5 TRENDS SHAPING LUXURY GUEST EXPERIENCES IN 2026

Guest expectations are evolving.
Here's what the best properties are doing to stay ahead.

THE TRENDS

Privacy as a standard

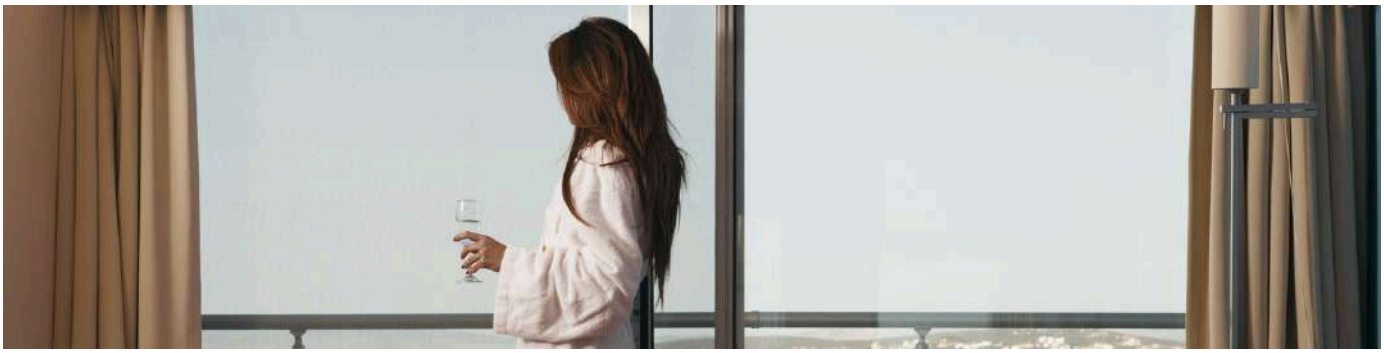
Guest privacy is no longer optional; it's expected. Discreet service technologies let guests request assistance without interrupting their experience or exposing personal routines. Properties that prioritise privacy earn deeper trust and stronger loyalty.

Service anytime, anywhere

Guests expect everything to be easy and accessible. Service, entertainment, and comforts, without complicated apps or devices. Solutions like GEST, OMNIYON and YIS make this effortless.

- **GEST:** lets guests request service instantly with a single touch.
- **OMNIYON:** provides immediate access to lighting, media, and climate control.
- **YIS:** an infotainment system for superyachts where guests can access information about the yacht, itinerary, weather, crew, menu, agenda, and more. Crew can also push messages directly to the system, keeping communication seamless.

Whether relaxing in a luxury villa or onboard a superyacht in the middle of nowhere, guests can enjoy full control of their environment or request assistance quickly. Staff see requests in real time and respond efficiently.



Seamless integration of tech & design

Technology in luxury spaces should enhance the environment, never distract from it.

Discreet installations and custom finishes blend performance with aesthetics, creating a seamless experience for guests. GEST is fully customisable, allowing service call buttons to integrate perfectly with interiors, matching materials, colours, and design style without compromising functionality.

Technology that blends in supports both the look and feel of the property while providing immediate, effortless service when needed.

Real-Time insight for staff

Behind the scenes, crews need tools that provide full visibility into service flow without creating noise. Systems like GEST give staff real-time notifications and clarity on requests, reducing delays and improving coordination.

Efficient operations directly elevate the guest experience.

Bring these trends to your property

Explore how GEST and other YachtCloud solutions can elevate service in luxury villas, estates, and superyachts.

Discover seamless, discreet, and intuitive guest experiences that meet the expectations of 2026 and beyond.

> *“GEST has been a great addition to our operation. The system allows guests to request service, drinks, or anything they need through dedicated buttons, while also giving them complete privacy when they prefer not to be disturbed. It creates a smooth, intuitive experience and adds a very professional touch on board.”*
>
> ETO Motor Yacht, 40m

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