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APAC hospitality trend predictions for 2024

Did you make any predictions for the industry this year?

We certainly did.

From the increased use of first-party data to a greater emphasis on sustainability in travel, many of our predictions came true. Now we're turning our sights on 2024. What's coming around the corner?

Grab your drink of choice, and get cozy while we dig in to our predictions for the new year that will help you attract and retain guests.

APAC HOSPITALITY TREND PREDICTIONS FOR 2024



01 Making data-driven decisions has become the norm

As hoteliers make strides in technology advancements and digital transformation, it's getting easier and easier to leverage rich guest data for strategic decision-making. Honestly, hoteliers can't afford to do anything less. It's data-driven or bust. Without leveraging rich guest information, it's hard to [imagine intelligent operations](#). That's why so many hoteliers are backing every marketing campaign, every lead follow-up, and every guest interaction with data.

When it comes to collecting that data, there are two types to pay special attention to, [zero-party data](#) and [first-party data](#).

No matter the type of data you collect, those insights are the building blocks for your

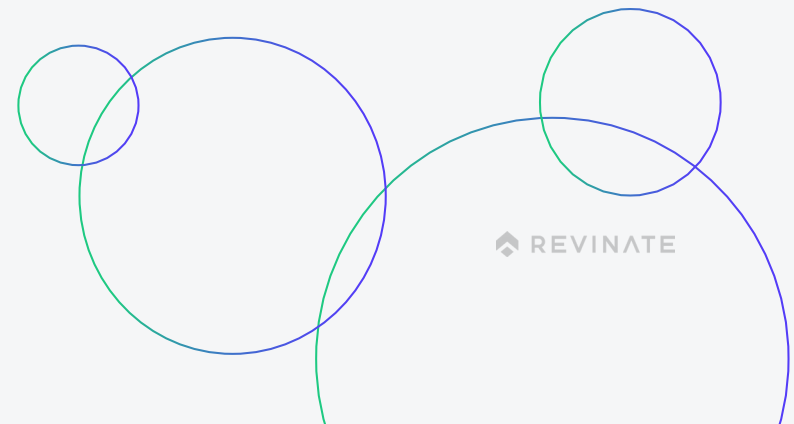
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guest relationships. So, if you're in pursuit of strengthening guest relationships, then you'll need a sophisticated tech stack that not only collects guests' data, but removes [the data silos](#) and allows for easy segmentation and personalization.

Using past-guest data is one of the easiest examples you can implement in your property. The [Hotel Indigo Seminyak Beach](#) created a [strategic marketing campaign](#) to boost direct bookings, specifically targeting guests who had stayed between October 2022 and March 2023. The campaign offered a discounted rate and complimentary breakfast with the condition of booking before the end of the month, while also filtering out those who already had future bookings. This data-driven marketing campaign was a success, resulting in 92 room nights booked.

How to prepare your property:

The relationships you create, nurture, and sustain are what's going to tip the scale toward increased



loyalty and profitability for your properties. Guests appreciate that personalization, and **71% even expect it**— so ensuring you reach those expectations in all of your communications only increases brand affinity and encourages guests to book again with your hotel.



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02 The rise of Customer Data Platforms (CDPs)

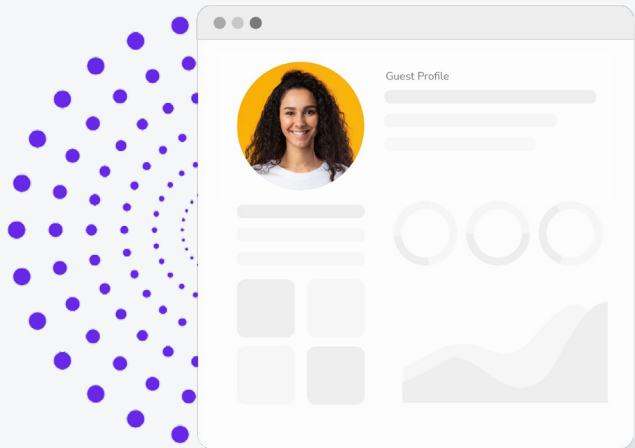
Are you in on the CDP conversation?

In 2024, 50% of 1000 Asia-based businesses will utilize Customer Data Platforms (CDPs) as an enterprise customer data system for immediate customer contact, as reported by the [International Data Corporation](#).

Unlike a CRM or PMS, a CDP is the ultimate connector — ingesting data from a variety of channels and performing actions like identity resolution and data integration while also syncing that data — something a CRM and PMS can't do. It's no wonder why more hoteliers are considering [CDPs in their 2024 budgets](#) to elevate their personalization and generate stronger guest loyalty.

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The hospitality industry is still in the thick of the “digital transformation” — enhancing operational processes with tools and technology to improve the guest experience. Much of these advancements aren’t replacing staff but instead reducing manual tasks and augmenting their work. A CDP is a prime example — shaping up to be the all-encompassing solution for hoteliers to reach that goal of peak stay experiences.



How to prepare your property:

If you’d like to learn more about CDP, and how it can help you harness the power of rich guest data for your hotel, read our blog post, “[A comprehensive guide to the Customer Data Platform.](#)”

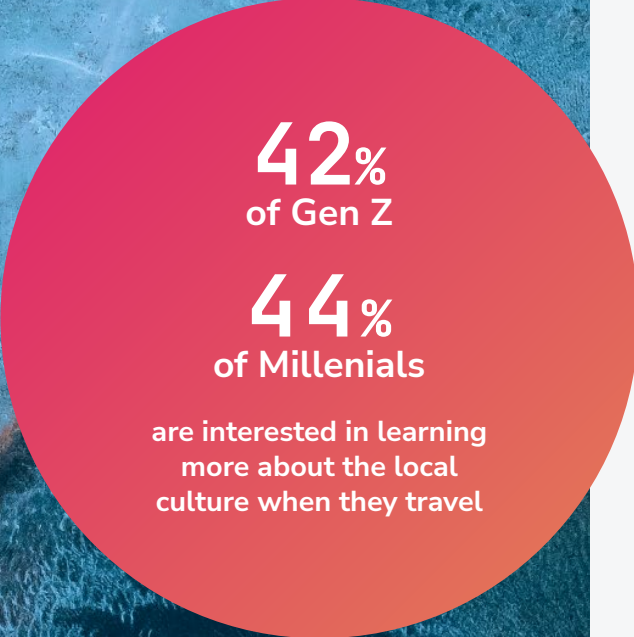
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03 Location-specific experiences

This year, we saw a major preference for local experiences. That’s not about to stop in 2024. In Asia, it fueled a new generation of travelers, the “GenerAsian”. According to Hilton’s [2024 trends report](#), the GenerAsian travelers are a new demographic of Asian travelers looking to explore and understand their identity through travel. These travelers are motivated to learn more about their cultural and ancestral backgrounds while on the move.

This trend is extended to global travelers, with as much as [75% of travelers](#) making local and authentic experiences a priority for their trips. The [InterContinental Danang Sun Peninsula Resort](#) launched a [memorable campaign](#) to prompt bookings from their international visitors. They divided their guest database by area and excluded those who were near enough to fly in. This campaign emphasized the wonders of central Vietnam, featured the gorgeous red-shanked douc langur monkeys which inhabit the resort, and had an accompanying video. It also included facts

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which those traveling from far away were not likely to know.

How to prepare your property:

If you've been eyeing this trend, now is a great time to get a jumpstart on it for 2024. Think about how to meet the craving for authentic local experiences as you curate offerings for each property. Embrace the local culture and lifestyle. Promoting the features that make that place unique (think cuisine or popular entertainment for that area) will be just as important.

Naturally, segmentation and personalization play a critical role in achieving a hyper-local experience. Almost [42% of Gen Z and 44% of Millennials](#) are interested in learning about the local culture when they travel, so don't hesitate to pull that through when you talk to them over the phone or online as they book.

[Tapping into your guest database](#) to capitalize on that interest is one way to secure more direct bookings next year. Try using some of that first-party or zero-party data to send some personalized offers to these "local-focused" travelers.

Stay on top of next year's hospitality trends

As we prepare for another year, we're working closely with hospitality leaders across the industry to understand shifting trends and help hoteliers adapt. If you want to talk more about your 2024 marketing strategy, feel free to reach out to our team and [book a consultation](#).



How Revinate can help

Revinate is on a mission to take hoteliers to new heights of performance.

Revinate is purpose-built to seamlessly power omnichannel guest lifecycle communications, feedback, and commerce for tens of thousands of hotels. Whether an independent hotel, small group, or large global brand, Revinate is known among customers as hospitality's most efficient and proven system for driving direct revenue and profits.

Our one-of-a-kind platform combines multiple interoperable guest data solutions that get smarter and more powerful over time as richer data is added, synthesized, and analyzed. This makes it an essential part of any hotel's quest to become more guest-centric as it empowers hoteliers to make data-driven decisions that result in higher online rankings, improved guest experience, more personalized communications, stronger relationships, and increased direct revenue.

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