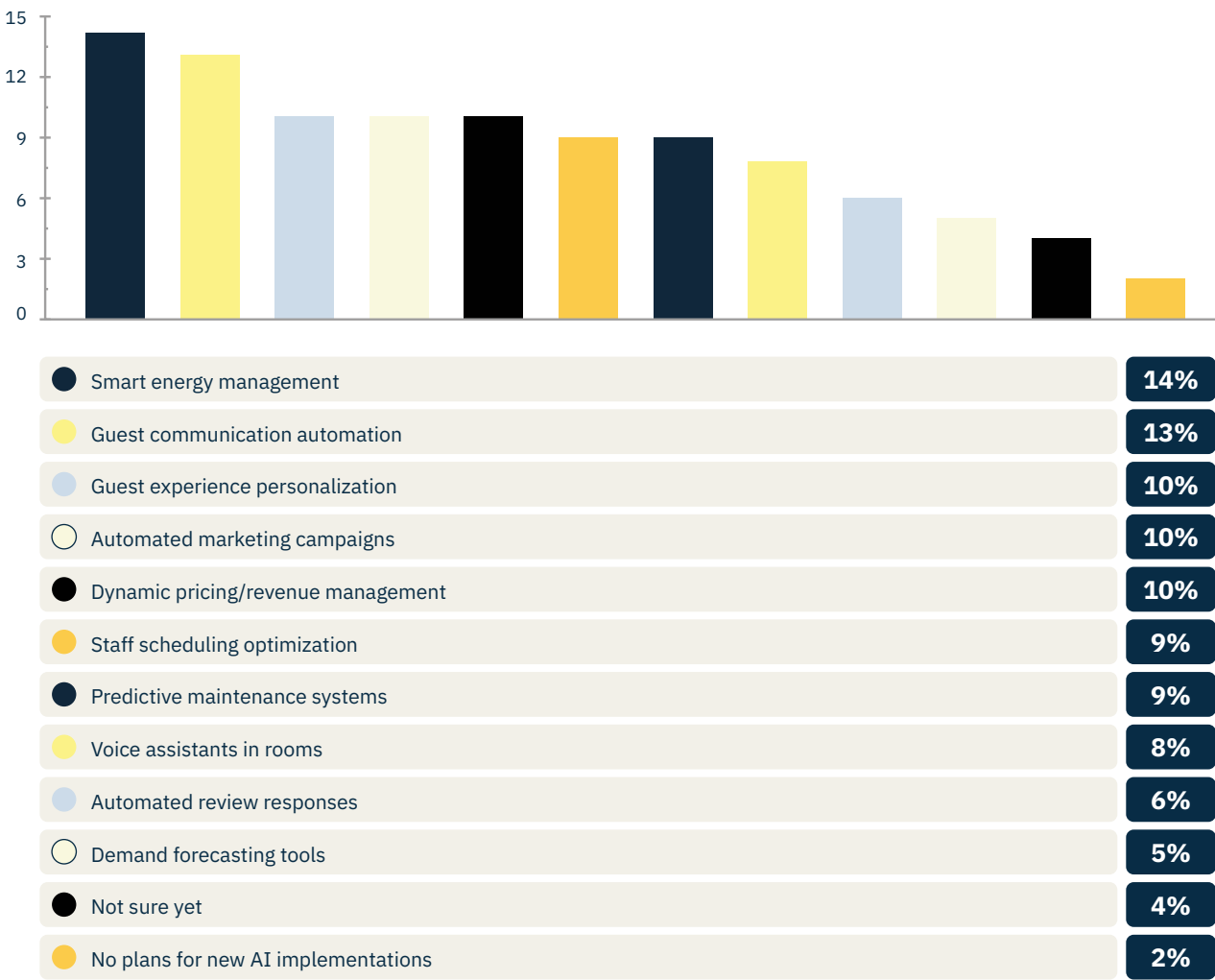
Independent property owners aren't slowing down when it comes to AI. They plan to expand adoption across key areas like energy management, guest communications, and marketing — all while keeping an eye on guest experience and competitiveness. Here's what they shared about their future AI plans and how they feel about its growing role in hospitality.

Independent property owners plan to expand AI use across operations

Smart energy management leads the way for future AI adoption, with 14.3% of respondents planning to implement it in the next year. Guest communication automation (12.9%), automated marketing campaigns (9.7%), and dynamic pricing tools (9.5%) are also high on the list, showing continued focus on revenue generation and efficiency.

Guest experience personalization (10.1%), staff scheduling optimization (8.7%), and predictive maintenance systems (8.5%) round out the top areas of interest, while only 2.4% report no plans for new AI adoption – suggesting strong momentum for further expansion.

Which AI solutions are you planning to implement in the next 12 months?

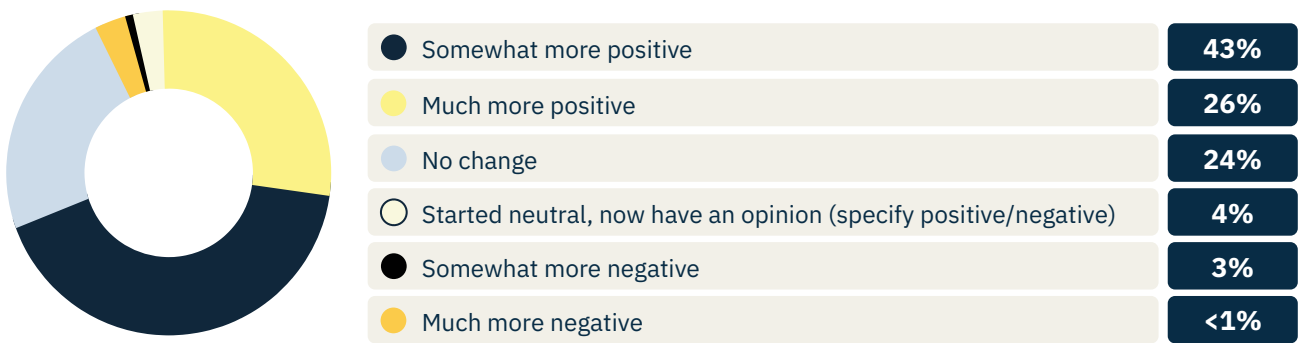


Attitudes toward AI continue to grow more positive

The majority of independent property owners are feeling increasingly optimistic about AI. Forty-three percent say their attitude toward AI has become somewhat more positive over the past year, and 26.5% say it is much more positive.

Only 3.5% reported any shift toward a negative opinion, while 23.5% say their view hasn't changed — signaling that overall sentiment continues to trend strongly in favor of AI adoption and innovation.

How has your attitude toward AI in hospitality changed over the past year?

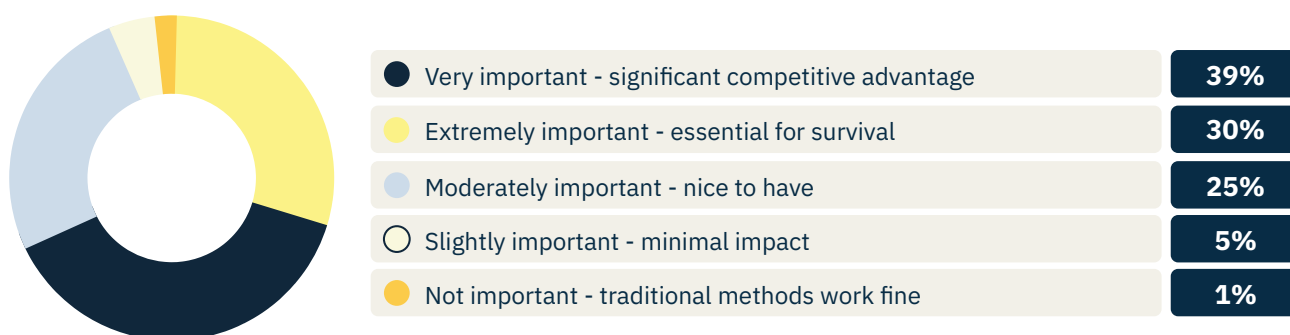


AI seen as critical for staying competitive

Nearly 70% of respondents view AI adoption as important for staying competitive, with 39% calling it a significant competitive advantage and 29.5% saying it is essential for survival in their market.

Another 25% see it as moderately important — a “nice to have” — while only 6.5% believe AI has minimal or no impact on competitiveness. This highlights that most independent property owners view AI as a key lever for growth and differentiation, not just a luxury.

How has your attitude toward AI in hospitality changed over the past year?

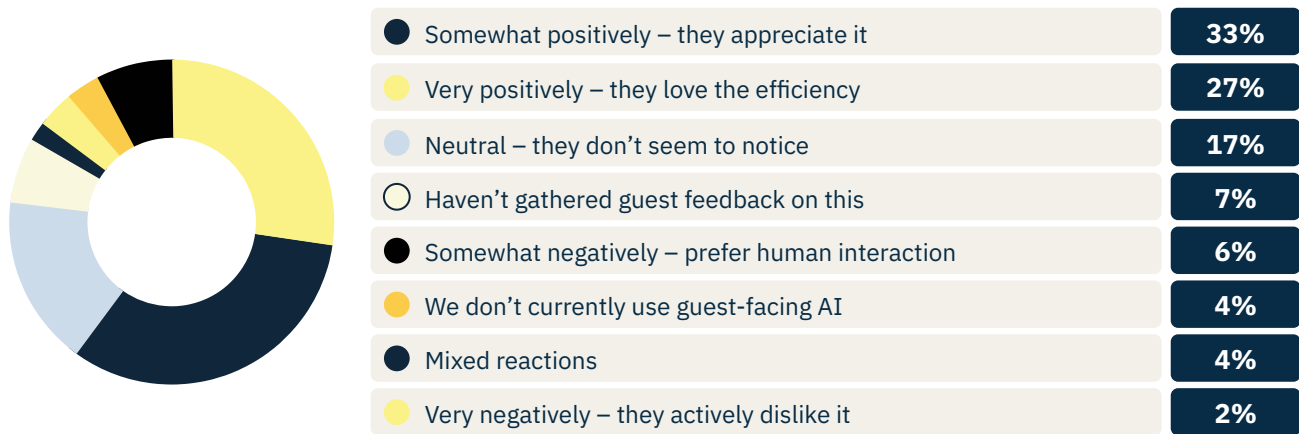


Guests largely respond positively to AI features

When asked how guests respond to AI-powered features, 33% of respondents said guests appreciate them, and 27.5% said guests love the efficiency — making positive feedback the clear majority.

Seventeen percent reported guests are neutral and don't seem to notice, while just 6% said guests prefer human interaction and 2% said guests actively dislike AI. Another 7.5% haven't gathered guest feedback yet, suggesting there is room to further explore guest sentiment as adoption grows.

How do your guests respond to AI-powered features?

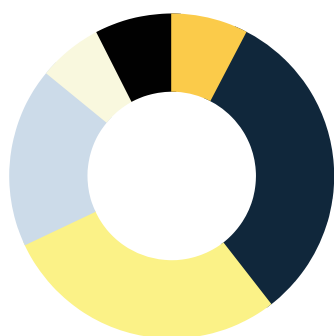


Operators expect AI adoption to accelerate rapidly

When asked what percentage of independent hospitality operations will be AI-powered in five years, 32% of respondents predicted between 25–50%, and 28.5% predicted 51–75%, making these the most common expectations.

Nearly one in five (18.5%) said more than 75% of operations will be AI-powered, while 6% believe adoption will be nearly universal. Only 7.5% said less than a quarter of operations will use AI, and another 7.5% were unsure, suggesting that most owners expect significant AI integration across the industry in the near future.

In 5 years, what percentage of independent hospitality operations do you think will be AI-powered?



Less than 25%

8%

25-50%

32%

51-75%

28%

More than 75%

18%

Nearly 100%

6%

Not sure

8%

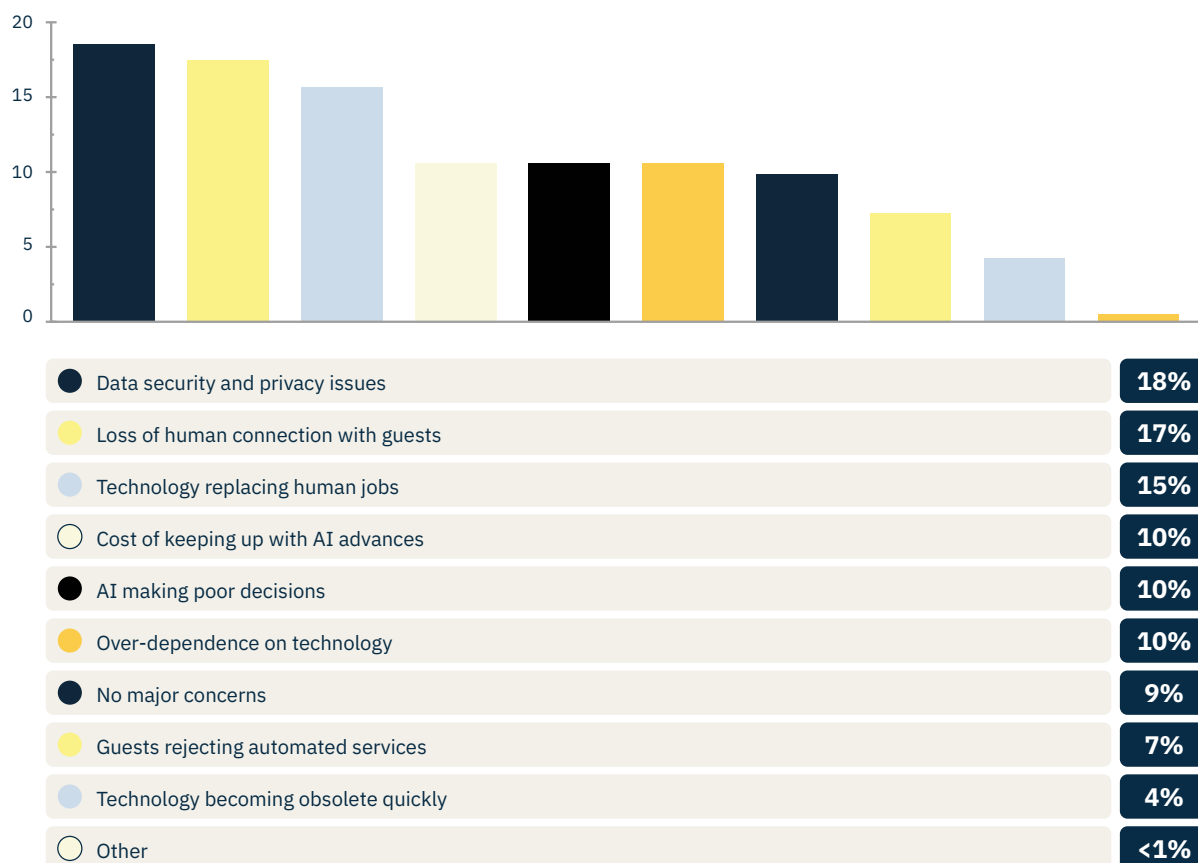


Data security and guest connection top future concerns

Looking ahead, independent property owners are most concerned about data security and privacy (17.5%) and the potential loss of human connection with guests (17%). Technology replacing human jobs (15%) is another major worry, followed by the cost of keeping up with AI advances (10%) and AI making poor decisions (10%).

Smaller but still meaningful concerns include over-dependence on technology (9.5%) and guests rejecting automated services (7%). Only 9% said they have no major concerns, suggesting that even optimistic operators see clear risks that must be managed as AI adoption grows.

What's your primary concern about the future of AI in hospitality?



Summary

Independent property owners are signaling strong momentum for further AI adoption. Smart energy management (14.3%), guest communication automation (12.9%), and automated marketing campaigns (9.7%) top their plans for the next 12 months, showing continued focus on operational efficiency and revenue growth. Guest experience personalization (10.1%) and staff scheduling optimization (8.7%) are also priorities, with just 2.4% reporting no plans for new AI adoption.

Attitudes toward AI are trending strongly positive, with 69.5% of respondents saying their view of AI has become more favorable in the past year. Nearly 70% of owners see AI as essential or a significant competitive advantage, underscoring its growing importance in hospitality strategy. Guest sentiment is also largely positive, with 60.5% of owners saying guests appreciate or love AI-powered features, while negative reactions remain limited.

Expectations for AI's future are ambitious — 60.5% predict that more than half of independent hospitality operations will be AI-powered within five years, and nearly one in five expect adoption above 75%. These findings suggest that owners see AI as both an immediate opportunity and a long-term necessity for staying competitive.

PART 6

Takeaways for Independent Property Owners

Running a small hotel, B&B, glamping site, or vacation rental can be incredibly rewarding — but it also comes with challenges that demand owners wear many hats. The findings from this report show that independent property owners are embracing AI, seeing meaningful results, and planning to expand adoption across their operations. Here are a few key takeaways to help owners leverage AI and technology to run stronger, more profitable properties in the year ahead.

Start with High-Impact Use Cases

Guest communication is the top area where AI is delivering value — and for good reason. Automating responses to common questions, confirming bookings, and sending personalized messages can save hours of staff time while enhancing the guest experience. If you haven't yet adopted AI, starting with guest-facing tools can deliver fast wins and allow staff to focus on high-value, in-person interactions.

Measure and Celebrate Results

Our research shows most properties see measurable benefits within six months of implementation, including staff time savings (15.8%), cost reductions (13.6%), and higher occupancy rates (12.4%). Tracking key metrics like time saved, cost reductions, and guest satisfaction can build internal confidence and help justify further investment.

Bring Your Team Along

Staff comfort is critical to AI success. The good news: 77.5% of owners say their teams are already somewhat or very comfortable with AI tools. Continue providing training and support to ensure staff feel empowered rather than replaced — a key to getting the most out of your investment.

Balance Efficiency with Hospitality

Owners overwhelmingly told us they want AI to support, not replace, the human side of hospitality. Keep the “human touch” in mind when rolling out new tools. AI can handle the repetitive and time-consuming work so you and your team can focus on creating memorable guest experiences.



Invest for the Future

Nearly 70% of owners believe AI adoption is critical for staying competitive, and the majority plan to implement more solutions in the coming year — especially in areas like energy management, marketing automation, and guest personalization. Being proactive now can help you stay ahead of competitors and meet growing guest expectations for seamless, tech-enabled stays.

AI is no longer a futuristic concept — it's a practical tool helping independent properties save time, reduce costs, and boost revenue. By starting with high-value use cases, tracking results, training staff, and keeping guest experience at the center, owners can unlock new levels of efficiency and profitability — and build a property that guests love to return to year after year.





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