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Data Streaming for the Hospitality Industry – 7 Benefits to Drive Your Business

Data & Security

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Synopsis

In his article, David Purcell highlights the transformative potential of data streaming in the hospitality sector. The technology allows real-time, continuous integration and analysis of data, leading to immediate insights, personalized guest experiences, efficient operations, revenue optimization, enhanced safety, proactive guest service, and a significant competitive advantage. By employing data streaming, the hospitality industry can efficiently manage and react to changes, offering a standard of service that fosters unforgettable guest experiences and paves the way for future success.

In the dynamic, rapidly-evolving landscape of today's world, technology has seamlessly intertwined itself with the hospitality industry, becoming a cornerstone for progress and innovation. From chic city hotels to sprawling luxury resorts, hospitality entities of all kinds are increasingly harnessing the power of technology to supercharge their operations, elevate guest experiences, and amplify overall efficiency.

At the heart of this technological metamorphosis lies the strategic dichotomy of operational and analytical data. By delineating these two critical dimensions, the hospitality industry can unravel a plethora of opportunities, uphold peak operational performance, and harvest a wealth of advantages.

One such strategic manoeuvre that materializes this vision is the implementation of data streaming to an isolated database dedicated solely for analytical purposes. This approach not only enables continuous, real-time data integration but also opens a new realm of possibilities for data-driven decision making, leading the hospitality industry towards an era of unparalleled progress and prosperity.

Data streaming in the hospitality industry offers several benefits that can enhance operations, customer experience, and overall business performance. Data streaming involves the continuous flow of data from various sources to a target destination in real-time or near real-time. It enables organizations to process and analyze data as it is generated, allowing for timely insights and actionable information. When it comes to separating operational and analytical data in the hospitality industry, data streaming can be employed in the following ways:

1. **Real-time insights:** Data streaming enables hospitality businesses to capture and analyze data in real-time. This allows them to gain immediate insights into guest behavior, preferences, and trends. By monitoring data streams, hotels and resorts can make timely decisions to optimize operations, improve service delivery, and personalize guest experiences.
2. **Personalized guest experiences:** With data streaming, hotels can collect and analyze guest data, including past preferences, booking history, and social media interactions. This information can be used to create personalized offers, recommendations, and tailored experiences. For example, hotels can send targeted promotions, provide customized room amenities, or suggest relevant activities based on individual preferences.

3. **Operational efficiency:** Data streaming enables hospitality businesses to monitor and manage various operational aspects in real-time. For instance, by collecting and analyzing data from IoT sensors and devices, hotels can optimize energy consumption, manage room inventory more effectively, and proactively address maintenance issues. Real-time data also helps in predicting and managing peak demand periods, staffing levels, and supply chain logistics.
4. **Revenue optimization:** Through data streaming, hospitality businesses can gain insights into revenue optimization opportunities. By analyzing pricing trends, demand patterns, and market conditions in real-time, hotels can dynamically adjust room rates, manage yield, and optimize revenue strategies. This can result in increased revenue per available room (RevPAR) and profitability.
5. **Enhanced security and safety:** Data streaming allows for the continuous monitoring of security and safety systems within hospitality establishments. Real-time analysis of security cameras, access control systems, and IoT devices can help identify potential risks or incidents and trigger immediate responses. This improves guest safety, reduces security threats, and enhances overall security management.
6. **Proactive guest service:** By leveraging data streaming, hospitality businesses can anticipate guest needs and deliver proactive service. For instance, by monitoring data from guest surveys, social media, and online reviews, hotels can identify and address guest concerns or complaints promptly. Additionally, real-time guest feedback can enable staff to take immediate actions to resolve issues and enhance guest satisfaction.
7. **Competitive advantage:** Embracing data streaming in the hospitality industry can provide a competitive edge. By harnessing the power of data, hotels can differentiate themselves by offering personalized experiences, optimizing operations, and exceeding guest expectations. This can lead to increased customer loyalty, positive word-of-mouth, and a stronger market position.

In essence, data streaming serves as a catalyst, empowering the hospitality industry to tap into the immense potential of real-time data. This process equips enterprises with the ability to make decisions that are not just informed, but are shaped by the immediate pulse of their operations. It enables them to personalize experiences with a precision that makes each guest feel uniquely valued, and streamlines operations to a level of efficiency that previously seemed unattainable.

Most importantly, it amplifies the delivery of guest service, transforming it from merely exceptional to truly unforgettable. By leveraging data streaming, the hospitality industry isn't just responding to change - it's pioneering a new standard of service, setting the stage for a future where every guest experience is nothing short of extraordinary.



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After completing a business and hospitality management degree at the University of South Florida, he entered the hospitality business and spent 12 years working for Fairmont Hotels and Resorts primarily in hotel operations and project management. He then transitioned to product management and joined Infor Hospitality in 2004. Here he oversees the strategic software requirements for their suite of products including property management, food and beverages services, sales, and event management along with revenue management systems. Working with the product managers in each of these areas, he drives the overall vision and product direction of the Infor Hospitality products into the global hospitality marketplace.

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