

2024 / APAC

HOSPITALITY REDEFINED

— APAC

Guest expectations, payments and technology —
through a 2024 hospitality lens



Hospitality in 2024: eight shifts reshaping the stay



01

Millennials set the pace

02

Seamless technology

03

Frictionless guest journeys

04

Sustainability by design

05

Health & well-being

06

Experiential travel

07

AR + VR discovery

08

Local + green, with home comfort

Payment trends & best practices in hospitality

PCI COMPLIANCE

Ensure hotel systems and interfaces remain PCI DSS compliant.

OPERATIONAL EFFICIENCY

Consolidate relationships to an efficient number of payment service providers.

PAYMENT ACCEPTANCE

Accept payments the way guests want, across multiple channels.

MULTI-CURRENCY

Enable hotel guests to pay in their preferred currency.

SEAMLESS TRANSACTION

Use tokenization to support a fast, secure customer payment experience.



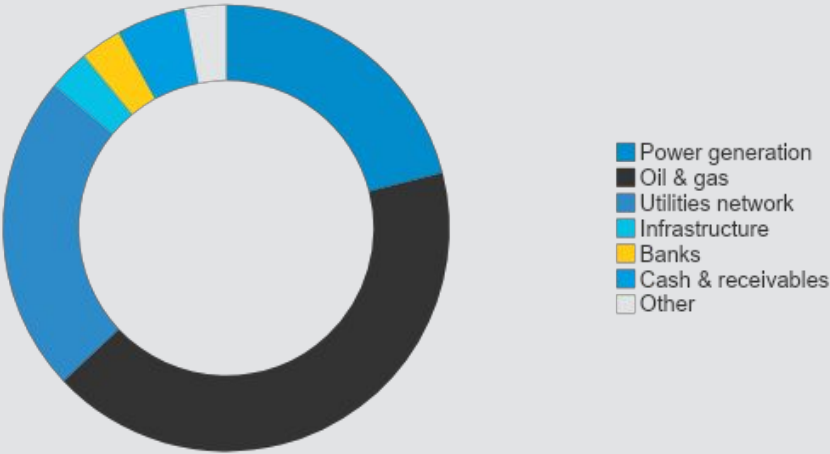
Cloud contracts: look before you leap

LOOK BEFORE YOU LEAP — RISK ASSESSMENT

Before moving into the cloud, evaluate the solution end-to-end. Cloud providers should give customers enough information to weigh the pros and cons — with security, transparency and legal certainty at the center.

- Match security controls to the data and processing risk
- Make service modalities and responsibilities transparent
- Define legal obligations and remedies clearly
- Review material risks before migration

REFERENCE SNAPSHOT		EU rank	New member rank
Size: 238,391 km²		9	2 (following Poland)
Population: 20.1M • Urban 54% • Rural 46%		7	2 (following Poland)
GDP: €132.7bn (2012)		17	3 (after Poland & Czech Republic)
GDP/capita: €6,593 (2012)		27	11



Recommendations: build trust into the contract

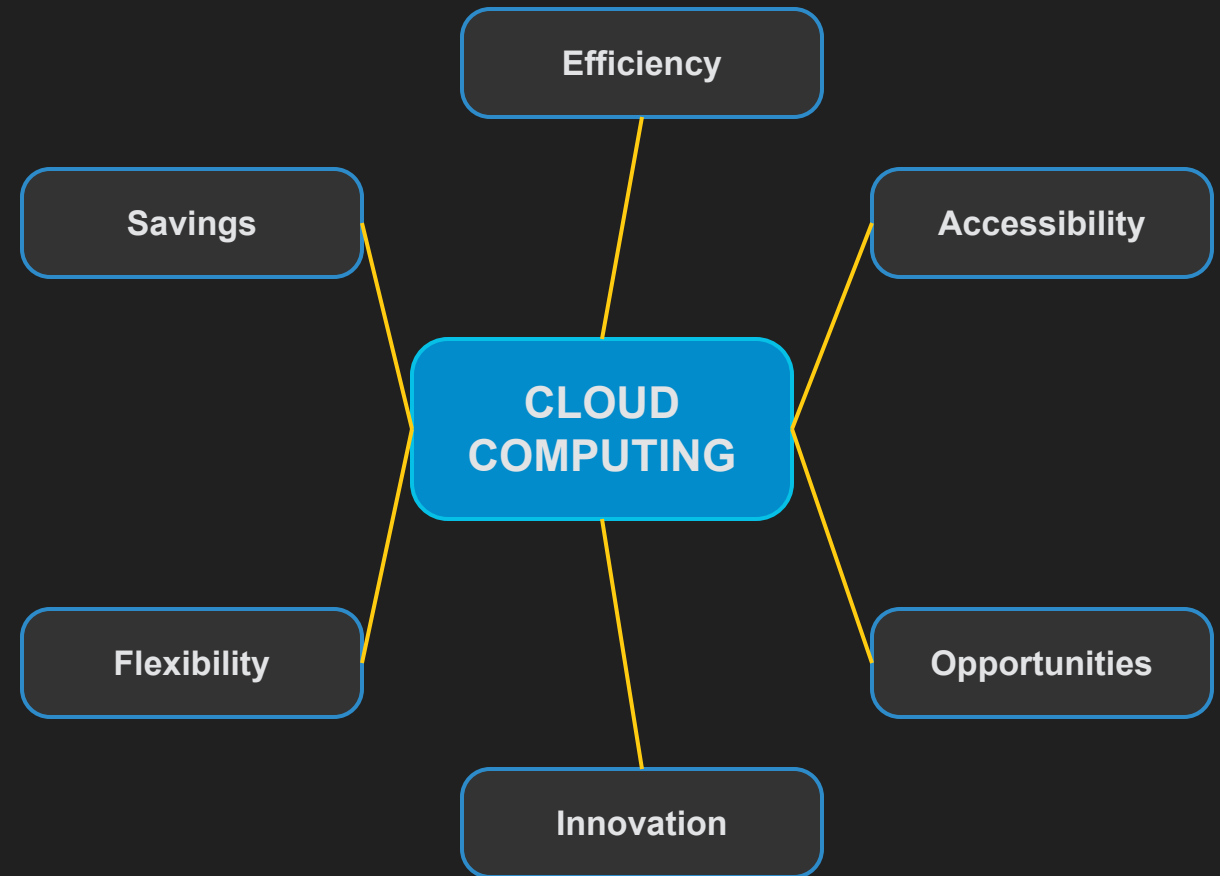
Make the cloud contract operational — not generic.

Set objective, measurable service levels and penalties

Specify security measures according to processing risk and data sensitivity

Protect availability, integrity and confidentiality of cloud data

Bind the provider and its staff to strong confidentiality obligations



What defined hospitality in 2024

Eight signals shaping the guest agenda

01 REST & RECHARGE

Sleep, wellness and recovery become core reasons to travel.

02 CONNECTED PERSONALIZATION

Digital convenience is expected to feel tailored, not generic.

03 CULTURE & EXPERIENCES

Memorable local experiences increasingly influence leisure decisions.

04 CULINARY-LED STAYS

Food and regional cuisine become part of destination choice.

05 SUSTAINABLE CHOICES

Lower-impact options matter even as cost and friction complicate adoption.

06 CORPORATE + EVENTS

Conferences and face-to-face moments help drive business travel growth.

07 LONGER TRAVEL SEASONS

Work flexibility stretches leisure demand beyond traditional peaks.

08 ALTERNATIVE LODGING

Demand diversifies toward rentals, guesthouses and other non-hotel stays.