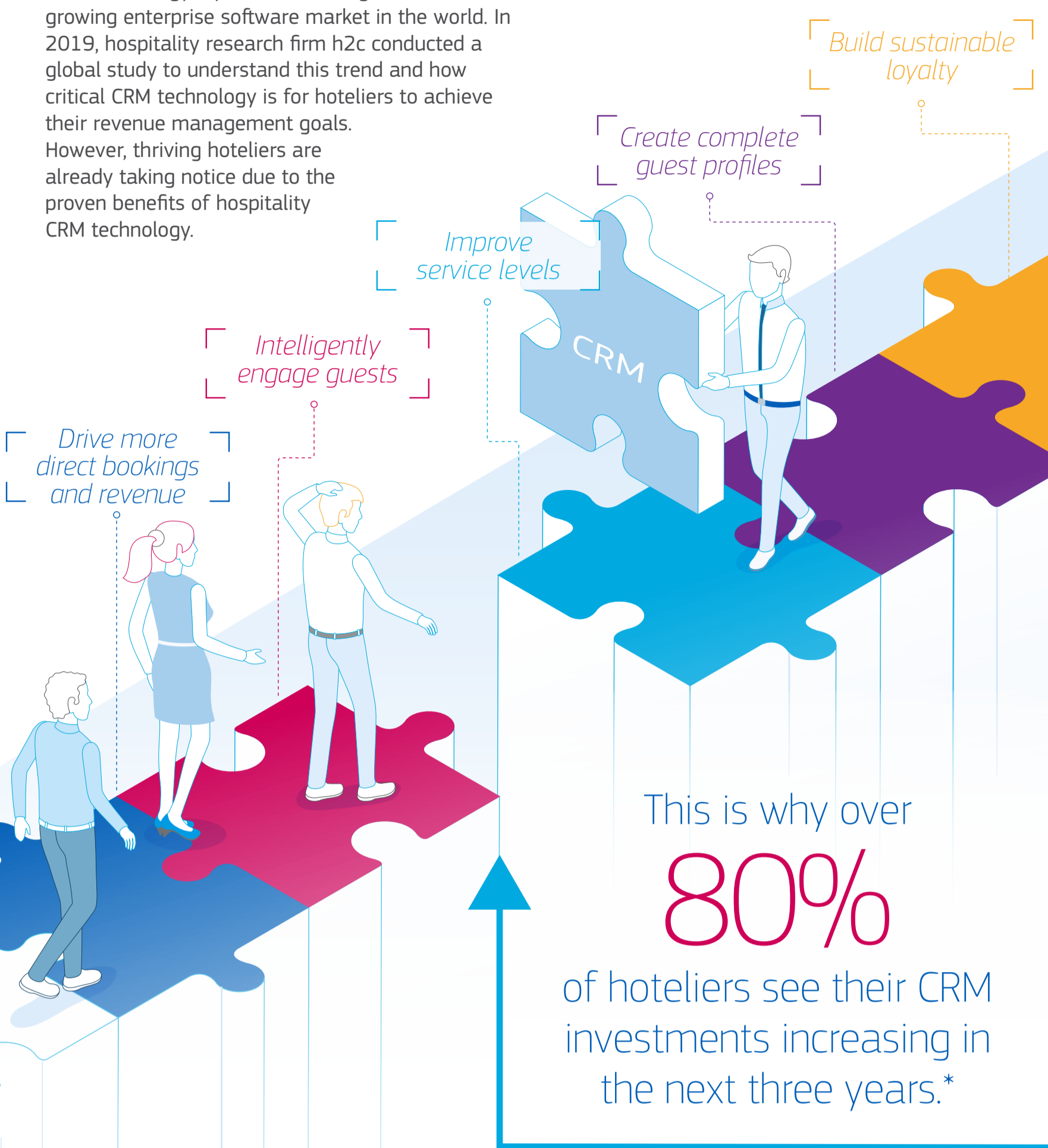# CRM and Hospitality
Grow revenue and turn guests into loyal fans

CRM technology represents the largest and fastest growing enterprise software market in the world. In 2019, hospitality research firm h2c conducted a global study to understand this trend and how critical CRM technology is for hoteliers to achieve their revenue management goals. However, thriving hoteliers are already taking notice due to the proven benefits of hospitality CRM technology.

Build sustainable loyalty

Create complete guest profiles

Improve service levels

CRM

Intelligently engage guests

Drive more direct bookings and revenue

This is why over

80%

of hoteliers see their CRM investments increasing in the next three years.*

By leveraging a CRM, hoteliers can view centralized profiles that display each guest's habits across their travel journeys.

Top 5 data collection points for hoteliers using CRMs.*

1 Check-In

2 Concierge desk

3 Check out and post-stay surveys

4 Reservation/booking process

5 Food and beverage outlets

Utilizing this CRM data alongside the right marketing automation tools empowers hoteliers to tailor engagement and achieve revenue management goals. However, many hoteliers struggle to centralize guest data in order to act on their preferences.

4 in 10 Hotels with CRMs

do not fully utilize guest information due to missing integrations that centralize data in their CRM.*

Without centralized data in your CRM solution, personalization becomes virtually impossible

81% of hoteliers report they are not utilizing available CRM tools to personalize marketing email campaigns. Yet, personalization has become the keystone to increasing revenue since so many accommodation options are accessible to travelers today.*

90% of hoteliers think personalized upgrades and abandonment offers are extremely or very important to increase RevPAR.*

According to h2c's research

Amadeus's Guest Management Solution (GMS) is perceived by hoteliers as the most innovative CRM solution on the market.*

When looking for the right technology to help you achieve your goals, it is critical to find a solution provider who focuses on your future through innovation.

_With the industry's most comprehensive guest profile view, hoteliers can be confident in choosing a GMS to help them:

Accelerate data-driven marketing and improve guest management with automation and intelligent algorithms

Allow guests to enroll, earn, and redeem rewards with the industry's only turnkey, fully automated loyalty program

Strengthen each guest relationship with 360° profiles

---

amadeus

With 19,000 experts in 175+ countries, we collaborate closely with customers on innovative solutions to grow their business.

Learn more about how our Guest Management solutions empower hoteliers to develop and optimize strategies for accelerated revenue and profitability
www.amadeus-hospitality.com