

# HOTEL Yearbook 2014

FORESIGHT AND INNOVATION IN THE GLOBAL HOTEL INDUSTRY

SPECIAL  
EDITION ON

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# A CRS is a hotelier's lifeline

by **Estella Hale** 

**For a hotel, capturing the right information drives marketing, pricing and forecasting, writes Estella Hale, Product Manager at Sceptre Hospitality. With an efficient central reservation system (CRS), a hotel can glean insights as to who, when, where and how often it has booking potential.**



The central reservations systems (CRS) environment has evolved in today's ever changing distribution climate. It has become more than just an inventory and informational database. It has advanced into a necessity; an enterprise-level system that hoteliers must use to go to market or be doomed.

Your CRS is your lifeline in the digital marketplace. A reputable CRS should provide enhanced channel management capabilities and valuable access to booking and reporting information, all the while maintaining complete reliability – or up time. Consider its outreach to various channels, and you can imagine how it should report insights as to who, when, where and how often your hotel has booking potential. This information drives marketing, pricing and forecasting. At the same time, if the CRS is not available, hotels are simply off the grid.

A slow, unreliable CRS is a costly anchor to hang on a hotel when we live in a fast-paced world where guests will quickly move elsewhere if the booking experience is sluggish, not intuitive or simply unreliable. Hoteliers need to be able to respond to changing business conditions and emerging channels anytime, anywhere, and they need the peace of mind that comes from a CRS that works fast and without fail.

## So what's in store for the future CRS?

**Ubiquity.** Hotel connectivity must be available wherever there's a channel to guests seeking accommodations. Direct connectivity between systems will only improve in the coming years and will allow for better speed and lower costs. These connections included, for example, data exchanges between CRS and PMS, and CRS and GDS.



**Complete reliability.** Look for speed to become a huge driver to CRS priorities. Web users in particular tend to be impatient and quick to abandon a low usability process. We will soon see responsive design booking engines that present an experience optimized for the resolution of each device. Additionally, I expect booking engines to accommodate a process that occurs across different devices.

**Big Data.** Consumer insights and data that can be translated into useful business intelligence are everywhere. In the future, your CRS should be able to harness all that data into actionable priorities.

**User Interface.** Booking engines are traditionally the consumer's window into a reservation system. Having been born as a transactional necessity, they have become mundane and self-serving. In the very near future, booking engines, like front desks, will take on a new meaning. New experiences such as shopping carts will replace transactional processes, and hoteliers will be able to market much more than just accommodations when reservation systems can sell non-room-centric bookings. In other words, smart hoteliers are becoming online merchants, not just innkeepers.

### About Sceptre

*Sceptre Hospitality Resources maximizes revenues for hotels and resorts. With the addition of Whiteboard Labs, the company now serves nearly 3,500 properties on its reservation platform. In addition to Windsurfer, a state-of-the-art central reservation system (CRS), Sceptre's other software include MotionNotes, a video messaging platform, SpaLinX, a spa management and appointment booking application, HotellIQ business intelligence, custom internet application development and revenue management services.*

 [www.sceptrehospitality.com](http://www.sceptrehospitality.com)

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## HFTP

HFTP, Austin, Texas, USA and Maastricht, The Netherlands, founded in 1952, is the global professional association for financial and technology personnel working in hotels, clubs and other hospitality-related businesses. HFTP provides first class educational opportunities, research, and publications to more than 4,800 members globally including, the premiere hospitality technology conference HITEC--founded in 1972. HFTP also awards the only hospitality specific certifications for accounting and technology --- the Certified Hospitality Accountant Executive (CHAE) and the Certified Hospitality Technology Professional (CHTP) designations. HFTP was founded in the USA as the National Association of Hotel Accountants.

➔ [www.hftp.org](http://www.hftp.org)



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We all know that the future will be different, but how will it be different? For companies in the hospitality industry, Wade & Co. uses scenario generation to get at the answer to that question – in strategic workshops, team-building exercises, and conference presentations the world over. As a specialist in business foresight, Wade focuses on visualizing how the future “business landscape” could realistically change, ushering in new kinds of customers and competitors, creating new opportunities, and affecting your chances of success. Heading the company is Woody Wade, who is also the founder and publisher of the Hotel Yearbook.

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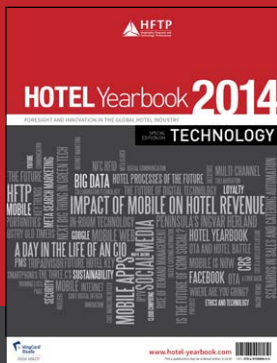
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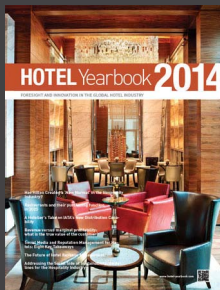
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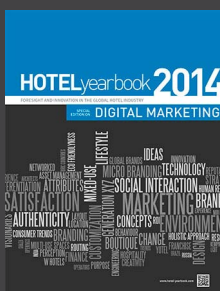
## Upcoming editions of HOTEL Yearbook



### Hotel Yearbook 2014

In 2014, the Hotel Yearbook will feature a comprehensive outlook for major geo markets as well as indepth interviews with hotel group executives focusing on key segments including luxury and lifestyle brands. Additional articles include expert views in the fields of design, environment, technology, social media, finance, education, business travel and human resources.

- This edition will be available from 20 December 2013



### HYB Special Edition - Digital Marketing 2014

The Hotel Yearbook branches out again with a new Special Edition on the future of digital marketing within the global hospitality industry. Authors include some of the industry's best known thinkers and doers in various fields such as reputation management, revenue management, search engine optimization, social media channel management via OTA's. More information on this special edition will be made available very soon!

- This edition will be available from 5 February 2014



### HYB Special Edition - Hotel Concepts 2014

The Hotel Yearbook branches out again with a new Special Edition on innovative hotel concepts within the global hospitality industry. Authors include some of the industry's best known thinkers and doers in various fields such as architecture, interior design, branding and consumer marketing. More information on this special edition will be made available very soon!

- This edition will be available from 22 March 2014