

ABOUT HOSPITALITY #CHECKINFORFUTURE

Digital Makers, Personal Breakers



[Michaela Papenhoff](#)

Managing Director, h2c GmbH &
Mitglied im HSMA Expertenkreis
Technology

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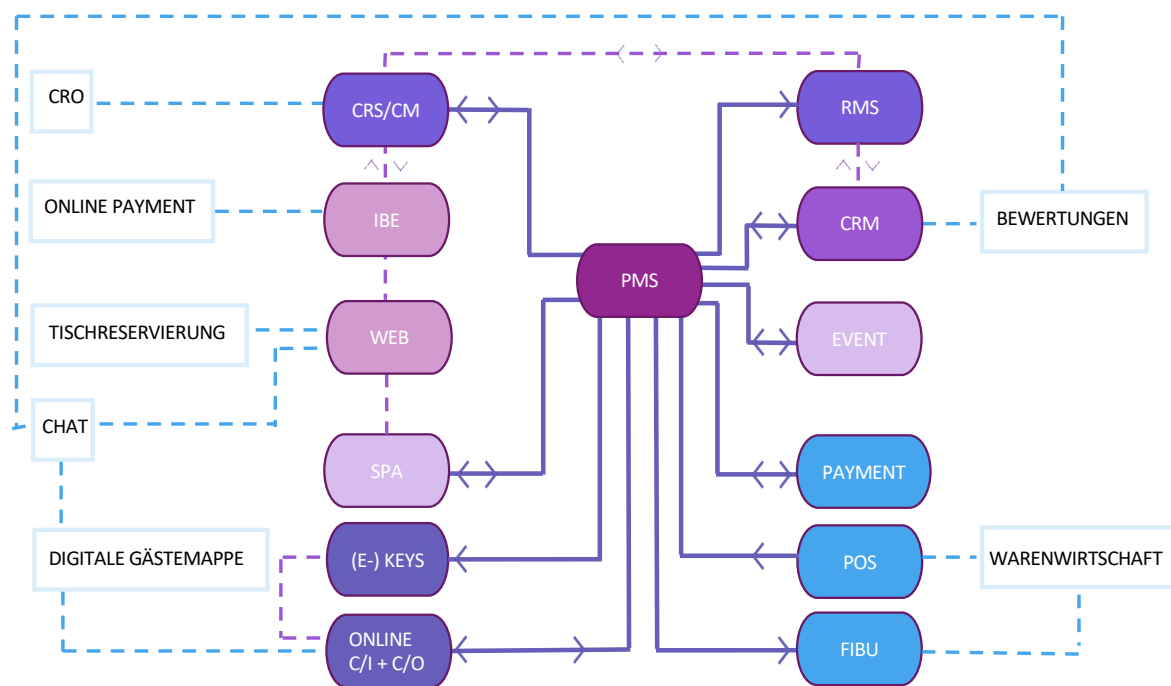
DIGITALES ARBEITEN IM HOTEL

FÜR KREATIVE KÖPFE UND NERDS



VERNETZTE ABTEILUNGEN

DURCH INNOVATIVE HOTEL TECHNOLOGY LÖSUNGEN



Customer
Journey

Marketing
Shopping

Distribution
Booking

Supplier
Stay/Experience



Leisure



Groups



Business

Online/Electronic

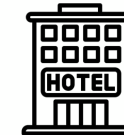
- Supplier website/Loyalty program
- Search engine
- Metasearch
- Direct Advertising (Email, Messaging via App or SMS)
- Review Sites
- OTA Sites
- Tour Operator Sites
- Peer-To-Peer Sites
- Destination Mgmt Organization
- Social Media
- Travel Management Company

- Supplier IBE ¹⁾
- OTA IBE (Booking.com, Expedia, etc.)
- TO IBE (Tui, Club Med, etc.)
 - Bedbank ²⁾ (hotelbeds, transhotel)
- DMO/TMO IBE
- Peer Markets
 - Airbnb, Vrbo, Booking.com, etc.
- Corporate Booking Tool
 - Negotiated rates via **GDSs** (Amadeus, Sabre, Worldspan) or supplier online-direct

Offline

- Advertising (TV, Print, Radio, Outdoor, Exhibitions, Trade, etc.)

- Travel Agency or in-plant corporate travel agency
- Tour Operator
- Supplier Direct (Email, Phone, Walk-in, Website contact form, Fax)



Short-term
Rentals

Ancillary/Add-on Sales

- Activities (Tours, Event tickets, Watersports, etc.)
- Travel Insurance
- Car rentals, Air tickets



OPERATIONS				REVENUE MANAGEMENT			
PROPERTY MANAGEMENT SYSTEMS (PMS) 				STAFF COLLABORATION TOOLS 			
HOUSEKEEPING & ENGINEERING 				REVENUE MANAGEMENT (RMS) 			
GUEST FEEDBACK & SURVEYS 				CHANNEL MANAGERS 			
ACCOUNTING & REPORTING 				RATE SHOPPING & MARKET INTELLIGENCE 			
MEETINGS & EVENTS 				PARITY MGMT 			
F&B / POS 				BUSINESS INTELLIGENCE 			
PAYMENTS 				UPSELLING 			
MARKETING				GUEST EXPERIENCE			
BOOKING ENGINES 				METASEARCH & AD TECH 			
REPUTATION MANAGEMENT 				GUEST MESSAGING 			
WEBSITE BUILDERS & CMS 				CONTACTLESS CHECK-IN 			
DIRECT BOOKING TOOLS 				MOBILE ORDERING/F&B 			
DIGITAL MARKETING 				IN-ROOM TABLETS 			
SOCIAL MEDIA TOOLS 				ENERGY MGMT/CONTROLS 			
HOTEL CRM & LOYALTY 				KEYLESS ENTRY 			
				WIFI 			
				GUEST APPS 			
				GUEST ROOM ENTERTAINMENT 			

Source: HotelTechReport. Note: This segmentation was adapted by h2c although the lines are blurring in some cases.