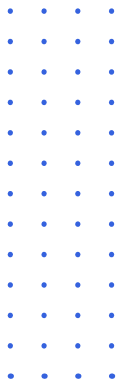


The Future of Hotel Data





Foreward

Dear Hospitality Professionals,

Data is the foundation for innovation and growth in hospitality, yet many hoteliers struggle to turn raw data into actionable insights. At Hapi and Revinate, we recognize these challenges and launched The Future of Hotel Data study to better understand how hotels manage data today and what's needed to drive more direct bookings and greater profitability.

Through industry surveys and analysis, this study highlights the barriers hotels face, such as fragmented systems and integration issues, and explores how technology can help overcome these challenges. Our aim is to provide practical insights that empower hoteliers to take control of their data, personalize guest experiences, and shift share to direct channels.

We hope these findings inspire you to make data a strategic asset for your property and the industry at large.

With appreciation,

Luis Segredo	Bryson Koehler
CEO, HAPI	CEO, REVINATE

Introduction

The Future of Hotel Data report is designed to provide hoteliers, brands, and tech partners with actionable insights into the state of data management in the industry. Through a comprehensive survey, industry professionals have shared their perspectives on what must change and how technology can support their evolving needs.

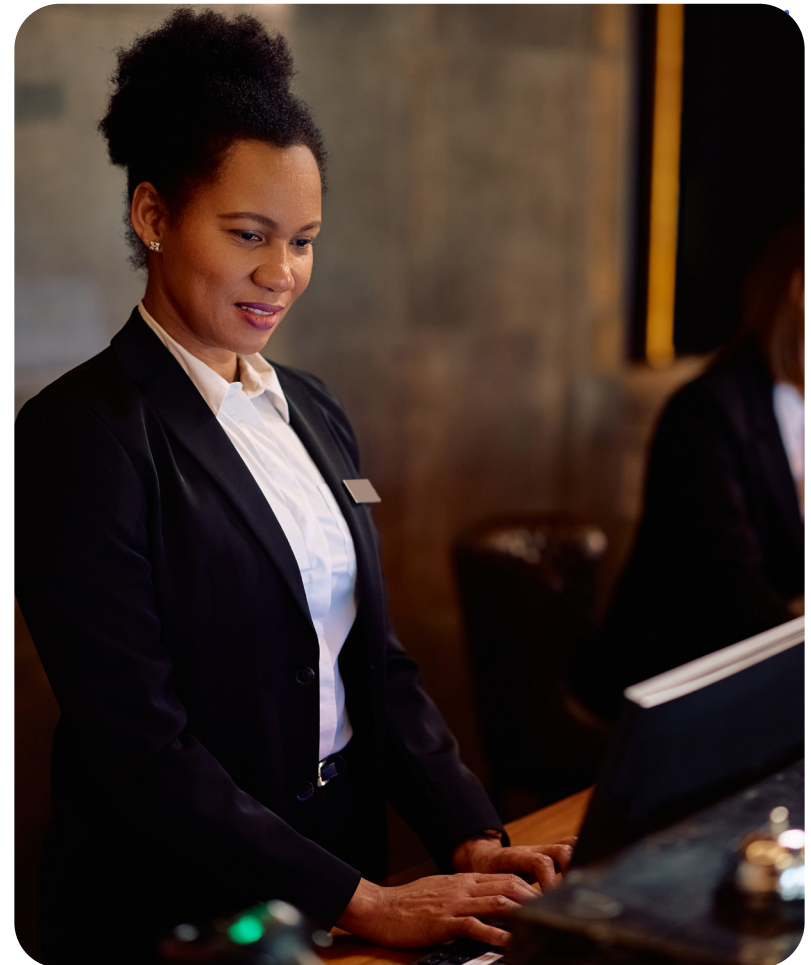
This report brings together key findings, highlights standout responses from hotel data experts, and offers a roadmap for using data to improve operations, enhance guest experiences, and drive business growth.

By addressing data accessibility, integration and quality, this report aims to help hoteliers navigate the complexities of the modern digital landscape.

Who Should Read This Report

This report is tailored for:

- Decision-makers in sales, marketing, operations, IT, and loyalty/customer experience at the brand, management, and property levels
- Hotel technology providers





Key Findings Summary

The Future of Hotel Data report reveals a hospitality industry eager to harness data for better decision-making but struggling with disconnected systems and data accessibility challenges. Below are the most significant insights from the survey, along with key opportunities for transformation:

Biggest Challenges in Hotel Data Management

- **Limited Data Access Creates Challenges** - 49% of respondents reported difficulty accessing data, making it challenging to derive actionable insights.
- **Disconnected Systems Limit Efficiency** – 40.12% of respondents identified fragmented data as their biggest obstacle, preventing seamless insights and decision-making.
- **Poor Data Quality Hinders Personalization** – Inability to deliver personalized experiences was the most cited consequence of low-quality data, directly impacting guest satisfaction and revenue.
- **High Demand for Data, Low Accessibility** – More than half of hotel professionals work with data daily, yet many struggle to access and interpret it effectively.
- **Lack of Strategic Data Utilization** – Many hotels fail to harness data for revenue optimization, customer lifecycle management, and operational efficiency.

Opportunities for Improvement

- **Guest CRM & Loyalty Data** – Nearly half (46%) of respondents identified CRM and loyalty systems as priority areas for data quality improvements, reinforcing the value of guest retention strategies.
- **System Integration & Usability** – Hotels can unlock powerful insights by adopting more integrated and user-friendly data platforms, reducing reliance on manual processes.
- **AI for Personalization & Efficiency** – AI is seen as a means to enhance personalization, streamline operations, and automate decision-making, but industry skepticism remains regarding trust and the human element.
- **Real-Time Pricing & Automation** – AI-driven pricing adjustments help maximize revenue while maintaining occupancy, ensuring businesses respond dynamically to market shifts without relying on guesswork. Hotels also prioritize using data to streamline operations, identifying repetitive tasks and AI-driven action items for greater efficiency. Other key areas of focus include enhancing booking conversion rates, optimizing upsell opportunities, and strengthening CRM and loyalty programs to boost guest engagement.

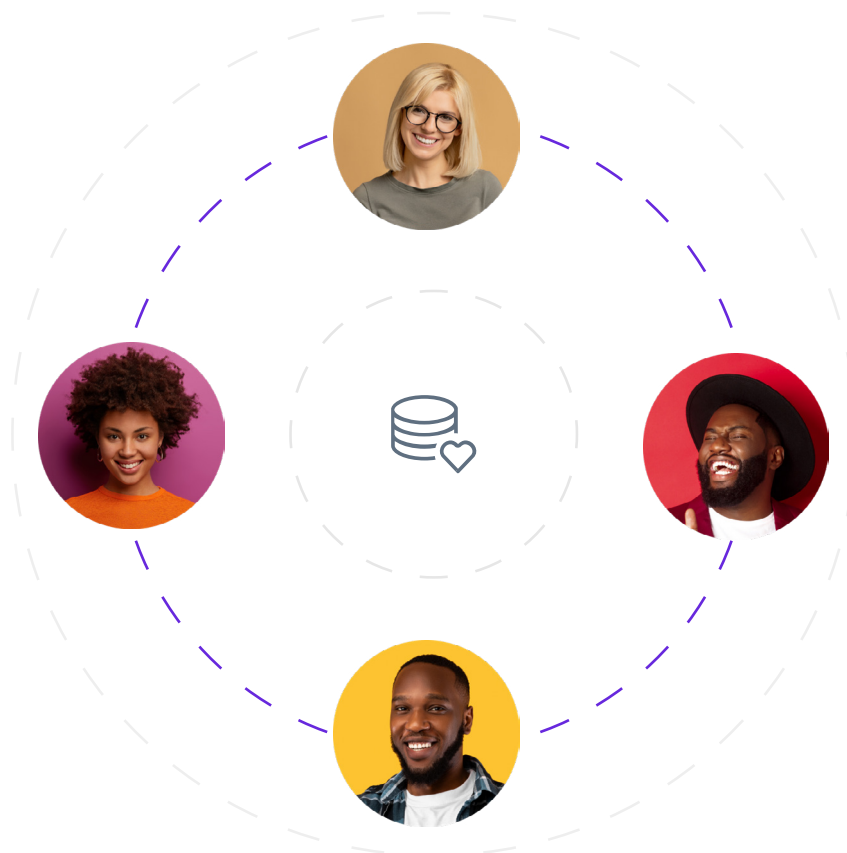


The Industry's Vision for Data-Driven Transformation

Hospitality professionals have outlined a clear blueprint for how data should be utilized in the future:

- 360° Guest Profiles – Unified data across all touchpoints to enhance personalization.
- Dynamic Segmentation & Targeting – Analysis based on real-time behaviors and psychographics to drive upsell opportunities and engagement.
- Improved Booking Journey Visibility – Data-driven insights on where and why guests drop off before completing a reservation.
- Real-Time Alerts & Automation – AI-powered notifications for key events such as VIP bookings or spending thresholds.

To turn ideas into action, hotels need better data systems, seamless connections between platforms, and a stronger focus on accuracy. Those who capitalize on these insights will lead the way in enhancing guest experiences and hotel operations.





“

If we had complete access to all our data across all of our hotel systems in real-time, the first thing we would do is build a unified guest profile that merges data from all systems, allowing a 360 view of each guest in real time, allowing us to segment and activate data across marketing, operations, and service touchpoints.



Yusuf Hefny

Hotel Clover Patong Phuket, Thailand

Breaking down the barriers: The urgent need for data integration

A staggering 40% of respondents identified disconnected systems as their biggest data-related obstacle.

With hotel operations spanning multiple departments—from reservations and marketing to guest services and revenue management—**data fragmentation hinders efficiency and prevents a seamless flow of information.**

Without integrated systems, hoteliers struggle to gain a comprehensive view of their guests, operational performance, and market trends. Siloed data means decision-makers must manually piece together insights, leading to inefficiencies, missed opportunities, and slower responsiveness to guest needs.

Takeaway

Data integration is essential for unlocking actionable insights. A unified system allows hoteliers to track guest behavior, personalize experiences, and optimize revenue strategies in real time. By breaking down data silos, businesses can improve accuracy, streamline operations, and enhance overall profitability.

To achieve this, hoteliers should integrate data from various sources, such as restaurants and golf or spa reservation systems, and guest communications, ensuring a comprehensive 360-degree view of their guests. While many focus on connecting PMS data with communication tools, they often miss the opportunity to enhance guest profiles with valuable details like spending habits, preferences, and amenity engagement—leading to more personalized and profitable experiences.

Beyond disconnected systems, respondents also cited other significant data challenges, including:

17.96%

Inaccurate data

13.77%

Disconnection between departments

8.38%

Duplicate data

7.19%

Lack of timely data

7.19%

Disconnection between properties



Personalization at risk: Why bad data holds hotels back

One of the most pressing concerns for hoteliers is the **inability to deliver personalized experiences due to poor data quality**. In fact, 19.4% of respondents identified personalization as one of the top areas impacted by data accuracy issues. Incomplete or inaccurate guest profiles prevent tailored recommendations, targeted offers, and meaningful interactions—forcing hotels to rely on generic experiences that fail to resonate with guests, ultimately reducing loyalty and repeat business.

A **closely related challenge is responsiveness**, with 18.8% of survey participants reporting lag times in communication and service delivery due to fragmented or outdated information. Whether it's delays in guest messaging, inaccurate preferences at check-in, or ineffective marketing campaigns (18.2%), poor data management contributes to operational inefficiencies and missed opportunities to create seamless guest experiences.

Additionally, 16.6% of respondents noted the difficulty in identifying personalization opportunities, further limiting a hotel's ability to engage guests effectively. Beyond immediate guest interactions, **data quality issues also hinder broader strategic efforts**—10.2% of respondents indicated challenges in rolling out enterprise-level initiatives, while 14.8% struggled to fully understand guest needs.

Takeaway

Unified data is the key to transformation. By integrating systems and ensuring data accuracy, hotels can build rich guest profiles that support personalized communication, customized promotions, and proactive service. Strong data foundations empower staff to anticipate needs, enhance satisfaction, and ultimately drive revenue through tailored engagement.

How does poor quality data impact insight?

19.4%

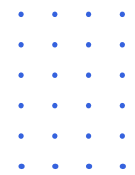
of respondents reported that poor data negatively affects personalization, making it harder to tailor guest experiences

18.8%

of survey participants indicated that fragmented or outdated information leads to lag times in communication and service delivery

Finding

Connecting your systems can be a brand differentiator. Not doing so can have a very real effect on your business, resulting in poor experience or even negative reviews.



“

I would leverage AI to unify real-time data from across the hotel ecosystem including PMS, CRM, booking engine, guest feedback, digital ads and web analytics into clear, actionable insights. This would enable smarter decision and allow me to predict guest behaviour, personalise messaging and dynamically optimise ad creative and timing using audience signals from GA4, Meta and Google Ads



Trent Pigram

Seibu Prince Hotels & Resorts, Australia



Loyalty begins with data: Why CRM quality matters

Guest relationships are at the heart of successful hospitality, yet **46% of respondents identified CRM and loyalty systems as areas in need of improved data quality, far more than in any other area of the business.**

Incomplete or inaccurate guest profiles limit a hotel's ability to engage customers effectively, resulting in generic interactions rather than personalized experiences. Without strong CRM data, hoteliers struggle to build lasting connections, diminishing retention and repeat business opportunities.

Better data quality in loyalty programs has a direct link to revenue growth. When guest preferences, booking history, and behavioral trends are accurately tracked, hotels can deliver relevant offers, improve upselling strategies, and increase customer lifetime value. Strong CRM integration enables seamless guest recognition across touchpoints, reinforcing brand loyalty and driving higher engagement.

Takeaway

Hotels that prioritize data accuracy in CRM and loyalty systems gain a significant advantage by fostering personalized relationships and optimizing revenue through targeted promotions. Investing in clean, unified guest data ensures long-term business success while enhancing the overall guest experience.

Most frequently identified area for data quality improvement

46.11%

Guest CRM and Loyalty

17.37%

Sales, prospecting and upselling

9.58%

Operations

7.19%

Customer service

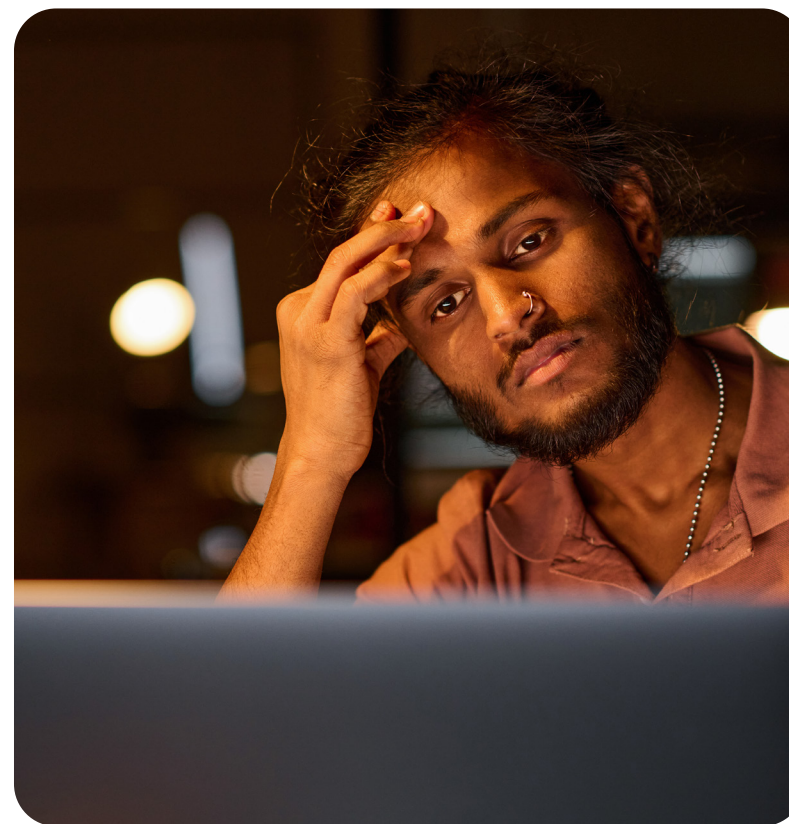
Data-rich, access-poor: The frustration of hotel technology

The hospitality industry has embraced data-driven decision-making, with over 50% of respondents working with data on a daily or near-daily basis. However, despite the high demand for insights, many professionals report persistent difficulties accessing and utilizing their data effectively. Fragmented systems, manual processes, and outdated tools create bottlenecks that prevent hoteliers from making timely, well-informed decisions. This frustration highlights a critical gap between the growing reliance on data and the usability of current systems.

Takeaway

Hoteliers need intuitive platforms that streamline access to real-time insights, eliminate redundancies, and improve efficiency. By bridging this gap with better integration, automation, and user-friendly analytics, the industry can unlock the full potential of data to optimize operations and enhance guest experiences.

More than 50% of respondents view accessing and using their data as a challenge, with varying degrees of difficulty.



From vision to reality: The future of hotel data

Despite ongoing challenges, hoteliers have a strong and well-defined vision for how data should enhance their operations. Across multiple survey questions, respondents consistently highlighted their priorities: creating a **360° guest profile**, enabling **dynamic segmentation**, improving **guest journey visibility**, and supporting **real-time alerts and automation**. These elements represent a roadmap for putting data to work in ways that drive efficiency and improve guest experiences.

This clarity signals an industry-wide demand for solutions that match these expectations. Hoteliers know what they need, but execution remains a challenge. Many struggle with fragmented data, outdated systems, and limited integration between platforms.

Data-driven segmentation is a powerful tool for hotels looking to enhance guest engagement and maximize revenue. By utilizing **highly targeted audience segments**, hospitality brands can deliver personalized messaging, tailored promotions, and optimized booking experiences.

Hotels that implement advanced segmentation strategies see increased conversion rates and stronger guest retention, as personalized offers resonate more effectively with travelers.

Takeaway

Vendors and technology providers that can deliver seamless data access, intelligent automation, and actionable insights will stand out in the competitive hospitality market.

The industry's vision is clear—the next step is turning ambition into reality by equipping hoteliers with the right tools to transform data into tangible business outcomes.



AI in hospitality: The fine line between innovation and trust

AI is more than just hype in the hospitality industry—it's viewed as a valuable tool for enhancing personalization, streamlining operations, and automating complex processes. Respondents expressed optimism about AI's ability to clean, analyze, and extract insights from data, helping hoteliers make smarter decisions with greater efficiency.

A key aspect of this transformation is identity resolution, which enables hoteliers to unify guest data across multiple touchpoints, eliminating fragmented records and improving personalization. By utilizing AI and machine learning, hotels can consolidate booking history, preferences, and past interactions into a 360-degree guest profile, allowing for seamless service and highly targeted marketing efforts. As Revinate emphasizes, "Identity resolution is like a hotel's superpower, bringing together guest data from every source—reservations, spa, golf, restaurants, and more—into one unified profile." With this level of integration, hotels can unlock deeper insights that drive loyalty and revenue.

However, while identity resolution and AI-driven personalization offer exciting opportunities, skepticism remains. While many see AI as a means to elevate guest interactions, others worry it detracts from the human touch that defines hospitality.

Concerns about trust, data security, and AI reliability also surfaced in the survey, highlighting the need for careful implementation and transparent communication about how AI can augment, rather than replace, human-driven service.

Takeaway

The opportunity lies in balancing automation with personalization. **Hotels that use AI strategically—using it to refine guest experiences, improve marketing precision, and optimize operations—will gain a competitive edge.** The key is ensuring AI serves as an enhancement, not a disruption.



Harnessing Data & AI for Hospitality Success

Hotels are increasingly turning to **data-driven technology** to enhance guest experiences, streamline operations, and boost revenue. The key lies in **unified, accurate data** that allows for personalized service and efficient automation.

Key Priorities for Hotels

360° Guest Profiles – All guest data (booking history, preferences, interactions) stored in one centralized system for seamless engagement.

Targeted Segmentation – Ensuring the right offers reach the right guests, improving conversion and loyalty.

Real-Time Alerts – Immediate notifications allowing staff to respond quickly to guest needs and preferences.

Omnichannel Guest Communications – Leveraging data intelligence (guest preferences and behavior) to deliver the right message at the right time, through the most effective channel

AI-Powered Enhancements

Predictive Personalization – AI anticipates guest needs, suggesting upgrades, dining options, and tailored experiences.

Automated Operations – AI-driven tools handle routine tasks (check-ins, invoicing, processing purchases), freeing staff for high-touch service.

Seamless System Integration

Accurate, Well-Organized Data – Ensures smooth connectivity across all hotel systems while laying the foundation for AI-powered technologies and future innovations.

Two-Way Data Sharing – Enables relevant guest information to flow to front-line teams, empowering staff to further personalize the guest experience.

Beyond the Horizon - The Next Era of Hotel Data

The future of hotel data is being shaped by the need for real-time, system-wide data access and the rise of AI agents that can autonomously complete operational tasks. While current AI tools mostly summarize information, the next generation will actively perform actions like retrieving invoices, checking in guests, or posting charges, transforming hotel operations and guest experiences. Achieving this, however, requires clean, connected, and standardized data from the many different systems hotels use.

Reliable AI-driven automation depends on seamless data integration. As hotels adopt more AI-powered tools, they must also focus on first-party data collection, adapt to new travel search behaviors, and maintain strict data privacy and security. This combination of intelligent automation and integrated data systems will enable hotels to deliver more personalized, efficient, and secure guest experiences.





Methodology

To ensure a comprehensive understanding of the current state of hotel data management, this report is based on survey responses gathered between April 14 and May 7, 2025 from 167 hospitality industry professionals.

Respondent Breakdown

The survey captured responses from a diverse group within the hospitality industry:

Company Type: 52.69% of responses come from individual properties, 26.35% from management companies, and 20.96% from brands.

Department Representation: Marketing accounts for 26.95%, Revenue Management for 20.36%, Sales for 13.17%, and Operations for 11.98%.

Geographic Distribution: Nearly half (47.90%) of respondents are based in North America, with additional responses from Europe (24.55%) and Asia (22.75%).

By applying a data-driven approach, this report provides actionable insights tailored to the needs of hospitality professionals aiming to optimize their data strategies.





About Hapi

Hapi is hospitality's connectivity partner, dedicated to simplifying the complex hospitality technology landscape by connecting hoteliers and solution providers at scale. Hapi removes long-standing data barriers, enabling hotels, hotel companies, and technology providers to access and utilize data in real-time.

This empowers the creation of unique, personalized guest experiences that drive business success. Hapi serves over 14,000 hotels globally, including major brands like IHG Hotels & Resorts, Wyndham Hotels & Resorts, Sonesta Hotels, Rosewood Hotels, and Starwood Hotels and Resorts.

Visit us at stayhapi.com to learn more about how Hapi transforms hotel data into real experiences.



About Revinate

Revinate is a direct booking platform that leads the hospitality industry in driving direct revenue and increased profitability.

Our products and our people combine to give hoteliers the superpowers they need to crush their goals. With Revinate, hoteliers shift share away from OTAs and drive tangible results across an individual property or a portfolio. Our industry-leading, AI-powered, customer data platform collects, unifies and, synthesizes data giving hoteliers a foundational advantage.

Hoteliers gain critical intelligence – guest lifetime spend, stay preferences, ancillary revenue, and more. With Revinate's Rich Guest Profiles™ data, hoteliers don't need to guess who their most profitable guests are, or how to drive conversions across email, voice, messaging, and digital channels.

Revinate's direct booking platform and omnichannel communication technology powers 950+ million Rich Guest Profiles across 12,500+ hotels to drive over \$17.2 billion in direct revenue.

