

Software Advice BuyerView: Hotel Management Report

Insight into today's software buyer

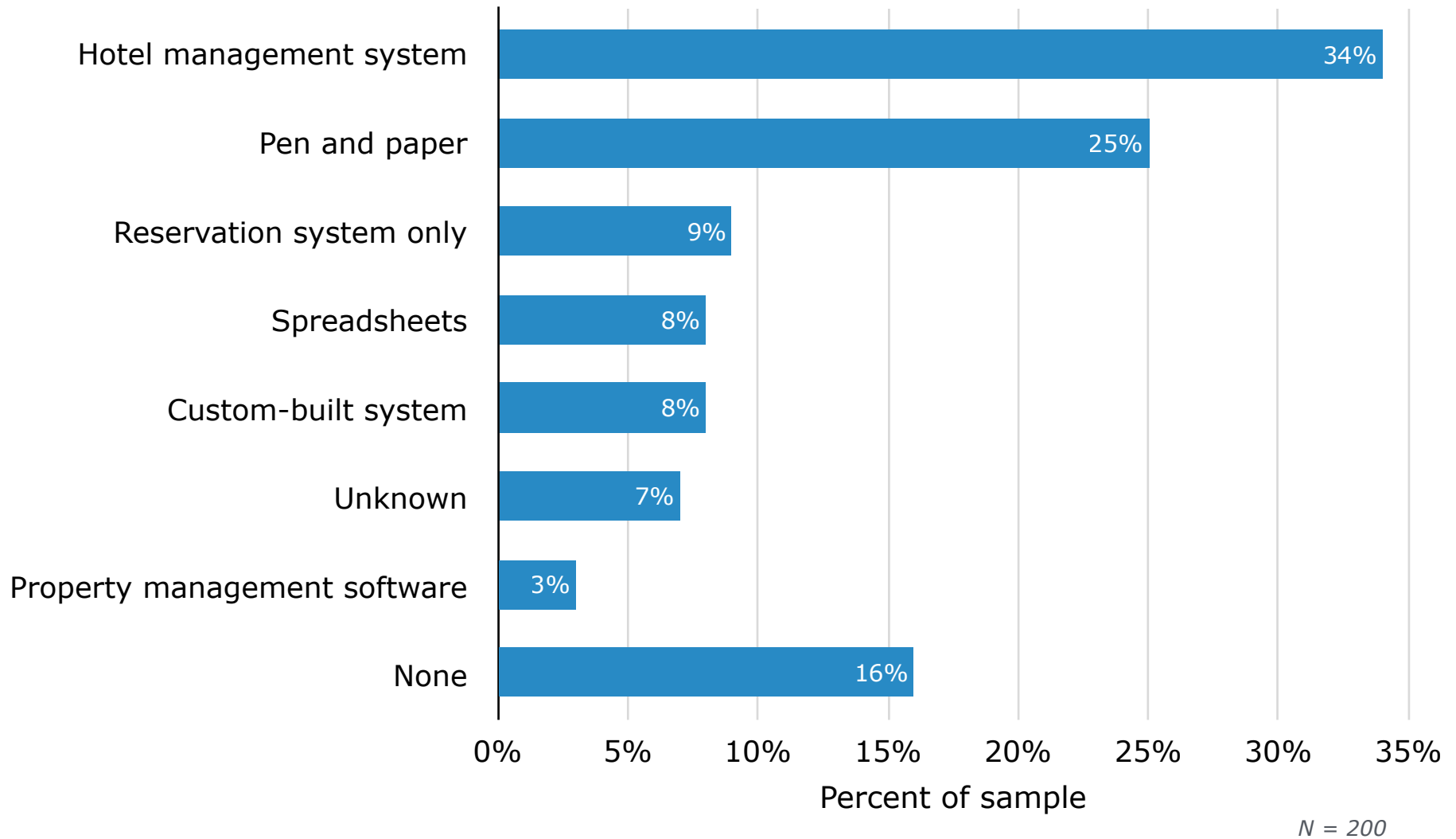
Abstract

Every year, Software Advice interacts with hundreds of hotel management software (HMS) buyers looking for a system to help run their daily tasks or expand their reach online. We analyzed these interactions to reveal trends and buyer behaviors.

The data we looked at from the past year uncovered the following findings:

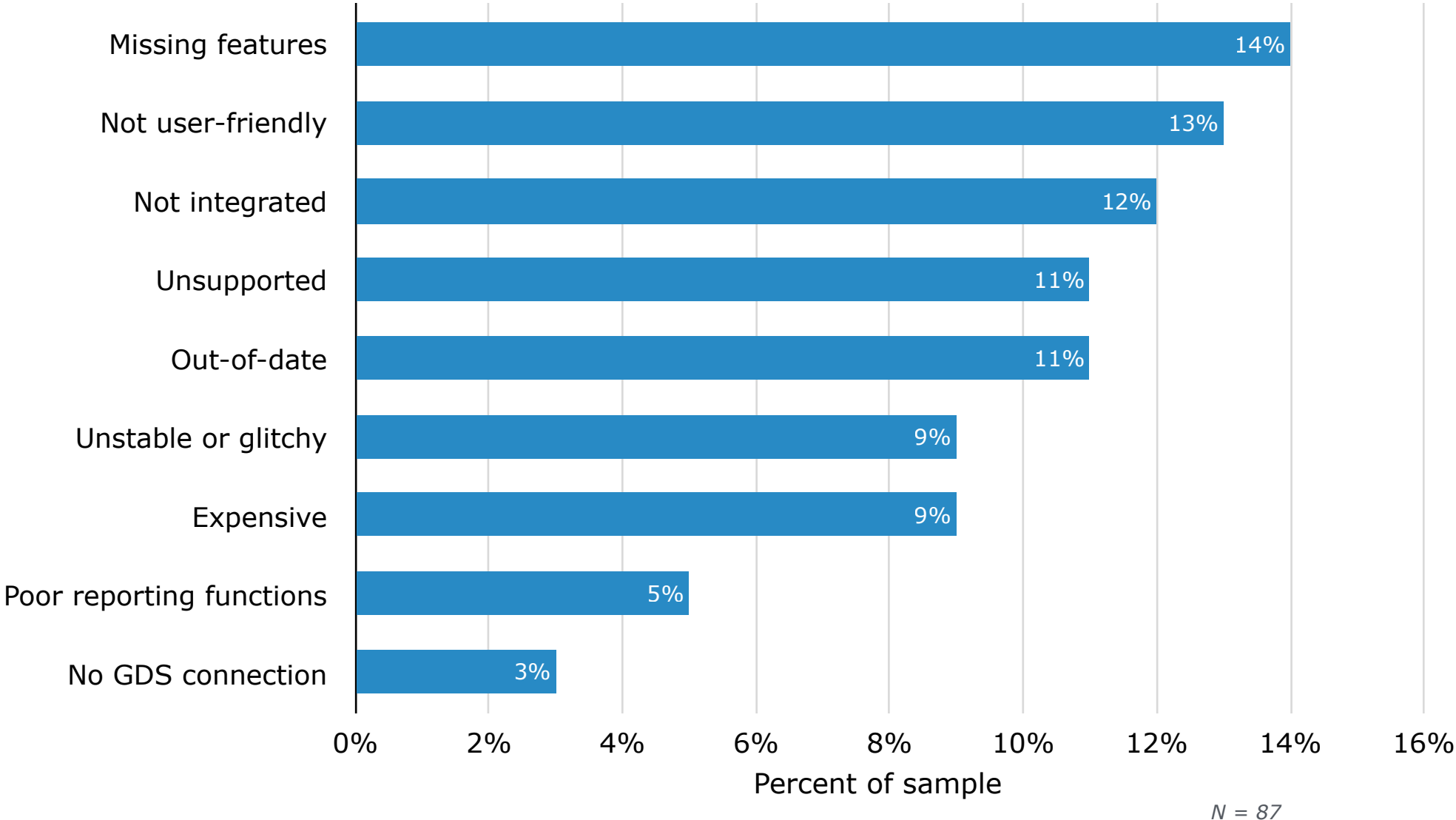
- Hoteliers want to replace systems or automate daily duties: 34 percent are replacing a current HMS, while 25 percent seek new software to replace pen-and-paper methods.
- Many buyers seek more advanced, integrated software: Those replacing a HMS primarily say it lacks functionality (13 percent) or doesn't integrate with other systems (12 percent).
- Hoteliers seek to maximize their exposure to online travelers: More than three-quarters (77 percent) of respondents ask for online booking functions.

34 Percent Use Software, One-Quarter Use Manual Methods



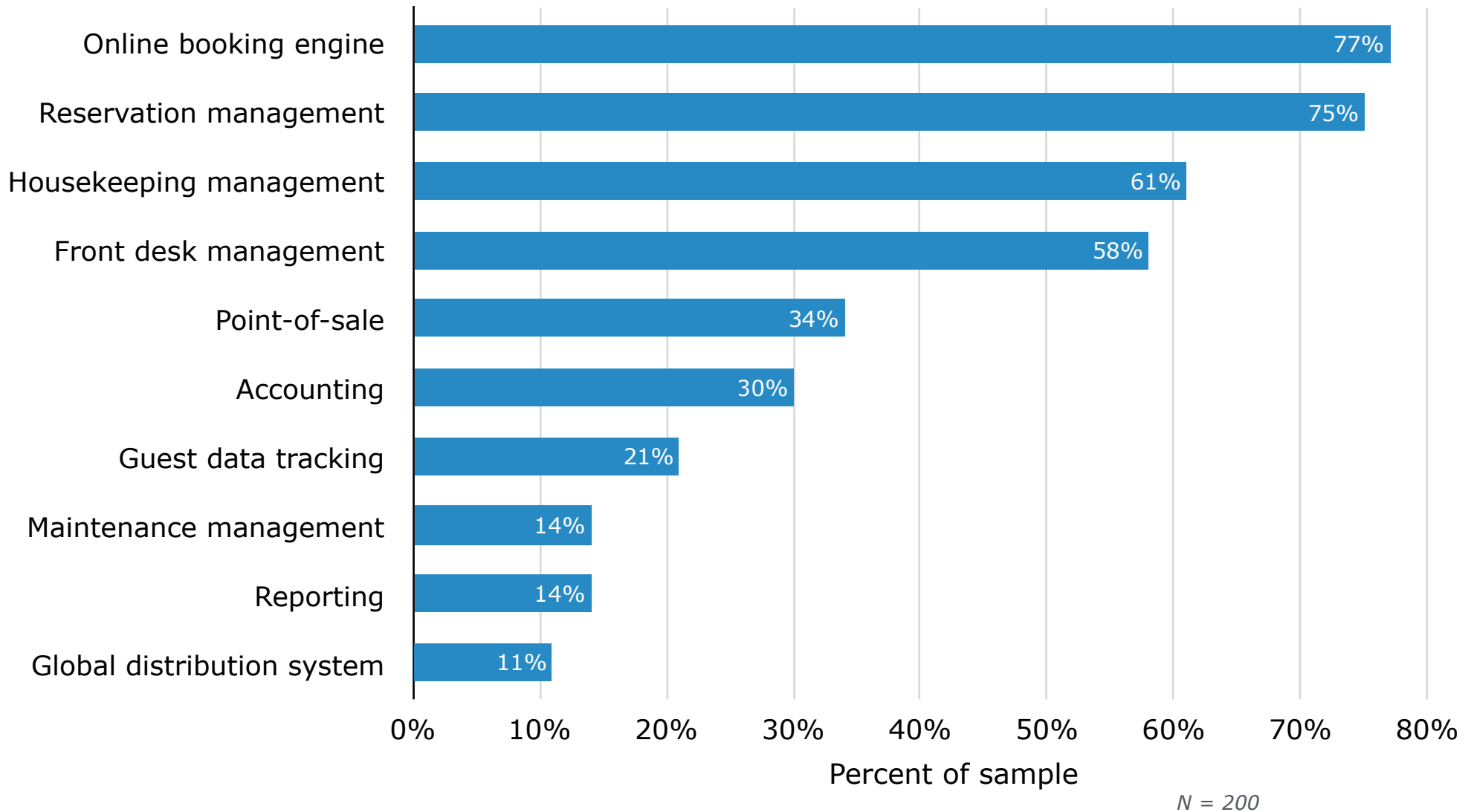
The largest percentage of buyers (34 percent) already use an HMS and 25 percent use pen and paper.

Many Buyers From Independent Hotels Seek Online Booking Engines



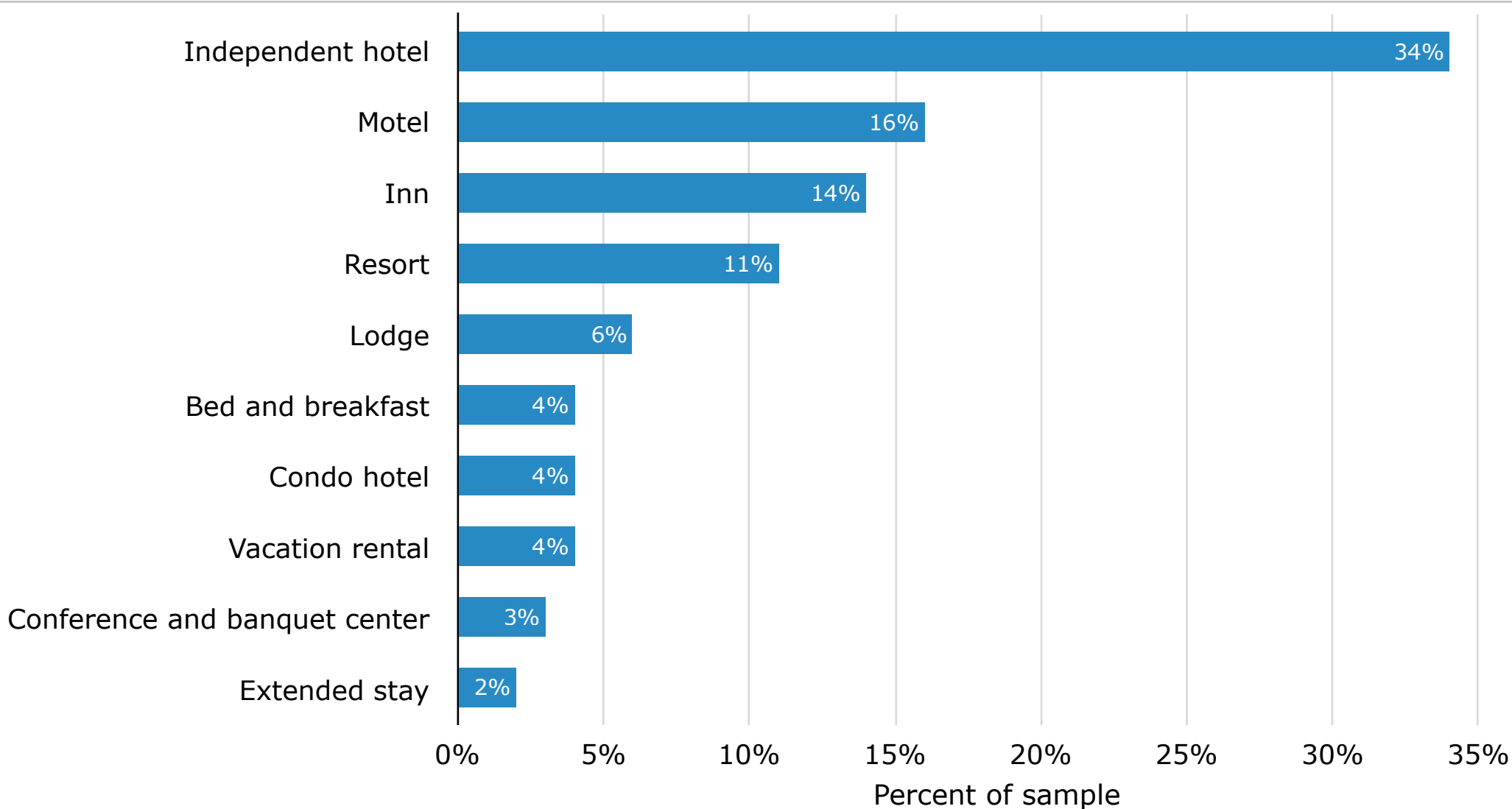
For those replacing an HMS, 14 percent cite missing features and 13 percent say it's not user-friendly.

Majority Seek Online Booking, Reservation and Housekeeping



77 percent of buyers want an online booking engine and three-quarters want core reservation management.

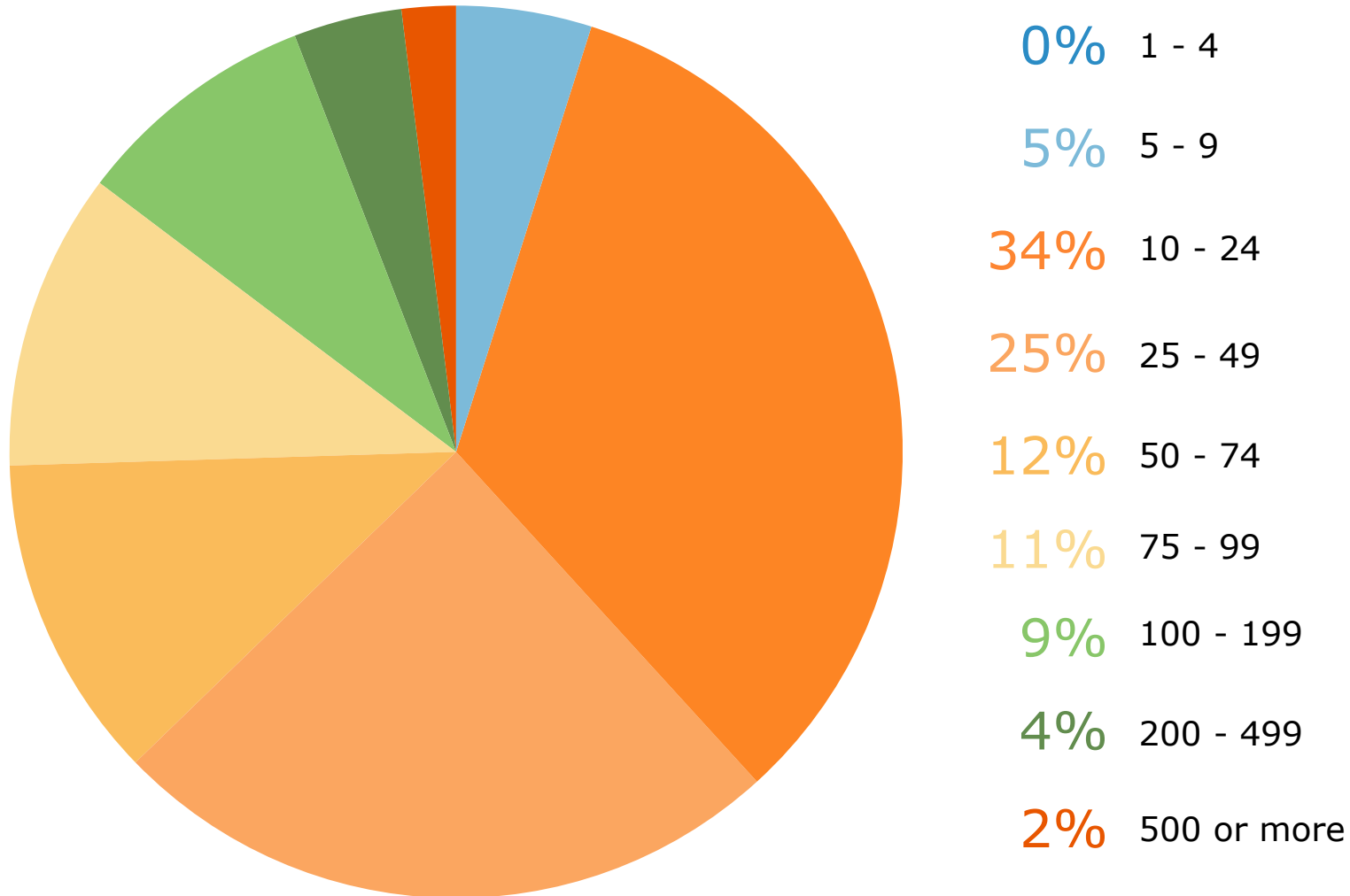
More than One-Quarter are from Independent Hotels



N = 200

34 percent of buyers represent independent hotels. A combined 41 percent are from motels, inns and resorts.

Largest Percentage Manage Between 10 and 50 rooms



N = 200

34 percent manage 10 to 24 rooms and 25 percent manage 25 to 49 rooms.

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