

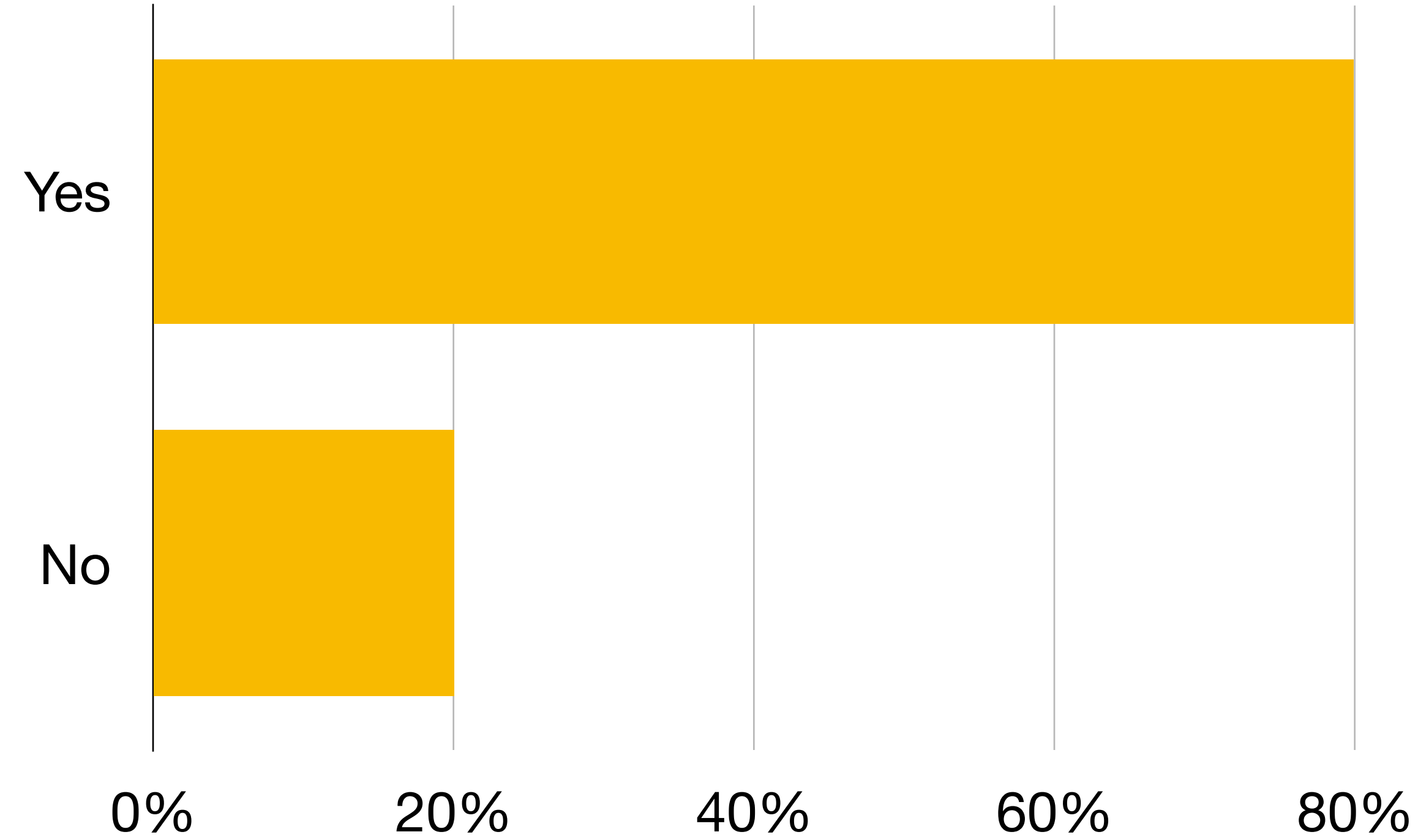
Hotel Technology Survey

**Presented by [HotelOperations.com](https://www.hoteloperations.com)
Summer 2022**

Produced by Benchmark Research Partners

Hoteliers say technology helps them

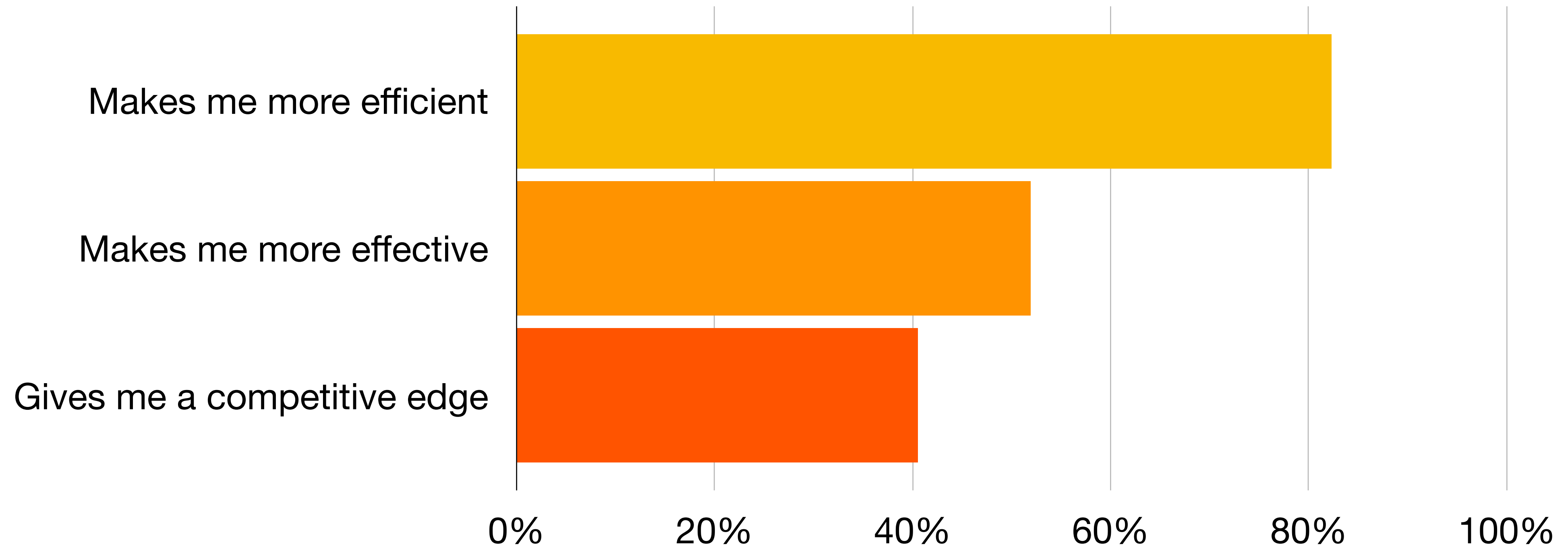
Does the technology you have today help you reach your professional goals?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
Summer 2022 Survey

Technology is driving efficiency more than effectiveness

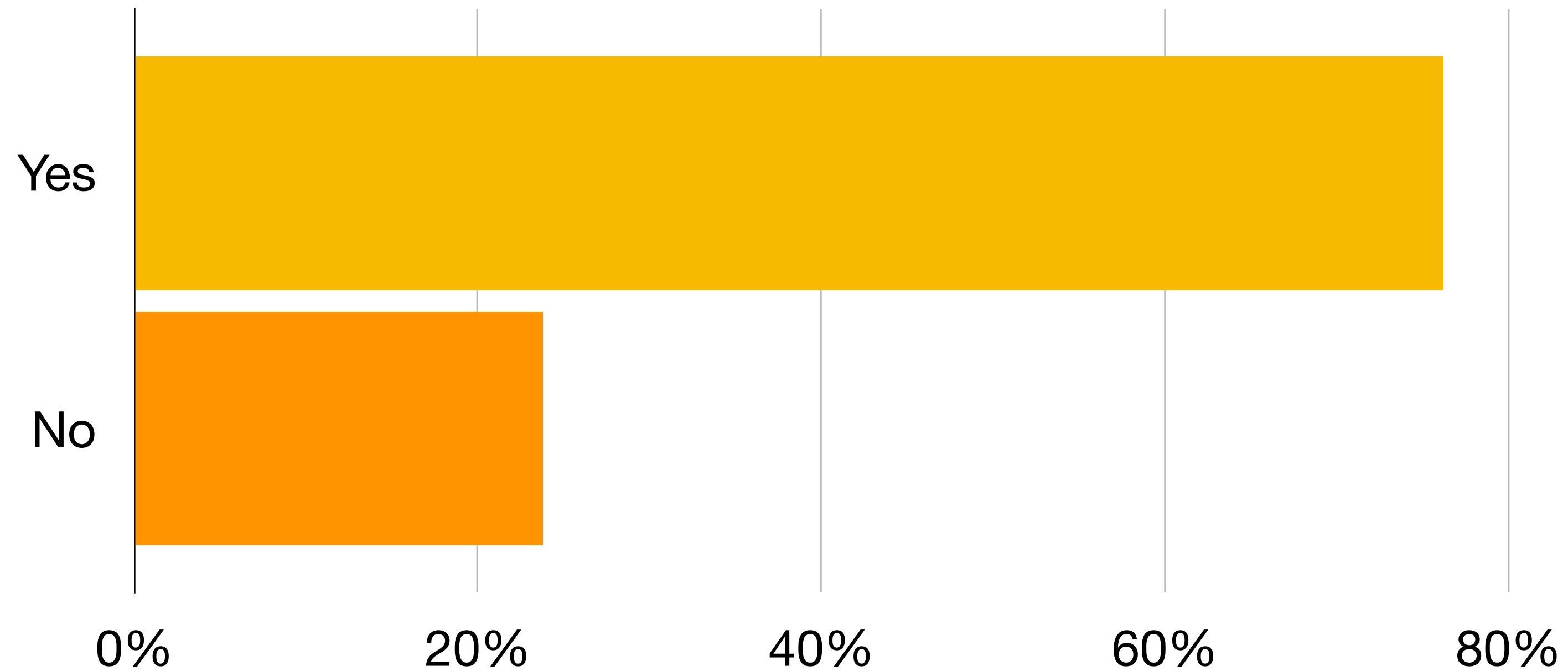
You mentioned the technology you have today helps you reach your professional goals. How?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Technology makes hotel staff happier

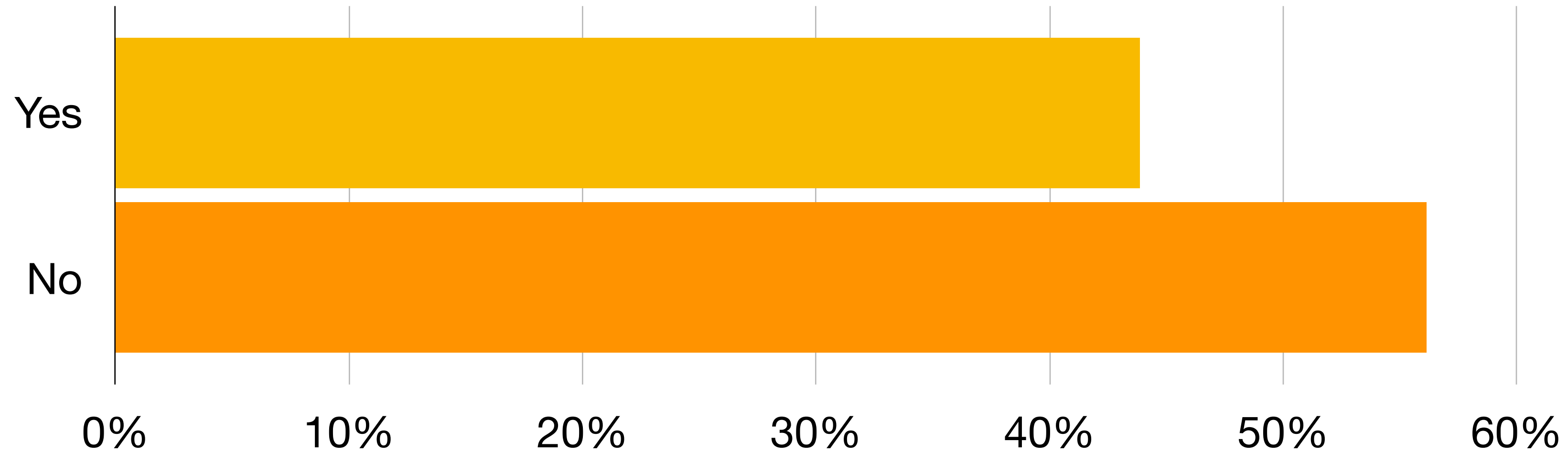
Do you think the technology you have today makes your team happier overall?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Technology presents a recruiting opportunity

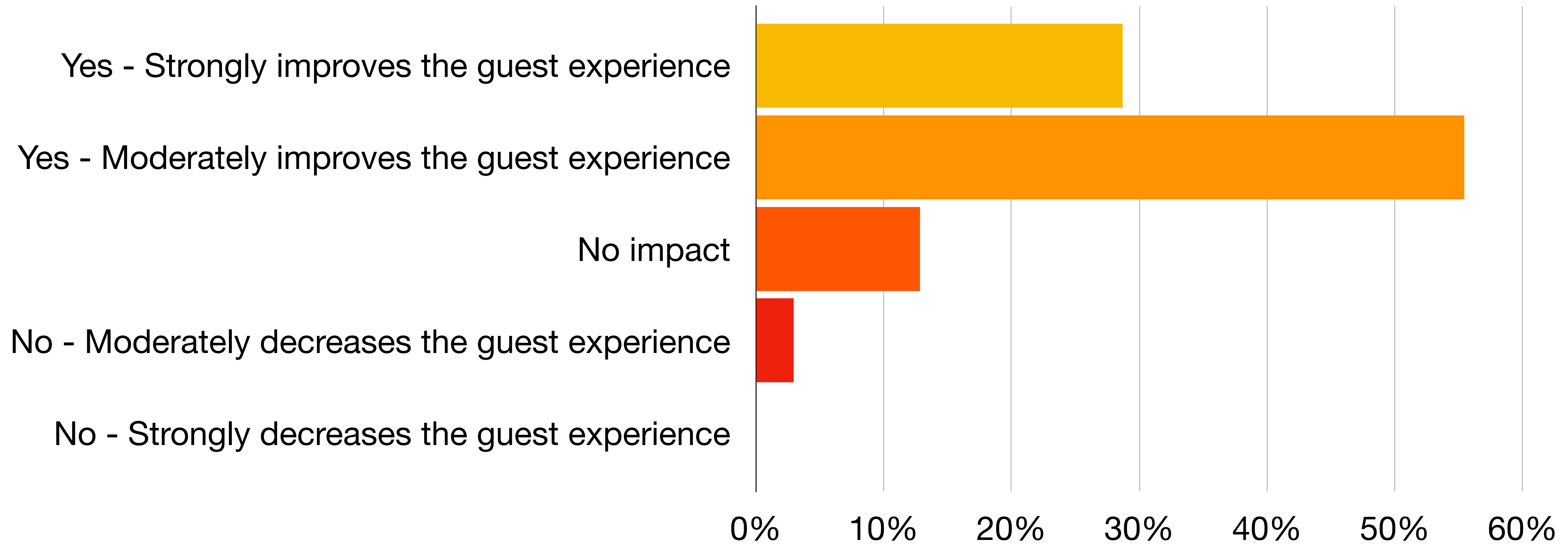
Do you think the technology you have today make recruiting easier because it's easier to work at your hotel(s)?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Hoteliers believe technology improves guest experience

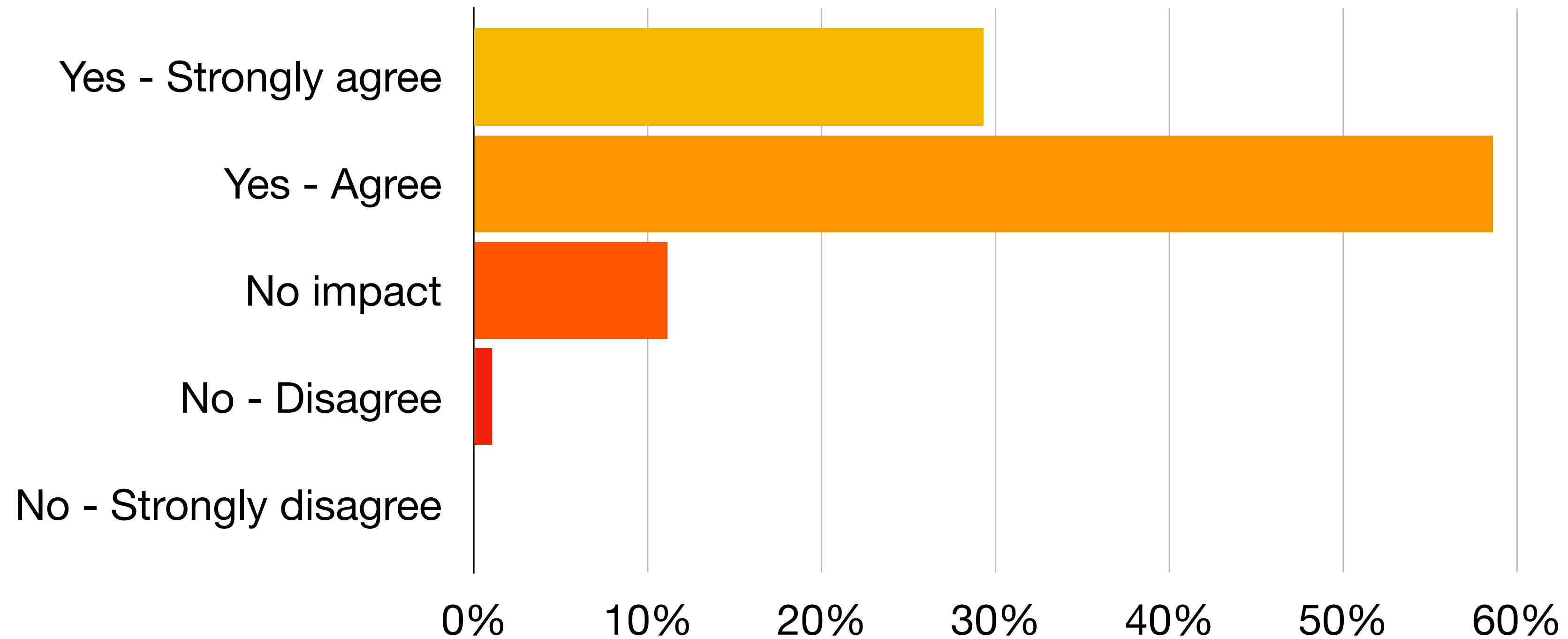
Do you think your team's use of technology today improves guest happiness?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Hoteliers believe technology improves profitability

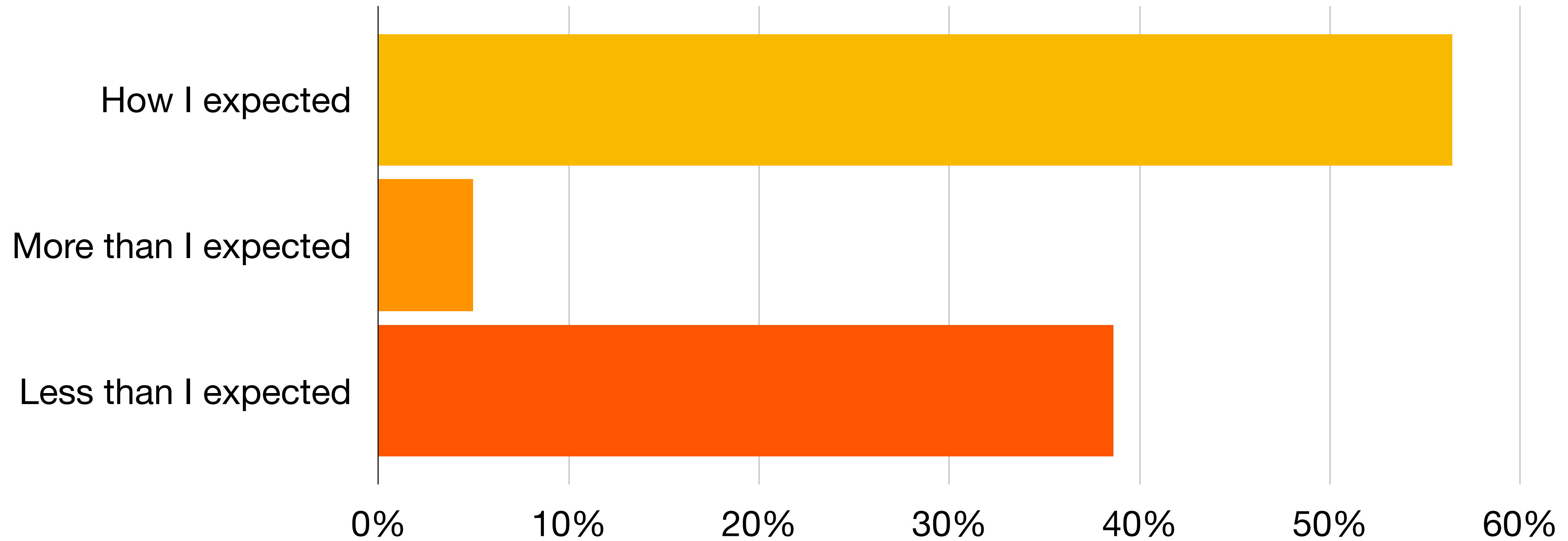
Do you think your team's use of technology today improves business profitability?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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However, technology is rarely exceeding expectations

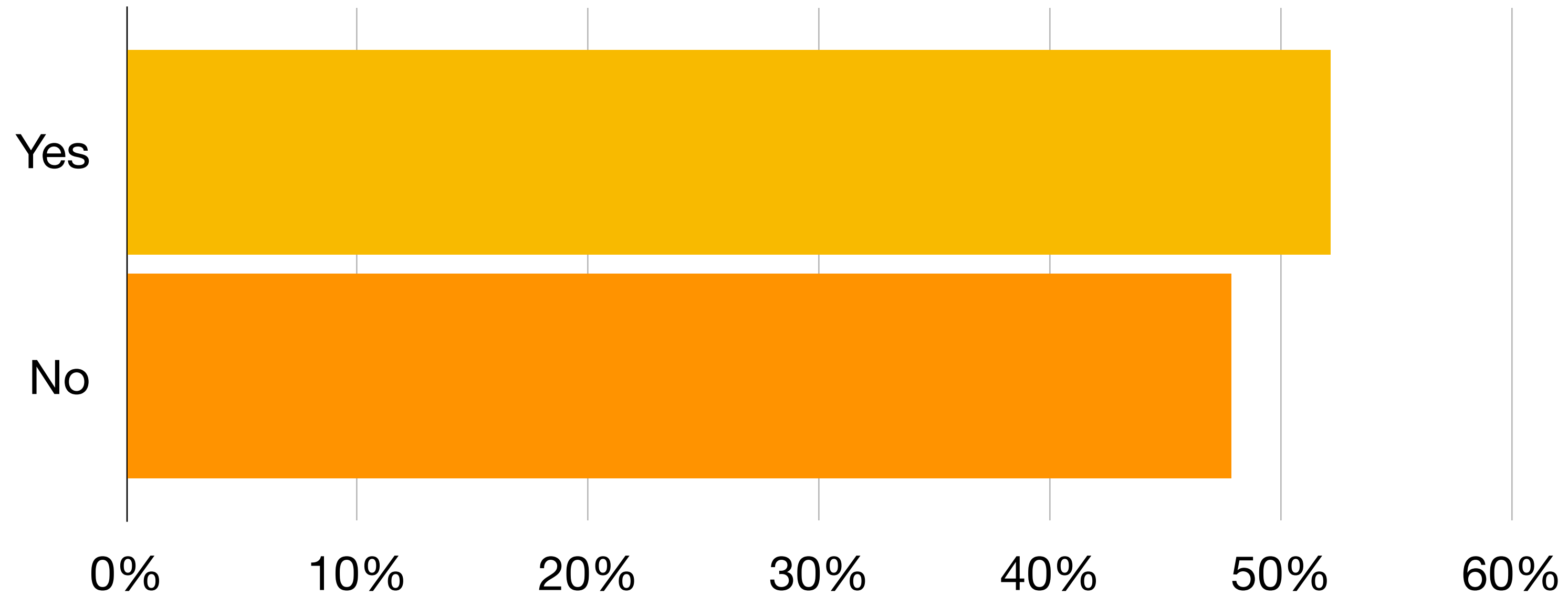
How does your team use the technology you have today?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Many feel tech companies don't understand their needs

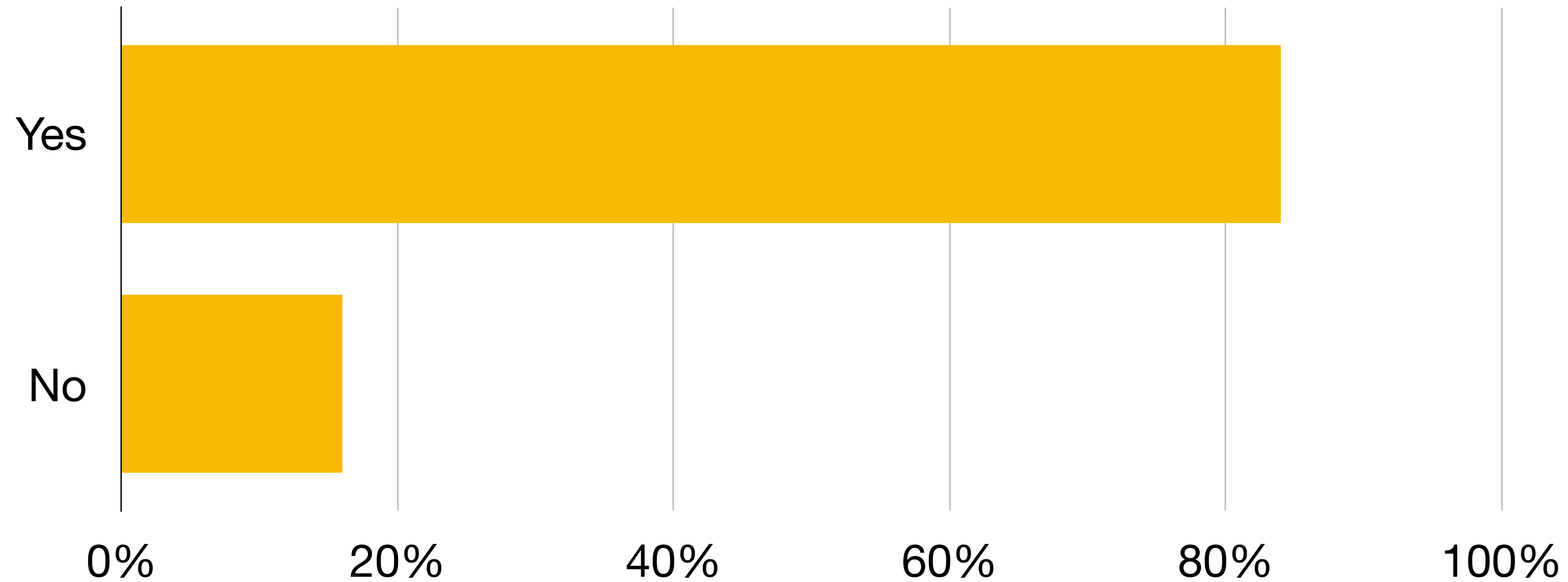
Do you feel hotel technology companies overall understand your needs?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Most have experienced failed implementations

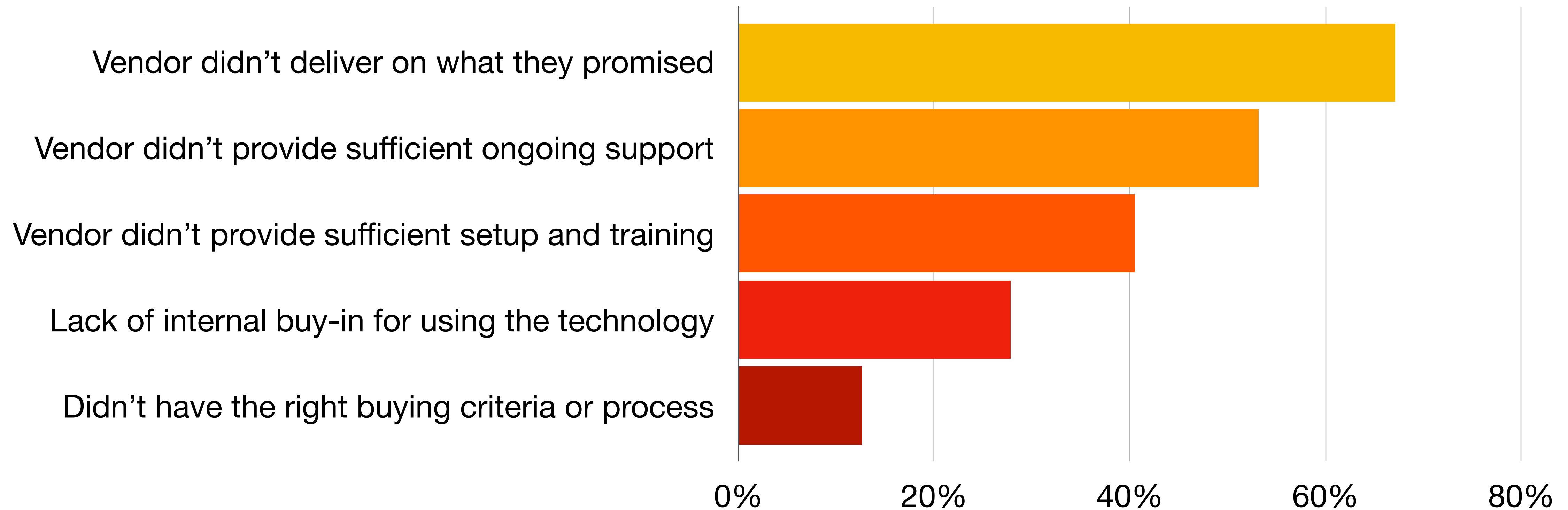
Have you seen a technology implementation/deployment that failed to meet your expectations?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Vendors overpromising is biggest reason for failure

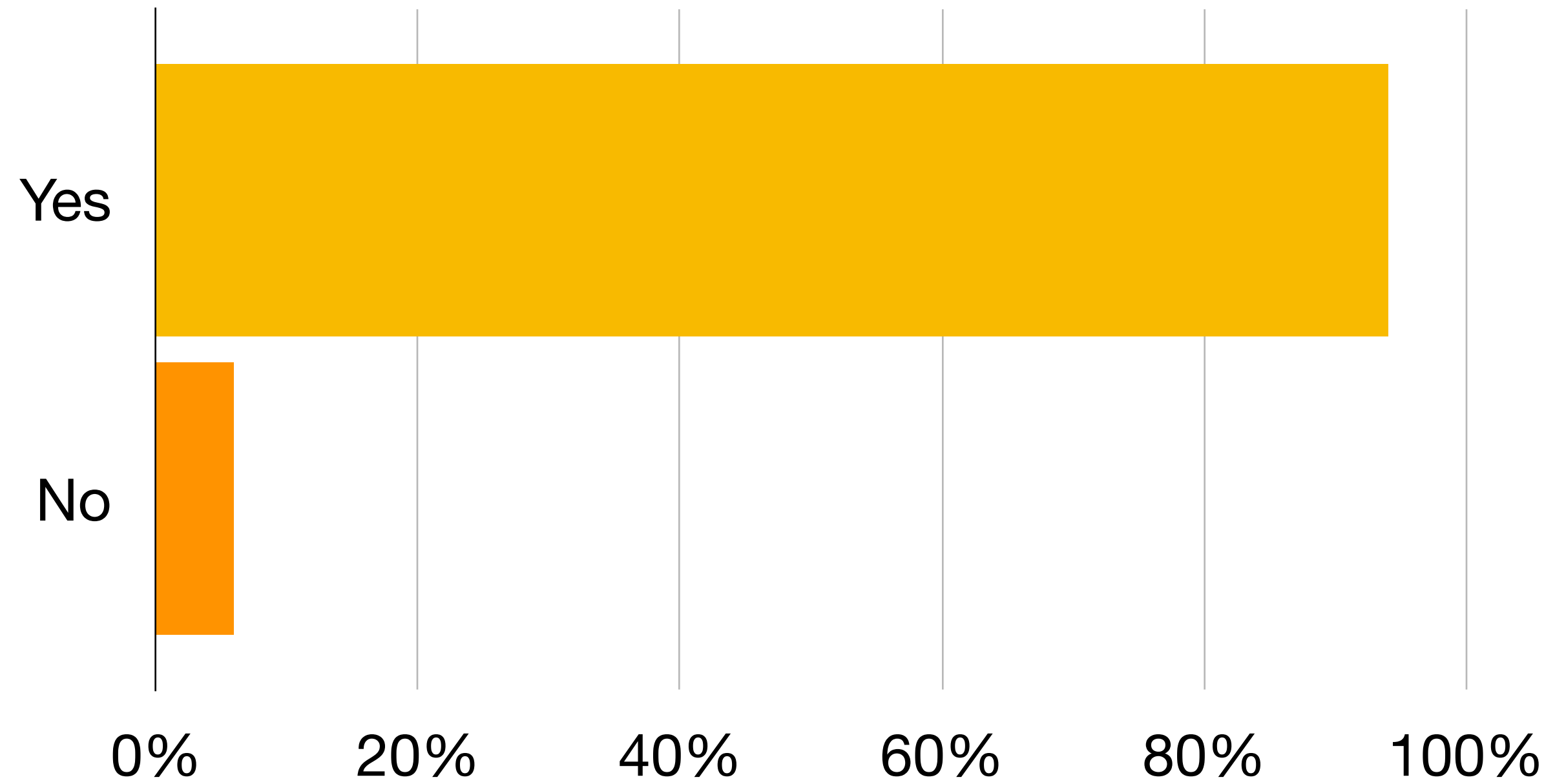
You mentioned you've seen a technology implementation/deployment that failed to meet your expectations. What happened?



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Hoteliers wish they made better use of technology

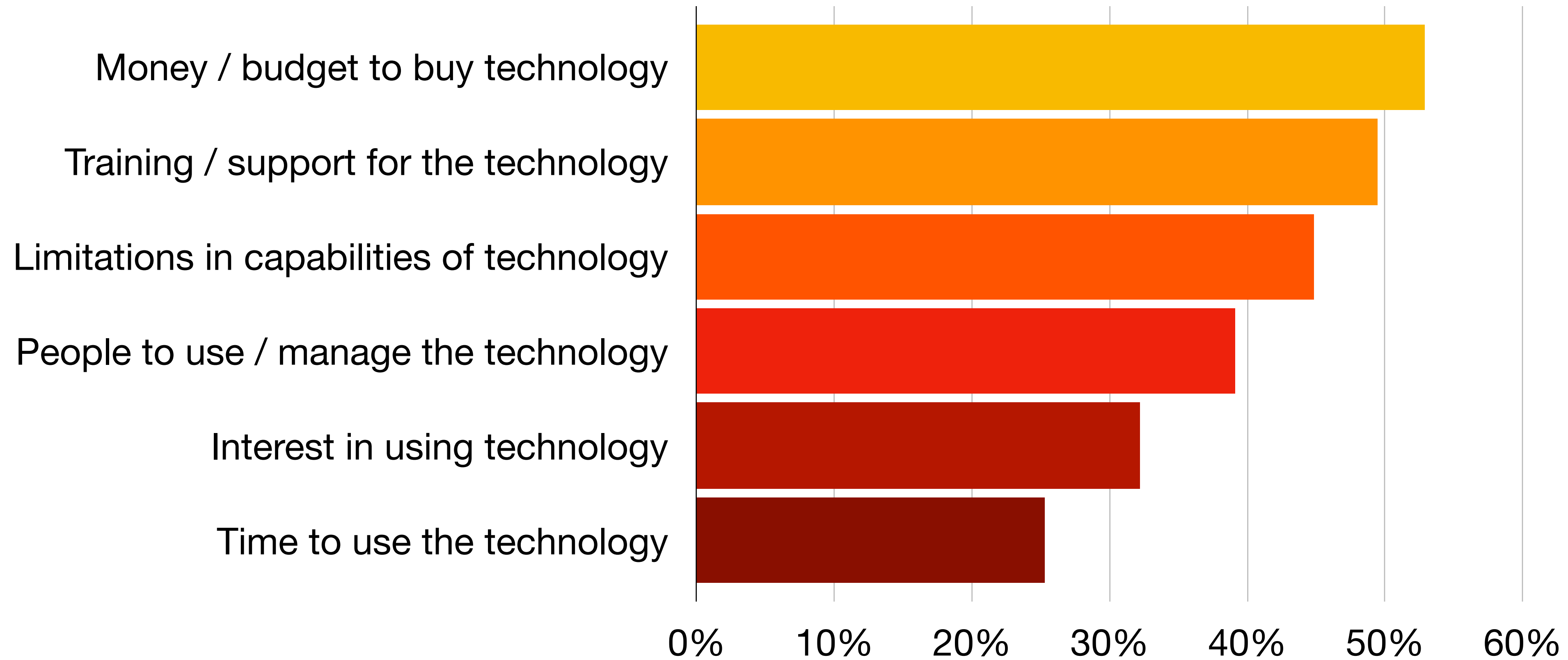
Do you wish your hotel(s) made better use of technology?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Budget and training are holding hoteliers back

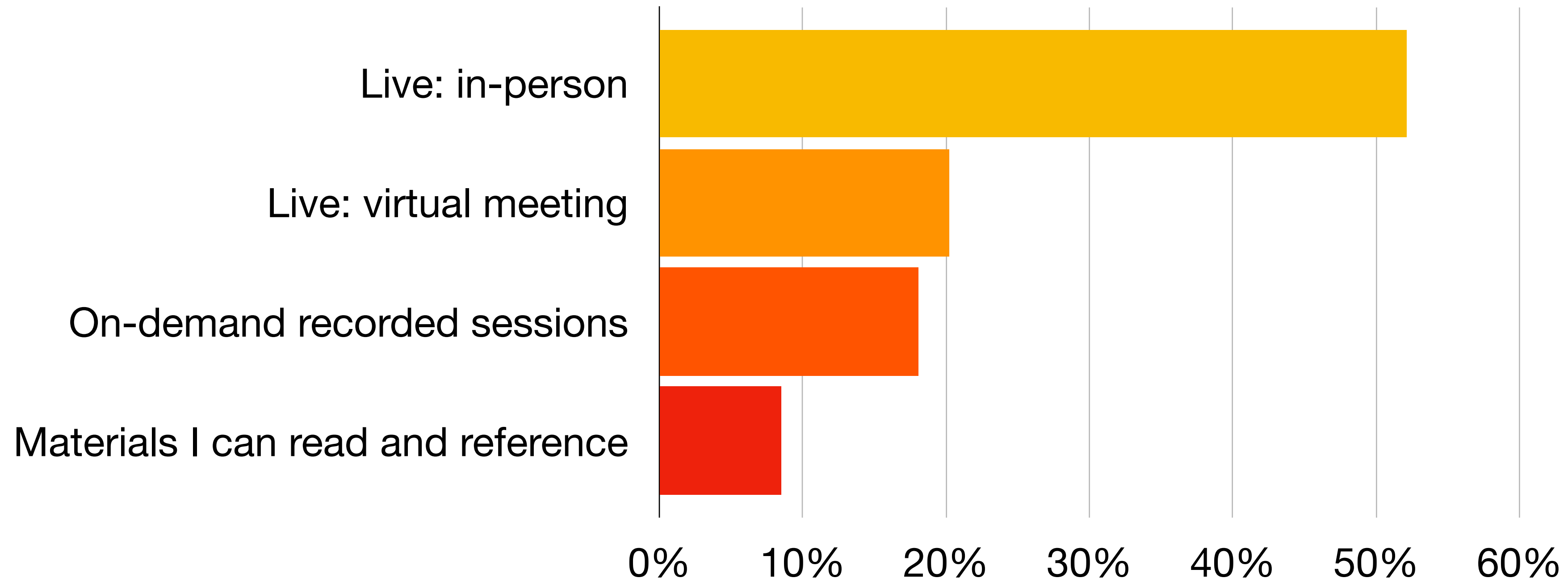
What's holding back your hotels from better using technology?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Hoteliers want live, in-person technology training

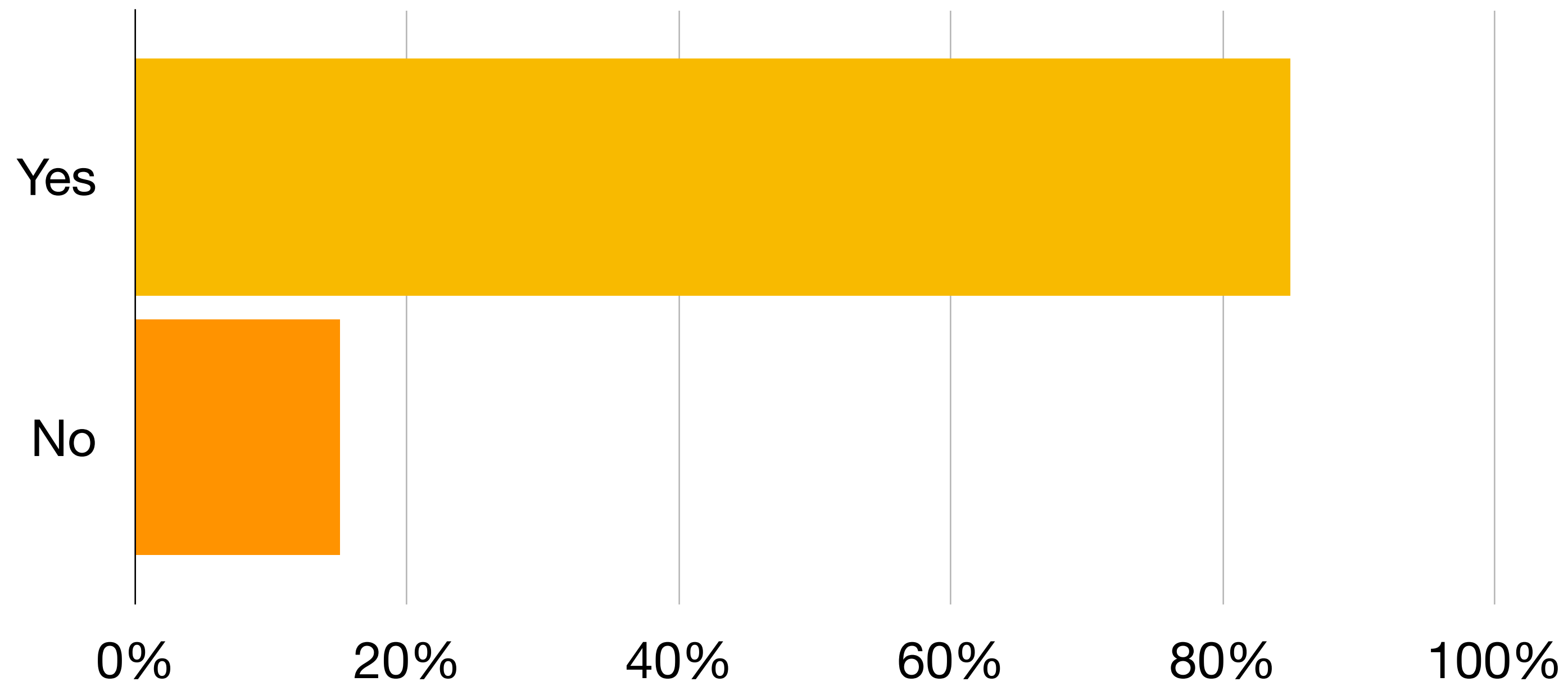
What type of technology training do you prefer?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Hoteliers want to learn more about technology

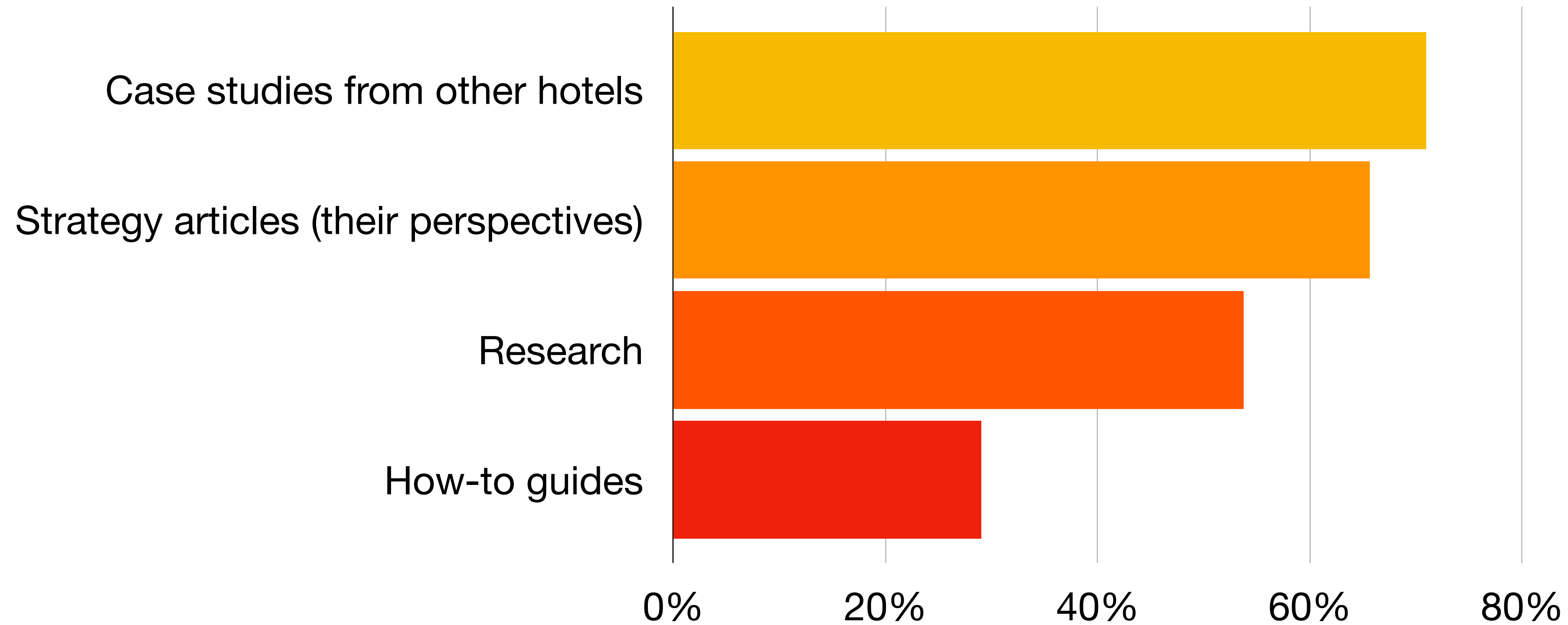
Do you want to learn more about hotel technology?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Hoteliers prefer reading case studies

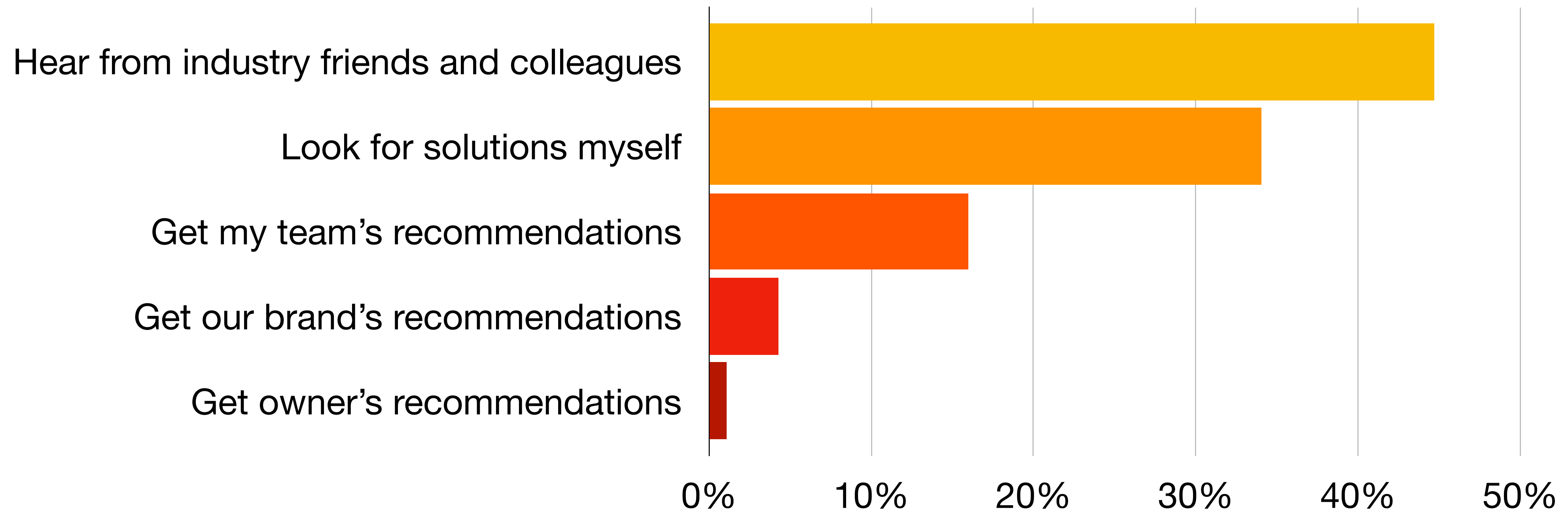
What do you take time to read?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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Hoteliers want to discover new tech from colleagues

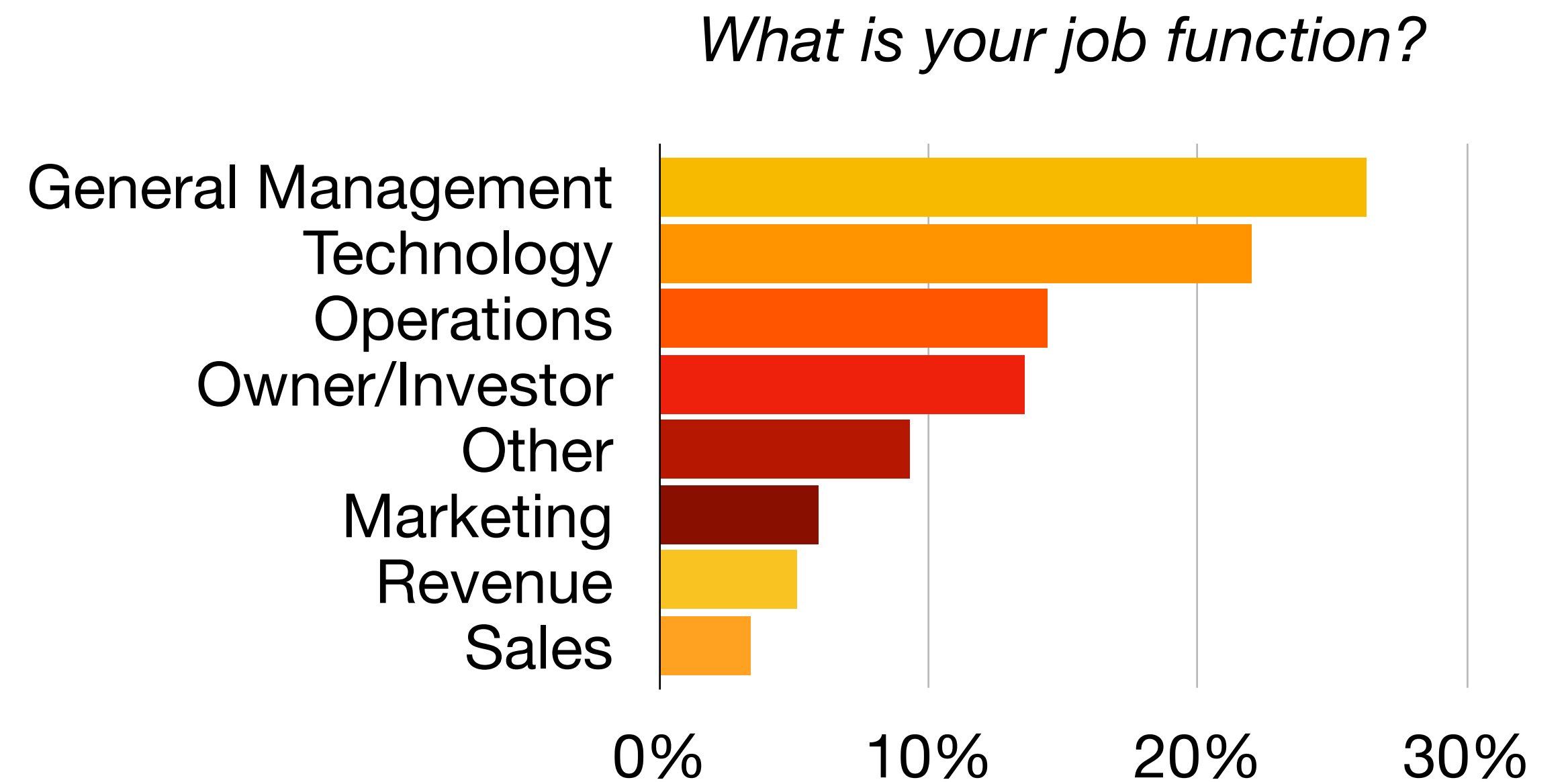
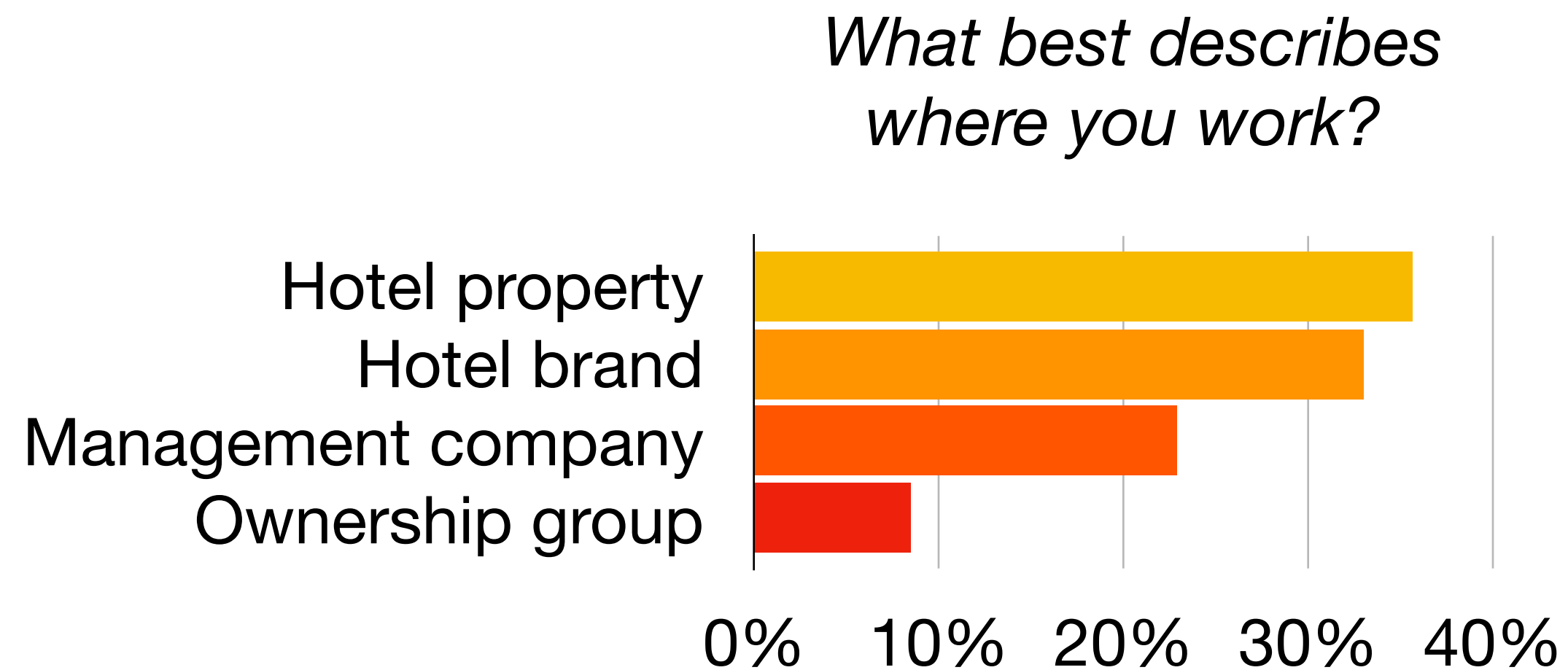
How do you prefer to discover new technology?



Source: Benchmark Research Partners / [HotelOperations.com](https://www.hoteloperations.com)
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About this study

This study was conducted by Benchmark Research Partners on behalf of [HotelOperations.com](https://www.hoteloperations.com) May-June 2022. 118 hoteliers participated, representing a wide range of job functions and company types.



For questions or comments, please contact Josiah Mackenzie: editor@hoteloperations.com