HYB25

The Hotel Yearbook

Foresight and innovation in the global hotel industry

HYB

Top 10 Trends in Property Management Technology for 2025

PMS

Ruth Whitehead
Chief Operating Officer (COO) of eviivo

eviivo

Property management systems (PMS) are evolving at an unprecedented pace, driven both by technological advancements and changing guest expectations. It's now more important than ever for hospitality businesses to adopt solutions that best align with these shifts. Here are the top 10 trends redefining property management technology in 2025.

1 AI-POWERED AUTOMATION

Artificial Intelligence (AI) is transforming property management, automating everything from guest communications to operational workflows. AI is only going to get better at completing repetitive tasks, optimizing pricing, and providing actionable insights that enable property managers to focus more on guest engagement. *Tip: Invest in a PMS with AI solutions that can learn and adapt to your business needs.*

2 ALL-IN-ONE PLATFORM

Property managers increasingly prefer unified systems that combine booking management, channel distribution, payment processing, and analytics in one platform. This reduces costs, eliminates manual processes, and ensures a seamless experience for operators and guests alike. *Tip: Go for quality (deep) over quantity (wide) when it comes to integrations, this allows you to synchronize operations across the best third party channels like OTAs in real-time, and easily connect with new solutions.*

3 MOBILE-FIRST MANAGEMENT

With remote work and on-the-go property management fast becoming the new norm, top-notch mobile apps are critical for handling bookings, payments, and housekeeping tasks anytime, anywhere. *Tip: Look for a PMS that has a fully functioning mobile app with multi-property capabilities, designed to do more than simply mirror the desktop version.*

4 SMARTER RATES WITH DYNAMIC PRICING

Dynamic pricing tools now use AI to analyze market demand and track competitor rates, ensuring optimal pricing strategies. *Tip: Integrate dynamic pricing solutions into your PMS to maximize revenue, but still keep humans in the loop for critical decision-making.*

5 SEAMLESS CHANNEL CONNECTIVITY

Deep API integrations with OTAs like Airbnb, Booking.com, and Expedia ensure real-time synchronization of rates, availability, and policies where it matters most. Advanced systems also manage fees, photos, and guest messages for consistency across platforms. *Tip: Choose a PMS with superior channel management tools to avoid overbookings and maximize exposure.*

6 SCALABILITY FOR GROWTH

Cloud-based, scalable property management systems enable businesses to grow effortlessly, allowing managers to add properties, users, and other features easily and without significant setup costs. *Tip: Opt for a multi-property platform with bulk management tools, multi-user access, and centralized dashboards.*

7 ENHANCED REPORTING AND INSIGHTS

Custom reporting tools are empowering managers to unlock accurate and actionable insights from their historical data. Advanced filters, real-time updates, and visualization tools make decision-making easier and faster. *Tip: Use reporting tools that provide granular insights across varied KPIs, but can also generate compliance reports, financial summaries, and marketing insights with minimal effort.*

8 INTEGRATED GUEST COMMUNICATION

Unified inboxes now consolidate guest messages from OTAs, direct bookings, and AI tools into one platform, enabling faster response times and better communication. *Tip: Streamline guest communication by adopting a platform that integrates AI tools and OTA messaging.*

9 CONTACTLESS GUEST JOURNEYS

Guests now expect seamless, tech-driven experiences from check-in to check-out, especially contactless solutions that minimize wait times. *Tip: Implement PMS-integrated tools for contactless check-ins, guest messaging, and payment automation.*

10 HYBRID OPERATIONS

Hospitality businesses are diversifying their portfolios, offering a mix of property types from hotels, vacation rentals, serviced apartments, and more quirky offers like glamping or treehouses. Managing hybrid portfolios requires agile systems that can handle various business models. *Tip: Use a platform that supports flexible business models, enabling multi-property capabilities and bulk management tools to manage different property types as your portfolio grows.* The future of property management is exciting and full of opportunity. By getting ahead of the trends, property managers can offer exceptional guest experiences while future-proofing their operations.

WORLD RENOWNED CONCERT
SOUND
INSTALLED IN YOUR
SPACE
AVAILABLE AT YOUR
FINGERTIPS

d&b audiotechnik