

# HYB25

## Technology Edition

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Innovation and Future Breakthroughs



**The Hotel Yearbook**

Foresight and innovation in the global hotel industry



HY8



# What Happens If You Don't Modernize Your PMS?

Property Technology

**Steven Hopkinson**

*Senior Vice President for Asia Pacific and the Middle East at Shiji Group*

**Shiji**

*Mention PMS migration and most hotel executives will pause. It's not hesitation without reason. Shifting core systems takes time, coordination, and no small amount of budget. It impacts every layer of your operation, from the front office and housekeeping to finance, IT, and beyond. But while the disruption is real, the real risk lies in waiting too long. In a fast-moving tech landscape, staying still doesn't keep you safe. It just means you're falling behind without even noticing.*

For many hospitality leaders, the mention of a Property Management System (PMS) migration brings an understandable pause. The process is known to be complex, requiring time, investment, and cross-functional alignment. It affects operations from the front office and housekeeping to revenue management, IT, and beyond. Yet, while the challenges are real, the greater risk lies in maintaining the status quo.

## THE BUSINESS COST OF INACTION

Hospitality depends on consistency, but in technology, consistency without evolution can be a liability. A PMS that was cutting-edge a decade ago may no longer support the pace, scale, or complexity of modern guest expectations, a world where everything is connected and can be managed through their phone.

Older systems often lack real-time data capabilities, open API infrastructure, and the flexibility needed to support AI-driven personalization or mobile, first interactions. In practice, this limits your ability to adapt, upsell, integrate new services, or compete effectively. The result? Opportunity cost, hidden, cumulative, and increasingly damaging to reputation and guest experience.

## WHAT YOU CAN'T SEE CAN HURT YOU

Legacy technology rarely fails in obvious ways. It fails in subtle ones, through missed conversions, fragmented guest experiences, and operational inefficiencies that compound over time, not to mention inability to adopt emerging tech solutions because of incompatible, slow or missing integrations.

You won't know the guest who abandoned a booking because your engine couldn't filter by key preferences or attributes. You won't recover the upsell missed because your system lacked insight into guest behavior. And you can't retain loyalty of a guest whose profile you never could keep up-to-date in the first place.

These are losses you won't find on a balance sheet, but they show up in your bottom line.

## TODAY'S GUEST EXPECTATIONS ARE ALREADY AHEAD

Improving operations through automations isn't theoretical, and Generative AI is becoming the most used interface with your guests. If your PMS doesn't support dynamic integration with CRM systems, or contain superior profile management, mobile check-in tools, housekeeping platforms, maintenance case management, guest communications and follow-ups, and AI-driven pricing engines, you're operating with blind spots, and guests notice.

Meanwhile, your competitors are rolling out integrated experiences that feel effortless. Your systems must be capable of keeping up, or risk falling behind.

## INTEGRATION IS NOW A STRATEGIC REQUIREMENT

The properties struggling most with digital transformation are not necessarily underfunded. They're constrained by fragmented infrastructures and years of workaround solutions layered over obsolete systems. Every year of delay adds complexity. And every workaround increases the cost and difficulty of change. Today, integration isn't a convenience, it's a strategic necessity.

## WAITING IS NOT NEUTRAL

Postponing change has its own costs. These include:

- Diminished guest satisfaction due to slow or archaic process
- Staff inefficiencies from manual workflows
- Limited ability to integrate new partners or services
- Competitive disadvantage in a tech-driven marketplace

These are not hypothetical. They are real costs occurring right now across the industry.

## THE ROI OF MODERNIZATION IS CLEAR, EVEN IF THE SPREADSHEET ISN'T

While we can model a PMS migration's expected return on investment, the cost of not modernizing is more elusive, and more damaging in the long term. Market leaders are investing in platforms that are open, connected, and scalable. They're building infrastructures that support innovation, adaptability, and guest-centric strategy. The question isn't whether to change. It's how long your business can afford not to.

## A CHANGE STRATEGY THAT WORKS FOR YOUR BUSINESS

The transition doesn't need to be disruptive. With the right partner, it can be phased, strategic, and aligned with your commercial goals. We work with hotel groups globally, from independent properties to multi-brand chains, to implement modernization strategies that preserve operations while unlocking new capabilities. Because this isn't just about technology. It's about building a foundation ready for whatever the future brings.

## WHAT HAPPENS IF YOU DO CHANGE?

You gain control. Agility. Insight. And the ability to shape the guest experience, not just react to it.

Transformation starts at the core, with the systems that run your business. And when you're ready, we're here to make that transformation a success.

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**HITEC® 2025 Indianapolis**

Jun 16 – 19, 2025

Indiana Convention Center

**Maximum Occupancy - Sydney**

Wed, Jun 18, 2025

Sydney, Australia

**TravelTech Show 2025**

Jun 25 – 26, 2025

Excel London, United Kingdom

**Smart, Safe & Sustainable Summit 2025**

Fri, Jun 27, 2025

The Londoner Hotel

London, United Kingdom

**HEDNA EUROPE Conference 2025**

Sep 9 – 11, 2025

Altis Grand Hotel, Lisboa, Portugal

**FSTEC**

Sep 14 – 16, 2025

Gaylord Palms Resort

Kissimmee, United States

**Skift Global Forum**

Sep 16 – 18, 2025

The Glasshouse

New York, United States

**NoVacancy 2025**

Sep 17 – 18, 2025

ICC Sydney, Australia

**International & French Travel Market**

Sep 23 – 25, 2025

Paris Expo Porte de Versailles

France

**Hospitality Tech Expo**

Sep 30 – Oct 1, 2025

Excel London, United Kingdom

**TTG Travel Experience**

Oct 8 – 10, 2025

Fiera Rimini, Viserba, Italy

**Travel Tech Asia**

Oct 15 – 17, 2025

Sands Expo & Convention Centre

Singapore

**The Hospitality Show 2025**

Oct 26 – 28, 2025

Denver Convention Center

Denver, United States

**World Travel Market (WTM)**

London 2025

Nov 4 – 6, 2025

Excel London, United Kingdom

**HOSPACE 2025**

Thu, Nov 13, 2025

Royal Lancaster London

United Kingdom

**NoVacancy Asia 2025**

Nov 18 – 19, 2025

Queen Sirikit National Convention

Centre, Bangkok, Thailand

**The Phocuswright Conference 2025**

Nov 18 – 20, 2025

Manchester Grand Hyatt San Diego

United States

**8th Annual HSMAI ME Commercial**

Strategy Conference 2025

Nov 24 – 25, 2025

Dubai, United Arab Emirates

**G2E Asia @ the Philippines**

Dec 10 – 11, 2025

Marriott Grand Ballroom,

Pasay, Philippines

**FITUR 2026**

Jan 22 – 26, 2026

IFEMA Madrid, Spain

**ITB Berlin 2026**

Mar 3 – 5, 2026

Messe Berlin, Germany

**HITEC® 2026 San Antonio**

Jun 15 – 18, 2026

Henry B. González Convention Center

San Antonio

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Hospitality Tech  
Industry Calendar

