



2025 Hotel Trend Readiness Checklist

Is your property aligned with Puerto Rico's top travel trends?

Use this checklist to evaluate how your hotel is performing in light of today's most influential shifts in traveler behavior, competition, and industry dynamics. Whether you manage a boutique inn, resort, or branded property, this tool can help guide internal discussions and identify key areas for growth.

1. Competing with Short-Term Rentals

- ☐ We offer flexible, contactless check-in options.
- ☐ Our rooms or units include locally inspired design or amenities.
- ☐ We provide curated welcome packages or personalized touches.
- ☐ Our social media highlights guest experiences that feel "home-like."
- ☐ We're actively collecting feedback from guests about what differentiates us.

2. Delivering Experiential, Purpose-Driven Travel

- ☐ We partner with local artisans, chefs, or cultural guides.
- ☐ Our team curates on- or off-site immersive experiences (e.g., nature tours, cooking classes, cultural events).
- ☐ Our brand storytelling celebrates Puerto Rican heritage and flavor.
- ☐ We use guest content or testimonials to promote unique experiences.

3. Maximizing Air Connectivity & Market Reach

- ☐ We track origin markets (cities or states) of our guests.
- ☐ Our digital ads are geo-targeted to key U.S. cities with nonstop flights to Puerto Rico.
- ☐ We update campaigns in real time based on flight trends and search behavior.
- ☐ Our website and booking engine are mobile-optimized and conversion-focused.

4. Elevating Boutique & Luxury Appeal

- ☐ Our design, branding, and service deliver a sense of exclusivity and uniqueness.
- ☐ We understand the expectations of affluent millennial and Gen X travelers.
- ☐ Our online presence features high-end visuals, editorial-style copy, and compelling UX.
- ☐ Our pricing reflects our value proposition and target audience.

5. Operational Precision & Revenue Growth

- ☐ We use dynamic pricing and yield management tools.
- ☐ Our property has clearly defined guest experience standards and tracking systems.
- ☐ We align operations with seasonal demand shifts and peak travel periods.
- ☐ Our team uses performance dashboards to monitor financial KPIs weekly.

6. Investing in People & Brand

- ☐ We have a strategy for talent recruitment, onboarding, and retention.
- ☐ Training programs focus on guest engagement, service excellence, and culture.
- ☐ We consistently measure guest satisfaction (e.g., Net Promoter Score, reviews).
- ☐ Our brand is actively promoted through content marketing and partnerships.

Scorecard:

Give yourself a check for each item.

20–24 ☒ = Trend-Ready & Optimized

15–19 ☒ = Competitive but Needs Focus

<15 ☒ = Opportunity for Strategic Overhaul

What the Data Says — Puerto Rico Travel Trends in 2025

Understanding the numbers is step one. Acting on them is where growth happens.

Puerto Rico Tourism by the Numbers:**6.6 million+ air travelers in 2024**

- **8% YoY increase.** (Source: Aerostar Puerto Rico)

**7.3 million hotel room nights booked in 2024**

- **7% YoY growth** (Source: Tourism Economics)

**48% of January 2025 lodging demand came from short-term rentals**

- **Up 20% YoY** (Source: Discover Puerto Rico)

**\$9.8 billion in tourism revenue (2023)**

- **13% increase from the previous year** (Source: DMO Annual Report)

Key Takeaways:

Demand is shifting toward experiential, boutique, and flexible lodging.

Data-driven marketing, operational agility, and local immersion are your edge.

Flight growth = more travelers, more competition, and more chances to stand out.

Ready to put insights into action?

Explore how HiBird Hospitality Group can help you turn these trends into growth.

Visit hibirdgroup.com to learn more about our hotel solutions, brand services, and success stories across Puerto Rico.