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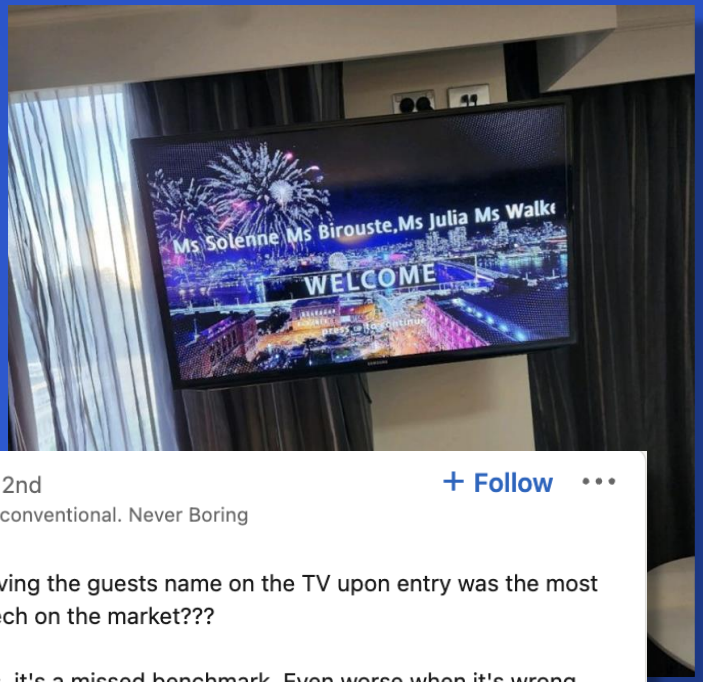
# Hospitality's next transformation

Travis Cabrera
Regional Director,
EMEA

# Hotel tech has come a long way




**Nick Ellis** • 2nd
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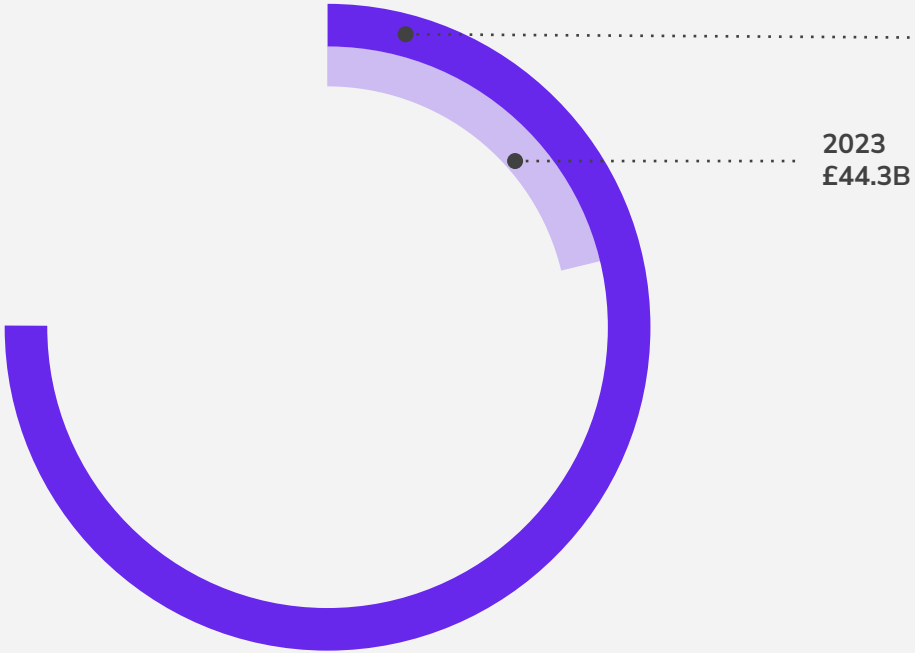
Remember when having the guests name on the TV upon entry was the most advanced in room tech on the market???

In today's standards, it's a missed benchmark. Even worse when it's wrong.....

What's the coolest hotel tech you' seen recently???

#luxuryhotels #totallynotaspicers #hotels #travel #tech #traveltech #innovation

# Hospitality is in the midst of a technology transformation




Market valuation for hotels that adopt technology to improve guest experiences is forecasted to **grow 4x over the next decade**

Source: Future Market Insights - Tech-savvy hotel chains market

# Hospitality is in the midst of a technology transformation

Hospitality Marketing in the Cookie-Less Future

Why Hotel Automation is the Next Big Thing in Hospitality

Hoteliers: fix your first-party data issues before it's too late

Is artificial intelligence the future of the hospitality industry?

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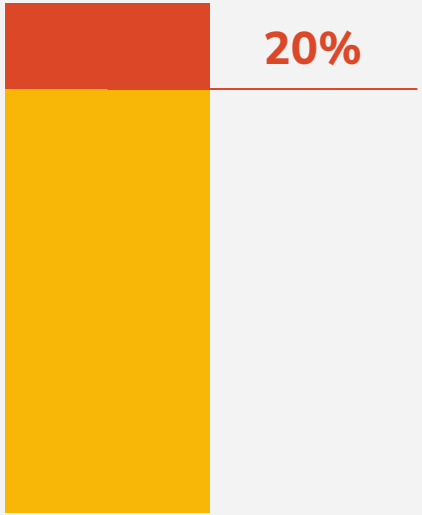
# Data silos are hindering growth within the hospitality industry

Estimated lost revenue per year due to siloed data inefficiencies and poor quality for small & medium-sized businesses

SOURCE: IDC Market Research, Gartner




**£12.5M**

ACTIVATE YOUR MOST VALUABLE ASSET TO DRIVE DIRECT REVENUE

**72% of consumers say they now only engage with marketing messages that are personalised and tailored to their interests.**

Source: Smart insights

# Your most valuable assets are your guests

Relationship-driven data enables **better analysis and understanding** of your guests

Securing & protecting your guests sensitive data **builds brand trust and reputation**

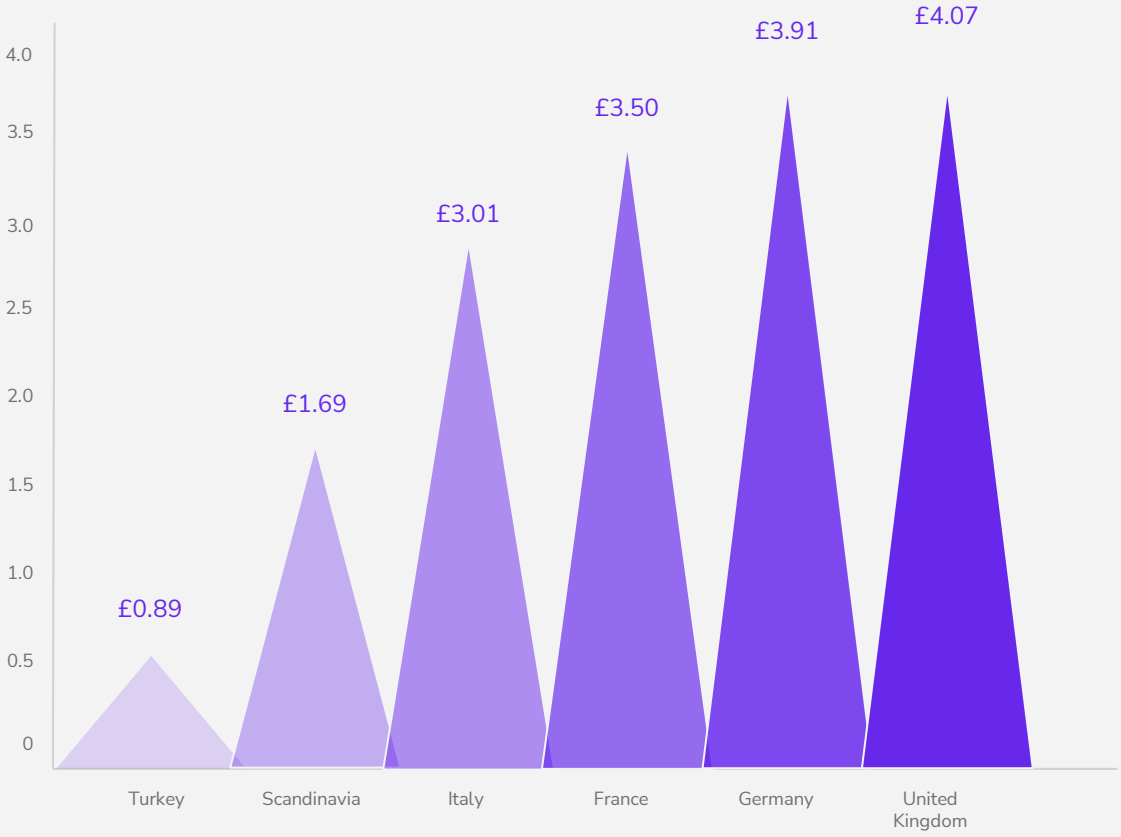
Activating guest data through low-cost, high margin direct channels **drives revenue growth**

ACTIVATE YOUR MOST VALUABLE ASSET TO DRIVE DIRECT REVENUE

**Securing your first party data maintains your guests' trust and confidence in your hotel**

# Average cost for a data breach

**(GBP, millions)**




Source: IBM, Cost of a Data Breach Report 2022

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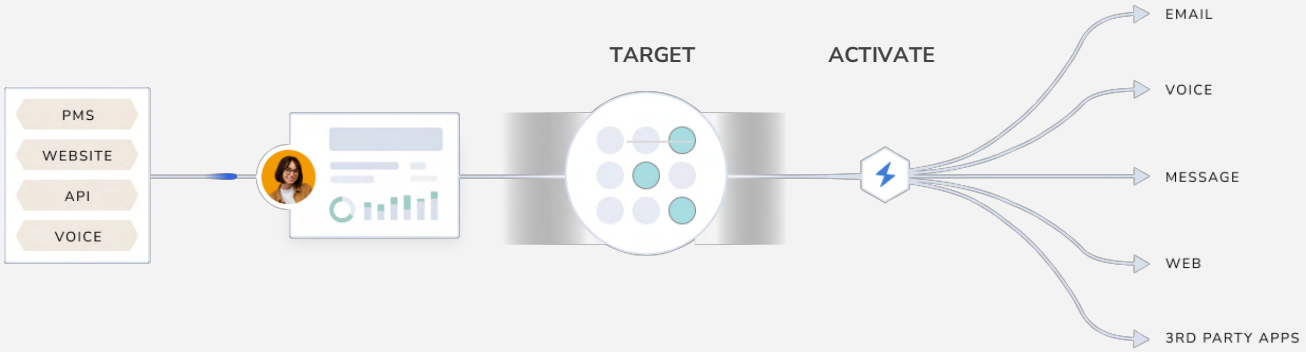
# Creating personalised guest booking experiences aligns to property objectives




## Property objectives

- Revenue growth
- Higher occupancy
- Upsell experiences
- Higher ADR
- Increased satisfaction
- Increased guest advocacy
- Fewer guest complaints

ACTIVATE YOUR MOST VALUABLE ASSET TO DRIVE DIRECT REVENUE

# Chris & Emma

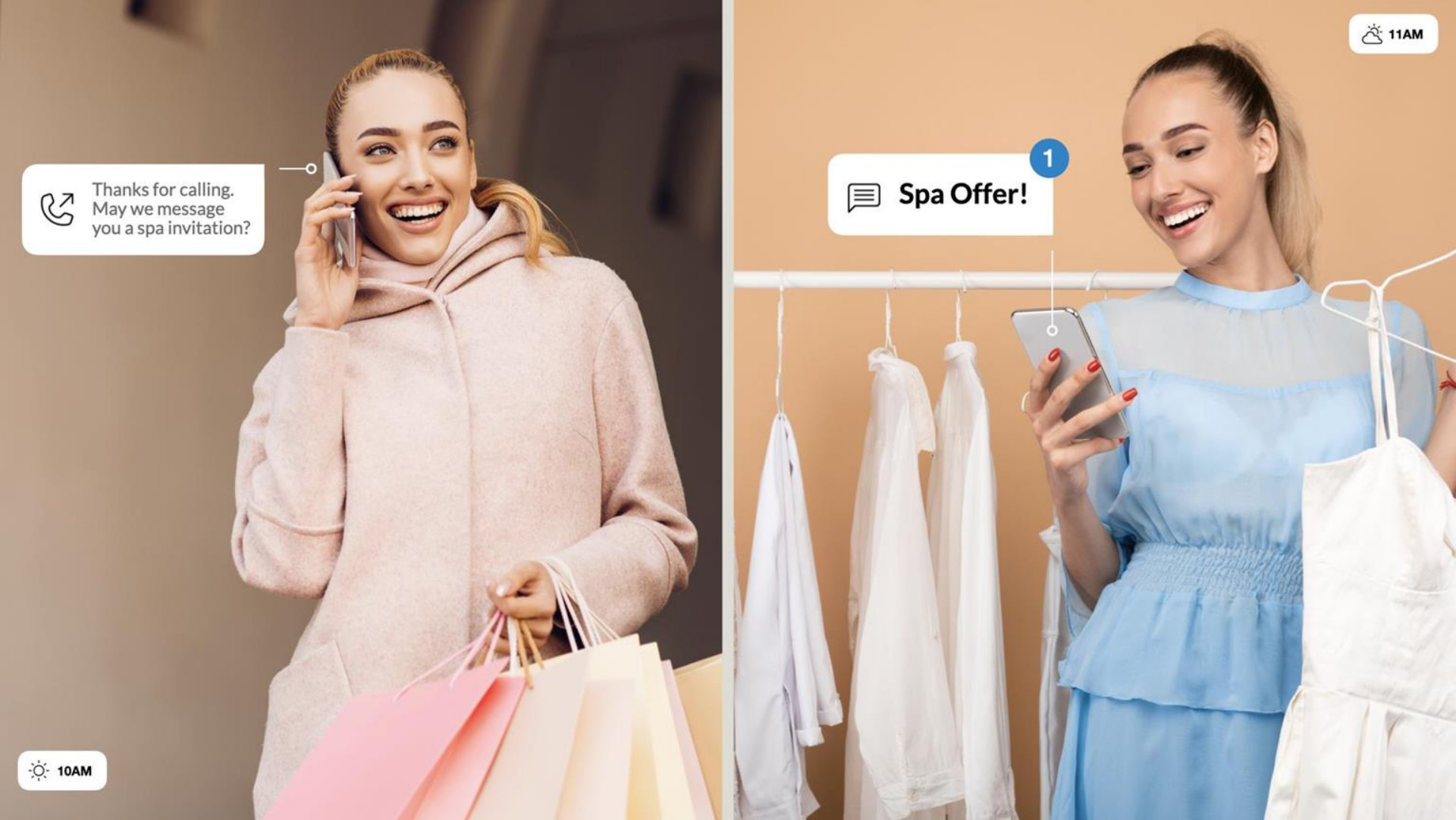
OMNICHANNEL GUEST JOURNEY

6PM

#NAVIGATE2022

7PM

Booking Started on Website


Thanks for calling. May we message you a spa invitation?
10AM
11AM
1
Spa Offer!

# Discover your guests.

# Comprehensive guest views unlock the ability to create uber-personalised experiences

**40%**

More revenue from personalised marketing actions or tactics

**78%**

of consumers are more likely to make repeat purchases

**50%**

reduction in acquisition costs from personalised campaigns

Source: McKinsey & Company

# ....which leads to more revenue

*"Marketers can then use their first-party data to learn about their audiences—their interests, search behaviours and travel preferences—to ultimately deliver a relevant, seamless customer experience. With* ***Google phasing out third-party cookies in the second half of 2024,*** *a 1st-party strategy also prepares for this change." Kurt Weinsheimer, chief solutions officer, Sojern*

Source: Sojern

# Hear it from the hoteliers who drove revenue through activating personalised guest data

## The Landmark London

Generated £2m in revenue from email campaigns.

## iNUA Collection

€5.6m in revenue, or €185k per month

The common denominator? Leveraging first-party data to send personalised and segmented marketing campaigns

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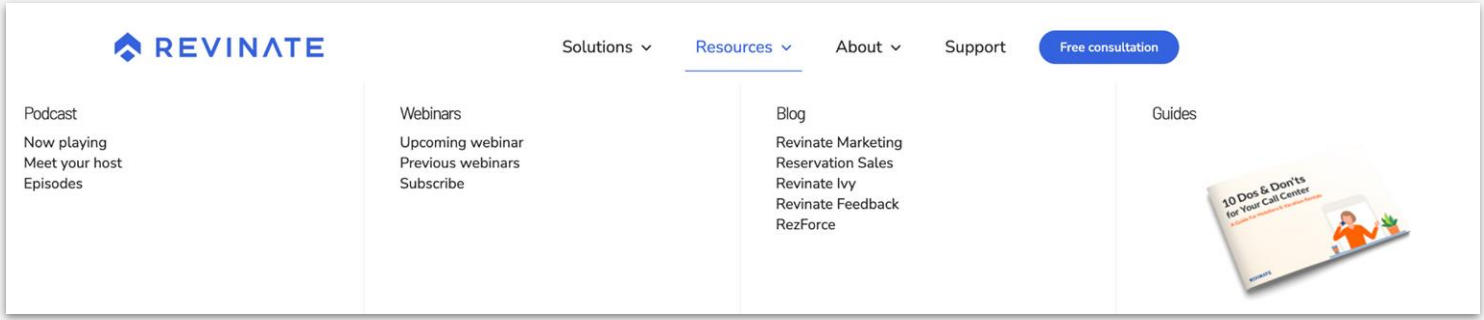
# Resource library

Get in-depth research, expert-written guides, stories of customer success and more




Scan our Resource Library here

# Thank you.

Let’s continue the conversations at Revinate stand.

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