

# WHERE HOTELIERS & TECH VENDORS GET WIRES CROSSED

A study of hundreds of hoteliers and technology vendors conducted by Fuel Travel, Flip.to and StayNTouch looked at where hoteliers and vendors are on the same wavelength and where they aren't connecting.



HOTELIERS



TECH VENDOR

## THE TOP CHALLENGES HOTELS FACE

1. Lack of integration between products
2. Increasing costs
3. Consumer expectations

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2. Lack of innovation
3. Consumer expectations

## FACTORS TO CONSIDER WHEN INVESTING IN NEW TECHNOLOGY SOLUTIONS

1. Return on investment
2. Integration with current technology
3. Reliability

1. Ease of use
2. Integration with current technology
3. Return on investment

## HOTELIERS' FEELINGS TOWARD CURRENT TECH

50.2%

Feel their eCRM software doesn't meet most of their needs

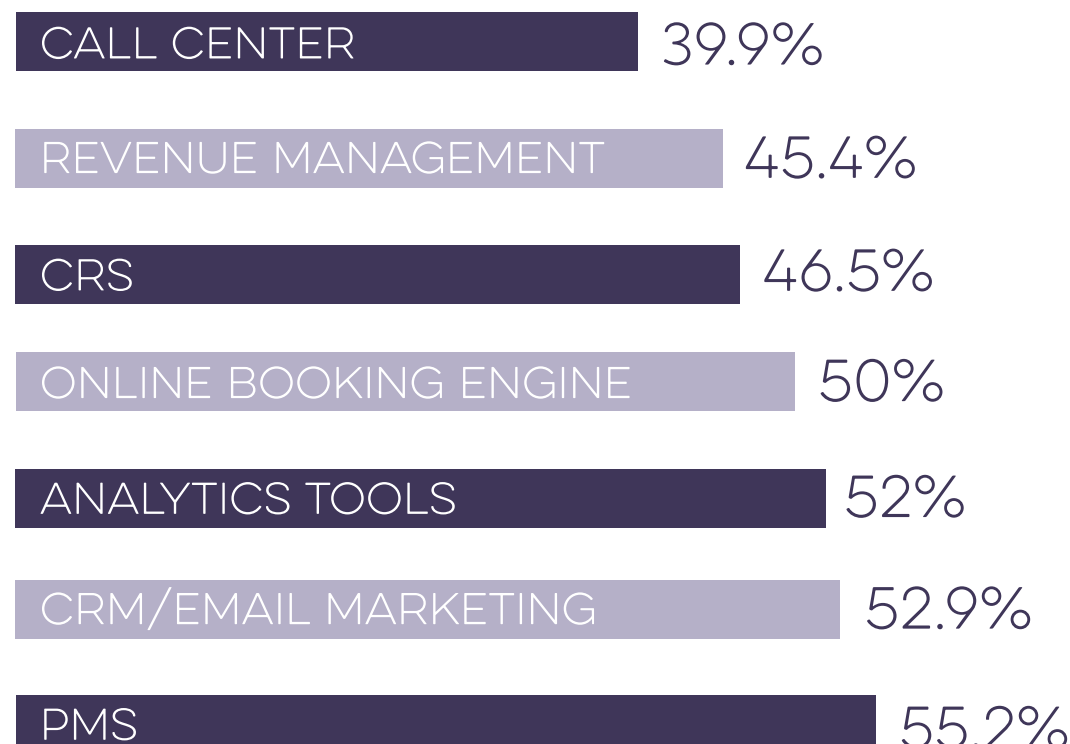
55.2%

Say they are not satisfied with PMS provider

66.1%

Feel their booking engine software meets most of their needs

## PERCENTAGES OF HOTELIERS NOT SATISFIED WITH TECH VENDORS (BY PRODUCT TYPE)



illustrations by: rachel daub

Source: The 2018 Hospitality Technology Study: Are hoteliers and vendors on the same page?; Fuel, Flip.to and StayNTouch