

The State of the Industry

A Hospitality Consultant's Perspective

At ITB Berlin, the world's leading travel trade show, Sabre invited hospitality industry consultants to share their thoughts on the state of the industry, based on what their clients are most focused on this year. **Here's what we learned.**

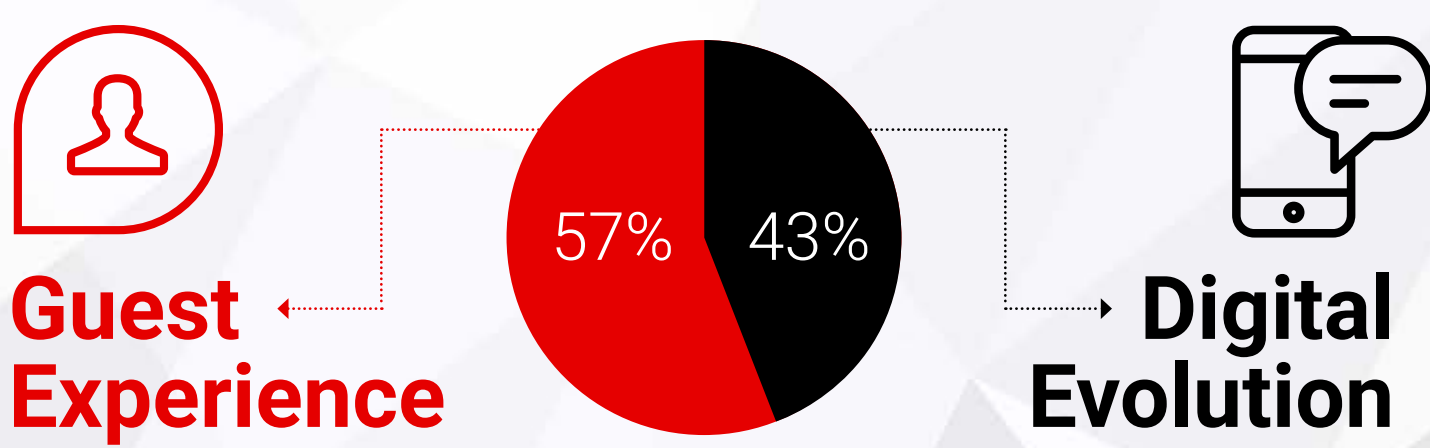
Biggest challenge of 2017

65% of consultants say it's overcoming the limitations of legacy systems to keep up with customer expectations

“Amazing advances in tech are only useful if you have the ability to leverage them.”

Guests are more willing than ever to share personal data in exchange for the benefits of personalization, but it's impossible to make good on that promise with outdated legacy systems. Hoteliers must have the technology to deliver the types of experiences their guest will expect.

What hoteliers are prioritizing

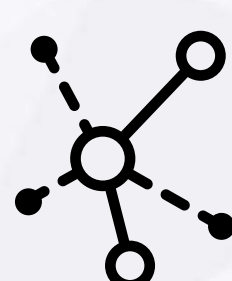


“The customer is king – but the technology stack is critical.”

Challenges in distribution

 63% of hospitality consultants said hoteliers are **struggling to differentiate themselves in a crowded market** and feeling the pressure of acquisition costs


44% said hoteliers feel pressure to create a **custom distribution strategy**



This stat reflects the truth that **distribution strategies are not “one size fits all,”** and must be tailored to the specific market, channels, and customer segments your hotel serves.

For more insights on channel distribution strategies, click to get the latest white paper, *Channel Optimization in Hospitality*

Guest experience in 2017

 67% of hoteliers see **guest profile management** as a key element of personalization

53% of hoteliers are focused on **increasing personalization throughout the entire journey**



87% say that data silos within companies will prevent hotels from providing a seamless guest experience

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