




Embracing Technological Evolution in Hospitality

Pete Saunders | January 2025

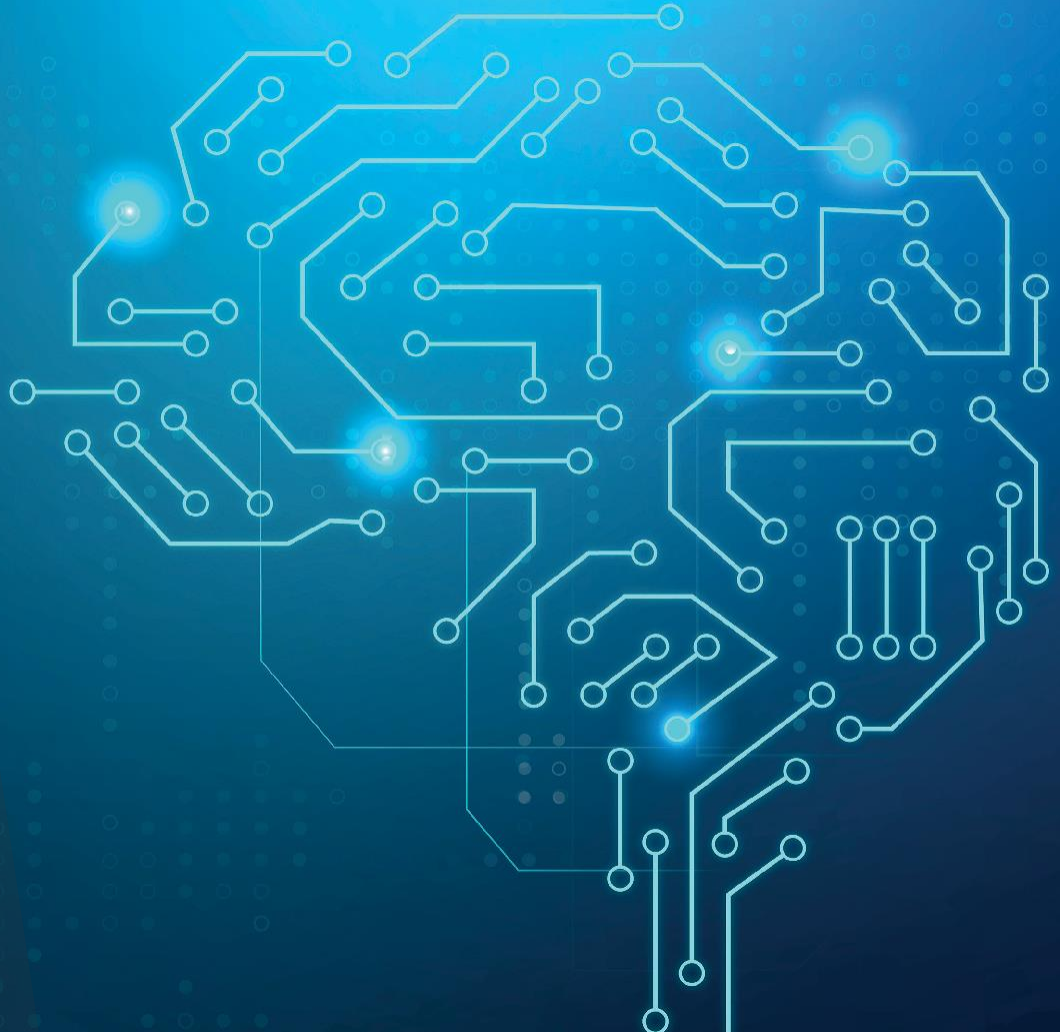
A close-up photograph of a man with dark hair and black-rimmed glasses. He is looking off-camera to his right with a thoughtful expression. The background is a plain, light-colored wall.

Collectively, our focus transcends the mere integration of technology; it now extends toward crafting seamless and hyper-personalised experiences for our guests.

The hospitality landscape over the last few years, has not just revealed changing traveller preferences but has set the stage for a hospitality evolution.

An Introduction
to Technological
Evolution in
Hospitality:

**Looking back,
to look forward.**



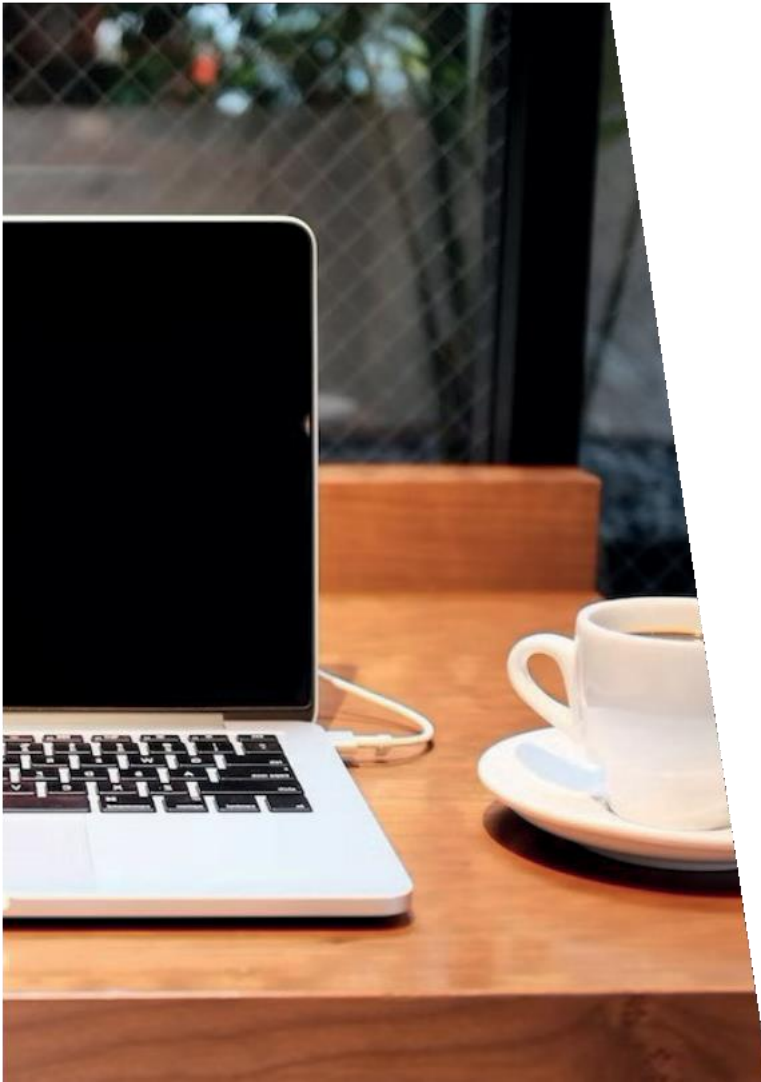
In the aftermath of the **COVID-19** pandemic, hotels embraced:

- 1 automation
- 2 artificial intelligence
- 3 mobile check-ins
- 4 digital room service
- 5 touchless payment systems becoming commonplace

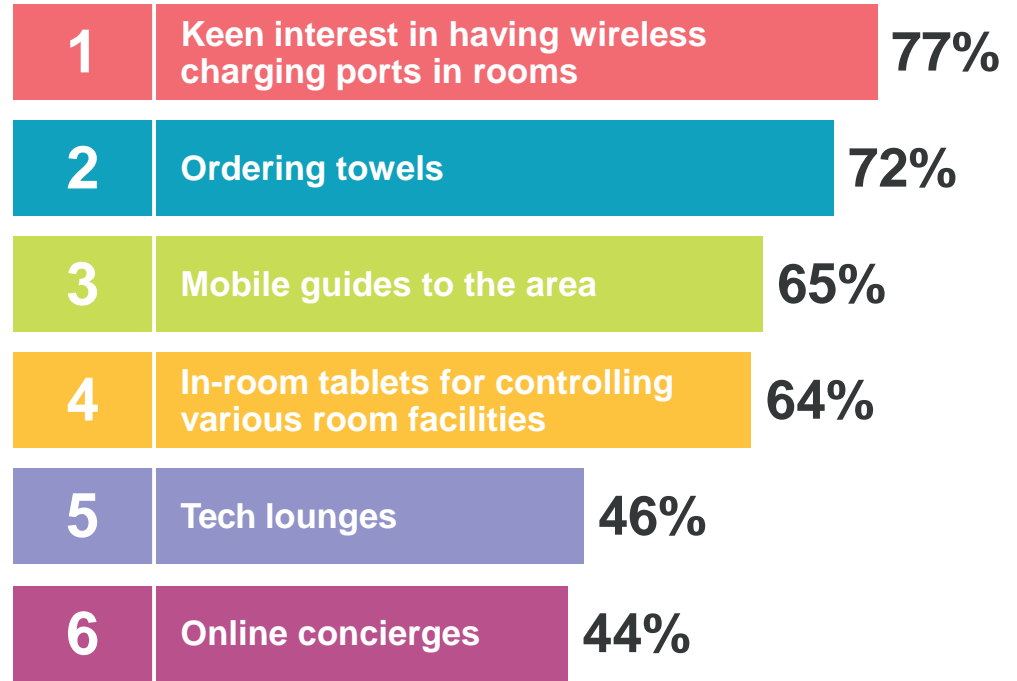




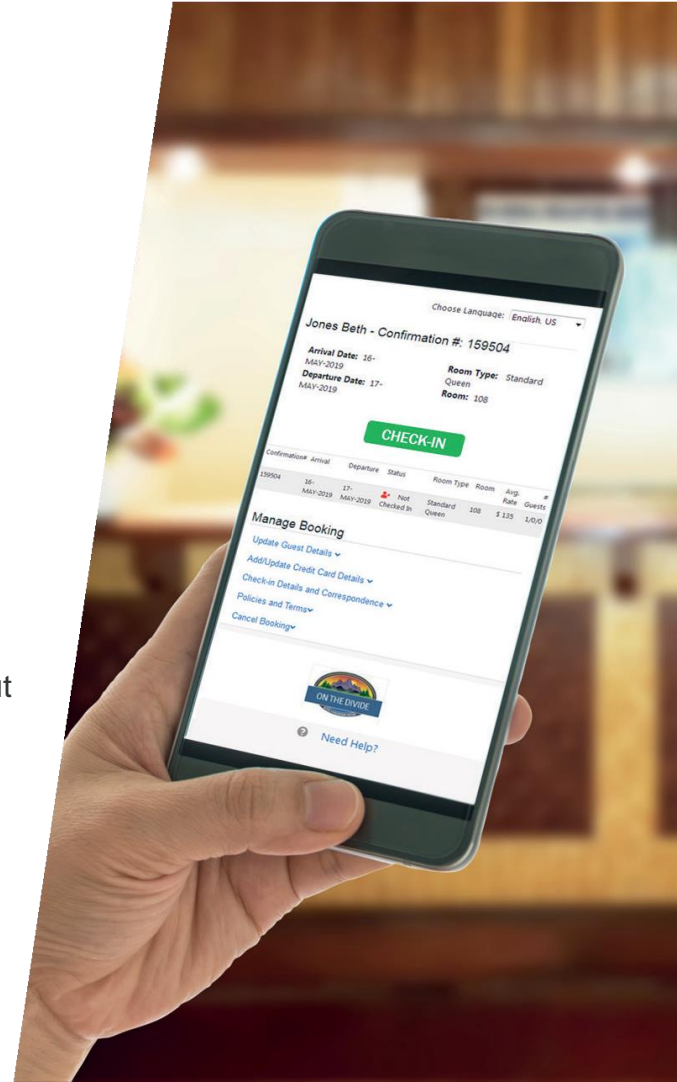
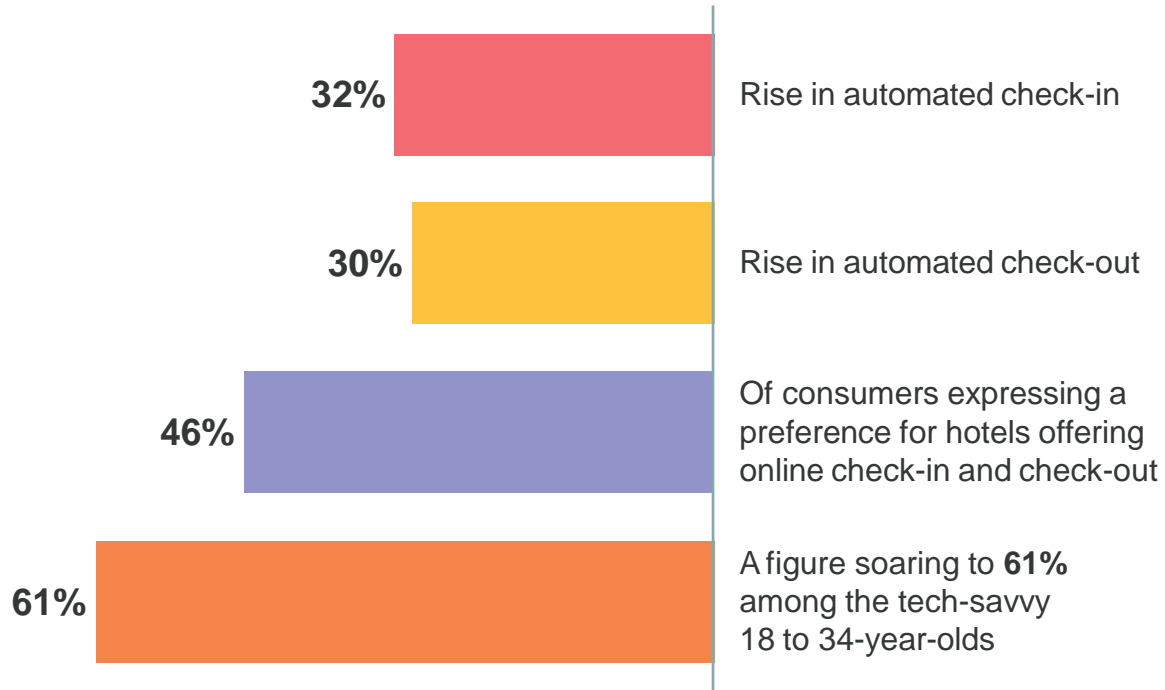
Last year, our research revealed guest-centric technology is key for hotel goers.



Guests and Technology



Guests and Technology





67%

of 18 to 34-year-olds embracing unmanned hotels

49%

of those were over 55



What did we see in 2024?

Cloud adoption in Hospitality: From Conversation to Reality

- New tools facilitate seamless data migration and archival processes.
- Organisations transitioning from planning to actively implementing cloud technologies.
- Many hoteliers are embracing modular, unified hospitality platforms to eliminate silos.



Transforming operations with Cloud Technology: Operational boost through Cloud Integration



**Automation of
data processes**



**Utilising a
modular, unified
hospitality
platform**



**The adoption of
cloud technology
is transforming
the industry**

Harnessing AI for Elevated Guest Experiences: AI innovation in Hospitality

- Hotellers are turning to AI-driven innovations to enhance operations.
- A continued focus on AI-driven automation will improve guest experiences.
- AI will be leveraged to streamline workflows, minimizing complexities and time-consuming efforts.



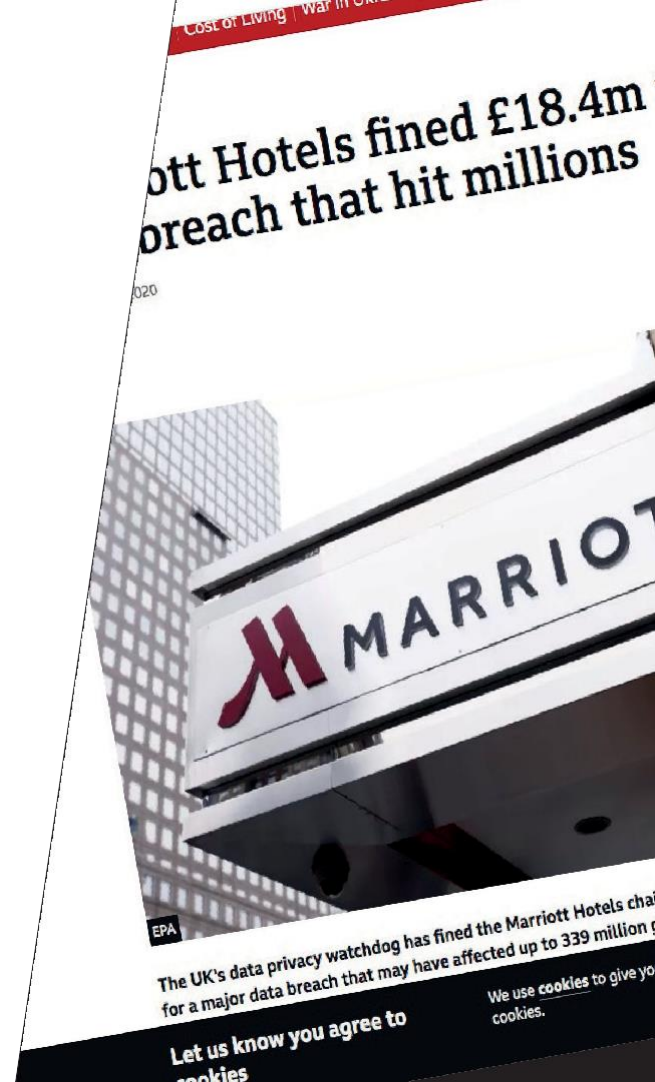


AI Impact on Customer Service and Beyond: Transforming Workflows and Customer Engagement

- AI adoption will significantly impact various business aspects.
- Real-time, personalised suggestions powered by AI will enhance customer interactions.
- Organisations will see tangible benefits in efficiency, with AI minimizing complex tasks.

Safeguarding Data Integrity and Meeting Global Regulations: **Ensuring Data Integrity and Regulatory Compliance**

- The industry's commitment to security measures and compliance strategies is vital for safeguarding data integrity and protecting guest privacy.
- In the face of rapid scaling and evolving global regulations, hotels, especially those with sovereign data residency requirements, will rely on robust security and compliance measures.
- A strategic approach to security and compliance becomes imperative.

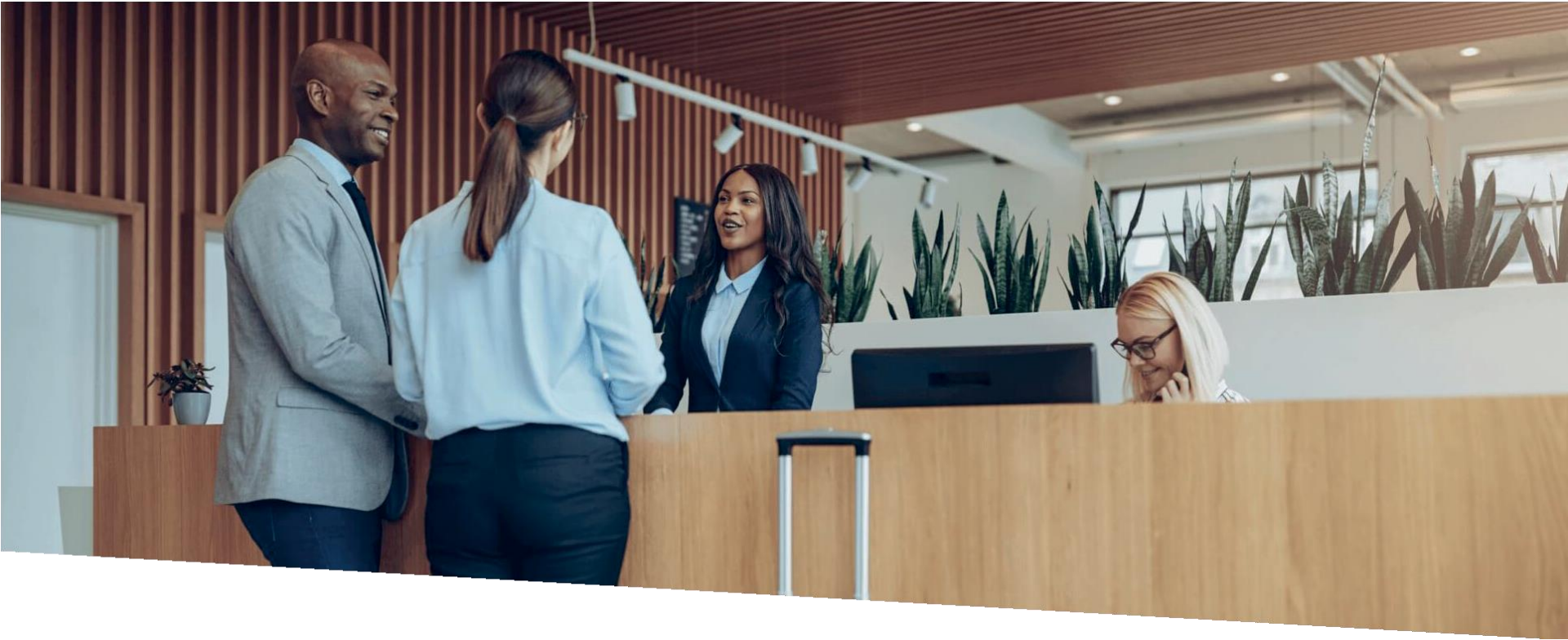


Technology as a **Strategic Imperative**

Technology in the hospitality industry is no longer a background function; it has evolved into a crucial strategic element influencing all organisational aspects.

This shift is reshaping the role of Chief Information Officers (CIOs), emphasizing innovation, rapid experimentation, and continuous improvement.

The CIO's role is no longer confined to a functional aspect but is an integral part of shaping the organisation's strategic direction through innovation and continuous enhancement.



What can we predict for 2025?

Shaping Tomorrow's Hospitality Landscape



2023 data acts as a compass, guiding us towards sustainable practices and the creation of unique, memorable experiences.



The booking engine emerges as a central player, not just facilitating reservations but also embodying the commitment to sustainability, personalised packages, and the overall holistic approach to technological evolution.

Key Insight: Implementing 'The Seamless'

Introduce seamless booking features within the engine

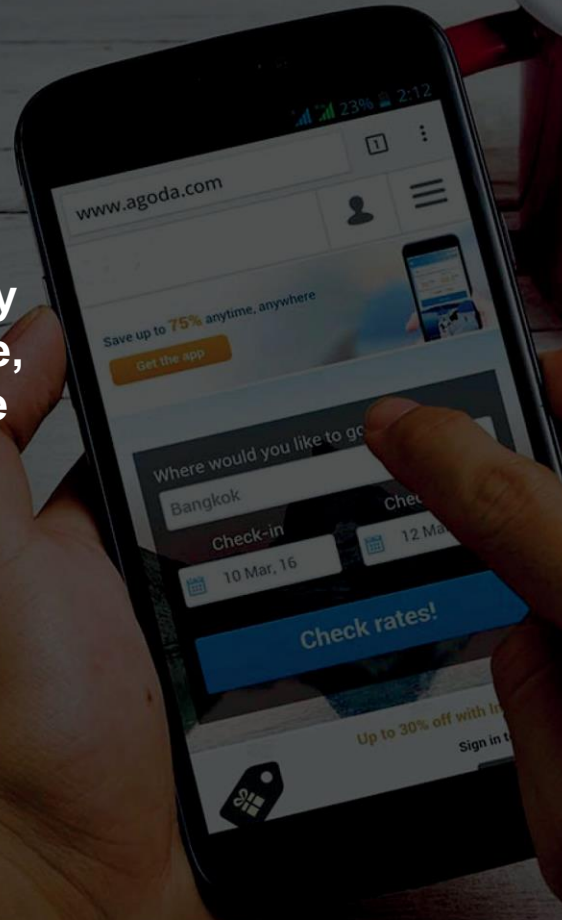
53%

of consumers consider reviews as a definite influence on their decisions, showcasing these at critical points the booking engine contributes to a positive perception of the overall guest experience.



Elevating Guest Experiences through Technology

- Through investing in technology for a seamless guest experience, hoteliers can address the desire for efficient processes.
- Slick booking journey that complements the overall tech-savvy guest experience.



Elevating Guest Experiences through Technology: Seamless Guest Journey

1

Invest in technology for a seamless guest experience, addressing the desire for efficient processes.

2

Implement features such as mobile check-ins, keycards, concierge services, and interactive hotel tours.

3

Ensure a frictionless payment experience to create a slick booking journey for the tech-savvy guest.



Seamless returns: Enticing Guests with Tailored Offerings

- Entice guests back with tailored offerings that cater to evolving preferences.

Prioritising Sustainability and Unique Experiences

- Address the 47% of consumers who are encouraged by discounts, as highlighted in our data.
- Explore opportunities for improvement and invest in eco-friendly initiatives.
- Integrate sustainability messages into the booking process, emphasising the hotel's commitment to environmentally conscious practices and offering a seamless and user-friendly payment process.

Conclusion: Holistic Approach to Technological Evolution

- Establish a cross-functional team focused on technology adoption.
- Regularly assess and upgrade tech offerings.
- Start with the booking engine as a pivotal component of this holistic approach, ensuring it remains user-friendly, efficient, and encourages direct bookings.



Zonal

HOTEL SOLUTIONS

Thank you