

A young boy with dark hair, wearing a white t-shirt and khaki pants, is captured mid-jump on a hotel bed. He has a joyful expression with his mouth open. The room features a large window with sheer curtains, a wooden headboard, and a wicker daybed with cushions in the background.

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Amadeus Insights

Travel Technology Investment Trends 2024

Hospitality

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Hospitality

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Foreword

Francisco Pérez-Lozao Rüter

President, Hospitality
Amadeus



Welcome to Travel Technology Investment Trends 2024, a series of reports diving into the technological needs of our sector. Like Amadeus, the project reaches right across our industry, examining the requirements of airlines, payments providers, travel agencies, hotels and more, in the first truly comprehensive study of its kind.

Here we look at hospitality, surveying the challenges and ambitions of the sector this year and exploring how evolving technology can help us work together to build the best possible guest experience.

Much about our sector continues to evolve and change and, in response, hoteliers are looking ahead, working to identify the best strategies for their businesses.

Against this backdrop, our research finds virtually all hoteliers are investing more in 2024 than they did last year. The reasons why are explored below, with the potential of new technologies such as Artificial Intelligence (AI), enhanced data analytics and more among the key drivers for spending.

At the heart of change is the effective use of data. Here at Amadeus, we have access to the most comprehensive data sets available in the market, allowing our partners to understand anticipated volume of travel, plan revenue strategy and more, while also helping hoteliers respond to the requirements of travelers, exploring their needs as closely as possible.

Data also helps us drive personalization, creating trips as unique as the traveler. This is a key theme of Travel Technology Investment Trends 2024, looking at how we can maximize revenue by enhancing merchandising, loyalty and experiences.

I hope you enjoy the report and if you want to find out more about any of the themes explored below – get in touch.

Introduct

Travel Technology Investment Trends 2024 is a milestone research project carried out by Amadeus¹, alongside the market insight agency Opinium Research².

¹ Amadeus.com

² Opinium.com

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This research is designed to take a unique, panoramic view across the entire travel industry, with findings presented in a series of eight reports – addressing sectors including aviation, hotels, corporations, travel agencies and payments.

The work investigates developments that will define the sector over the coming year and beyond. Combined with expertise from Amadeus' executives, each report offers unique insight into technology investment trends across different segments of the travel industry.

Findings included in this specific report are based on individual responses from 100 hospitality leaders based in ten key markets – Brazil, China, France, Germany, India, Mexico, South Korea, UAE, UK and USA.

All respondents are senior managers or above within their organization and more than nine in ten are final decision makers on matters of IT spend.

This report focuses on the hospitality sector.

It principally focuses on hotels and those establishments that offer guests food, drink and, most importantly, a place to sleep. It considers many facets of such business' technology needs, including business intelligence, reservation and guest management, distribution, operations, and media.

By asking hospitality leaders about investment plans, challenges and priority areas, this report offers a globally representative understanding of the sector, its concerns and ambitions for 2024 and beyond.

The report is divided into three sections.

The first explores sector-wide investment plans.

The second section that investigates technology priorities. What is shaping investment trends, which priorities are top of mind and what are the challenges hospitality leaders are seeking to overcome? Access to business intelligence, the use of Artificial Intelligence (AI) to upsell, and the management of distribution channels all come under the spotlight.

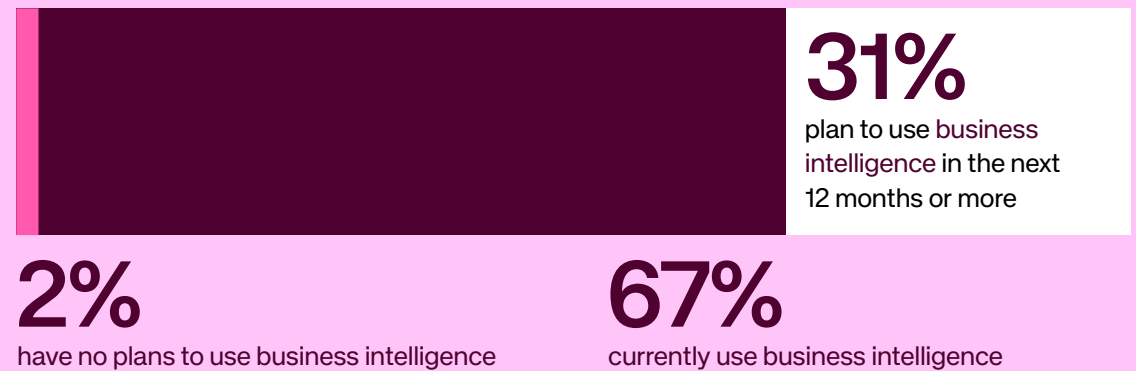
The third looks at how investment will support ambitions to build a more sustainable travel industry, before offering some brief conclusions.

01 Investment Plans

Travel Technology Investment Trends 2024 is uniquely positioned within the hospitality landscape to offer the latest insight into the sector. Of the respondents to the survey, 92% are the final decision makers on IT spend for their hotel or group. Some 18% of the cohort represent a property, 34% a brand and 48% a hotel group or management company, offering insight into each layer of the hospitality sector.



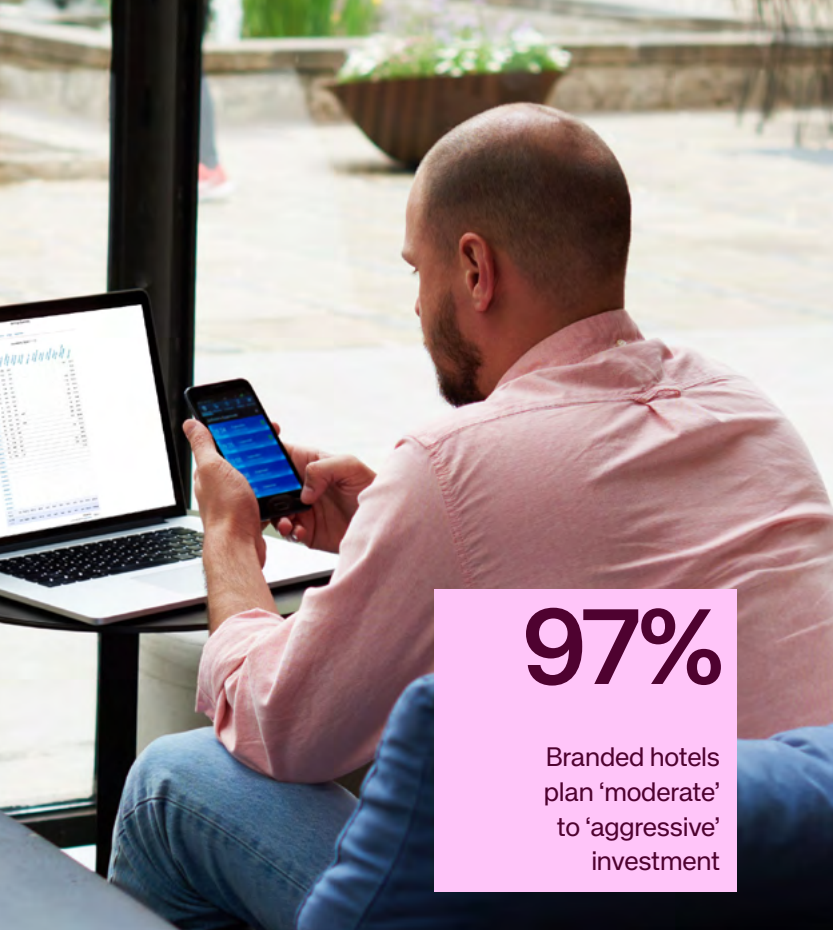
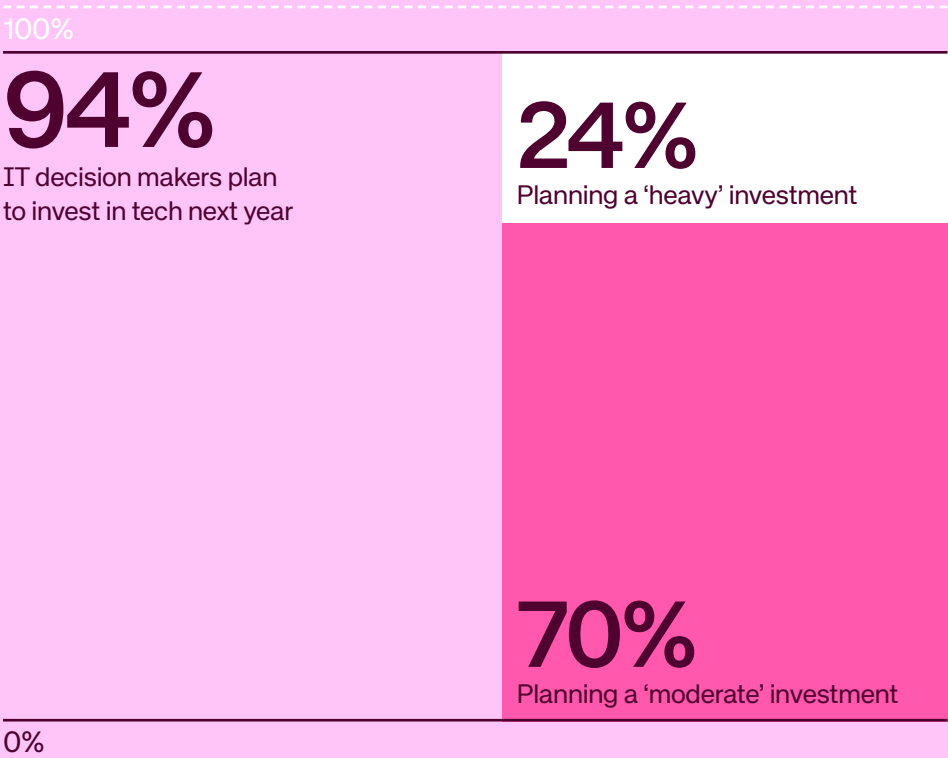
Some 23% of the survey respondents are based in the Europe, Middle East and Africa (EMEA) region, 36% in the Americas and 41% in Asia Pacific (APAC). There was a variety of financial revenues at the organizations surveyed for the report, with 4% of respondents representing hospitality businesses with revenue of less than \$4 million, while 23% reported revenue of \$400 million or more.



Every respondent to the Travel Technology Investment Trends survey used operational hotel technology, such as property management systems (PMS) or central reservations systems (CRS). At the same time, 67% currently use business intelligence (BI) or reporting products, while 31% plan to introduce these in the next 12 months or more. Only 2% of the group suggested they had no plans to do so.

Strong appetite for technology investment among hoteliers.

So, what are hospitality leaders looking for in terms of technology investment over the coming 12 months?



97%
Branded hotels plan 'moderate' to 'aggressive' investment

Some 94% of IT decision makers are planning investment in technology next year, with 70% planning 'moderate' investment ahead of spending seen in 2023. Moreover, nearly a quarter (24%) are planning 'heavy' investment as part of their current business strategy. Branded hotels lead the way over individual properties or group hotels in this metric, with 97% planning 'moderate' to 'aggressive' investment.

Just 6% of decision makers report they plan to be 'conservative' in terms of investment over the coming 12 months.



Across the industry, hoteliers are planning an average 16% increase in investment in technology over the next 12 months.

16%

Average 16% increase in investment spend planned by hoteliers

65%

Planning to expand investment by more than 10%

21%

Planning to invest over 20% more than they did last year

Some 65% of Travel Technology Investment Trends respondents are planning to expand investment by more than 10%, while a further 21% indicated that they are planning to invest over 20% more than they did last year. Meanwhile, breaking the sample down, 41% of 'groups or management companies' plan to spend over 20% more than they did last year over the next 12 months.

The figures compare favorably with other areas of the industry explored by Travel Technology Investment Trends 2024.

For example, corporate travel managers plan to invest 13% more in technology than they did in 2023, while Business Travel Agencies, Online Travel Agencies and Leisure Travel Agencies plan similar changes. On average, payments leaders intend to increase investment by 12% over the coming 12 months. Airports, however, intend to increase technology investment by 17%, which is larger than any other area of the travel industry covered by the study.

Improving service speed is a top investment priority.

A wide variety of objectives are driving demand for investment in technology as hoteliers look to better meet the evolving needs of guests over the coming year.

Most pressing is the delivery of better service in busy times, which was selected by nearly half of respondents to the study, rising to 56% among hoteliers representing single property. This suggests those on the frontline of the guest experience feel independent properties need to differentiate through higher service levels wherever they can to compete with larger rivals.

Interestingly, a quarter of respondents at hotel groups and management companies saw improving automation of processes as a priority, ahead of 19% in the whole survey, illustrating a difference in objectives at various management levels.

Only 6% of respondents said they are happy with the way things run as they are currently, falling to only 4% among representatives from groups and management companies.

When it comes to business objectives, increasing efficiency was again the top

priority among hoteliers, selected by 52% of all respondents and rising to 71% among brands. Moreover, 'increasing occupancy', selected by 41% of all those questioned, was a top priority for 56% of those representing a property.

New Demand360+™ data from Amadeus reveals global hotel occupancy averaged 68% in 2023, an 8% increase over 2022. However, even against this positive backdrop, it is vital hoteliers use BI tools to keep a close eye on the data, as traveler expectations and behaviors can quickly change, and market conditions shift.

As driving high occupancy will always be top of mind, hoteliers will always need to establish revenue management strategies (including channel optimization) and increase operational excellence (to lower costs). New technology can help achieve this balance.

Which is the most pressing need to improve hotel operations as they run currently?

43%

Improve operational efficiencies and service speed in high occupancy

19%

Improve automation of processes

17%

Improve operational efficiencies and service speed in normal occupancy

15%

Improve prioritization of work for staff

“

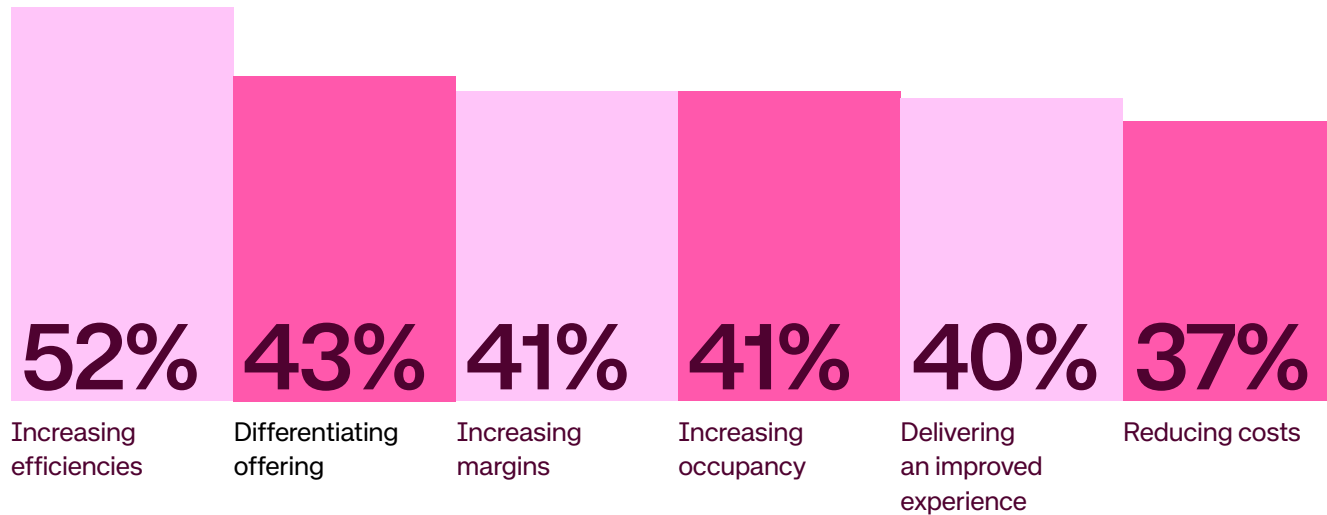
There is a clear sense among hoteliers that technology investment is required to drive up standards at properties around the world – with only tiny minorities of respondents happy with the status quo. Facing numerous challenges, including shortages of labor, the rising cost of operations and changes in consumer expectations, hospitality businesses need to pivot to the latest technology to keep their competitive edge.”

Peter Waters

EVP, Hotel IT Solutions
Amadeus



Which business objectives are driving technology investments over the coming 12 months?



Finally, when asked about the biggest challenges faced in business intelligence, technology and distribution right now, hoteliers feel that data fragmentation (33%), data efficiency (32%) and data integrity (30%) are top of the list.

“

Data is an invaluable resource for hoteliers everywhere, whatever the size of their business. It is impossible to think strategically without a 360° view of performance, occupancy, distribution, travelers, and booking trends in a market. Amadeus has the tools to help hoteliers succeed by leveraging forward-looking demand, agency, and rate data.

Here at Amadeus, we have access to the most comprehensive data sets available across the entire travel landscape, allowing our partners to understand the anticipated volume of travel, plan strategies and more. In leveraging artificial intelligence tools, we will speed up the ability for our customers to access and action critical insights to grow their businesses even further.”

Michael Yeomans

SVP, Business Intelligence & Data Solutions, Hospitality
Amadeus



Investment Priorities

After a positive 2023, the hospitality sector remains buoyant looking at 2024 and beyond. According to Statista¹, revenue in the hotels market was projected to reach \$410 billion in 2023, with an annual growth rate (CAGR 2023-2027) of 4.2% resulting in a projected market volume of \$483 billion by 2027.

In global comparison, most revenue will be generated in the United States, standing at \$106 billion in 2023.

Additionally, Amadeus Demand360+™ data shows there was a 2% increase in hotel average daily rates (ADR) globally in Q1 2024 versus Q1 2023, further demonstrating the stability and health of the industry.

Against this backdrop, hoteliers are looking to invest in technology to differentiate products, offer personalized service and drive revenue.

¹ Hotels Worldwide - Market Insights", 2024 --> <https://bit.ly/3PnangZ>

Plans for digital media campaigns to drive bookings.

Investment in strategic digital media campaigns was a priority for all hoteliers, with ambitions to fill need periods and target profitable audiences. Effective solutions in this area allow stakeholders to monitor campaigns for availability and rate parity, ensuring a property has the most bookable rate.

Responding to the Travel Technology Investment Trends survey, the average hotelier revealed annual spend per property on digital advertising and media was \$74,337. The figure stood at \$46,251 for single properties, \$79,470 for brands and \$81,490 for groups or management companies, suggesting larger businesses have more to spend on such tools.

A third of hoteliers (34%) said they spend between \$50,001 to \$100,000 annually on digital advertising to attract guests to their properties, while a further 21% said they spend above \$100,000 annually. All hoteliers said they have a budget for digital advertising – only 22% said they would spend under \$25,000 to promote their businesses.

Hotelier average annual spend on digital advertising:

22%

Spend under
\$25,000

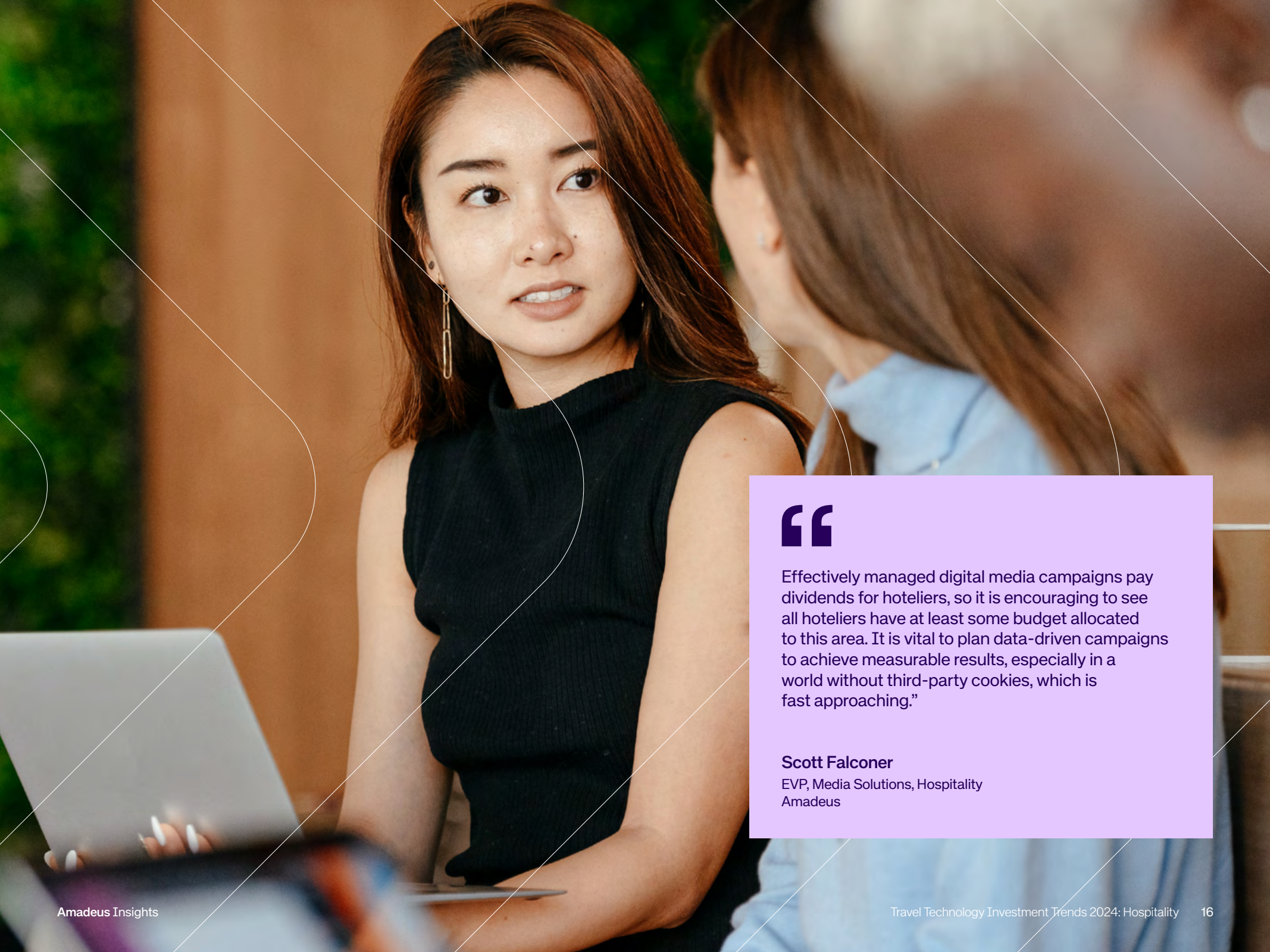
34%

Spend between
\$50,001 to \$100,000

21%

Spend above
\$100,000 annually





“

Effectively managed digital media campaigns pay dividends for hoteliers, so it is encouraging to see all hoteliers have at least some budget allocated to this area. It is vital to plan data-driven campaigns to achieve measurable results, especially in a world without third-party cookies, which is fast approaching.”

Scott Falconer

EVP, Media Solutions, Hospitality
Amadeus

Travel Technology Investment Trends

media campaign research.

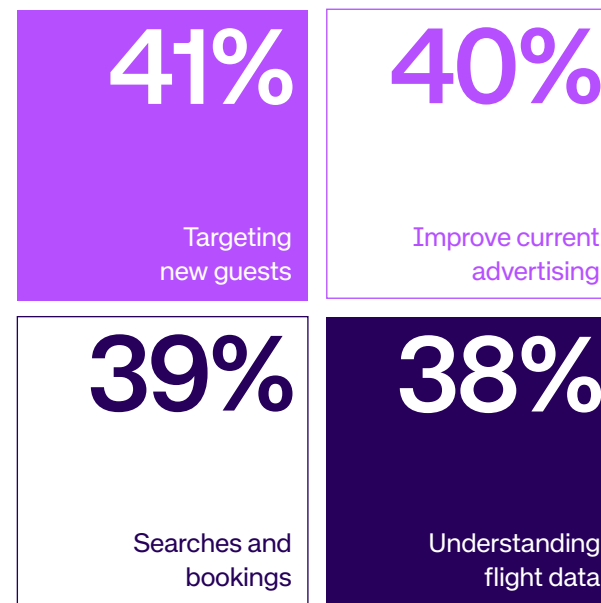
Travel Technology Investment Trends researchers asked hoteliers what would be most valuable when creating media campaigns, with the ability to target new segments of guests (41%) cited most often. This attribute was particularly prioritized by brands and properties, cited by 50% and 44%, respectively.

This was closely followed by finding ways to improve current advertising engagement (40%), while knowledge of where guests are currently searching and booking was also considered to be important (39%), coupled with understanding flight data as an indicator of potential travelers to the region (38%).

When thinking about group business, hoteliers prioritized finding ways to strengthen their customer relationships (45%), improve their prospecting of new and repeat business (41%) and their ability to plan and execute group events more effectively (40%).

As part of the group business sales process, hoteliers sought solutions to improve response times to request for proposals (RFPs) with more competitive pricing to maximize price point (44%), as well as improve overall competitive intelligence for responding to inquiries (39%). They are also keen to increase their ability to fill in small group gaps as they emerge (33%).

Areas considered to be most valuable when creating hospitality media campaigns:



RFPs for events and annual room contracts can be laborious to respond to for hoteliers, but they undoubtedly bring in significant revenue. At Amadeus, we provide solutions to speed up the workflow for both venues and planners. We also equip hoteliers with the technology needed to better understand their business, enabling them to be more responsive to customer inquiries, requirements, and evolving expectations.”

Iain Saxton

SVP, On-Property Solutions, Hospitality
Amadeus



Following a significant decline in reservations in 2020 due to the pandemic, effective campaigns helped Hotel Haven Riviera Cancun recover as the resort sought to increase bookings and grow revenue as regulations shifted and individuals were eager to resume traveling.

The hotel crafted a compelling communication strategy to inform guests that they were open for business during the pandemic, implementing remarketing campaigns to deliver relevant and timely information to a target audience that was eager to travel. The strategy included offering attractive promotions during specific periods, with clear and consistent messaging in both English and Spanish. The hotel also collaborated with Amadeus to optimize a display campaign, switching to a new platform that boosted both performance and results.

Following the addition of Amadeus' Digital Media solution, direct bookings grew by 153% in 2022 when compared to 2021, while display media booking rate increased by 386% and the social media booking rate increased by 258%.

After the resort launched a new website in 2022, revenue grew by an additional 53% and the volume of reservations increased by 41%. In the first quarter of 2023, the hotel saw an increase in direct booking revenue of 105% over 2022.



Hoteliers keen to drive effective distribution.

Taking advantage of the best distribution solutions can maximize both profit and market reach for hoteliers – important when bookings can arrive from numerous sources.

When it comes to handling these bookings, efficiency (36%), having too many channels to manage (29%) and finding ways of reaching new guest audiences (26%) were the three biggest challenges facing hoteliers in terms of distribution.

Over half of the hoteliers surveyed noted that it was the consolidation of data and sales insights (53%) that was a key driver in using an indirect distribution strategy. Interestingly, 42% felt that indirect channels would also help to improve their sustainability credentials.

At the same time, every one of the hoteliers responding to the survey said they were keen to broaden and improve the services they offer to guests.



Effective management of distribution channels is vital to the sale of hotel rooms, allowing hoteliers to extract the maximum value from working with various agents worldwide. Channel management ensures accurate, up-to-date information is automatically displayed on all networks to minimize the risk of overbooking, while allowing for increased visibility of room inventory.”

Jose Canelos

VP of Reservation Solutions, Hotel IT
Amadeus



Which merchandising options would you like to offer your guests?



33%

Offer experiential stays



31%

Car hire



29%

Travel insurance



27%

Cart abandonment offers



25%

Location-based special offers

Demand to expand merchandising options was recorded elsewhere in the Travel Technology Investment Trends research for 2024. For example, more than half of the Online Travel Agencies questioned for the survey cited enhanced abilities to 'create real-time packages based on traveler need' as important to their businesses this year when asked how technology could help with selling products. This was the top innovation Online Travel Agencies sought from technology providers.



Effective merchandising not only drives revenue for hoteliers, but it can also allow for the creation of the personalized, end-to-end experiences guests increasingly expect. If we can meet all the needs of a guest in a single location, this builds brand loyalty, improves service and creates simple, effective trips for travelers.”

Jose Canelos

VP of Reservation Solutions, Hotel IT
Amadeus

Deep diving on business intelligence.

Business intelligence (BI) was a key area of focus with hoteliers of all sizes, many of which are seeking a competitive edge by leveraging analytics. Effective tools can turn data into actionable insights for revenue growth and operational efficiency, while also allowing executives to make confident decisions based on reliable intelligence.

Looking ahead, respondents were keen to have more information on Google search trends (34%), corporate and group travel insights (34%) and to increase their knowledge of the nationality and country of origin of their guests (30%).

However, hoteliers surveyed revealed only 21% of group travel teams and 23% of distribution teams use BI regularly. Similarly, only 35% of Chief Financial Officers and 36% of marketing teams say they are using BI data tools regularly. Improving the number of people in the organization that can turn to data for insights should improve performance and decision-making.

In hotel groups or management companies, it was surprising to see only 31% of Chief Executives refer to BI on a regular basis to understand their performance, with 4% saying that no one in the organization currently uses BI.



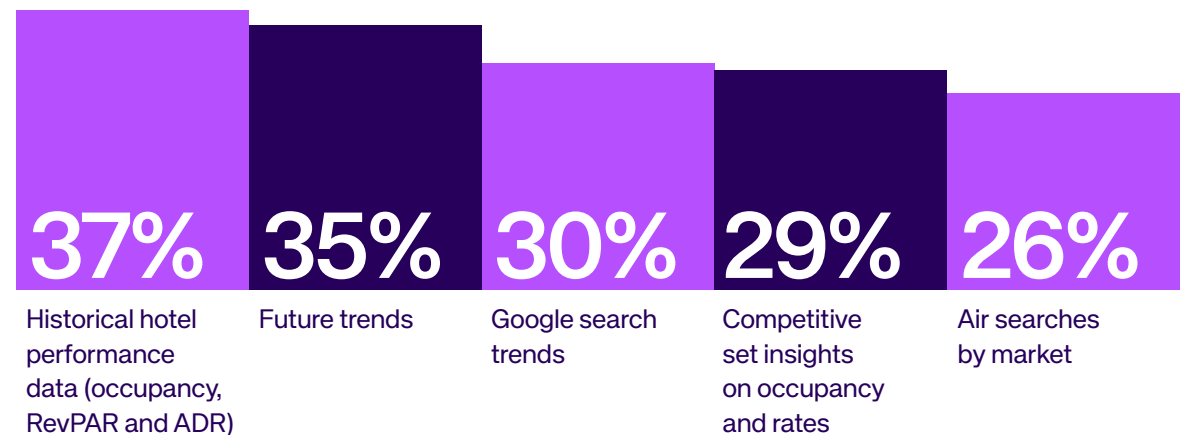
It is widely understood that BI is a critical part of the strategic decision-making process for hoteliers, with widespread benefits across the business. Detailed information leads to improved efficiency and increased revenue.

At Amadeus we are able to bring together more than a dozen data sets in a single location, offering sophisticated rate benchmarking, booking window insights, and industry-wide data with unrivaled integrity.”

Katie Moro

VP, Data Partnerships, Hospitality
Amadeus

The highest value insights from BI are currently counted as:





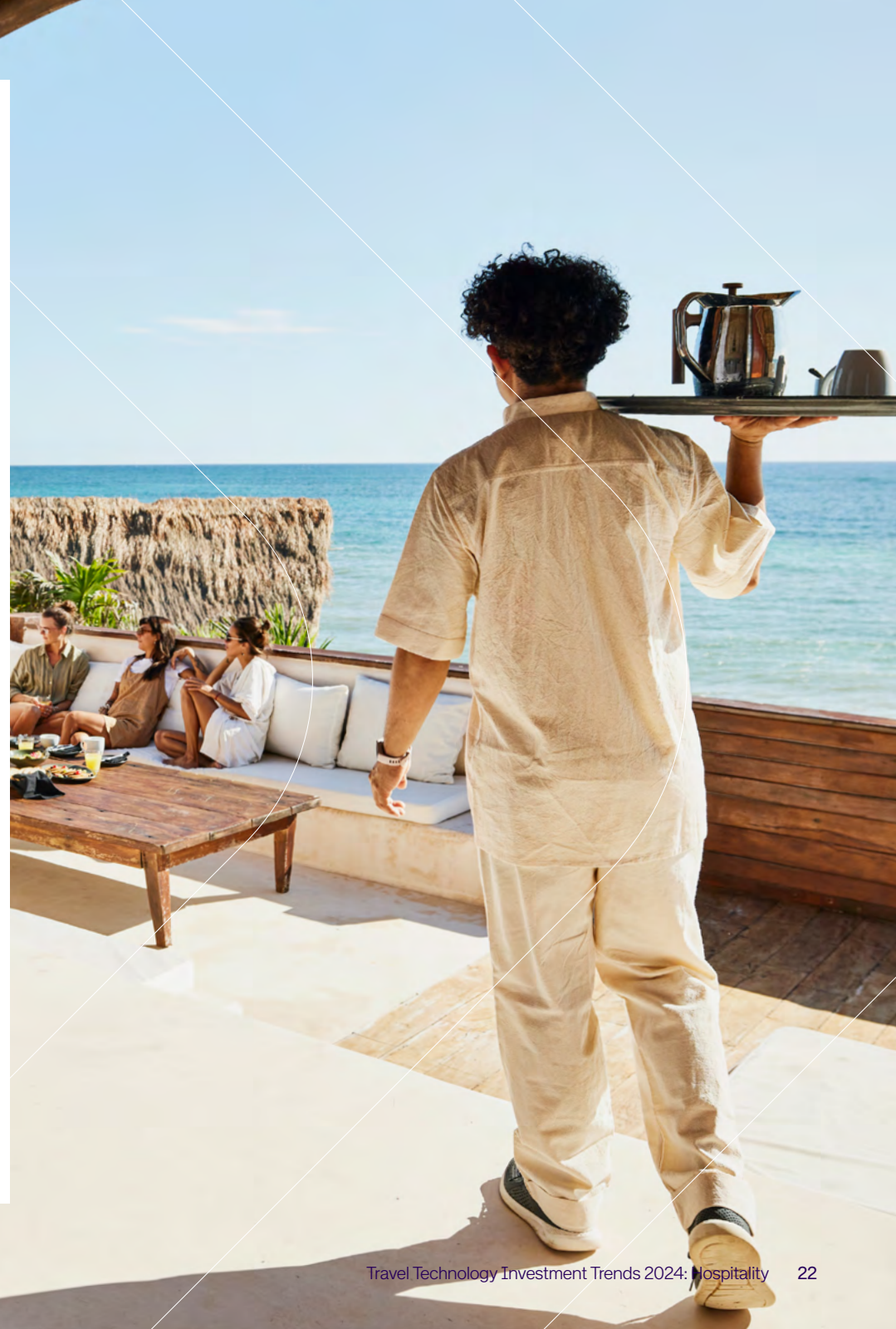
EL CONQUISTADOR RESORT

The value of effective business intelligence is illustrated by Amadeus' partner El Conquistador Resort.

As the property became independent, its new owners realized they had to establish a completely new CRS, building a new integration with the property's PMS, and a compelling digital media strategy to help drive revenue.

Leveraging the insights provided by Amadeus' business intelligence solutions, in combination with digital media and web solutions, the property was able to establish a strategy to attract the right guests to help drive more direct business, bring in ancillary revenue, and ensure the hotel was able to maintain the level of business to which it had been accustomed. The new buyers trusted that Amadeus' full suite of reservations solutions would be able to cover every facet of acquiring new business, both from existing and prospective guests. By using the iHotelier® booking engine – the best in the market – they were able to reach a level of direct bookings never seen before.

In just three short years operating as an independent property and more effective targeting as a result of better data, El Conquistador has gone from a 22% direct booking rate in their first year operating independently to now managing a 46% direct booking rate. The resort has been able to bring its ADR back to 2019 levels and has managed to grow every channel year over year by an average of 28%. This includes a 65% growth in brand.com bookings and revenue YoY, paired with a 16% drop in OTA reliance.



Strong potential for AI to diversify offers.

Virtually all hoteliers (98%) recognize that AI has the potential to bring significant benefits to their businesses. This is a technology that could transform the hotel industry at every level, from planning, marketing and customer acquisition to operations, guest experience and amenities. Hoteliers can use AI-powered tools to drive efficiency gains in everything from post-sale service to data analytics and customer retention.

Today, Travel Technology Investment Trends respondents are looking for AI to help them identify and offer upsell opportunities to travelers at all stages of the booking process (49%). They are also hoping it will enable them to personalize experiences for guests (46%), effectively manage data within the organization to drive efficiencies (44%) and deliver the ability to automatically generate content for websites (43%). Finally, the ability to understand insights about loyal customers and offer them targeted options (41%) and marketing materials (34%) were also important features for those surveyed.

Looking at technology areas that are priorities for the hospitality industry

over the one- and five-year horizons, AI appears to be an area with the biggest importance in both the short-and long-term. Generative Artificial Intelligence (Generative AI), such as chatbots, was considered the most important technology in the next year by 37% of respondents, making them the most cited option in this timeframe.

AI and machine learning, such as customer predictive intelligence, were also considered the most important technology for hospitality in the next 5 years by 43% of those surveyed.

“

AI tools can help hotels to do everything from creating more efficient guest management procedures to adjusting marketing and media campaign strategies based on demand and other factors. Instead of focusing on mundane and repetitive tasks, hoteliers can dedicate their time, energy and resources to more significant tasks to provide exceptional customer experiences.”

Scott Falconer

EVP, Media Solutions, Hospitality
Amadeus



The technologies expected to make the biggest impact in the short-term are:

The next 12 months:

37%

Artificial intelligence
(e.g. chatbots) and
machine learning

36%

Digital payments

29%

Data analytics

28%

Cloud computing

28%

Self-service technology

The technologies expected to make the biggest impact in the long-term are:

More than 12 months:

43%

Machine learning

33%

Extended reality

30%

Artificial intelligence
(e.g. chatbots)

28%

Digital payments

28%

Robotic process automation

Excitement around AI is part of a wider ambition among hoteliers to drive effective distribution across channels and diversify offers to travelers. Smarter retailing has been an aspiration in the hospitality industry for several years and a new range of technologies, alongside AI, are being developed that will enhance the ability to create a more memorable experience for guests.

When activated effectively through the use of technology, personalization can lead to increased satisfaction, loyalty and differentiation, helping hotels stand out in a crowded marketplace where guests increasingly expect tailored experiences.

This was reflected by the survey results, which revealed 92% of hoteliers recognize that personalization is important in elevating guest experiences. Only 2% felt it was unimportant. Some 85% of respondents feel that personalization could help them to deliver more than 5% growth in incremental revenue, while 42% of hoteliers believe it will enhance their offering and better meet guest expectations in the face of higher average daily rates (ADR).

Moreover, 26% of respondents are planning to use BI to increase their personalization options over the next 12 months.

“

A great deal is in flux when it comes to technology within the hospitality space, with several potentially game changing solutions beginning to gain traction. As many of us understand, Generative AI has the potential to revolutionize the sector in the coming years, helping hoteliers to build the personalized, end-to-end experiences travelers now expect.

However, other areas of change are also exciting hoteliers – with digital payments seen as offering potential in both the short- and long-term, while self-service and robotic process automation can both be deployed to drive efficiency across the operations of a hotel.”

Scott Falconer

EVP, Media Solutions, Hospitality
Amadeus



Which of the following merchandising options would you like to offer your guests?



Specific room attributes



Last minute promotions on rooms



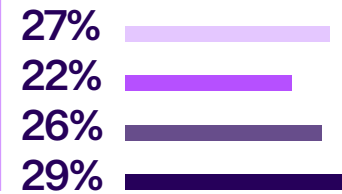
Upselling of room types and value-add amenities



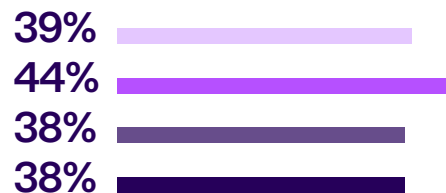
Experiential stays



Cart abandonment offers



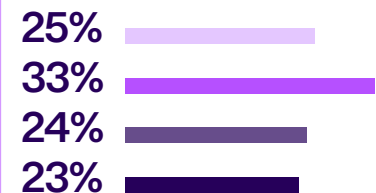
Personalized onsite experiences



Car hire



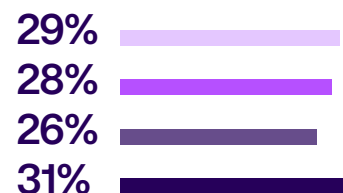
Location-based special offers



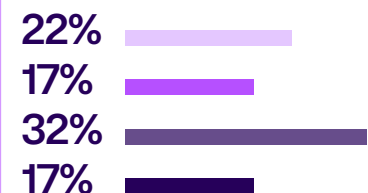
Personalized offers for returning guests



Travel insurance

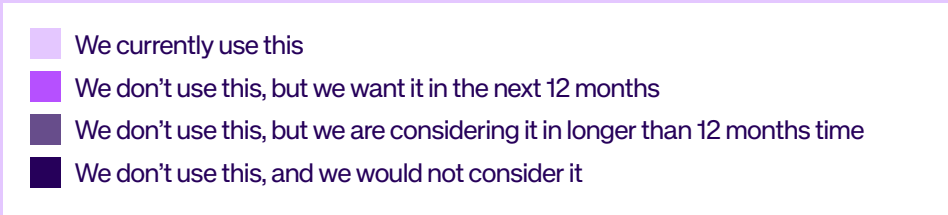


Local attraction booking

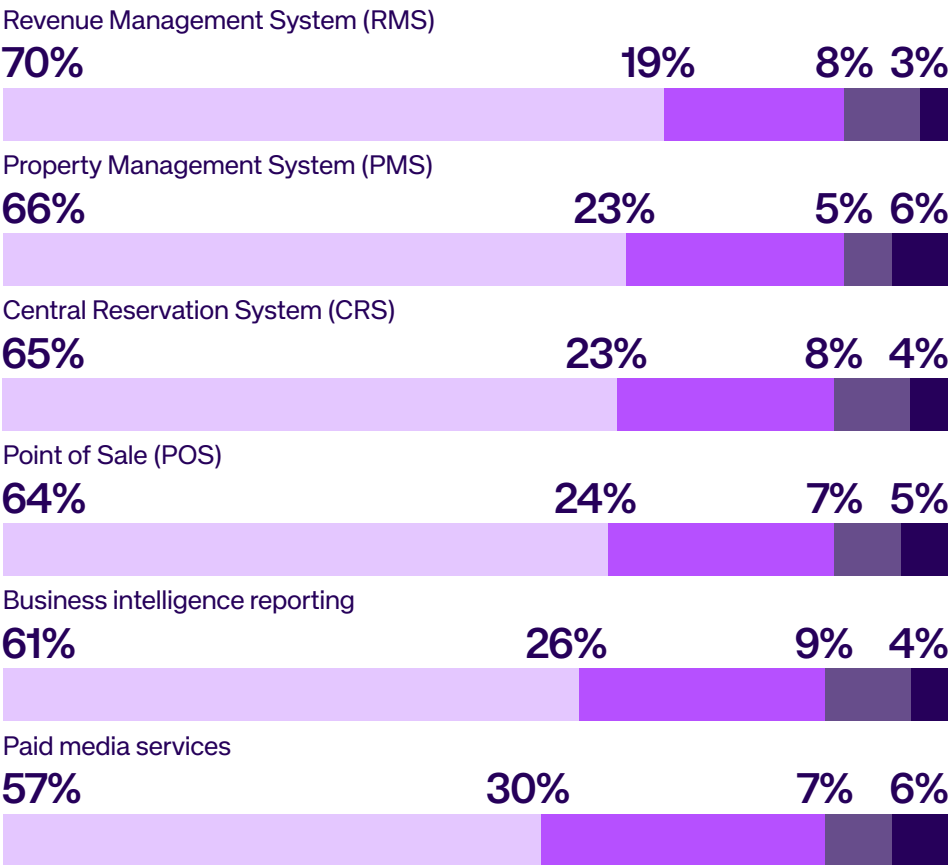
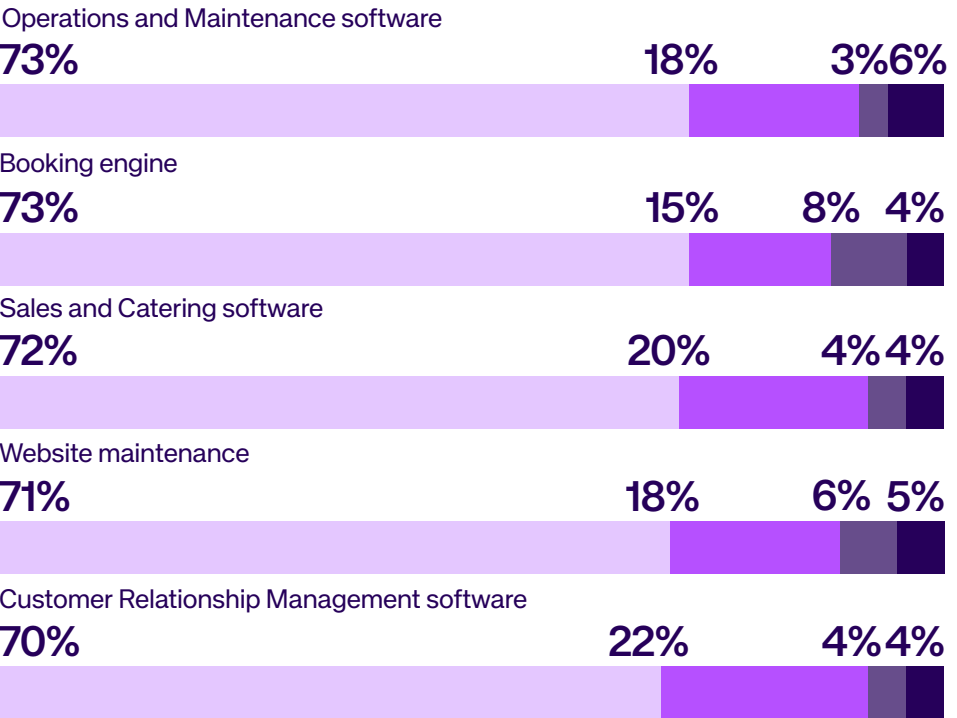


New technology offerings.

Finally, in an encouraging sign, many hotels currently deploy, or are planning to deploy, new technology solutions in the day-to-day operation of properties. Most commonly, hotel organizations use operational tools, such as operations and maintenance software (73%), booking engines (73%), and sales and catering software (72%). On the other hand, just 61% currently use business intelligence reporting, although 26% plan to start using it in the next year, while an additional 9% plan to implement it beyond the next year.



Data and technology solutions currently used/planned:



Sustainability

Sustainability is a key focus for hoteliers around the world, with access to energy-efficient technology platforms among ways to drive down the environmental impact of travel.

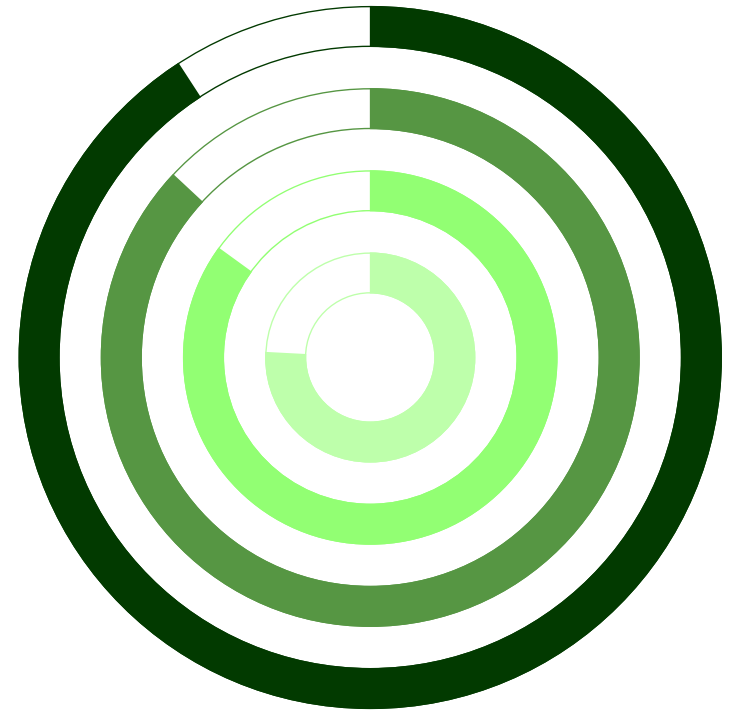
Against this backdrop, a huge 87% of respondents confirmed that sustainability objectives are either an 'important' (40%) or 'very important' (47%) driver of technology investment at their hotel. Some 63% of hoteliers in NORAM cited this as a key priority, echoed by 56% of hoteliers in APAC.

Overall, only 8% of those questioned said sustainability was not important.

Which technology solutions do you plan to invest in to improve environmental, social and governance outcomes?

Today, respondents suggest progress has been made in creating more sustainable trips, with hospitality industry leaders confident that they can show real progress around environmental, sustainable and governance (ESG) objectives.

Some 88% of Travel Technology Investment Trends respondents were confident they can show tangible steps taken when it comes to environmental sustainability, with 80% claiming the same when it comes to social sustainability. Finally, 77% of the sample were confident they can show concrete steps taken when it comes to governance.



| **91%**

Intelligent search optimization to promote less popular destinations and reduce over tourism

| **87%**

Systems to manage transparent data reporting

| **85%**

Software to give insight into the environmental impact of different travel choices

| **76%**

Gen AI to suggest more sustainable travel options



“

We support our customers in achieving their sustainability objectives by developing IT solutions that help them become more efficient while facilitating information and access to more sustainable travel options.

Better business intelligence has several potential advantages for hoteliers, from gaining a deeper understanding of the performance of a property and its competitive set, to driving occupancy by identifying warm prospects.

When it comes to sustainability, new tools can help us meet the growing expectations of travelers, taking them to unexpected destinations to reduce over tourism in popular locations while also offering visibility over the environmental impact of a trip. At the same time, destinations have the opportunity to manage marketing strategies that better manage traffic by reducing over tourism, while having access to the insights they needed when planning destination growth sustainably.

When it comes to suggesting a flight or a trip by train, we can offer the data that decision makers need so that they can adhere to tightening compliance regulations or company policies, while Gen AI will have the potential to plan an entire trip with sustainability in mind.”

Maria Taylor

SVP of Marketing, Partnerships & Commercial Operations, Hospitality
Amadeus

Conclusion

Travel Technology Investment Trends 2024 has revealed a strong desire for evolution in the hospitality industry, with just 6% of respondents satisfied with the status quo. In response, many are preparing to ramp up investment by an average of 16% over the next year to enhance revenue, drive efficiency and create the personalized, end-to-end experiences guests expect.

sion

Many hoteliers are aware of the benefits of established technologies but to date have had limited success in implementing them. That is no longer an option as the market becomes ever more competitive.

Strategic digital media campaigns, for example, are on the radar for every hotelier questioned as part of the study, but budgets vary significantly. Effectively deployed, such campaigns can have a quantifiable impact on revenue and are likely to be a priority for any investment in 2024.

At the same time, effective distribution strategies, focused on the appropriate channels and deployed successfully, can help hotels to reach the right groups of guests at the right moment.

Business intelligence will continue to grow in 2024, offering hoteliers a competitive edge by leveraging analytics and recommendations.

Currently, only around a fifth of hotels use this technology, with tremendous potential for growth over the coming 12 months.

Finally, the creation of personalized experiences, long a holy grail for the hospitality sector, is high on the agenda. More than nine-in-ten hoteliers recognize that personalization is important in elevating guest experiences, with the offering of specific room attributes during the booking process, differentiated experiences for returning guests and the upselling of products all key.

What will make these new technologies possible?

Much is currently changing across the industry, but there is a belief that AI will fundamentally alter the landscape in both the short- and long-term. Hoteliers are hoping the technology will allow for more efficient data management, automatically generating content for websites,

drive loyalty and much more. Digital payments, cloud computing, robotics and self-service technology are also areas to watch.

In terms of sustainability, hoteliers are looking to technology to help drive guests to less popular destinations or to balance the load when visitors arrive in more popular locations, while also offering visibility over the environmental impact of a trip. Many are confident they can show material progress in several sustainability areas, but it's clear there's still much to be achieved in this area.

Methodology

This report is informed by a survey of 100 senior leaders from hospitality businesses.

The research was carried out in ten markets to provide a globally representative view. Respondents were drawn from the following countries: Brazil, China, France, Germany, India, Mexico, South Korea UAE, UK and USA.

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