HYB25

The Hotel Yearbook

Foresight and innovation in the global hotel industry

HYB

Doing More With Less: The New Reality For Hotel Profitability

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Labour shortages and global uncertainty are putting serious strain on hotel operations. Margins are tighter, expectations are higher, and operators are being asked to deliver more with fewer resources. In this environment, technology is no longer a nice to have. It is essential. From automation to integration, the right tools can help you streamline operations, improve the guest experience, and protect your bottom line. Here is a practical look at what to do and what to avoid when using tech to ease the pressure and run a smarter, more efficient property.

With ongoing labour shortages and a tense international climate, hotel margins are under intense pressure. Property operators are being forced to do more with less – streamlining operations, boosting efficiency, and making every tool in their tech stack work harder.

Here's a practical look at the do's and dont's of using technology to relieve some pressures, elevate operations and save valuable time along the way.

1 DO INVEST IN YOUR BOOKING ENGINE

Today's travellers are deeply connected, relying on technology at every stage of their booking journey.

If your business traditionally relies on OTAs that eat up your margins, 2025 might be the year to turn that around. A powerful, robust booking engine can help you drive more direct bookings and reclaim control of your margins.

A well-designed booking engine allows guests to:

- Browse real-time availability via calendar view
- View property photos
- Purchase add-ons and upgrades
- Access flexible rates and promotional offers
- Complete secure, seamless payments

Look for a solution that integrates directly with your PMS to ensure live availability, accurate pricing and a streamlined user experience. And make sure it is mobile optimised, as most of your guests will be booking from their phones.

2 DO ADOPT A PROPERTY MANAGEMENT SYSTEM

Adopting a Property Management System (PMS) that you trust is essential for delivering a frictionless guest and staff experience. From reservations and mobile check-in and -out to real-time pricing updates, a good PMS brings everything into one place.

With automated bookings, instant communication, and efficient workflows, a Property Management System (PMS) enables you to consistently exceed guest expectations. When your guests feel appreciated, supported, and in control throughout their visit, they're more likely to return and to spread the word.

Your staff will benefit, too. With mobile access from a phone or tablet, they can respond to customer queries on the move without being tied to the reception desk.

3 DON'T UNDERESTIMATE GUEST LOYALTY

You don't need to be part of a global hotel chain to reward guests for their loyalty. Most PMS platforms include built-in loyalty features letting you credit points or offer discounts based on nights stayed or total spend. These loyalty programs are easy to configure and set up.

Combined with special offers and promotions, loyalty programs are a powerful way to drive repeat bookings and shift more traffic to your direct channels. That means fewer OTA commissions and stronger guest relationships. For best results, consider exclusive rates, early access to bookings, and thoughtful extras that show guests you value their return.

4 DON'T USE DISCONNECTED TECH SOLUTIONS

Technology should make your life easier, not more complicated. But when you're juggling too many systems without the resources to manage them properly, it will be at best underutilized, and at worst will slow you down.

Disconnected systems mean duplicating work – entering reservations in multiple systems, maintaining separate guest records, and wasting valuable time on admin.

Without a dedicated resource such as a tech manager, think about how you can consolidate your technology into one robust system that can handle key tasks within a single platform. The more streamlined your stack, the more efficient your operation.

5 DO USE A CHATBOT TO SUPPLEMENT YOUR RESERVATION TEAM

AI-powered chatbots are gaining traction across industries and we are now starting to see the first few chatbots specifically designed for hospitality. A well-built chatbot can:

- Handle guest questions and create a booking directly in your PMS
- Answer your most frequently asked questions such as *"When can I check in?"* or *"Do you offer breakfast?"* thus freeing up staff for higher-value tasks
- Be a resource when your reception is closed

6 DO AUTOMATE REPETITIVE TASKS

Adding a manual charge on hundreds of invoices, anyone?

So much of your precious staff's time is being wasted on repetitive tasks and away from the core of your business: looking after your guests.

Look closely at what your current tech stack can already automate. Push your vendors' customer success managers to demonstrate how their platform can save you tasks, clicks, or minutes of your time. Also, stay on top of product releases to make sure you are always making the most of the tech stack you already have.

7 **DON'T IGNORE EMBEDDED PAYMENTS**

Embedded payments aren't a luxury anymore – they are a core part of modern property management.

Night audits and manual reconciliations eat up hours each week. Fraudulent bookings and payment disputes drain revenue and staff morale, but it doesn't have to be this way.

By embedding payments into your PMS, you can streamline operations, cut down on fraud and drastically reduce disputes. Plus, offering guests flexible payment options improves conversion rates and adds a layer of convenience that travellers expect.

It's not just about processing transactions, it's about protecting your margins and delivering a smoother, more trustworthy experience.

With the right tech stack in place, delivering on the automation promises, you will be able to do more with less, and still deliver on your customer experience.

HITEC® 2025 Indianapolis
Jun 16 – 19, 2025
Indiana Convention Center

Maximum Occupancy - Sydney
Wed, Jun 18, 2025
Sydney, Australia

TravelTech Show 2025
Jun 25 – 26, 2025
Excel London, United Kingdom

Smart, Safe & Sustainable Summit 2025
Fri, Jun 27, 2025
The Londoner Hotel
London, United Kingdom

HEDNA EUROPE Conference 2025
Sep 9 – 11, 2025
Altis Grand Hotel, Lisboa, Portugal

FSTEC
Sep 14 – 16, 2025
Gaylord Palms Resort
Kissimmee, United States

Skift Global Forum
Sep 16 – 18, 2025
The Glasshouse
New York, United States

NoVacancy 2025
Sep 17 – 18, 2025
ICC Sydney, Australia

International & French Travel Market
Sep 23 – 25, 2025
Paris Expo Porte de Versailles
France

Hospitality Tech Expo
Sep 30 – Oct 1, 2025
Excel London, United Kingdom

TTG Travel Experience
Oct 8 – 10, 2025
Fiera Rimini, Viserba, Italy

Travel Tech Asia
Oct 15 – 17, 2025
Sands Expo & Convention Centre
Singapore

The Hospitality Show 2025
Oct 26 – 28, 2025
Denver Convention Center
Denver, United States

World Travel Market (WTM) London 2025
Nov 4 – 6, 2025
Excel London, United Kingdom

HOSPACE 2025
Thu, Nov 13, 2025
Royal Lancaster London
United Kingdom

NoVacancy Asia 2025
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Queen Sirikit National Convention
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United States

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Dec 10 – 11, 2025
Marriott Grand Ballroom,
Pasay, Philippines

FITUR 2026
Jan 22 – 26, 2026
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