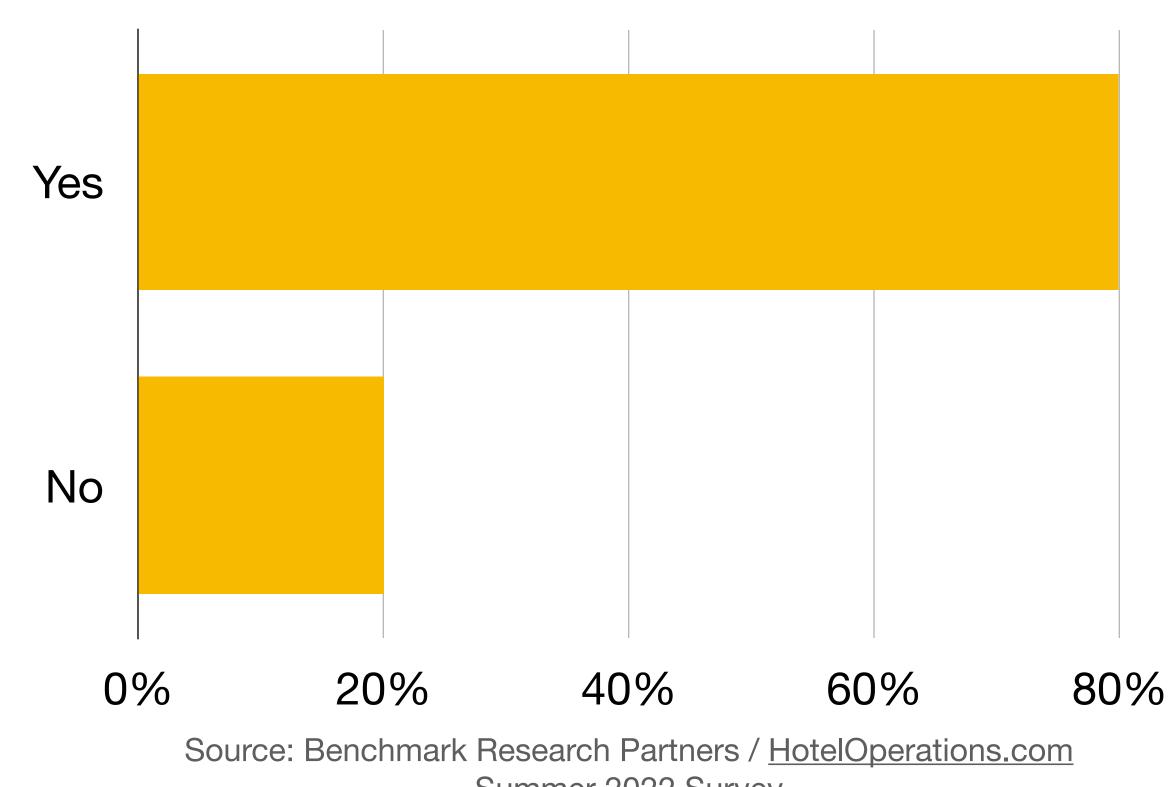
Hotel Technology Survey Presented by HotelOperations.com Summer 2022

Produced by Benchmark Research Partners

Hoteliers say technology helps them

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



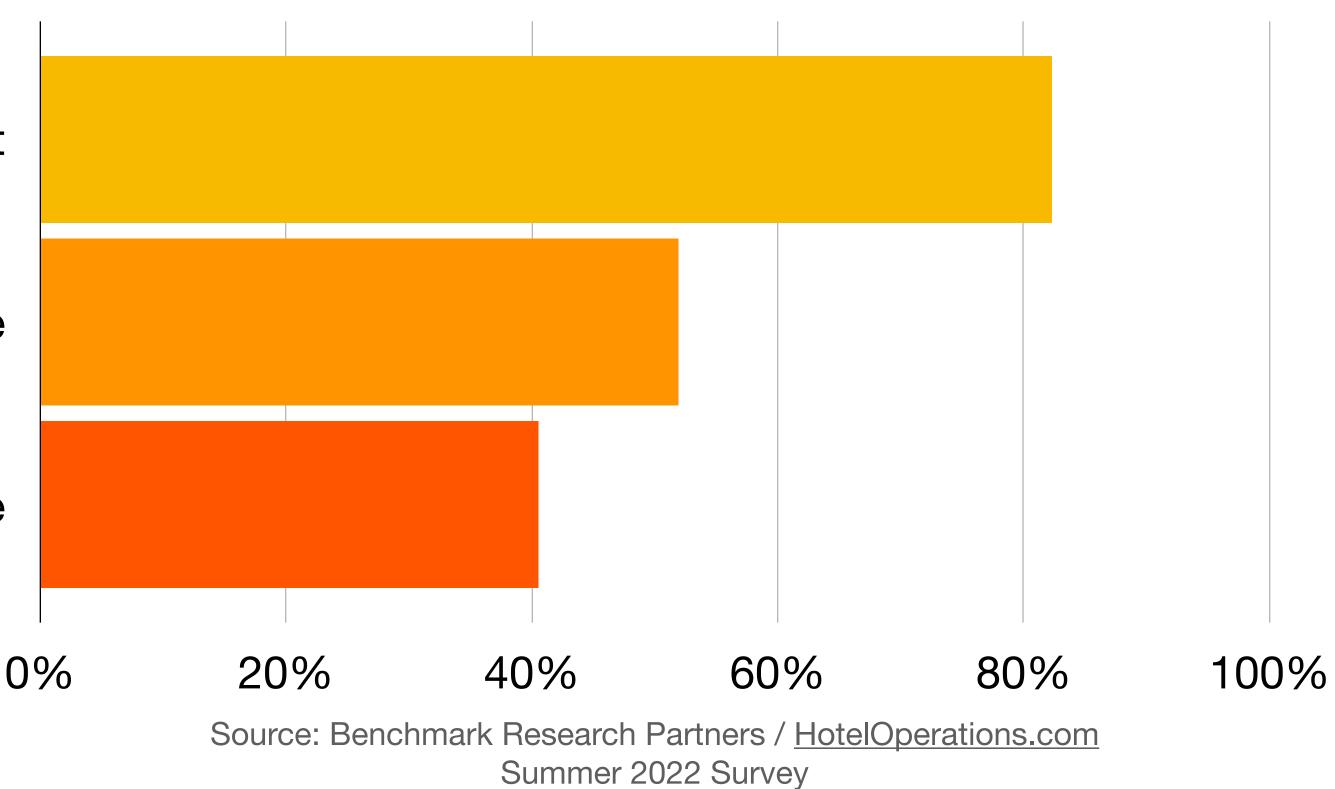
Technology is driving efficiency more than effectiveness

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

Makes me more efficient

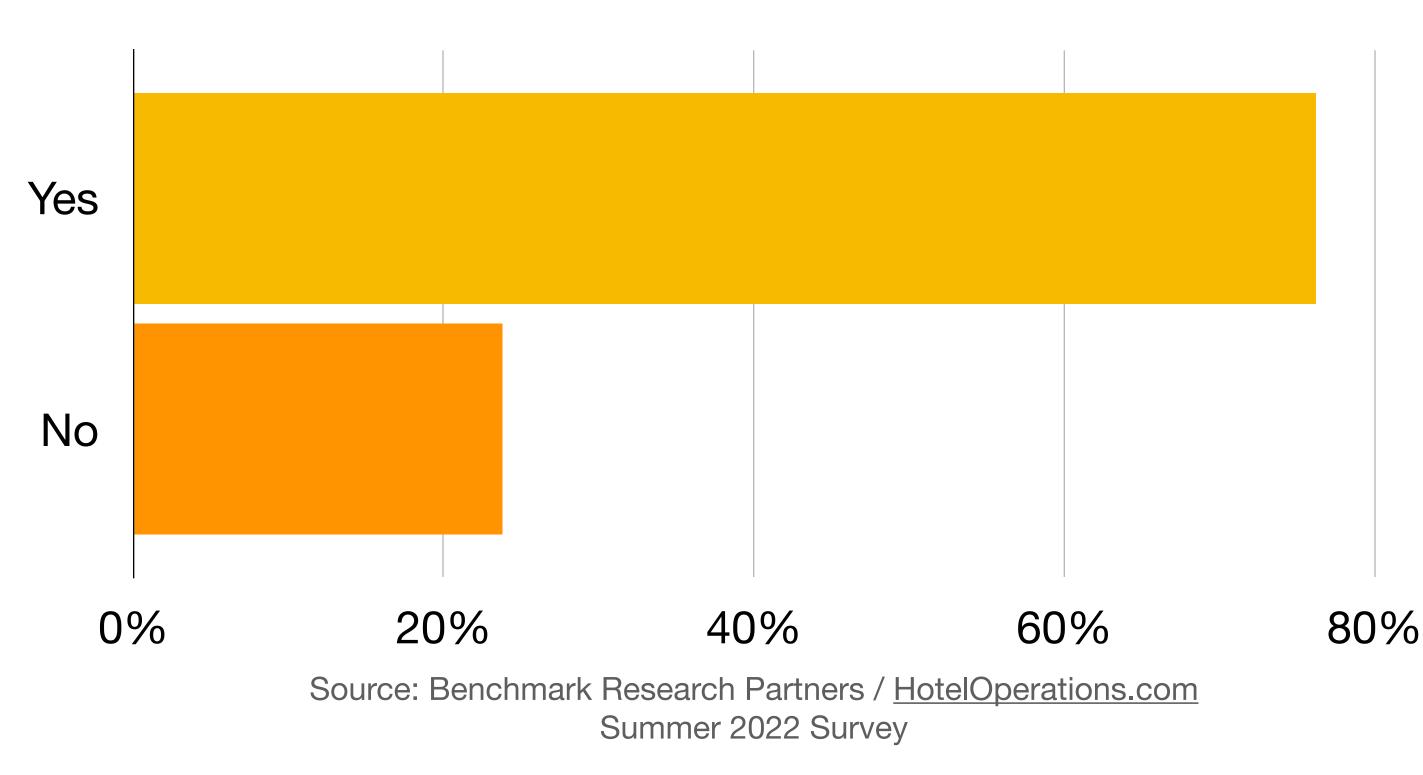
Makes me more effective

Gives me a competitive edge



Technology makes hotel staff happier

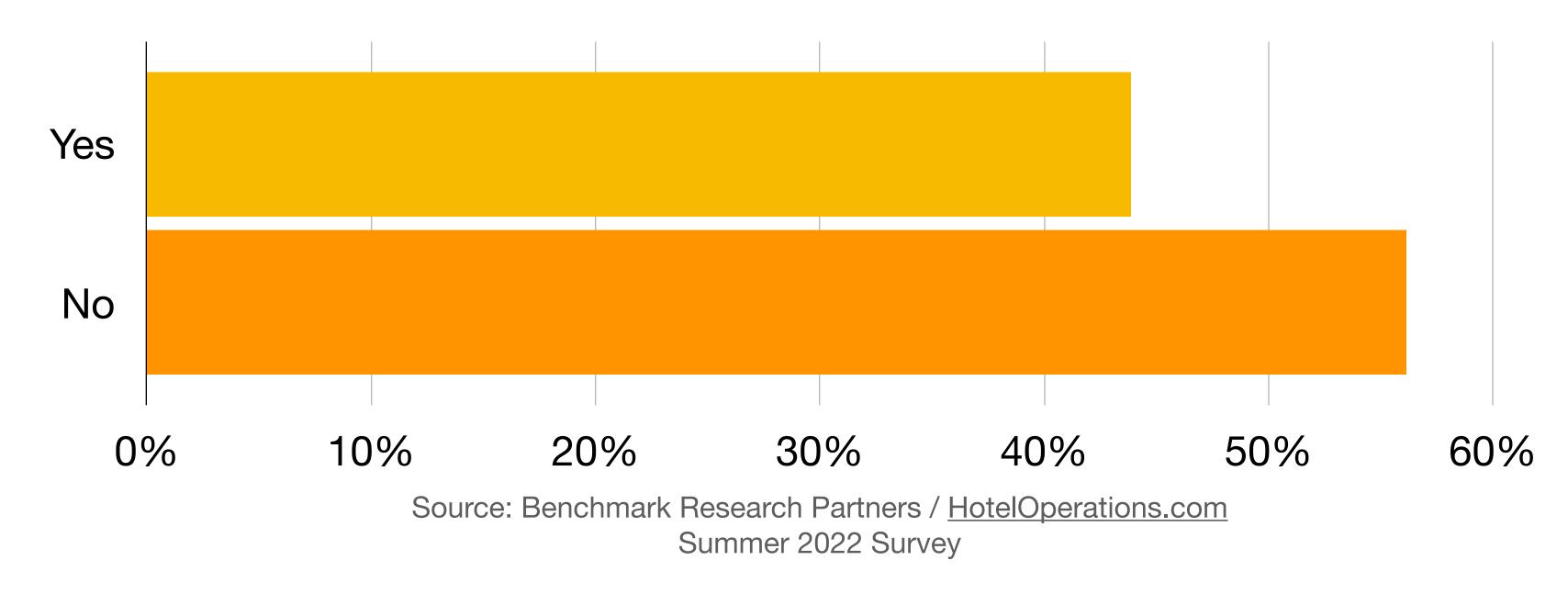




Do you think the technology you have today makes your team happier overall?

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)?



Hoteliers believe technology improves guest experience

Yes - Strongly improves the guest experience

Yes - Moderately improves the guest experience

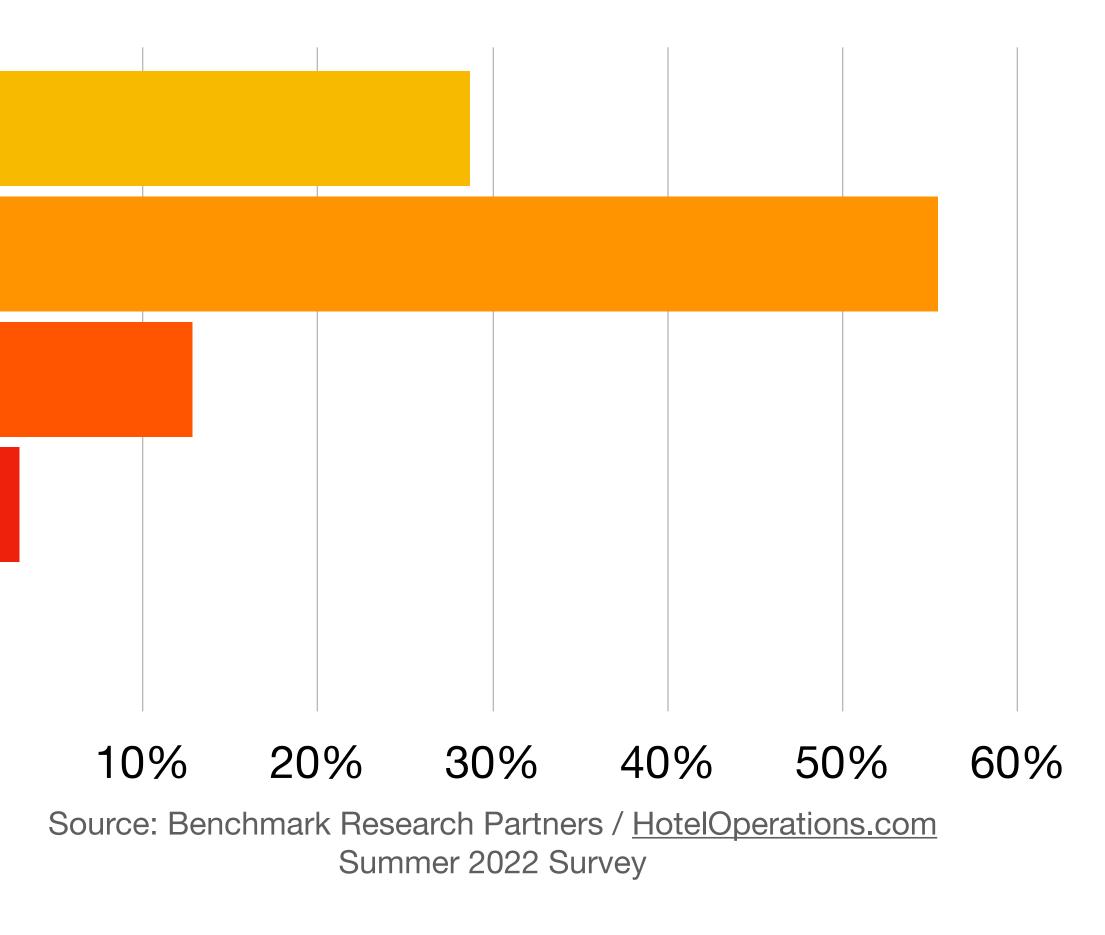
No impact

No - Moderately decreases the guest experience

No - Strongly decreases the guest experience

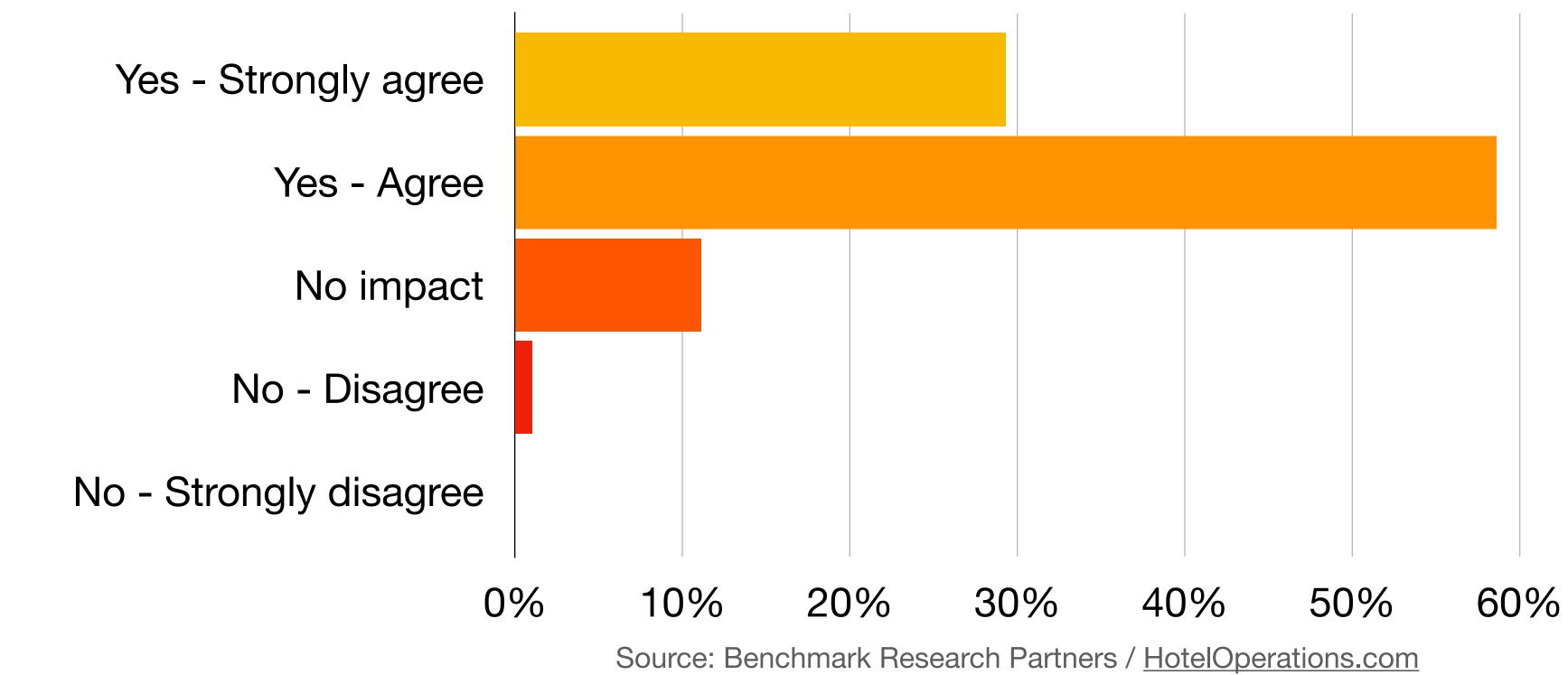
0%

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

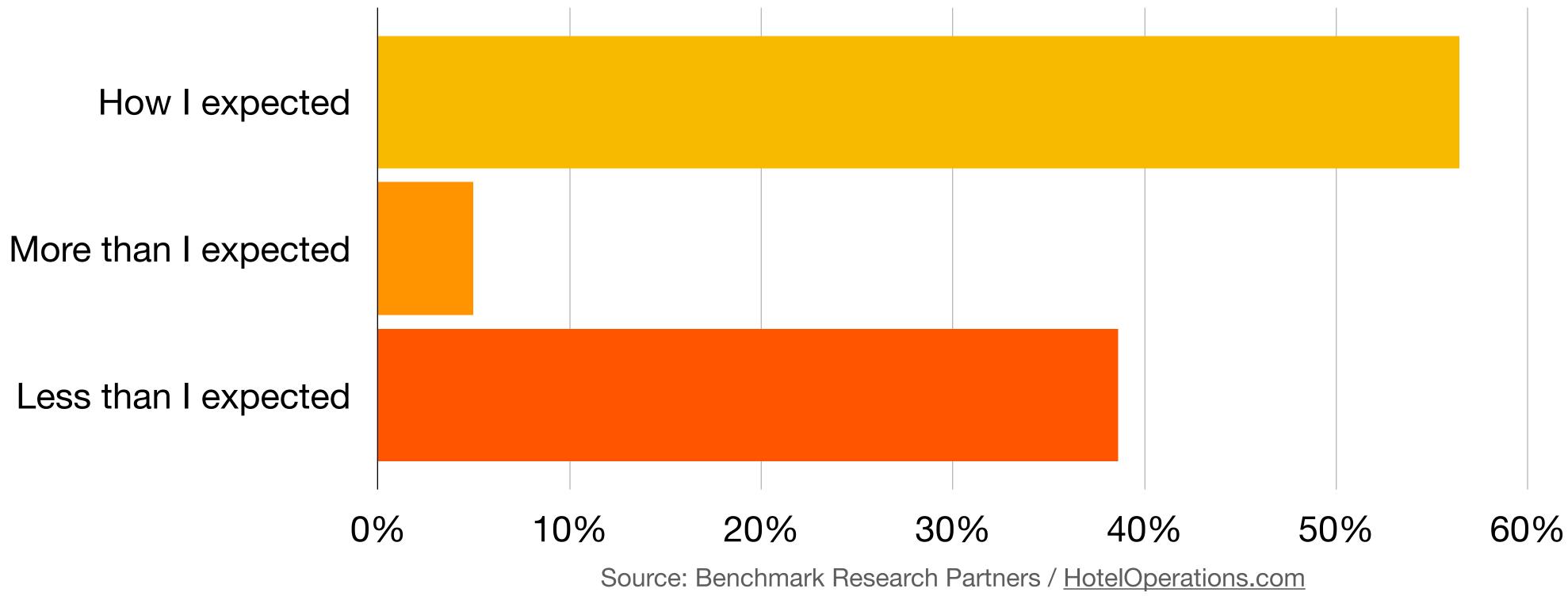


Hoteliers believe technology improves profitability

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

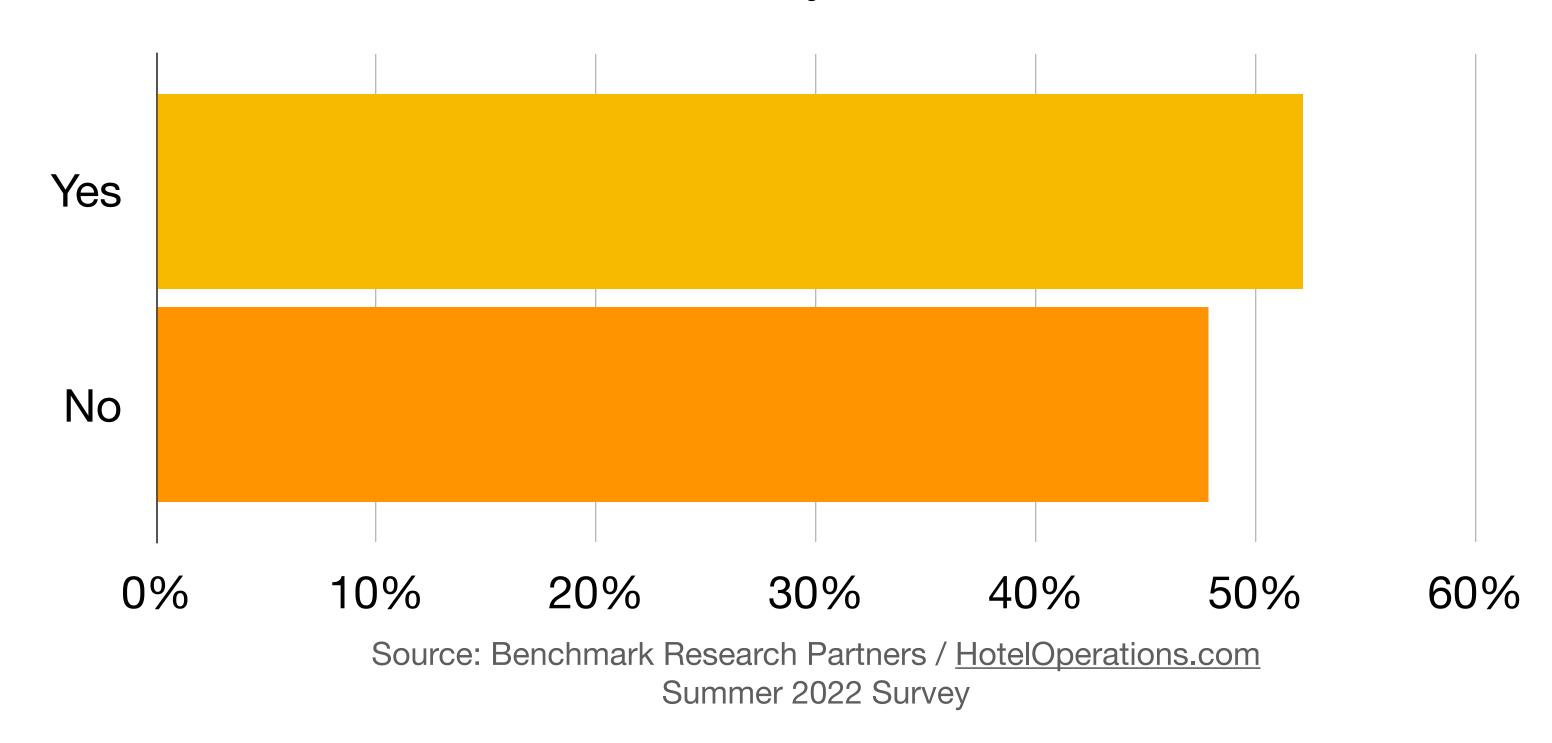


However, technology is rarely exceeding expectations



How does your team use the technology you have today?

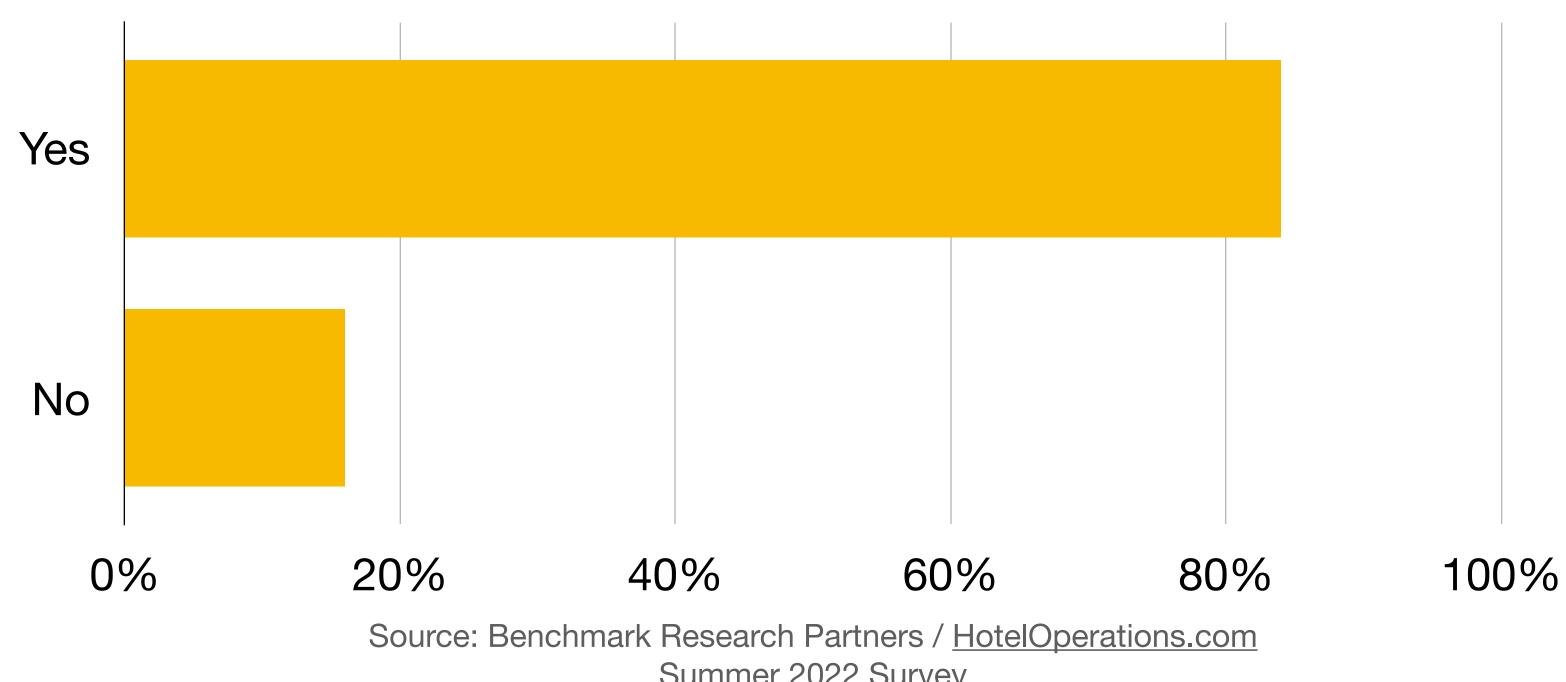
Many feel tech companies don't understand their needs



Do you feel hotel technology companies overall understand your needs?

Most have experienced failed implementations

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



Vendors overpromising is biggest reason for failure

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

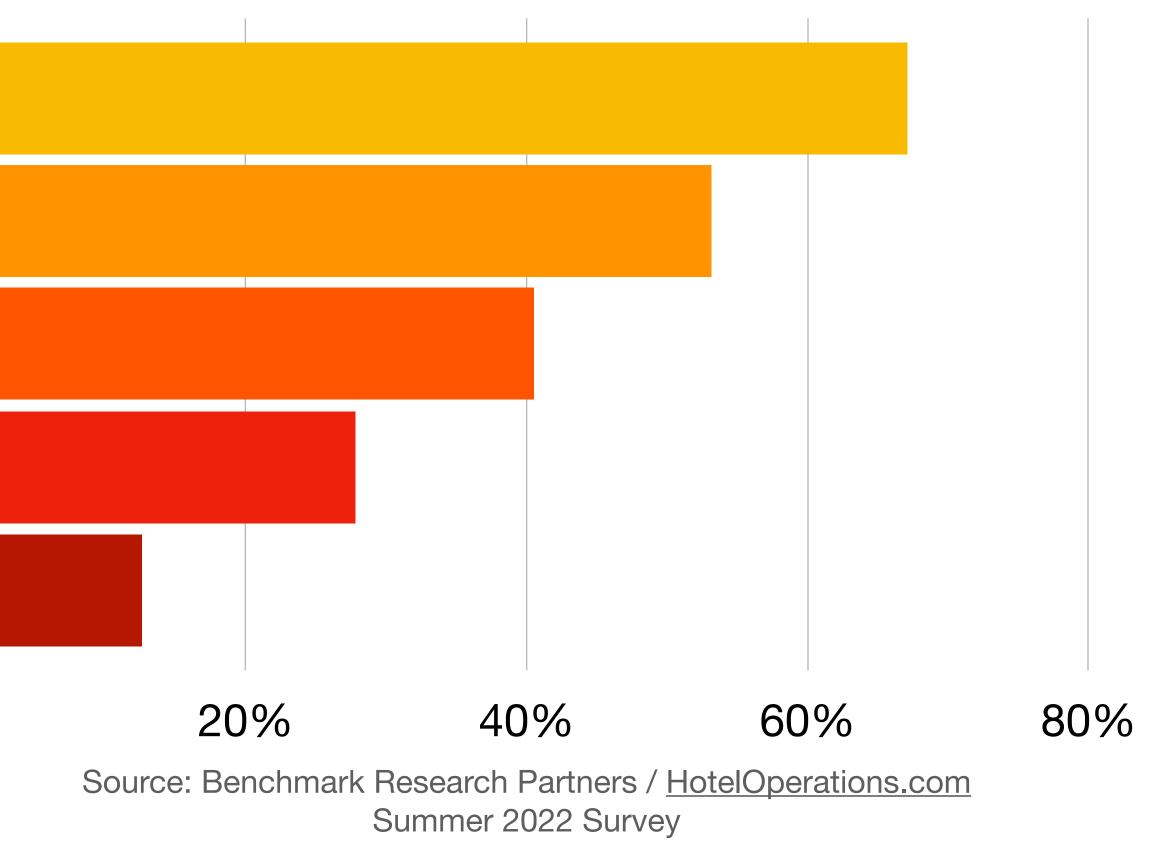
Vendor didn't deliver on what they promised

Vendor didn't provide sufficient ongoing support

Vendor didn't provide sufficient setup and training

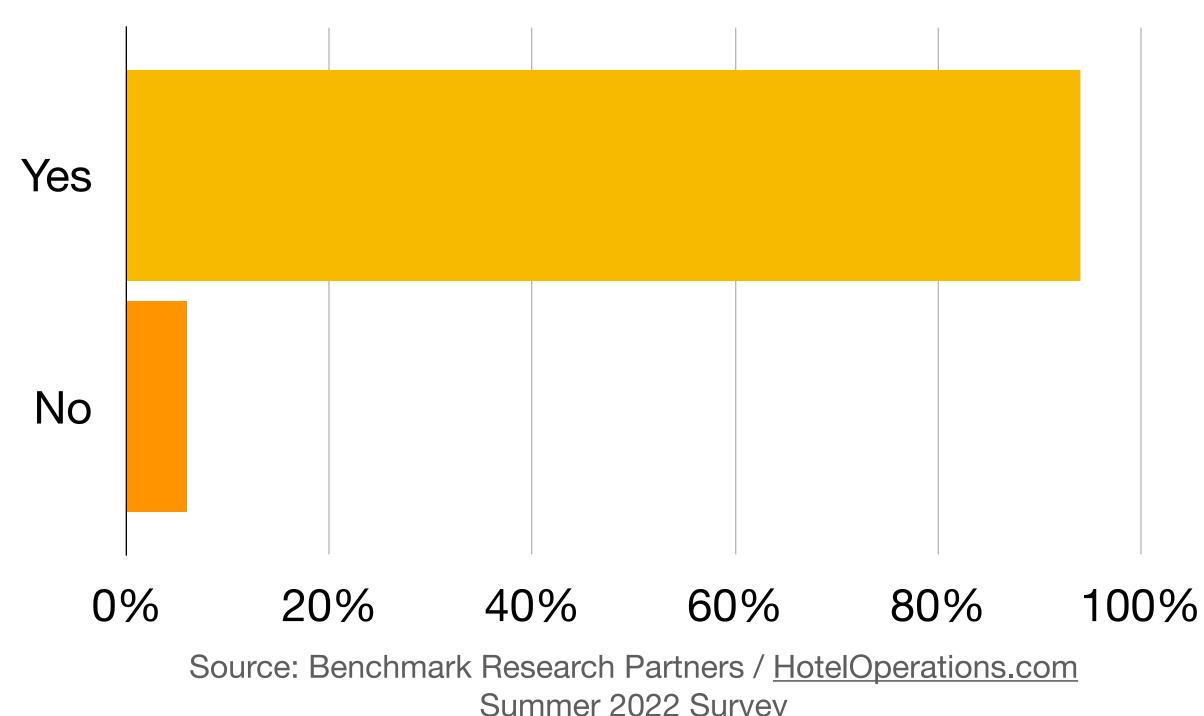
Lack of internal buy-in for using the technology

Didn't have the right buying criteria or process



Hoteliers wish they made better use of technology

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

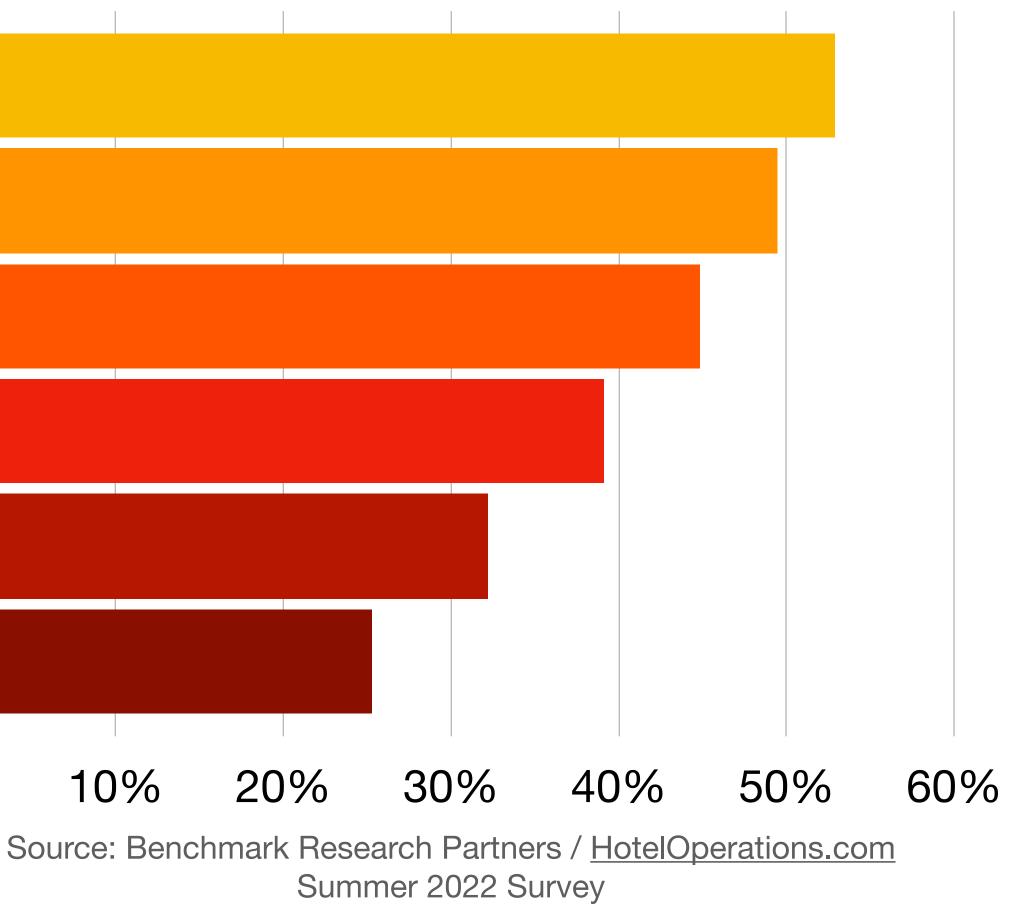


Budget and training are holding hoteliers back

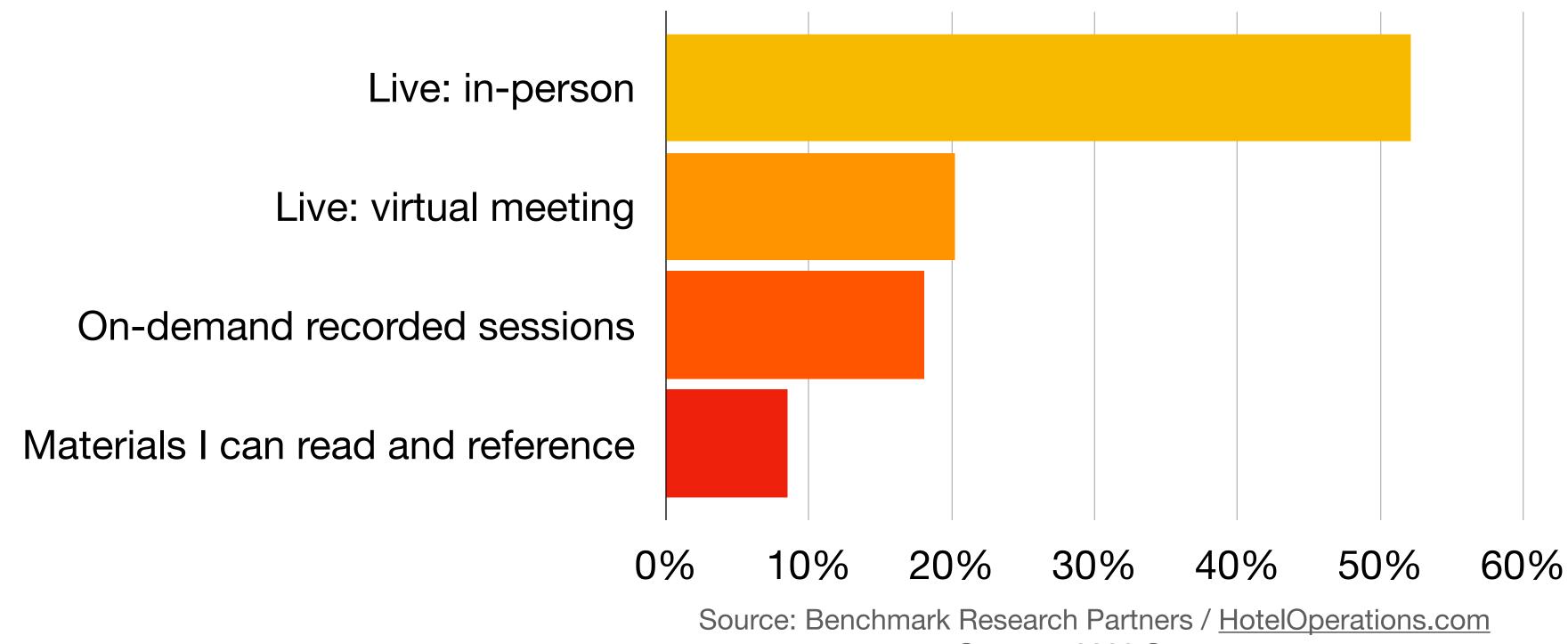
Money / budget to buy technology Training / support for the technology Limitations in capabilities of technology People to use / manage the technology Interest in using technology Time to use the technology

0%

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

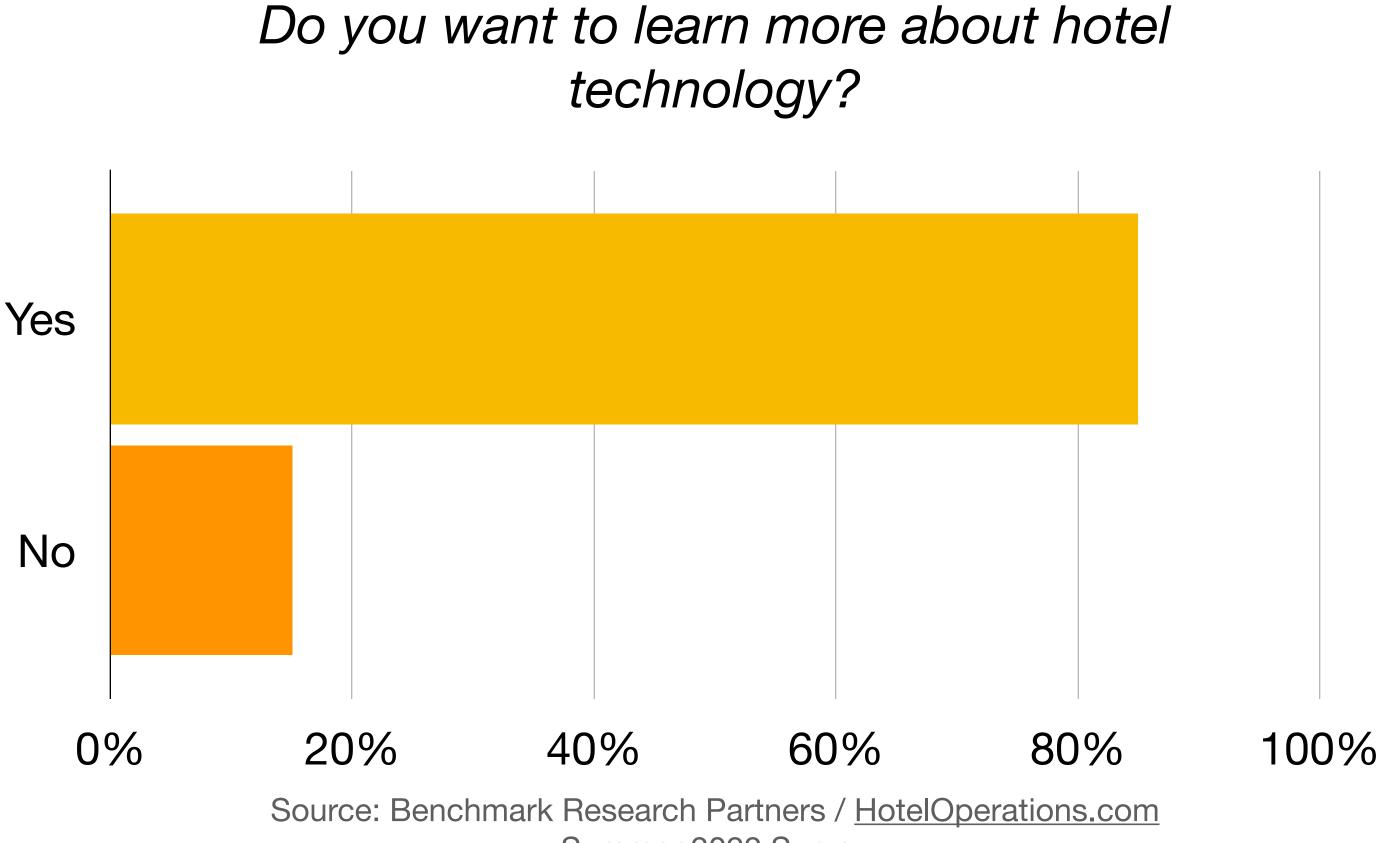


Hoteliers want live, in-person technology training

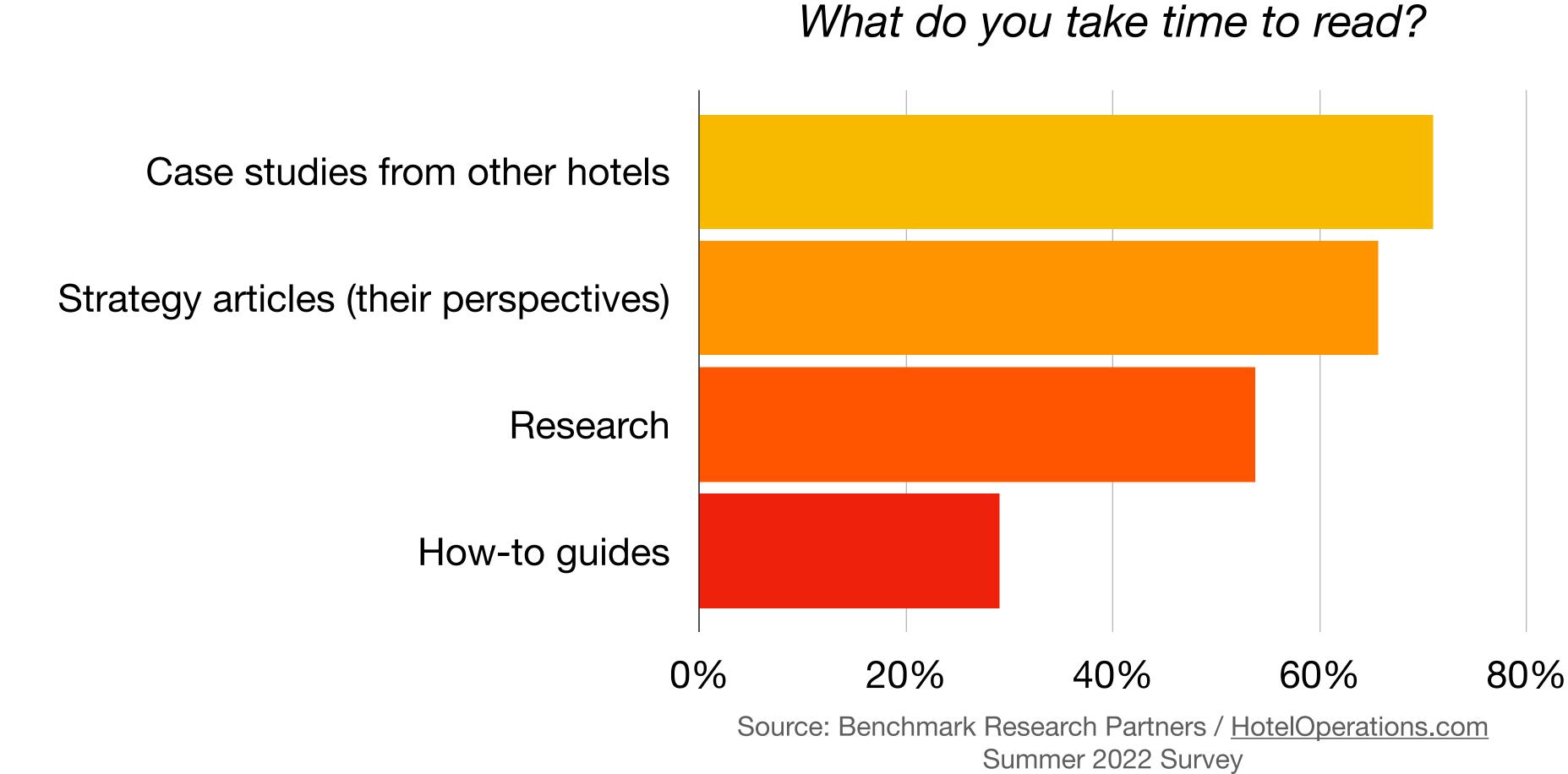


What type of technology training do you prefer?

Hoteliers want to learn more about technology



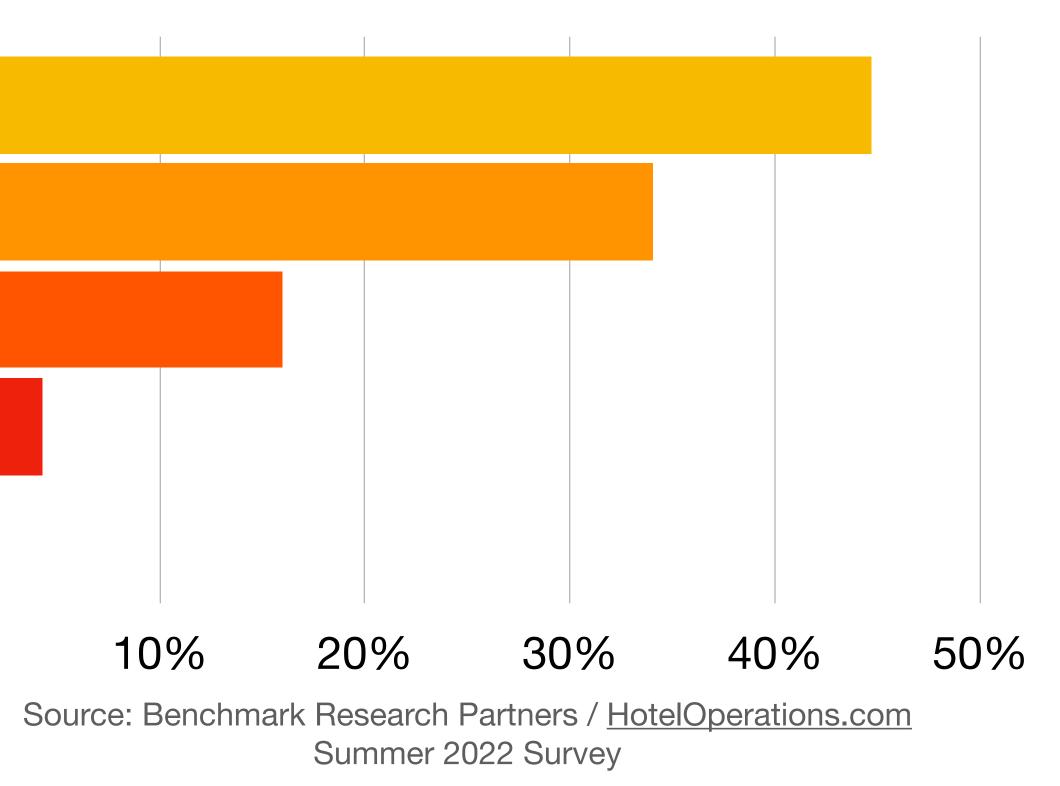
Hoteliers prefer reading case studies



Hoteliers want to discover new tech from colleagues

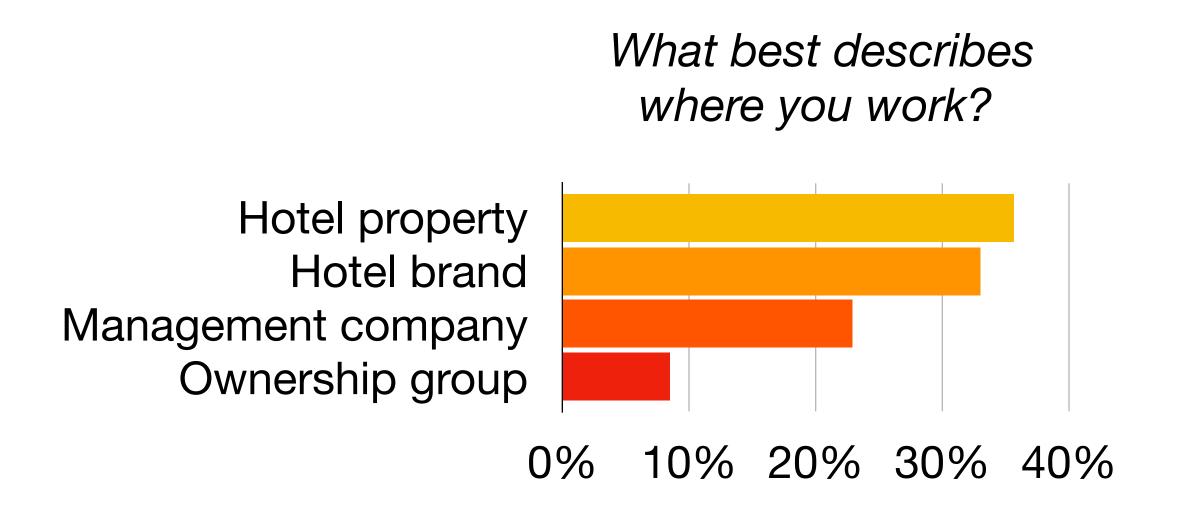
Hear from industry friends and colleagues Look for solutions myself Get my team's recommendations Get our brand's recommendations Get owner's recommendations

How do you prefer to discover new technology?



About this study

This study was conducted by Benchmark Research Partners on behalf of <u>HotelOperations.com</u> May-June 2022. 118 hoteliers participated, representing a wide range of job functions and company types.



For questions or comments, please contact Josiah Mackenzie: <u>editor@hoteloperations.com</u>

What is your job function?

