

# RESTAURANT ASSOCIATES



The increasing role  
of technology in the  
hospitality sector

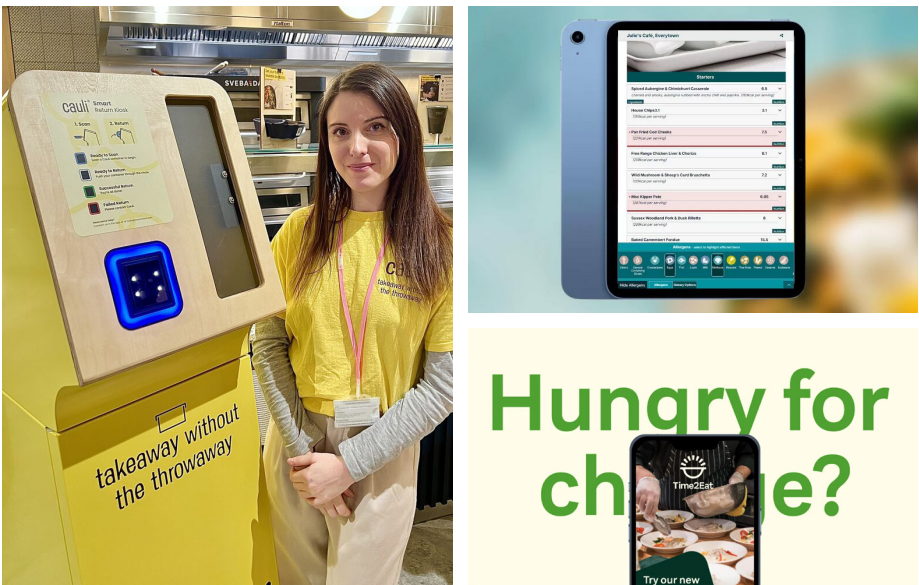
# The Increasing Role of Technology in the Hospitality Sector

The hospitality sector is undergoing a significant transformation driven by technological advancements. The Restaurant Associates Innovation and Technology Forum 2025 showcased how digital transformation is enhancing the guest experience and operational efficiency. This white paper explores the key technological innovations and their impact on the hospitality industry.

## Digital Transformation in Hospitality

The pace of digitalisation in the hospitality sector has never been faster. From AI-powered solutions to frictionless customer journeys, technology is revolutionising the way hospitality businesses operate. The Innovation and Technology Forum 2025 highlighted several cutting-edge advancements from leading suppliers:

- Amazon Just Walk Out: seamless checkout-free shopping.
- Instarinse: revolutionising water efficiency.
- Caulibox: pioneering sustainable food packaging.
- Time 2 Eat: enhancing digital ordering experiences.
- Menu Guide: elevating menu transparency and accessibility.



# Technology Investments and Efficiency

Investment in technology is helping operators mitigate the impact of increased costs and staff challenges. According to Hospitality Tech Report 2024, 80% of hospitality businesses have increased their digital investments in the past two years.

Technological advancements in digital ordering, payment, and back-of-house operations are boosting efficiencies, with AI-driven staff rota and stock management software significantly optimising labour costs and inventory control.

At Edinburgh Zoo, across their cafe and restaurant they have adopted the Time2Eat App which enables guests to order at their table on their phone or through a tablet. It means both venues are able to operate with less resource and as a result save £135 per day labour saving £49K per year.





# AI and the Future of Hospitality

Artificial intelligence is playing a crucial role in driving opportunities for efficiency in the hospitality sector. AI-powered chatbots, predictive analytics, and machine learning applications are transforming customer interactions and operational processes.

The Lumina Restaurant Report 2024 found that 60% of restaurants now use AI for personalised guest experiences, while 45% have implemented AI-driven inventory management to reduce waste and costs.

At one of our leading banking clients, the deployment of seven AI scanners over 18 months has resulted in a saving of 14,000 labour days and a service speed of 18 customers per minute—equating to under 4 seconds per customer!

Similarly, at another professional services firm in London, the introduction of AI scanners in 2022 has enabled them to serve an impressive 527K customers, generating £2.3M in transactions, resulting in a 20% revenue increase.



# Sustainability and Innovation

Sustainability is a key focus for the hospitality sector. The integration of eco-friendly equipment and sustainable practices is essential for reducing environmental impact. The Restaurant Associates Innovation and Technology Forum 2025 emphasized the importance of ESG goals, waste reduction, and efficient water usage in catering operations.

According to Sustainable Hospitality Trends 2024, 72% of hospitality businesses are adopting green technologies, with innovations such as smart water systems and AI-driven energy management playing a critical role. “As digital natives make up a larger share of the workforce, they expect technology to be readily available. They’re not questioning why technology is needed—they’re asking, where is it?” says Tony Summers, Head of Product Management at Compass UK&I.

The hospitality sector is at the forefront of a digital revolution. Technological advancements are enhancing guest experiences, improving operational efficiencies, and driving sustainability. As the industry continues to evolve, the role of technology will only become more significant, shaping the future of hospitality. Investing in digital transformation is no longer optional—it is essential for staying competitive and meeting the evolving expectations of guests and stakeholders.