



Hotel sourcing – Five top trends that will affect your travel programme



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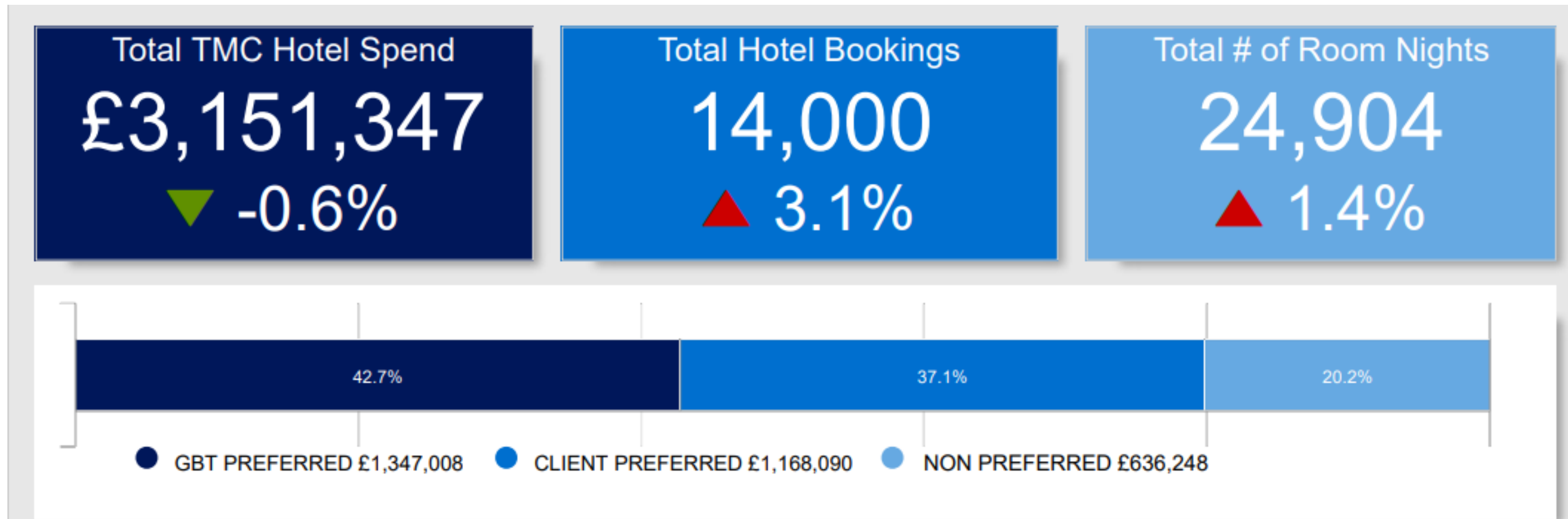


ALLISON WEBB
Category Manager -
Indirects
Sodexo

The Sodexo hotel programme

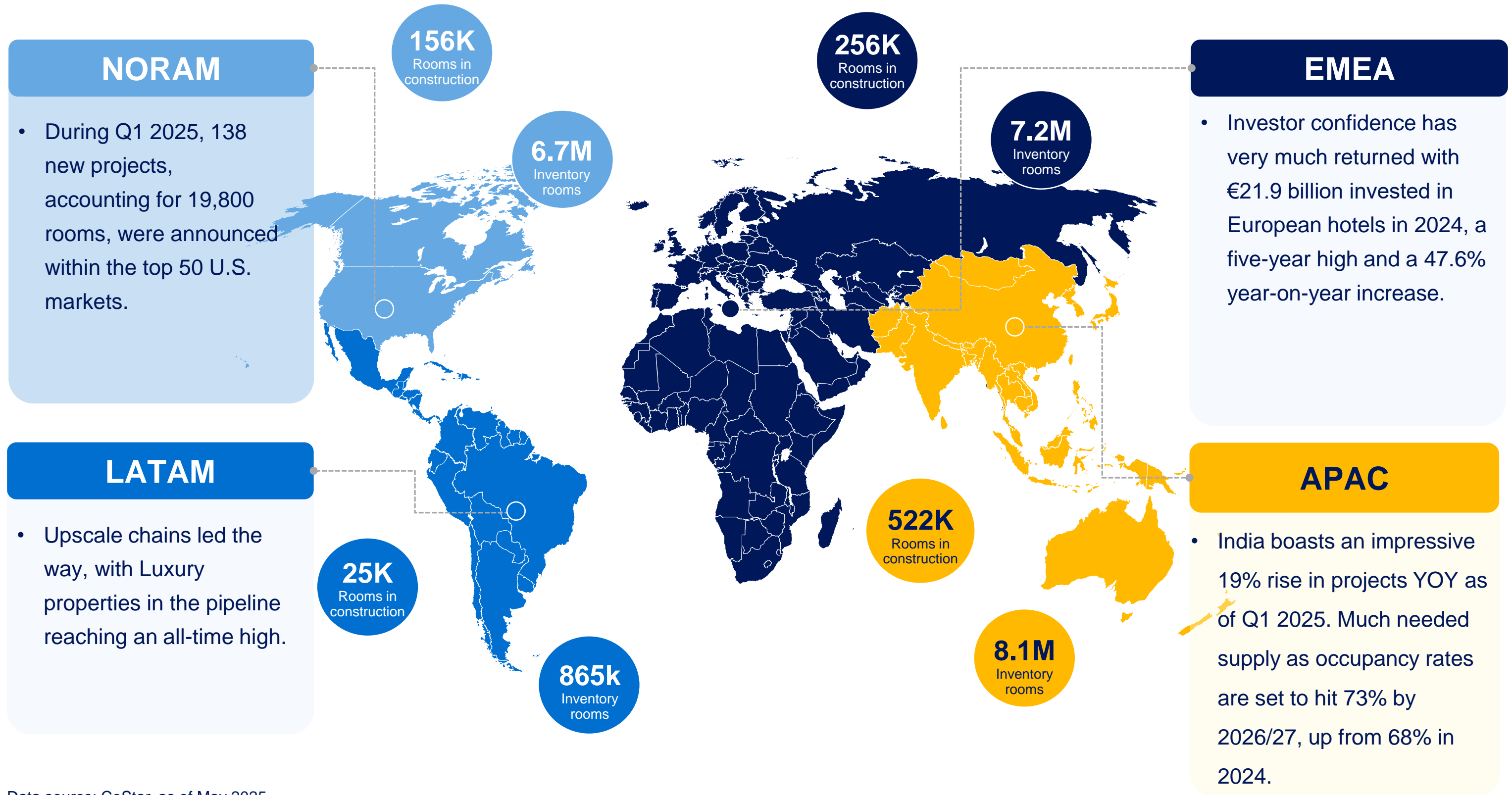


2024 Hotel Spend through TMC



Hotel represents 50% of total travel spend through TMC

Development is bountiful, but is it set to become increasingly costly?



Data source: CoStar, as of May 2025

Steady rates in 2025, the same for 2026? Has “normality” finally returned?

Moderate increases in most primary markets

India is the country to watch for the 2026 sourcing season

Luxury properties are set to see continued rate increases.

Will key US markets witness a considerable easing of rates?

Should you fight for your right to LRA?

LRA: Certainty at a premium

NLRA: Affordability at a cost?

Dynamic: The way of the future?



Building a programme in a changing world

Troubles with tariffs

Escalating tensions

What next?



What to consider when catering for the generation-z travelers

27%

of the global workforce
are currently part of
Gen-Z.

2035

will see this figure rise
to **31%**.

70%

of Gen Z travelers look
forward to business
travel, yet they are
more likely to find
disruption more
stressful than other
generations.

57%

of Gen Z and
Millennials use social
media to plan travel.

42%

of TikTok users make
travel-related
purchases based on
content.





Tell us what you think

