

PRIORITIES OF HOTELIERS - INTEGRATED TECHNOLOGY SYSTEMS



Guest relations management, integrated technology systems as well as improved data collection and security are the three most critical needs of hoteliers in the areas of distribution and online marketing, according to a white paper by hotel technology company, SiteMinder and Revinate.

The paper, “Envisioning the Future of Hotel Distribution and Online Marketing” is based on a research conducted in late 2015 with representatives of the hotel sector during the World Travel Market London.

The study revealed that hoteliers see overcoming the challenges posed by the fast-moving online environment, technological advances and the increasing consolidation of online travel agencies as their top priorities.

At the same time, competition in the online environment continues to grow more intensively so that hotels have to pay more attention to how and where they are being marketed, as well as invest in appropriate systems and the right expertise to ensure that they can compete effectively in the turbulent environment.

At the top of the list of the key challenges and concerns for hoteliers related to distribution and online marketing was the guest experience as well as the admission that a considerable part of their time and resources is being invested in getting one-off bookings that involve very high acquisition costs.

The second and third biggest challenge and concern turned out to be the integrated technology systems and improved data collection and security respectively.

Hoteliers have access to a larger volume of big data than any other player: i.e., their own guests. However, many of them still use different systems that prevent the real-time automation they need to do their job.

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