

Tech-Savvy Hotel Chains Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2031)

> ****Industry:**** Hotels, Accommodation & Resorts (Hospitality & Tourism)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/tech-savvy-chains-hotel-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 112.42 billion
Projected Forecast (2031)	USD 112.42 billion
Growth Rate (CAGR)	6.64 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Tech-Savvy Hotel Chains industry](images/chart_2.png)

![Tech-Savvy Hotel Chains Market (2026 - 2031)](images/chart_3.png)

![Tech-Savvy Hotel Chains Market: Market Share by Hotel Category](images/chart_4.png)

![Tech-Savvy Hotel Chains Market: Market Share by Hotel-chain Tier](images/chart_5.png)

![Tech-Savvy Hotel Chains Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Tech-Savvy Hotel Chains Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview	Study Period 2021 - 2031
Market Size (2026)	USD 112.42 Billion
Market Size (2031)	USD 160.35 Billion
Growth Rate (2026 - 2031)	6.64 %
Fastest Growing Market	Asia Pacific
Largest Market	North America
Market Concentration	Low

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Tech-Savvy Hotel Chains Market Analysis by Mordor IntelligenceThe Tech-Savvy Chain Hotel Market was valued at USD 115.23 billion in 2025 and is estimated to grow from USD 122.42 billion in 2026 to reach USD 169.51 billion by 2031, at a CAGR of 6.64% during the forecast period (2026–2031). This growth reflects a transformation in hotel operations, driven by mobile-first guest experiences, cloud-based property systems, and AI-powered workflows becoming standard practices. Hotels upgrading technology are leveraging automation, digital keys, unified guest data, and analytics to boost ancillary revenue while reducing inefficiencies. The shift to API-first platforms integrating POS, PMS, CRS, CRM, and messaging layers supports personalization and rapid feature deployment, with operational changes including reduced manual processes, improved data governance, and resilience through vendor-managed cloud infrastructure.

Key Report Takeaways* By category, luxury & upper-upscale hotels held the largest share of the tech-savvy chain hotel market in 2025 at 30.55%, while mid-scale hotels are projected to post the fastest growth at a 7.21% CAGR through 2031.

* By end user, business travelers led with 55.23% of the tech-savvy chain hotel market share in 2025, and leisure travelers are set to expand at a 6.76% CAGR through 2031.

* By hotel-chain type, greater than 500 properties accounted for 51.75% of the tech-savvy chain hotel market share in 2025, while less than 100 properties recorded the highest forecast CAGR at 6.91% through 2031.

* By geographic region, North America captured 34.25% of the tech-savvy chain hotel market, and Asia Pacific is projected to grow the fastest with a 8.39% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Tech-Savvy Hotel Chains Market*Drivers | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Mobile-first guest journeys enabling seamless digital check-in, check-out, and key access | +3.8% | Global, with early gains in North America, Western Europe, and select Asia-Pacific urban centers | Medium term (2-4 years) |

Adoption of cloud-based PMS and fully integrated hospitality technology ecosystems | +4.1% | Global, highest penetration in Northern Europe, rising adoption in Southern Europe and Middle East | Medium term (2-4 years) |

AI- and analytics-driven personalization across guest engagement and service delivery | +3.2% | North America, European Union, China, rapid adoption by luxury and upper-upscale chains | Medium term (2-4 years) |

Automation-led cost optimization via robotics and IoT-enabled energy management | +2.9% | Global with notable deployment in Saudi Arabia under Vision 2030 and European sustainability mandates | Long term (≥ 4 years) |

Use of digital twins to enhance real-time operational efficiency and asset performance | +1.2% | Pilot deployments in Middle East, luxury portfolios in Europe, select United States resorts | Long term (≥ 4 years) |

Deployment of ESG-linked AI tools supporting sustainability tracking and green financing access | +1.5% | European Union under CSRD, North America corporate travel mandates, Saudi Arabia, India | Medium term (2-4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Tech-Savvy Hotel Chains Market demonstrates low-to-moderate concentration at the top, driven by vendor consolidation and independent properties fostering localized innovation. Large hotel groups utilize centralized cloud systems and loyalty-driven data platforms to scale AI and mobile-first services, strengthening their global brand identity. Vendor-side consolidation integrates revenue optimization with demand generation and traveler engagement, as seen in RateGain's acquisition of Sojern. Similarly, Canary Technologies' acquisition of OpenKey's assets accelerates keyless entry adoption for hotels with diverse lock models. These developments emphasize integrated platforms that streamline procurement and enhance functionality. Market priorities focus on mobility, automation, and ESG-linked operational improvements, with vendors and hotel chains aligning product roadmaps accordingly. Shiji's Move framework extends mobility across property management systems (PMS), point-of-sale (POS) systems, and guest experiences, enabling staff to assist guests and conduct transactions seamlessly. Oracle's enterprise-grade migrations ensure consistent workflows, analytics, and resilience for multi-country portfolios, showcasing the value of cloud-based PMS. Loyalty and messaging ecosystems integrate with these systems to boost direct bookings and upselling opportunities by centralizing guest identity and preference data. Enhanced out-of-the-box integrations improve time-to-value, allowing hotel teams to prioritize service quality over complex customizations.

Boutique and lifestyle operators benefit from enterprise-grade capabilities without extensive internal engineering, reducing launch timelines and enabling sharper brand differentiation. Wallet-based keys and frictionless check-in processes deliver a modern arrival experience at low incremental costs, enhancing guest satisfaction. AI-driven event and sales tools, leveraging digital twins, improve venue conversion through enhanced visualization, creating additional revenue streams. Sustainability platforms simplify reporting and facilitate access to green financing, aligning cost control with corporate and leisure segment demands. Vendor ecosystems and cloud-native architectures lower innovation barriers, supporting scalability for global brands and agility for independent operators. This fosters a market environment that balances technological advancements with operational efficiency.

Tech-Savvy Hotel Chains Industry Leaders* Marriott International

* Hilton Worldwide

* Accor Hotels

* InterContinental Hotels Group (IHG)

* Jin Jiang International

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Tech-Savvy Hotel Chains Market Report ScopeThe Tech-Savvy Hotel Chains Market analyzes hotel groups utilizing digital technologies such as mobile-first guest experiences, cloud-based property management systems (PMS), AI-driven personalization, automation for operational efficiency, and advanced energy management. It examines market size, growth projections, segmentation by hotel category, end-user type, hotel chain tier, and region, along with key drivers, restraints, regulatory frameworks, supply chain dynamics, and emerging technologies shaping competitive differentiation. The study includes market concentration, strategic initiatives, share analysis, detailed company profiles of major global hotel chains, and Porter's Five Forces framework. It identifies future opportunities and untapped areas influencing growth from 2026 to 2031, with all values reported in USD billion.

By Hotel CategoryLuxury & Upper-Upscale |
Upscale |
Mid-scale |
Economy & Budget |

Segmentation Accordion Item

By RegionNorth America | Canada |
| United States |
| Mexico |
South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
| Rest of Europe |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines) |
| Rest of Asia-Pacific |
Middle East & Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of Middle East & Africa |

Frequently Asked Questions

What is the current size and growth outlook of the tech savvy chain hotel market?

The tech savvy chain hotel market is USD 122.42 billion in 2026 and is forecast to reach USD 169.51 billion by 2031 at a 6.64% CAGR.

Which segments lead and grow fastest within the Tech-Savvy Hotel Chains space?

Luxury & Upper-Upscale led with 30.55% share in 2025, while Mid-scale is the fastest growing at 7.21% CAGR over 2026-2031.

Which regions dominate and which expand fastest in tech-savvy hotel adoption?

North America held 34.25% share in 2025, and Asia-Pacific is the fastest growing with a 8.39% CAGR through 2031.

How are hotels improving guest experience with mobile and AI?

Hotels deploy wallet-based digital keys, unified messaging, and agentic automation to cut arrival friction and personalize offers across the stay journey.

What modernization steps reduce operational costs most effectively?

Cloud PMS migrations standardize workflows and analytics across portfolios, while IoT and AI analytics cut energy waste and extend equipment life.

How are hotels addressing cybersecurity and privacy risks?

Operators strengthen access controls, encrypt data, and formalize vendor agreements to meet GDPR and other privacy requirements while improving incident readiness.