

Top 5 trends for the STR industry in 2025







YOURHOST
CURATED STAYS



Finding Stability in Instability



\$112,31 bn

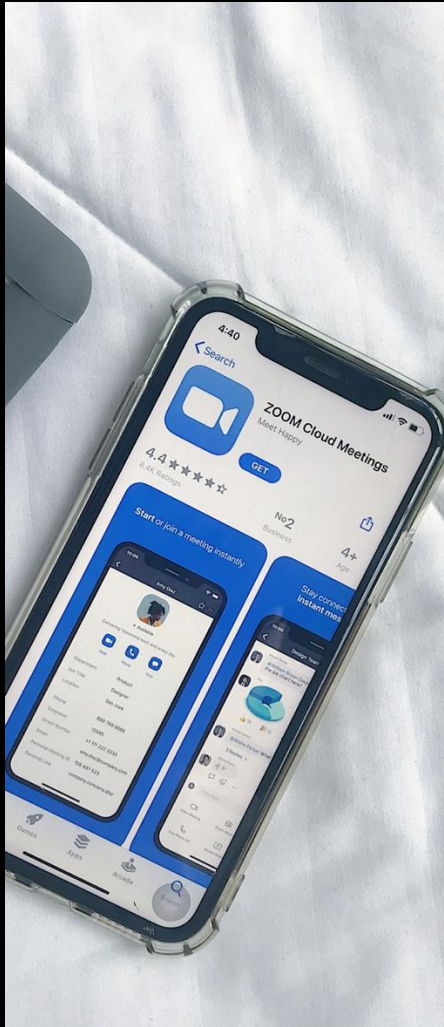
315,18 bn \$

10,85% CAGR

1.The pressure is on!



2. AI is here to stay.



Customer support



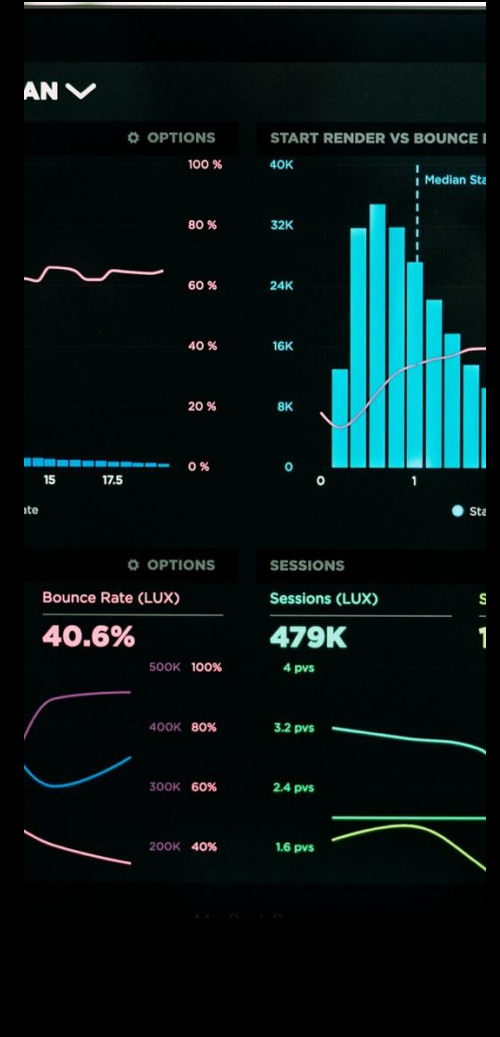
Dynamic Pricing



Smart Housing

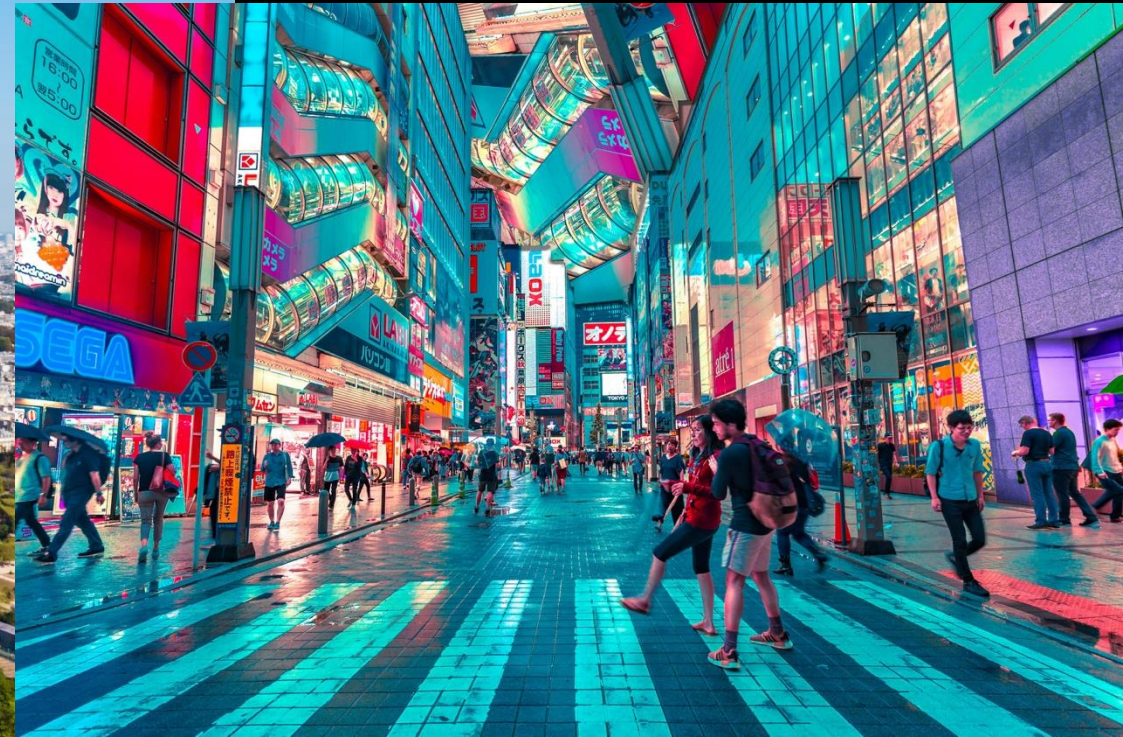


Marketing



Reporting & Maintenance

3. Go Green!



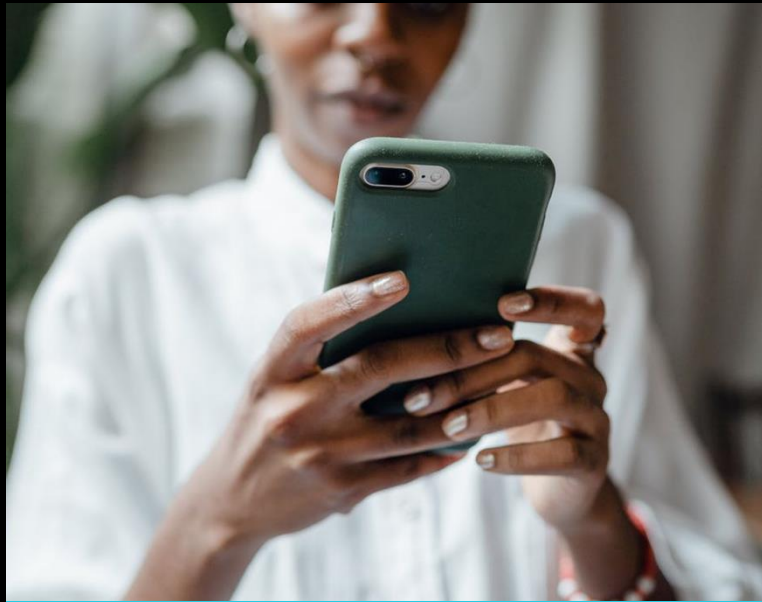
4. The rise of the solo traveler



5. Be unreasonable!



3 Steps that help us Become More Unreasonable



Get rid of your phone



Human beings crave for
“belongingness”



Feelings of belonging foster more
smiles

127,000 😊 by the year 2027



😊 Is Contagious!!