

Amadeus announces blueprint for hospitality industry's future

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Globalisation and rapidly developing economies to offer great opportunities

Amadeus research report identifies three significant trends driving the hotel industry:

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Better-informed travellers will expect experiences to be built around their personal needs

New technologies will continue to provide opportunities to personalise the experience and improve operational performance

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has today launched a new report which identifies globalisation, a new breed of customer and new technologies as three key drivers for the hotel industry. The report was commissioned by Amadeus to identify the trends which will affect the hospitality industry in the future and the technology implications for hotels and hotel chains.

Amadeus commissioned Inspire Resources to conduct the report entitled A blueprint for the future of the hospitality industry. They interviewed a targeted selection of senior hotel executives, consultants, academics and researchers to identify the key issues and concerns facing the market. The hotel executives included a mix of C-level executives as well as those with direct responsibility for IT, distribution, revenue management, marketing and sales.

Opportunities for growth into new markets

The report identifies globalisation as a key driver. Emerging markets - particularly Russia, India, China and the Gulf - offer significant opportunities, but cannot be treated as a homogenous whole. For example, customers from China will search for, plan and book a hotel in a different way from customers from Russia. The notion of brand integrity is crucial: hotels will need to supply consistent service in a global environment, while adapting to support customers with new cultural background and sensitivities in local markets.

Information key to servicing the demanding customer

The modern traveller wants to have experiences built around their personal needs. The hotel industry recognises that it must go further in its adoption of social networking. User reviews expose the truth of a hotel's brand since customers often use their peer group as the main source of information. Hotels are now challenged with maintaining high standards and meeting the expectations of customers who have done a significant amount of research before they travel.

The more demanding customer of the future will want to engage with a hotel across all touch points where appropriate. Hotels will need to capture and store more data, yet access to it must be faster and more targeted in order to personalise the guest experience.

Technological integration to improve operational efficiency

As distribution, channel and content management becomes more complex, ensuring tight integration between these core systems will become an even higher priority for hotels. Applications, databases and networks must integrate more easily with each other and third-party systems to facilitate collaborations with partners.

The growing importance of the mobile channel is clear. Although the use of smaller devices for booking is not yet commonplace, it is anticipated the technology platforms used by hospitality companies must support and enable all user interactions to integrate in the future, from phone to fax to PC to PDA to mobile.

Antoine Medawar, Managing Director, Amadeus Hospitality Business Group, said: 'The clear message from this report is that the hospitality industry is undergoing a period of unprecedented change and will continue to transform. Customers are changing, technology is changing, markets are changing. Yet this is also a period of unparalleled opportunity and we remain committed to remaining at the forefront of understanding what travellers need and demand, both now and into the future. By understanding these key business drivers we hope to deliver the technology that will make these hopes come true and will support the hoteliers to stay competitive in a rapidly changing world.'

[Click here](#) to download a copy of the report.

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