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Hospitality Tech Doesn't Speak For Itself

Hotel Technology

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Let's be honest. In hospitality tech, shouting louder doesn't mean being heard. You can have the best product, the most visionary team, and the slickest interface in the industry, but if you can't tell your story clearly, to the right people, at the right time, you'll be stuck spinning your wheels. Strategic communication isn't just about press releases and buzzwords. It's about translating complexity into clarity, turning technical features into business value, and building a brand people actually trust. Whether you're courting investors, selling to hotel operators, or rallying your internal team, great communication is your unfair advantage. And in a noisy, crowded, fast moving market, it might just be your most important one.

Too often, strategic PR and communication is treated as an afterthought by hospitality tech companies, or it's merely used as a tactical tool to generate buzz or get media attention. The truth is that a communication strategy is not just window dressing, it's a growth engine that can help you rise above the noise, scale faster and grow with purpose.

Technology vendors in hospitality build and sell complex products to a very diverse audience, from tech-savvy IT directors and business-focused operations managers to procurement teams and corporate executives. In addition, tech vendors need to get their message across to investors, employees, the industry, and even end-users, in good times and bad. Each group speaks a different language and cares about different outcomes. With the myriads of communication tools available, it can be overwhelming to select the right ones, and a lot of time is wasted shouting into the void. A well-crafted communication strategy helps to pick the right messages for the right audience at the right time, using the most effective tools and channels to turn complexity into clarity and noise into engagement.

YOUR PRODUCT MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE

Hospitality tech is becoming more complex and the tech space increasingly crowded, making it harder to stand out. Companies often focus on the amazing product they have developed and the features they offer, and while one audience gets excited about the latest technical bells and whistles, others will be more interested in the business problem it solves or the investment potential it has.

The sales cycle of hospitality is long and involves many different stakeholders. A new PMS, for example, may solve the issue of an end-of-life technology for the IT director, signify a cost saving opportunity for the general manager, an operational expense for the finance team, while for the corporate office it is an opportunity to finally get the customer data from multiple hotels in a single place. To take it a step further, the tech company's employees may see the new PMS as an interesting innovation to work on while potential investors want to know how fast it can scale. Just presenting a great new PMS is not going to satisfy any of them. Effective communication means mapping out the information for different stakeholders and crafting tailored messaging for each. Those messages need to speak to their needs, not yours.

GETTING YOUR CONTENT IN FRONT OF THOSE THAT MATTER MOST

In a world inundated with information, it is essential to rise above the noise and capture the attention of those that matter most to you and your business. To stand out, hotel tech vendors must stop thinking like product marketers and act more like industry thought leaders. This means creating expert content that educates, engages, and drives meaningful discussions, not just promote a product. If done well, thought leadership helps build credibility, rapport and trust with your audience and industry peers and enhances and protects the reputation of your business.

In this crowded industry and media landscape, simply creating high-quality content is not enough, it's about getting the right content in front of the right people at the right time. This means understanding what newsletters your audiences read, podcasts they listen to, identifying the most relevant industry publications, and knowing what analysts they trust. As everyone can create and publish content about almost anything now, it has lost its value as a standalone tool. To stand out you need to engage with your audience, build trust and add value.

AS COMPANIES SCALE, COMMUNICATION NEEDS TO EVOLVE

A common pitfall for startups is the late consideration of PR & communication. They often prioritize commercial aspects, product development or market entry, leaving communication as an afterthought. However, strategic communication is an integral part of the overall success of any venture. It encompasses the product or service itself, the leadership, and the story behind the organization.

Startups need to translate technical language into compelling narratives for investors, partners, and non-technical buyers. During funding rounds, visibility of the founding team becomes a key differentiator. Investors don't just back tech, they back people and invest in the vision and the team driving it, making the positioning of founders a critical aspect of your PR. The key is to make investors believe in you, not just your tech. Communication tactics like thought leadership, LinkedIn presence, and speaking engagements not only get your message out but create trust.

When launching new products, tailored messaging, media exposure, and industry association engagement can help turn innovation into investment. Especially in the early stages, strategic communication can support the road to scale-up funding.

When entering new markets, it's important to demonstrate how the company supports a specific region or segment, which should be done through exposure to key decisionmakers, visibility in local media, and speaking opportunities at key industry events, amongst others.

For mature tech companies, communication is how you stay relevant. Momentum is maintained by demonstrating ongoing innovation, thought leadership, and a clear vision for the future of hospitality.

Whether it's showcasing sustainable initiatives, new AI capabilities, or global expansion, every announcement should connect the dots between tech and business value. This is how you keep your brand top-of-mind with buyers, analysts and partners.

Across all stages of a business, one constant remains: tech doesn't speak for itself. Business decision-makers respond to clarity, relevance, and human connection. The companies that win are those that own and tell their business story; why you exists and how you're changing the face of your industry through innovation.

AND DON'T FORGET YOUR TEAM

In fast-moving technology companies, internal communication isn't just about keeping teams informed, it's a strategic driver of alignment, productivity, and culture. With cross-functional teams often spread across geographies and time zones, effective internal comms ensures that everyone – from engineers and product managers to marketers and customer success teams – understand what the company does, and more importantly, why it matters and to whom.

In a tech company's early- or growth stages, internal comms is fundamental to building a cohesive culture. Values, vision, and strategic priorities don't spread by chance, they need to be clearly articulated and reinforced through consistent internal messaging. Especially in hybrid or remote-first teams, intentional communication is what keeps people connected to the company's mission and to each other. When done right, a solid internal communication strategy can help you turn your entire workforce into your most powerful advocates.

WHAT TO DO WHEN THINGS GO WRONG?

In the world of technology, crisis communication is crucial. From data breaches and service outages to ethical controversies and regulatory challenges, tech companies face a unique set of high-velocity, high-visibility risks. How a company communicates in the face of adversity can shape public perception, user trust, and long-term brand equity.

What sets crisis comms in tech apart is the speed and scale at which issues can escalate. A bug or security lapse can affect millions of users in minutes, and the story can go viral across social media and news outlets just as fast. Having a clear, well-rehearsed crisis communication strategy ensures that the company can respond quickly, factually, and empathetically without getting defensive or losing control of the narrative. Crisis comms done well can turn a major issue in an opportunity to engage and build trust.

HOSPITALITY TECH CANNOT SPEAK FOR ITSELF, BUT YOU CAN

PR and communication is not just about generating buzz or getting media coverage. It is a strategic discipline that requires a deep understanding of your objectives, values, and target audiences. It is a guiding force in a cluttered media landscape which enables organizations to rise above the noise, build their brand reputation, and drive sustainable growth.

Whether you're building the next AI-powered concierge or reinventing the booking stack, remember that the value of your technology only becomes real when it's understood and believed by the people who matter and that's what strategic communication delivers. Not noise. Not fluff. But clarity, trust, and momentum. Hospitality tech may not speak for itself, but smart, thoughtful communication ensures it gets heard.





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