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.

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 the trend and how critical CRM technology is for hoteliers to achieve their revenue management goals. However, thronging hoteliers are already taking notice due to the proven benefits of hospitality CRM technology.

However, thriving hoteliers are already taking notice due to the proven benefits of hospitality CRM technology.

Top 5 data collection points for hoteliers using CRMs.

1. Check-In
2. Concierge desk
3. Reservation/booking process
4. Food and beverage outlets
5. Check out and post-stay surveys

4 in 10 Hotels with CRMs

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.

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

According to h2c’s research, Amadeus’ Guest Management Solution (GMS) is perceived by hoteliers as the most innovative CRM solution on the market.

This is why over 80% of hoteliers see their CRM investments increasing in the next three years.*

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*https://www.h2c.de/work/research/h2cs-global-crm-study/

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