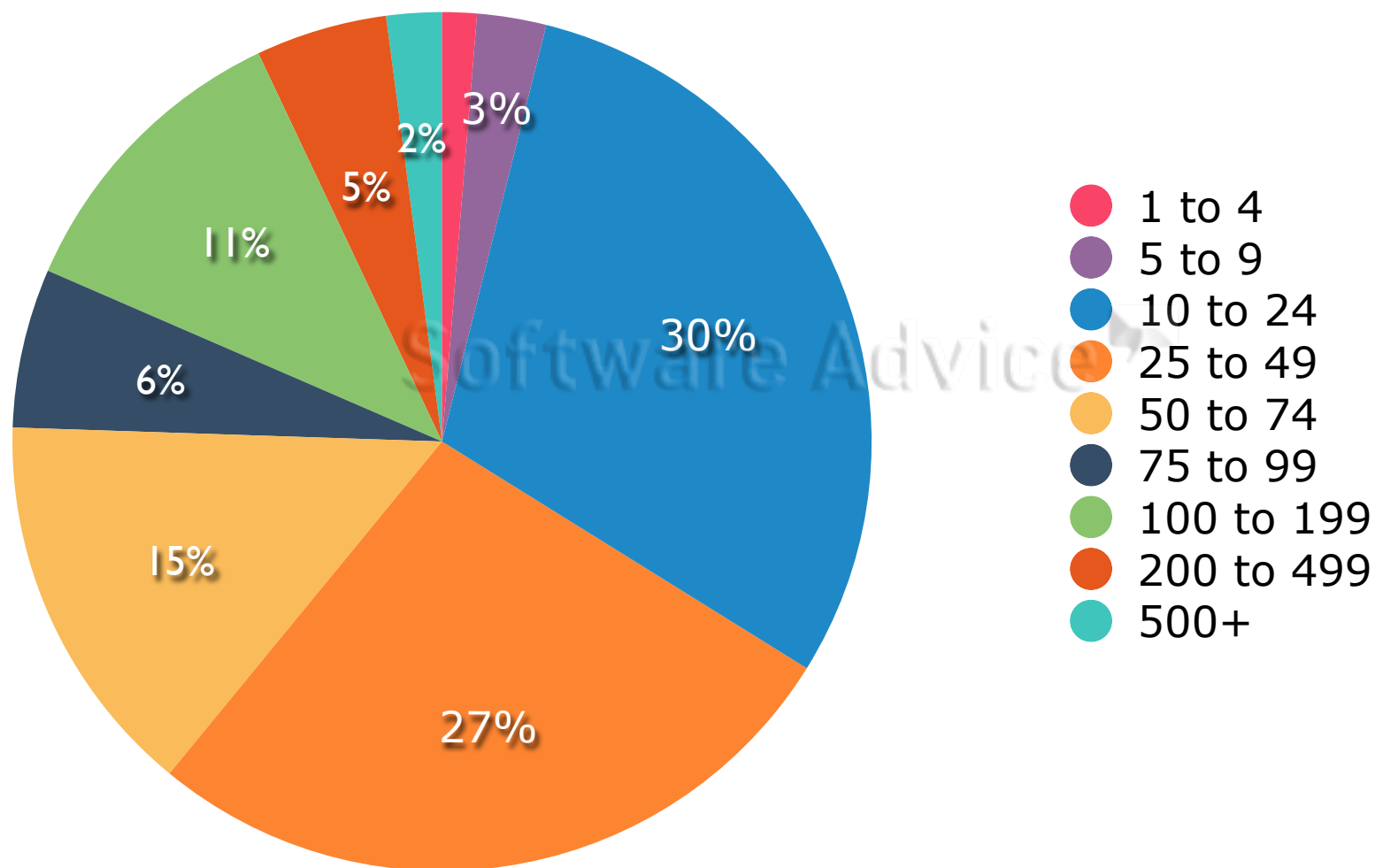


Hotel Management Software BuyerView | 2014

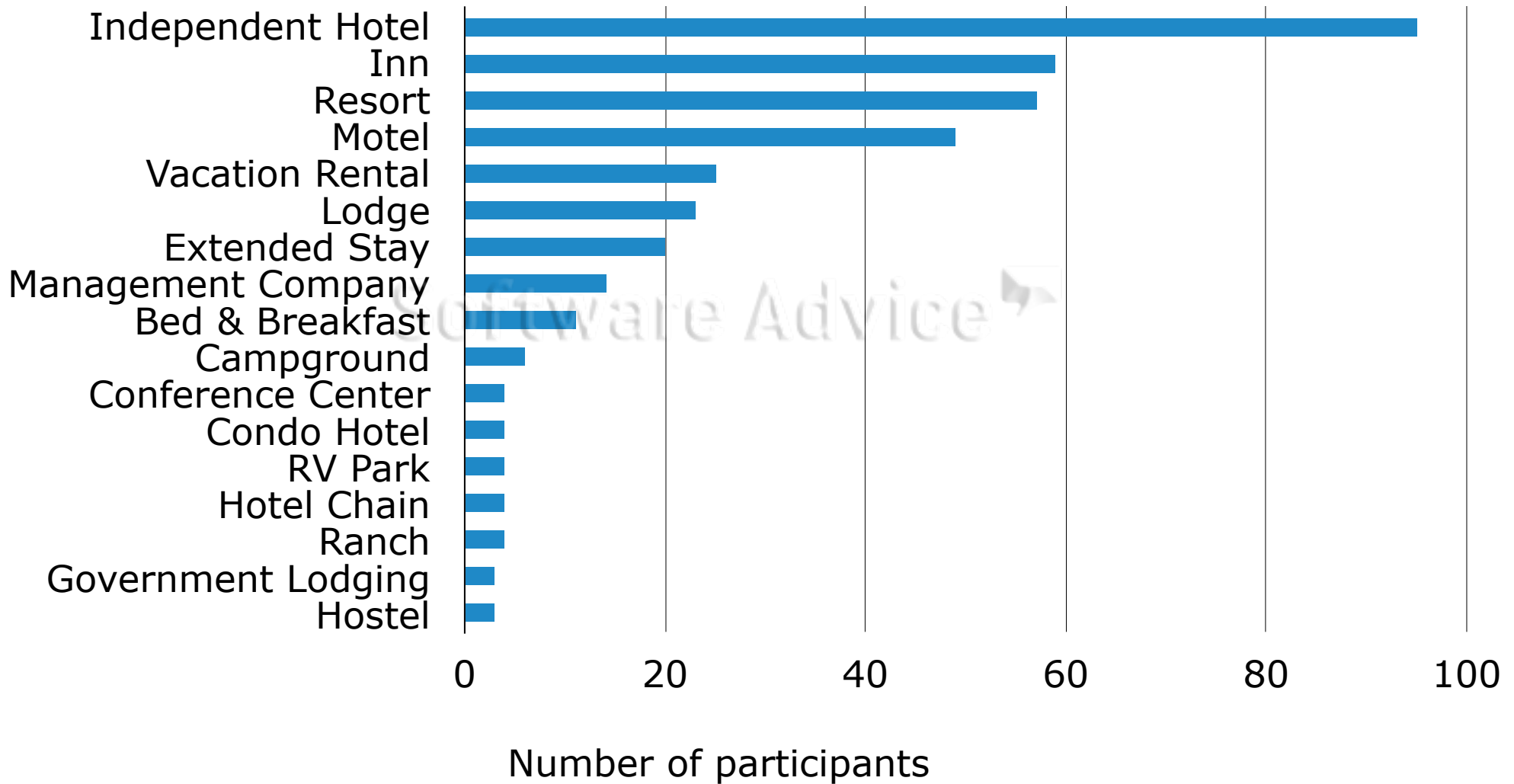
Insight into today's software buyer

Buyer Size by Number of Rooms



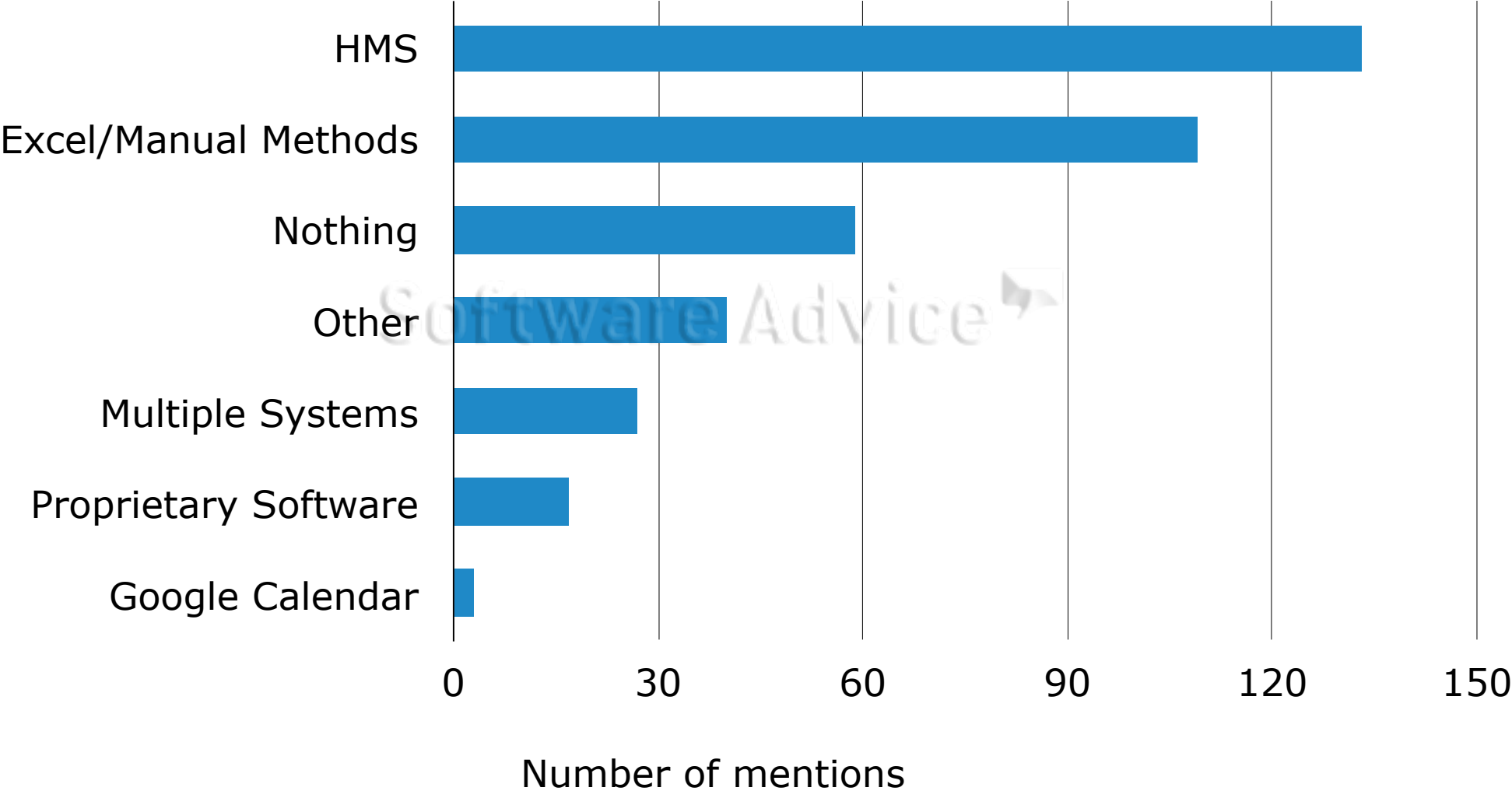
The hotel size of each buyer in our sample varies greatly, though most have between 10 and 50 rooms (a combined 57 percent).

Demographics: HMS Buyers by Property Type



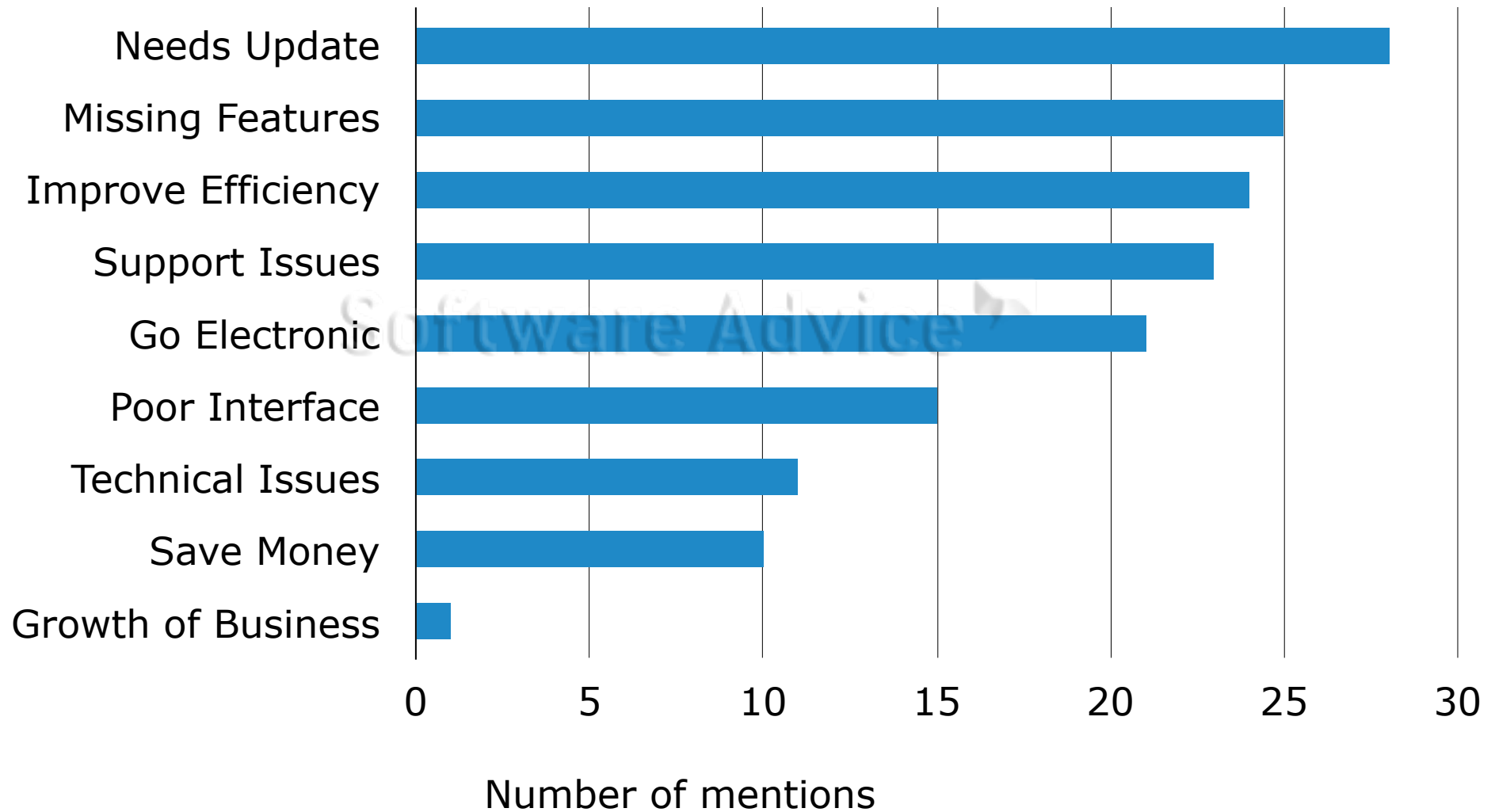
One-quarter of our buyers represent independent hotels (25 percent), with inns (15 percent) and resorts (14 percent) following close behind.

Current Methods of Managing Properties



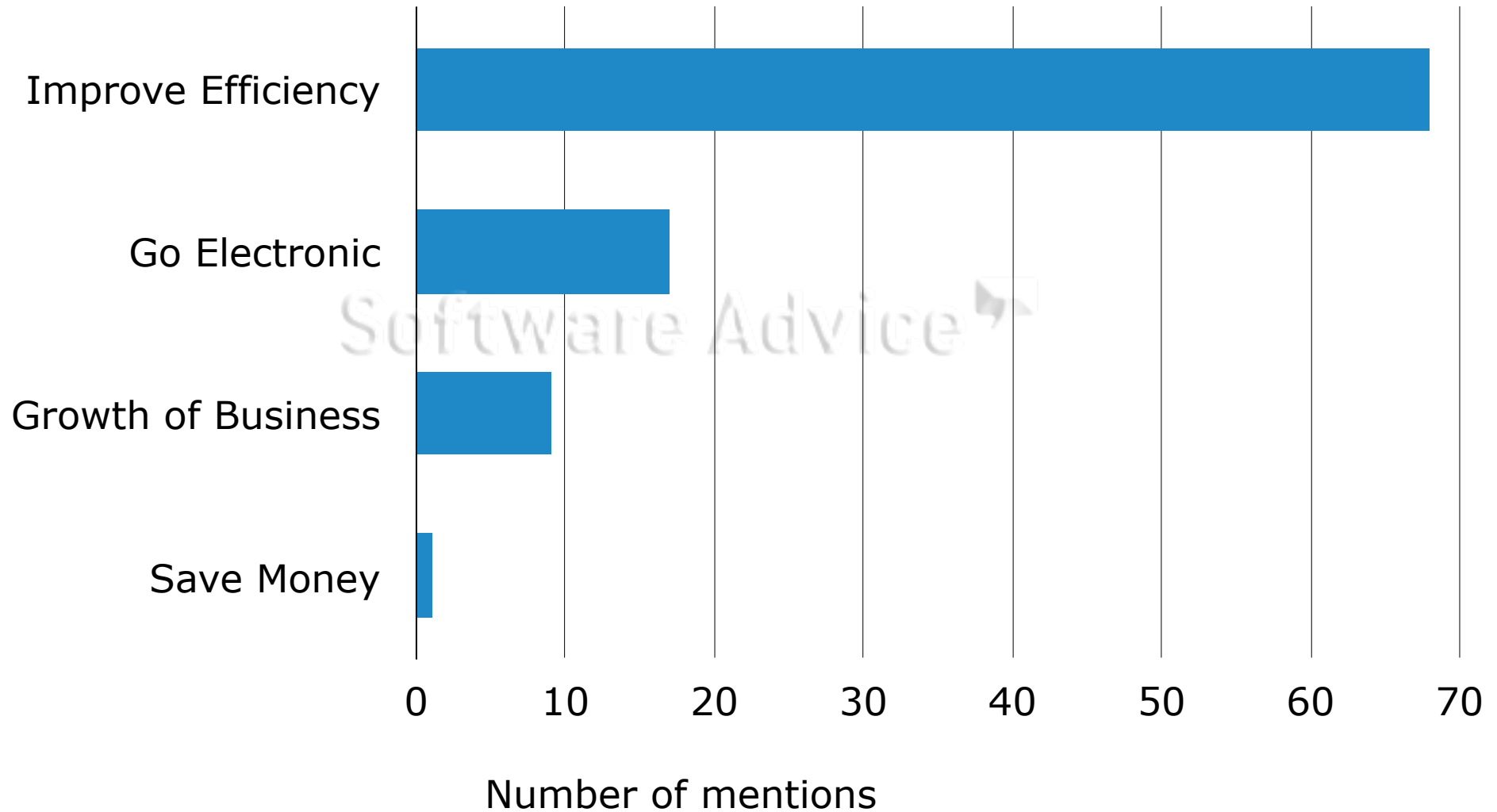
A majority of buyers—34 percent—mention already using a hotel management system. The next-largest group of buyers (28 percent) use manual methods.

Reasons for Replacing Current HMS



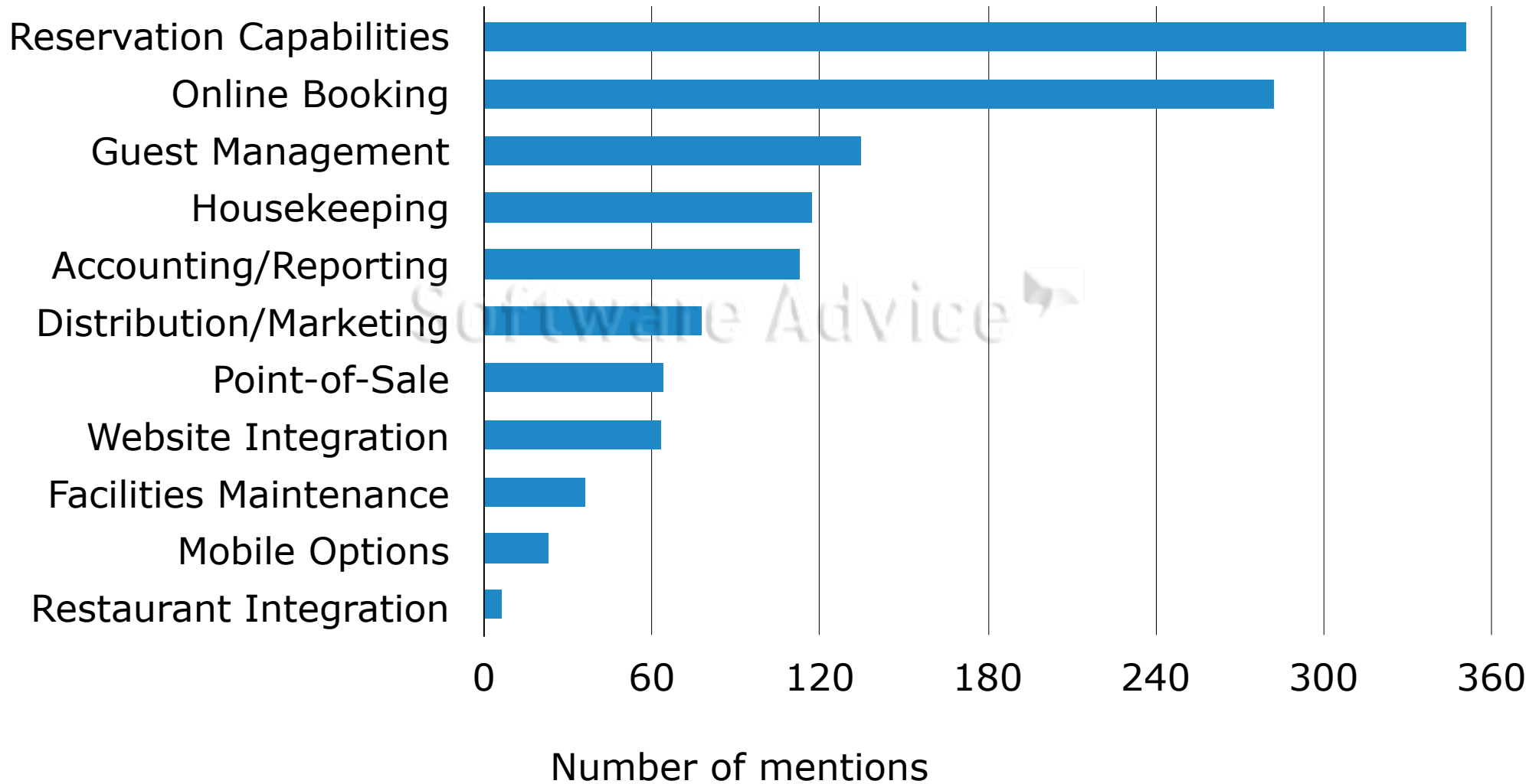
18 percent mention the need to update an older system that doesn't operate quickly enough or is missing necessary features (16 percent).

Reasons for Replacing Manual Methods



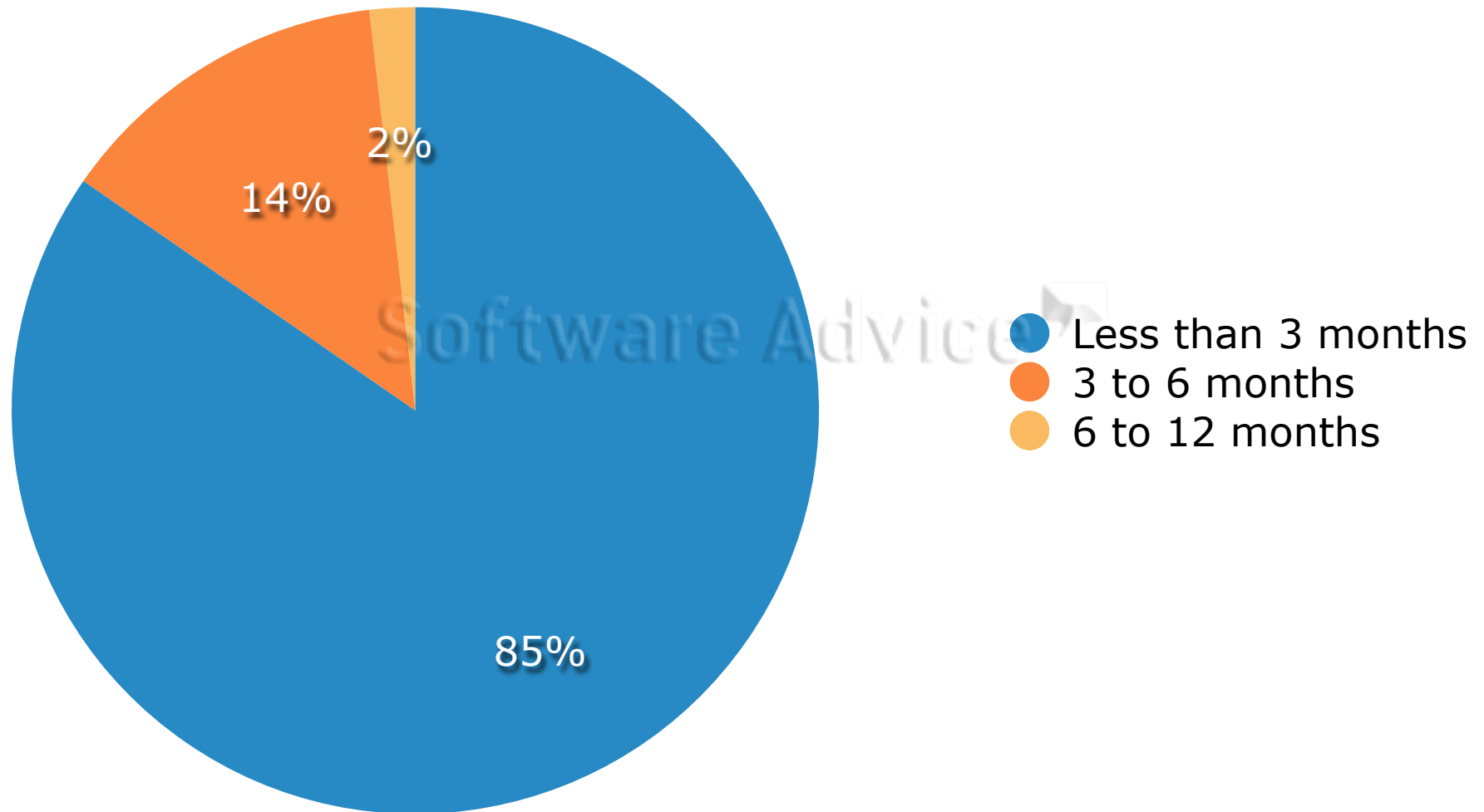
72 percent of first-time HMS buyers mention a desire to improve efficiency, also noting they “want to move past pencils and paper” or “automate day-to-day tasks.”

Most Requested HMS Features



The ability to enter and edit reservations tops the list with 28 percent of mentions. Online booking capabilities is a close second, at 22 percent.

Buyer's Timeframe For HMS Purchase



The vast majority of buyers in our sample (85 percent) say they want to have a system in place in less than three months.

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