

ORACLE

Hoteliers: Don't sleep on innovation

Learn how leading hotels are applying the latest technologies and most creative ideas in six crucial areas



Table of contents

- Introduction..... 03
- Find, train, and deploy key staffers intelligently..... 04
- Earn guest loyalty by applying a (data-informed) personal touch .. 08
- Offer a diversity of experiences..... 11
- Accelerate innovation with plug-and-play PMS integration 14
- Create and embrace new and expanded business models..... 18
- Get serious about environmental and social sustainability..... 21
- How can Oracle help?..... 25



By Joseph Tsidulko and Jim Hearson
Senior Writers, Hospitality

Hoteliers are always looking for new ways to attract guests and create memorable experiences that keep them coming back.

But when it comes to adopting new technologies, the industry has long been a slow mover—until the pandemic made digital innovation a matter of survival.

When hotels started welcoming guests back after the COVID lockdowns, which at the time cut travel and tourism revenues in half worldwide, they had little choice but to implement new, tech-enabled safety protocols and cater to guests who got used to using mobile technologies for everyday tasks.

Whereas hotels typically had budgeted 2% to 3% of revenue for IT, that jumped to nearly 6% during the pandemic and hasn't receded since, says IDC analyst Dorothy Creamer. "They were saving money on other operational costs, so they invested in IT, moved to the cloud, rolled out contactless solutions, and identified how guests were going to interact with hotel brands when they came back," Creamer says.

Hotels' foresight to complete infrastructure projects and adopt cloud-based software while they weren't full of guests is now paying off. These recently implemented technologies are helping the industry recover—and even surpass prepandemic occupancy levels—even as it deals with lingering staffing shortages, novel forms of competition, and entirely new traveler expectations acquired during lockdowns.

This ebook delves into six of the major challenges hotels face today, and the creative technology and other solutions they're applying.



1 Find, train, and deploy key staffers intelligently

For most hotel guests, the staff they encounter at the call center and during their stays are the face of the brand. A helpful agent, engaging concierge, attentive room service waiter, or quick-thinking receptionist who resolves issues promptly all help make guests feel special.

But one stark reality for the industry in recent years is that fewer workers, especially experienced ones, are available to serve guests. This is a lingering effect of the COVID shutdowns, during which many hotel staffers were laid off or sought jobs in industries less affected by the pandemic. The hospitality worker shortage continues not only on individual properties, but also in corporate offices.

Globally, 63 million hospitality jobs disappeared from 2019 to 2020, 34 million of those in the Asia Pacific region, according to data aggregator Statista. Staffing shortages persist: By 2022 there were still 39 million fewer hotel workers globally than before the COVID outbreak, Statista says, despite the fact that room demand is starting to surpass prepandemic levels.

That elevated guest-to-staff ratio is driving the industry to prioritize recruiting and training new workers—and do a better job of retaining those they still have.

Better pay is the obvious first step hotels can take to attract talent. Offering career development paths is also crucial, as many potential employees want to know they have a stable and well-paying future in the industry.

Large hospitality brands are turning to cloud-based applications to support recruiting and other new HR initiatives. Marriott, for example, began deploying a wide range of such applications in 2021 to automate and improve not only recruiting, but also payroll, absence

management, performance evaluation, compensation, and learning. Another company that owns and operates luxury resorts around the Indian Ocean consolidated its HR recruitment processes in the cloud, cutting its time to hire from 62 to 35 days while significantly reducing costs.

But it's unlikely hospitality staffing levels will return to prepandemic levels anytime soon. Big hotel chains in particular are developing new ways "of putting the right people in the right place at the right time," says Kathryn Bryant, Oracle executive director for travel and hospitality strategy. "They're thinking about how they can move people around and help them be more efficient."



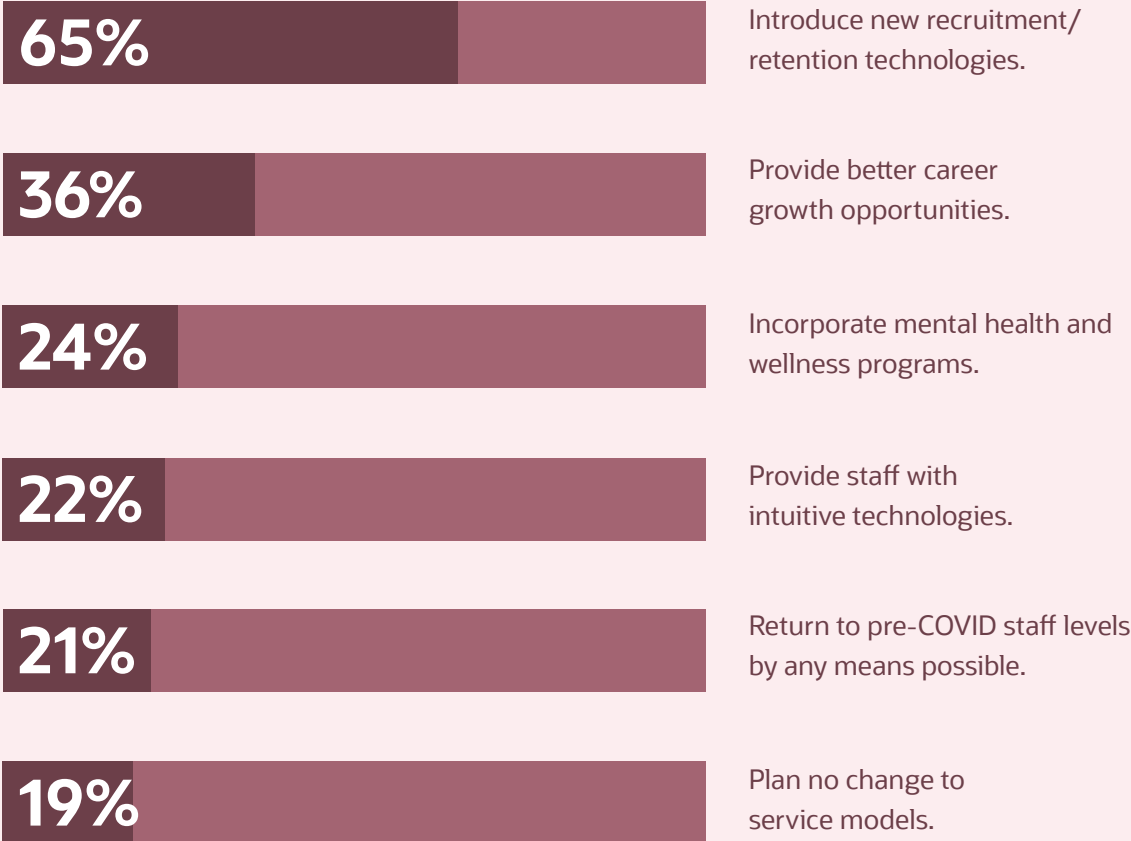
That requires creating databases of the roles and skills of their employees, then using analytics tools to flexibly assign them to positions where they're most needed on nearby properties. They're taking inspiration from the gig economy.

Aimbridge Hospitality, which manages more than 1,500 hotels globally, recently implemented a policy under which its associates can pick up shifts whenever they'd like across all nearby

properties. Hilton is doing something similar, using a data and analytics platform to match available workers with open positions at any time.

Active and passive hotel HR approaches

Which of the following choices best reflects your 2025 labor strategy?



Source: "Hospitality in 2025: Automated, Intelligent... and More Personal," Skift/Oracle Hospitality, June 2022



The industry also recognizes it's going to have to do more with fewer people. The good news is that evolving guest expectations are dovetailing with measures to alleviate pressure on hotel workforces.

During the period of lockdowns and social distancing, people got used to engaging with vendors on their smartphones. Now, when visiting hotels, many prefer to use self-service kiosks and/or mobile apps for checking in, ordering food, booking spa and dinner reservations, scheduling tee times, reviewing their charges, and paying their bills. A summer 2023 Deloitte survey of 120 hotel general managers in the United States found that half of their companies are adopting such technologies to help them bridge the labor gap.

“Automation is helping these hotels take away redundant and repetitive tasks their staff had to do in the past,” notes Jan Venema, a Madrid-based Oracle senior director for the travel and transportation industry. “They can focus more time now on providing better guest experiences.”

2 Earn guest loyalty by applying a (data-informed) personal touch

Loyalty programs have long been a staple of hotel chains. Until recently, they were relatively simple: Members booked nights, acquired points, and eventually redeemed them for free stays.

That generic approach no longer cuts it, as earning guest loyalty has become a matter of personalization. Travelers are loyal to brands that not only reward repeat visits, but also know their preferences, anticipate their interests, and accommodate their unique needs. Even guests who haven't enrolled in formal loyalty programs are drawn back to hotel brands that demonstrate a heightened level of familiarity with and responsiveness to them before, during, and after their stays.

It used to be that loyalty programs were especially important to business travelers. But as business travel has been slower to bounce back from the pandemic than leisure travel, hotels have made a concerted push to nurture loyalty in the leisure segment. This is especially important as hotels compete with online travel agencies such as Expedia and Booking.com, which have introduced their own loyalty programs, as well as new offerings from Airbnb rentals to glamping.

Large chains are also expanding their loyalty programs across their different brands (from luxury to economy) and types of offerings. Consider Accor Vacation Club Cruises, Ritz-Carlton's Yacht Collection, and Four Seasons' Private Jet Experience. Hotel chains are also linking their loyalty programs with those of partners in adjacent sectors: cruise lines, airlines, car rental companies, and theme parks.

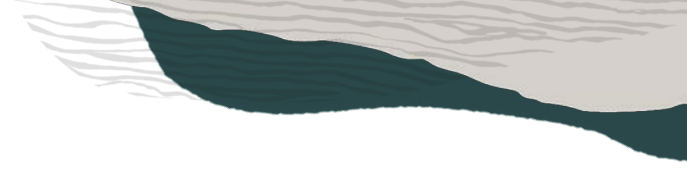
These initiatives are most effective when they engage program members, or any past guests, with customized offerings on preferred communications channels, such as loyalty apps, social media, emails, and text messages. Those communications generally include timely notifications of promotional discounts and potential travel experiences based on the brand's

knowledge of those guests and their past stays. Do they travel with families and need a suite or connecting rooms? Which times of year do they like to vacation? Do they regularly attend sporting events, festivals, or business conferences?



To consistently personalize their services, most hotels and hospitality companies are now turning to advanced loyalty and engagement applications that collect and analyze data on guests before and during their visits. That data includes the demographics of potential customers, what they're telling call center agents and concierge specialists, what they're doing on the brand's app and website, and what they're posting on social media.

And when guests opt to share information before their trips, such as their preference for a higher floor, their need for a crib in the room, or their wanting an ocean view, even getting



small details wrong is a bad look for the brand. “If you’re a high-end loyalty member of any given hotel chain, if they ask, and you take the time to tell them, they better get it right,” Venema says.

To make all this personalization work requires hotel chains to generate a “single image of the guest,” the industry buzz term for a comprehensive profile that combines all the relevant data from diverse engagement sources. Most of that data already lives in some kind of loyalty database or CRM system. But putting it to effective use starts with implementing common data management methods such as deduplication, data cleansing, and surfacing.

These engagement methods are constantly evolving with the advent of new technologies, and none is more promising than AI. “Making the right offer to the right guest at the right time—that is what everyone is aspiring toward, and that is where AI will play more and more of a role,” says Laura Calin, a vice president in Oracle’s hospitality group.

3 Offer a diversity of experiences

Different types of travelers look for different types of travel experiences.

An executive on a business trip might want nothing more than a quick check-in, simple breakfast, access to a gym, and perhaps a dry cleaning service. But that same executive on a family vacation might like it when staff members offer a drink on check-in, suggest excursions, book restaurant reservations, and guide the family to amenities on the property. Whereas guests at economy hotels are content with clean and comfortable rooms that come at a relatively low price, those paying more at a luxury resort expect some level of pampering.

The diversity of desired experiences also increasingly involves access to automation technologies: mobile apps, chatbots, and personalized suggestions for selecting and obtaining hotel services and amenities, explains Alex Alt, Oracle executive vice president for retail and hospitality. These digital capabilities “became habits during COVID, and now they’ve become permanent expectations of the guest,” Alt says.

There’s also a generational divide: Millennials and Gen Zers typically like self-service options on their smartphones but otherwise want to be left alone, whereas older guests are more likely to prefer a human touch.

These diverging guest expectations highlight the challenges hotels face in the post-pandemic era. And whichever experience guests prefer, “people are more demanding that way than they were a couple of years ago,” Venema says.

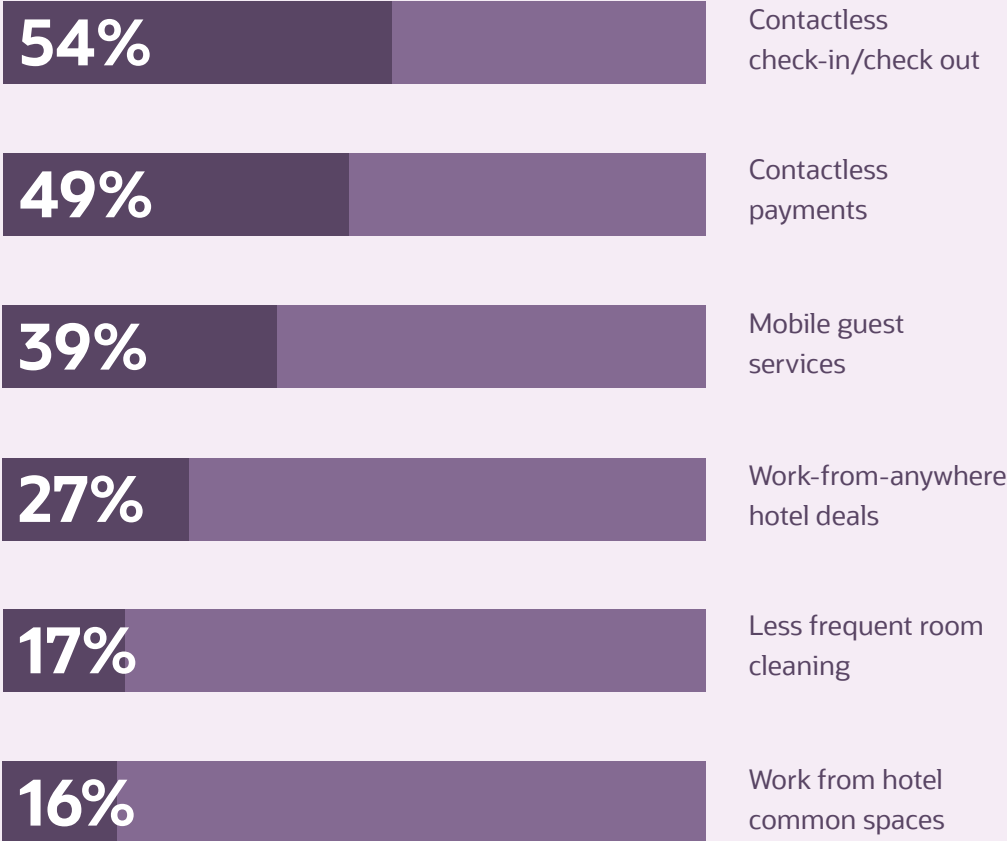
Thankfully, the same technologies can be adapted to better serve guests who prefer either high-touch or no-touch services. Mobile apps and automated systems enable hospitality staff to fulfill guest needs quickly and efficiently—or empower guests to check in and check out, pay their bill, and enter their rooms with Bluetooth-enabled locks on their own. More than half (57%) of the general managers surveyed by Deloitte expect automation technology to enhance the guest experience, and with it their bottom lines.

Many hotels are also catering to increasingly discerning clientele with what’s known as attribute-based selling—encouraging guests to select specific room features such as views,

floor plans, kitchens, and balconies. They're also offering packaged deals on amenities and events, such as spa treatments, excursions, and tickets to a show. These upgrades and add-ons that drive revenue for the business can be the highlight of a vacation.

Pandemic: mother of invention

Services hotels offered during COVID-19 that guests continue to want



Source: "COVID-19 Hotel Technologies or Services That Global Consumers Want Long Term 2022," Statista, July 2023



But hotels can more effectively upsell to guests when they know who they are and are capable of acting on that knowledge. To that end, they're partnering with technology vendors to develop and deploy AI-powered recommendation and pricing engines.

Just like with loyalty programs, that kind of personalized selling requires generating a comprehensive profile of each guest—that single image. “You have a lot of information about me. Use it to my benefit,” Venema says. “Offer me specific services I want.”



For example, Spain's Barceló Hotel Group, which manages more than 245 properties across Europe and the Middle East, deployed a cloud-based merchandising platform to personalize and automate its upsell process. At check-in, the platform's machine learning algorithms analyze guest data, create a selection of personalized offers, optimize pricing, and empower trained front desk agents to identify business opportunities in real time that they offer to guests in the form of upgraded services.

Barceló, which prides itself on its personal touch, has improved the guest experience while boosting revenue with this novel approach. And dashboards show managers and company executives data on incremental revenue by agent and offer.

4 Accelerate innovation with plug-and-play PMS integration

The property management system (PMS) is a hotel's digital heart, pumping data into and out of restaurants, golf courses, spas, tour operators, billing services, and beyond the grounds of each property.

Twenty years ago, a hotel had maybe three or four outside systems that needed to share data with the PMS. Today, the average full-service hotel has between 25 and 35 systems to run the property, "and a complicated one can have 40 to 50," Alt says. "And all of those need to connect to this nucleus we call a property management system."

Among those systems are ones that control programmable key cards and other property access devices; systems for loyalty programs, procurement, and marketing; guest-facing mobile apps and SMS notification systems; and point-of-sale systems that let guests directly charge services to their rooms from wherever they are on the property. Complicating the picture, many hotels are independently owned franchises or operated by management companies whose legacy applications need to connect to various brands' enterprise systems.

"Historically, integrating a new system has been the biggest pain point for the industry," Calin says. "The process for a new tech provider typically involved months and lots of money to establish an integration between their system to the PMS." Once solutions were integrated, there was a cumbersome adoption curve to deploy it in potentially hundreds of properties.

Oracle's answer to this challenge was the Oracle Hospitality Integration Platform (OHIP), a self-service solution that exposes more than 3,000 open source APIs for accessing key hotel



data and services. Since the platform's release last year, 800 third-party vendors and 4,000 developers have signed on to extend core PMS capabilities.

Hoteliers seeking a PMS upgrade rank the ability to quickly incorporate innovations as the most significant factor deserving consideration, according to a recent survey by Starfleet Research. An open PMS creates that opportunity. Tech startups "didn't even have a chance to stand in the hospitality industry before," Calin says. "They would have given up before they got a chance to build a connection."

"The reason Oracle has been beating that drum for open APIs and data integration, integration of systems, is that the tech stacks at hotels have become increasingly complex."

Dorothy Creamer
IDC analyst



Recent success stories include Skipper, a provider of hotel reservations software, which built a booking engine for hotels and resorts that taps open APIs to access room inventory and reservation information, and an app from Ukrainian developer TeamJet that helps hotel administrators track staff performance and generates productivity reports. Then there's PolyAPI, which is empowering hotels to create new guest-facing services using generative AI plugins.

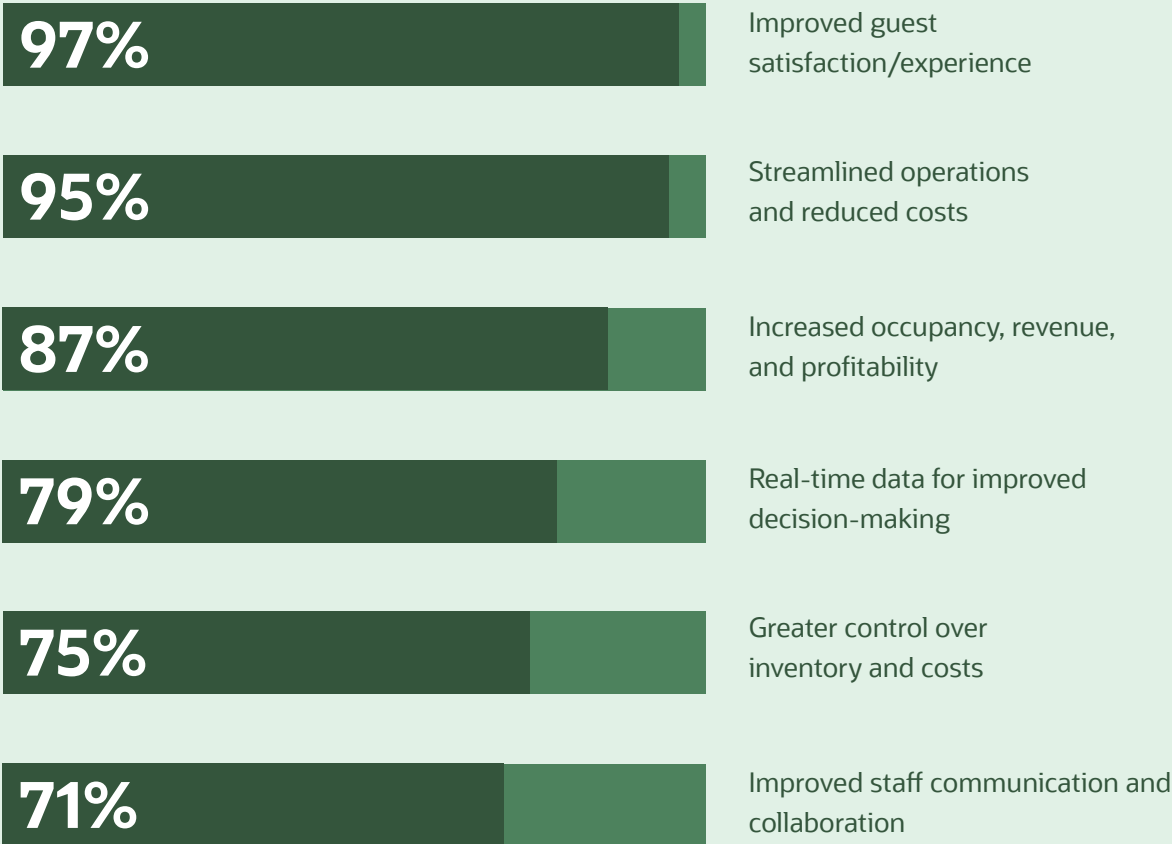
Other new vendors are building business intelligence, payment processing, and revenue management systems that can plug into an open PMS. And an entire subindustry of travel

booking agencies and online aggregators is leaning into the ability to easily access large volumes of room inventory and pricing data directly sourced from the cloud-based PMS.

The value of this plug-and-play PMS model is evident: Hotel operators worldwide that were able to quickly introduce new systems, such as mobile keyless entry and contactless

Biggest benefits of the right PMS

Staff, guests, and the bottom line can all gain



Source: "The 2023 Smart Decision Guide to Hotel Property Management Systems," Starfleet Research, Q1 2023



payments, following the COVID-19 breakout gained an advantage over competitors that were slower to the mark.

“The reason Oracle has been beating that drum for open APIs and data integration, integration of systems, is that the tech stacks at hotels have become increasingly complex,” says IDC’s Creamer. The industry wants to make operational, property, and guest data visible not only to frontline employees, but also to management, she says. “They need to understand their booking patterns, optimize reservation management, and be more predictive than reactive to increase revenue and operational efficiencies,” Creamer adds.

Large hospitality chains also want to differentiate their properties by introducing unique digital services—accommodating both guests and staff—that require custom integrations of proprietary systems beyond the PMS, notes Brad Goodwin, an Oracle distinguished field CTO.

“Hospitality brands and operators need advanced, cloud native capabilities in order to deliver composable applications for their digital innovation projects, like loyalty, recommendation engines, and especially in-depth analytics to deliver business intelligence and insights,” Goodwin says.

5 Create and embrace new and expanded business models

With rising labor, energy, and insurance costs, as well as more agile, digitally focused players entering their markets, hospitality companies are evaluating new business models, expanding their existing ones, and upping their own digital games.

One of the biggest industry disruptors, of course, has been Airbnb, whose app-based short-term housing rental service, launched more than a decade ago, offered consumers the first major alternative to traditional hotel rooms, spawning hundreds of similar providers worldwide—the likes of Plum Guide, Holidu, FlipKey, Agoda, and Tudia, some of them owned by the big travel companies.

Other upstarts are carving out hospitality market niches of their own. One clever competitor is San Francisco-based Sonder, which offers boutique experiences to consumers in renovated city center locations, providing 24/7 app support. At the affordable luxury properties of CitizenM, based in the Netherlands, café lounges replace typical lobbies and “ambassadors” assist with check-in, make drinks, and cater to guests’ needs. YOTEL is another, using smart design and innovative technology to appeal to a range of visitors, whether they want a quick city center break, a longer stay with the option of self-catering in a kitchen area, or an airport hotel where they can sleep or just chill during a layover.

In response, established hospitality chains are creating and acquiring a wider array of brands, under the enduring principle that the company with the most outlets in a given market wins. Whereas opening a new branch of an existing chain may have sufficed in days gone by, hotels are now consolidating similar chains in their portfolios and finding their own niches to appeal to specific consumer demographics and tastes.

Accor’s JO&JOE brand, for example, offers the option of shared dormitories and “supports the creative expression of street art and the boardsports community.” Marriott’s Moxy brand

Diverse personalities

The number of hotel brands managed by major industry players

	2016	2023
Accor	21	53
Choice	11	22
Hilton	13	20
Hyatt	11	23
IHG	8	19
Marriott	30	32
Wyndham	15	24

Sources: Hotel websites, eHotelier

targets “fun hunters”—the young and young at heart who enjoy receiving a complimentary cocktail with their room keycards. Appealing to a different audience altogether is Hyatt Studios, which provides guests with upper-midscale extended-stay lodgings.

Other brands cater to retirees, couples, adventurers, female travelers, wine lovers, the physically disabled, and other niche customer bases. Some major chains are also expanding beyond traditional hotels altogether—into travel services, co-branded credit card offerings,

cruise lines, and rentals of apartments, villas, and yachts—as they look to own the entire travel experience. “Being broad-based like that is smart, as you have something for every customer,” Oracle’s Bryant says.

Perhaps the most extreme example of expansion is Hilton, as it reaches for the stars by becoming the official hotel of the Starlab space station, which could open its airlocks to visitors in 2027. Market segments don’t get much more specialized than that.

But there are much more down-to-earth ways of making progress using technology that isn’t rocket science. As challenger brands have shown, giving guests the ability to make restaurant, spa, and entertainment reservations through mobile apps, as well as offering them personalized recommendations, are relatively easy ways to enhance their hotel experiences. For the operators, a flexible PMS can cater to each individual model within a hotel chain’s portfolio, helping each brand consolidate and analyze data to derive new business insights, standardize operations, and respond quickly to changing market conditions.

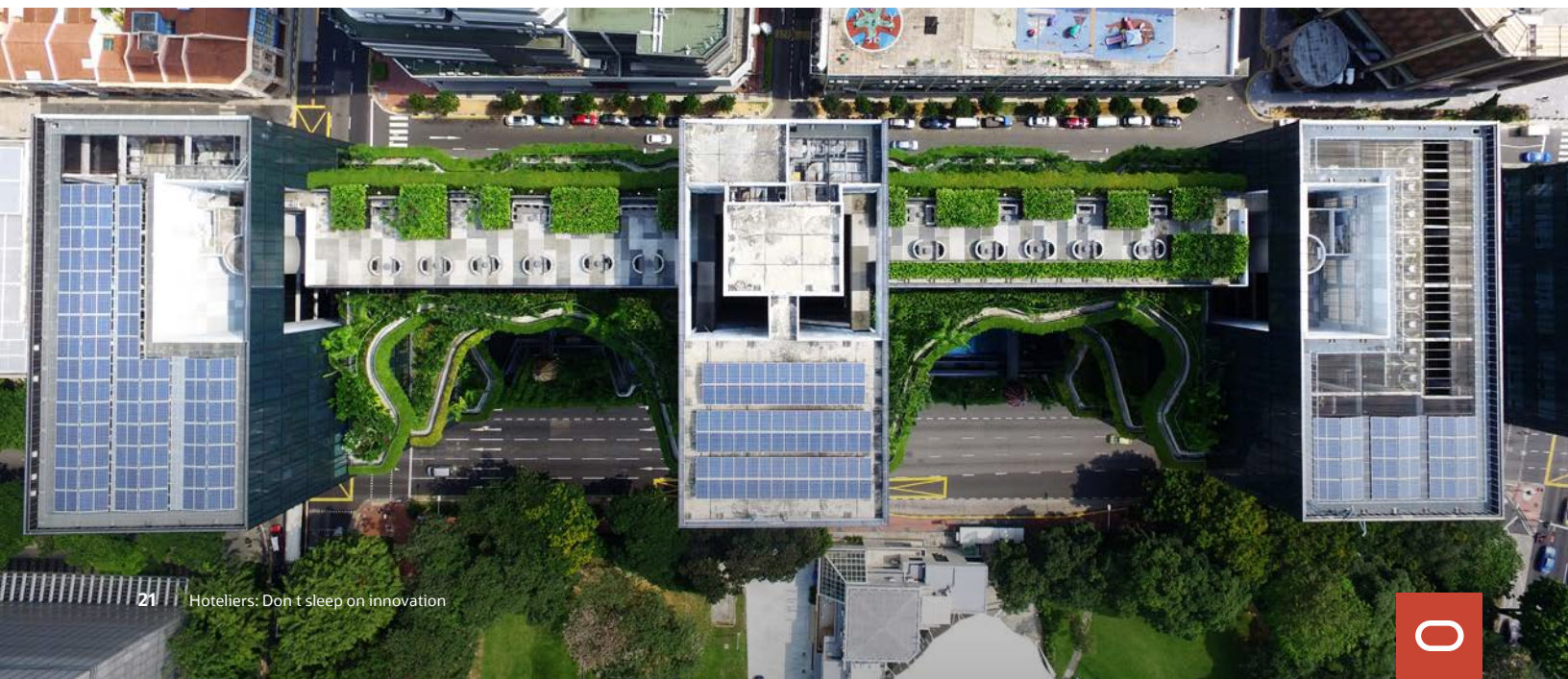
“The pandemic has definitely been a wake-up call for the hospitality industry to innovate and go digital,” says Oracle’s Venema. “They are now also forced by new players and business models that are more digitally native to embrace new technologies. If you want to appeal to Gen Z and millennials, you have to go that way.”


6 Get serious about environmental and social sustainability

Investors, regulators, employees, and guests are increasingly insisting that hotels and other travel companies take steps to ensure that they're operating in environmentally friendly and socially responsible ways.

On the environmental front, it's estimated that tourism—including the transportation of people and the production and distribution of food, linens, and other hotel supplies—is responsible for about 8% of carbon emissions globally. A 2023 survey by Booking.com found that 74% of travelers want their travel companies to offer more sustainable choices, up from 66% in 2022. However, while 43% of respondents said they would be willing to pay more for such accommodations, 49% said they think sustainable travel options cost too much.

In anticipation of emerging regulations and to avoid charges of “greenwashing,” the Energy & Environment Alliance (EEA)—consisting of more than 80 hospitality and real estate companies—has been established to support environmental, social, and governance (ESG) standards and net zero carbon emission goals. The EEA has welcomed the International Sustainability Standard Board's inaugural standards, which will introduce common language





so that all stakeholders are on the same page when it comes to climate-related disclosures, which will feature alongside financial ones. However, these standards won't come into force until 2024 and won't be mandatory until later in the decade.

Of course, none of the major industry players is starting cold; most of them have laid out comprehensive ESG initiatives.

- One of IHG's many ESG goals is to reduce scope 1, 2, and 3 greenhouse gas emissions from its owned, leased, and managed hotels in more than 100 countries by 15% by 2030, against a 2019 baseline.
- Marriott has committed to reducing its waste in landfills by 45% and its food waste in half by 2025, against a 2016 baseline, while achieving a minimum of 30% renewable electricity use.
- Hilton plans to cut managed emissions intensity by 75%, cut its water use intensity and landfill intensity by 50% (all by 2030), and achieve global gender parity and 25% ethnic diversity in US corporate leadership by 2027.
- Hyatt has appointed 360 women to senior leadership positions since 2020, and it's already exceeding its goals for spending with a diversity of suppliers.
- In the first 12 months of Choice Hotels' HERtels initiative, the chain's franchise deals with female owners increased 53% year on year.

To put some hard numbers behind their environmental and social progress, hospitality companies are using the latest software applications.

Specifically, enterprise performance management applications enable them to correlate ESG data from financial, HR, supply chain, and other systems; set up dashboards to report data on energy consumption, water usage, hiring practices, and other areas; and model long-term ESG goals across the business and track progress. Companies in a range of industries are also

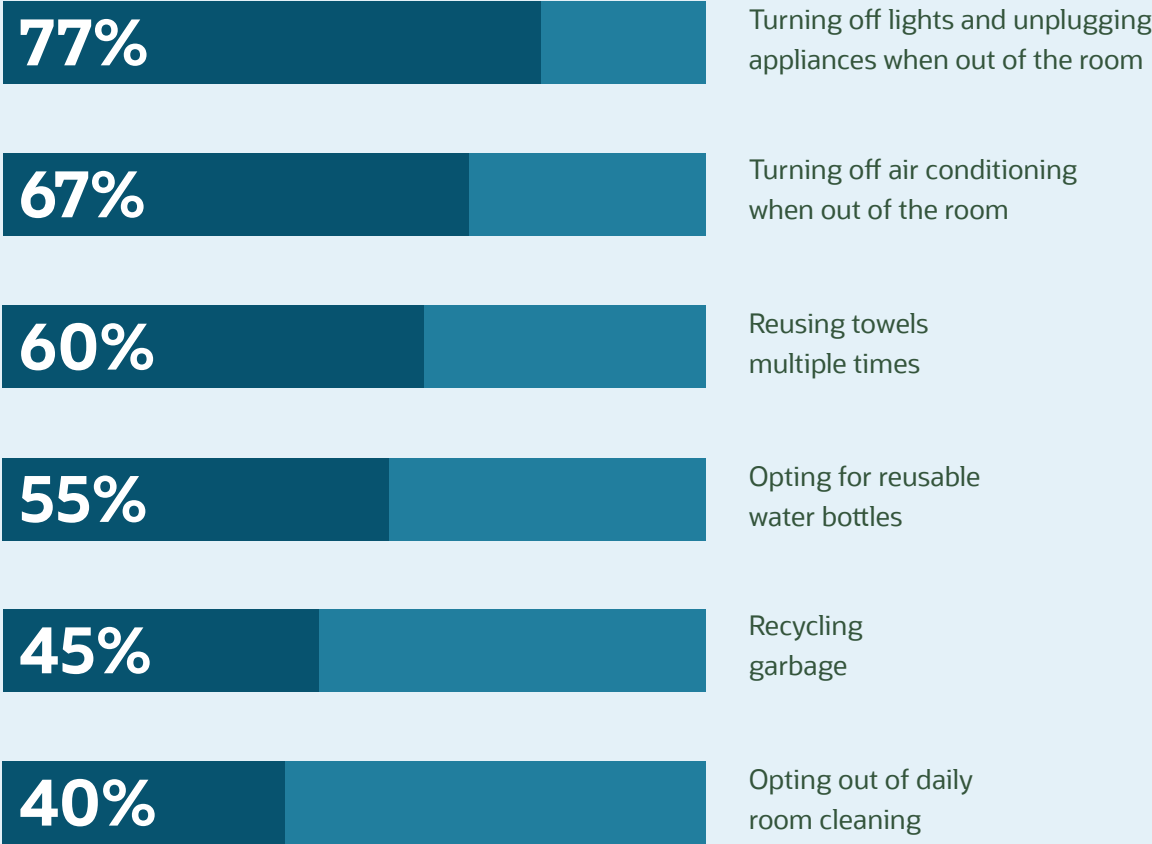
starting to use blockchain to create a shared digital ledger of transactions, updated in real time, to trace environmental practices and labor conditions across their extended supply chains.

Meanwhile, hotel guests already are seeing a number of operational and infrastructure changes meant to move the needle.

Most guests are used to their rooms being made up only on request and hanging up their towels for reuse, reducing the number of laundry loads and related water, energy, and labor

Every little bit helps

How hotel guests are changing their behaviors to help the environment



Source: "Sustainable Travel Report 2023," Booking.com, April 2023



usage and costs. And many hotel chains have replaced their small, disposable plastic bottles of shampoo, shower gel, conditioner, and lotion with large refillable dispensers.

Hooking up the HVAC and LED lighting to smart thermostats and sensors means rooms and corridors won't use power unnecessarily, while new hotel properties are more likely than ever to be constructed of sustainable materials, feature green walls and roofs, and generate power from their own solar panels. Low-flow showerheads, faucets, and toilets are becoming more commonplace, as are rainwater harvesting systems for landscaping.



Behind the scenes, integrated point-of-sale and kitchen display systems help hotel restaurant operators identify menu duds and cut down on food waste. Talent management apps can help hotels find candidates that reflect their brand values. And moving all back-office systems to the cloud offers a big check in the energy efficiency column when compared to legacy on-premises servers.

Whether their goals are to cut costs, accommodate ESG-conscious guests, comply with emerging international standards, or just do right by their people and the planet, hospitality companies are showing themselves to be sustainability leaders.

How can Oracle help?

Hotel, resort, casino, and vacation ownership properties trust Oracle Hospitality solutions

It all starts with [Oracle Hospitality OPERA Cloud Property Management](#), a cloud-based PMS that both independent hotels and the world's largest hospitality chains rely on to orchestrate operations across properties of all types and sizes. Hospitality companies use the PMS to manage room inventories and rates, centralize data, speed up guest check-ins and check outs with mobile features, and seamlessly connect to Oracle's point-of-sale and kitchen management solutions. And because the PMS is in Oracle Cloud, hotels storing personal information about their guests don't need to worry about data security.

- [Oracle Hospitality OPERA Cloud Sales and Event Management](#) further extends the PMS's capabilities by supporting sales and catering efforts. Staff members who organize, prepare, and host conferences and banquets can access the event management capabilities they need while on the go using mobile phones and tablets.
- [Oracle Hospitality OPERA Cloud Reporting and Analytics](#) adds a powerful analytics platform for hotels and resorts to mine insights from their PMS data, empowering them to make smarter, more cost-effective operational decisions.
- [Oracle Hospitality OPERA Cloud Distribution](#) helps hospitality providers attract customers across all direct distribution channels, such as the call center and website, and the indirect distribution channels of online travel agents. As they extend their market reach through these channels, the application helps them optimize room rates and inventory.
- Oracle's [Nor1](#) suite of solutions further complements the broad suite of OPERA capabilities. This innovative upselling platform uses machine learning to selectively position premium products and services across distribution channels, encouraging guests to purchase upgrades that enhance their travel experiences while driving additional hotel revenues.
- [Oracle Hospitality Integration Platform \(OHIP\)](#) is spurring innovation in the hospitality industry at a time of staffing shortages and rapidly evolving guest expectations. By exposing to developers a set of open APIs, OHIP lets startups and the hotels themselves

plug in third-party and custom applications for housekeeping management, booking, trip planning, equipment rentals, and other processes, fostering a broader ecosystem of industry solutions and making it easier to connect key systems.

Many hotels also choose [Oracle Hospitality Symphony POS](#) to run the restaurants and other food and beverage services on their properties. Because the POS system is [directly integrated with the OPERA PMS](#), guest information, including transaction history, is easily shared between food services providers and the hotel's front desk.



Hospitality companies trust Oracle Cloud Applications

Hotels, resorts, casinos, and cruise lines rely on the integrated suite of Oracle Cloud Applications to manage their key back-office processes and operations.

- [Oracle Fusion Cloud Human Capital Management](#) helps hotel HR teams recruit, onboard, develop, engage, and retain highly skilled workforces to deliver the service levels guests expect, amid changing staffing needs and expectations.
- [Oracle Fusion Cloud Enterprise Performance Management](#) supports hospitality providers in strategically planning, tracking, and reporting on financial and operational processes that are vital to achieving their business goals. And the software is increasingly used by hotels to realize their ESG initiatives.

- [Oracle Fusion Cloud Enterprise Resource Planning](#) gives hospitality companies fast and secure access to financial data, from procurement to core accounting, and empowers them with AI-driven reporting functions.
- [Oracle Fusion Cloud Supply Chain Management](#) is increasingly being adopted by large hospitality segments looking to build resilient supply chains and better manage their procurement and sourcing processes.
- [Oracle Unity Customer Data Platform \(CDP\)](#) is improving the guest experience by applying machine learning to help hotels offer personalized deals based on real-time customer profiles and historical data.

Many independent hotels and hospitality management companies are also running their businesses on [Oracle NetSuite ERP](#). They're using the cloud suite's core financial, accounting, payment management, CRM and marketing automation, and ecommerce solutions to efficiently run their businesses and better connect with and serve guests. [NetSuite's restaurant management software](#) is a popular choice with hospitality groups that operate restaurants on their properties.

Hospitality companies trust Oracle Cloud Infrastructure

- [Oracle Cloud Infrastructure \(OCI\)](#) services give hotels and other hospitality providers the computing resources, data systems, and development tools they need to deploy the mission-critical applications their staff and guests rely on.
- OCI is the underlying infrastructure for all of Oracle's hospitality applications. [Hotels are using that same powerful platform](#) and the comprehensive set of cloud services it offers to integrate, extend, and build custom applications.
- [Oracle Autonomous Database](#) is an important component of many of these digital innovation projects, as hotels recognize the benefits of a fully automated data service to secure and scale their apps.

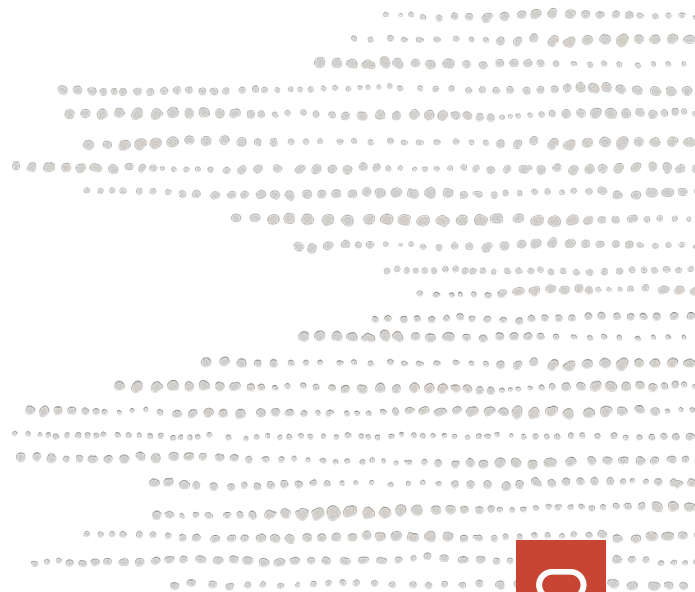
Hospitality providers also need advanced integration capabilities to build the composable applications that allow them to introduce new guest services quickly. [OCI integration services](#)

enable hotels to connect applications and data sources—internally and with partners—via prebuilt adapters, API management, service-oriented architecture, process automation, and low-code tools.

To create the single image of the guest from disparate data sources, most hospitality companies build data lakes and data warehouses that cull data from multiple sources such as relational databases, transaction logs, and raw multimedia files. The ability to run advanced analytics is often the key motivator for those customized application and data integration projects in the cloud.

[Oracle Modern Data Platform](#) gives hospitality companies better performance at a lower cost when implementing such data repositories. And the platform’s analytics and visualization tools help them leverage the data they aggregate to enjoy greater visibility into their business processes, operate more efficiently, and gain new insights into how to better manage their properties.

With OCI, hotels migrating key applications to the cloud, or building them there, enjoy superior performance at a lower cost. And they’re able to integrate systems and analyze data faster to better connect with guests and offer them innovative services.





Oracle provides technology solutions that independent hoteliers, global and regional chains, casinos, and vacation ownership companies rely on to manage their properties, support their staff, and respond to rapidly evolving guest expectations. Oracle's extensive hospitality portfolio is tightly integrated with a property management system that offers open APIs to spur industry innovation. Hospitality providers also use Oracle Fusion Cloud applications to run all aspects of their businesses, including finance, HR, sales, marketing, and customer service. Oracle Cloud Infrastructure delivers the technological foundation to accelerate innovation, lower IT costs, and empower hoteliers to realize the full value of their data.

[Learn more](#)

Copyright © 2024 Oracle. Java, MySQL and NetSuite are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

