eviivo

TOP HOSPITALITY AND BOOKING TECH TRENDS

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From APIs to direct booking, eviivo reveals most significant hospitality technology trends emerging in 2023 and beyond.

In travel and tourism, technology has become crucial to operate, run and manage a business — and significantly improve guest satisfaction.

While buzzing technology advancements — such as facial recognition and robot hosts at properties are slated for later in the future — here are the top trends travelers and hoteliers, property hosts and vacation rental managers can expect for 2023.
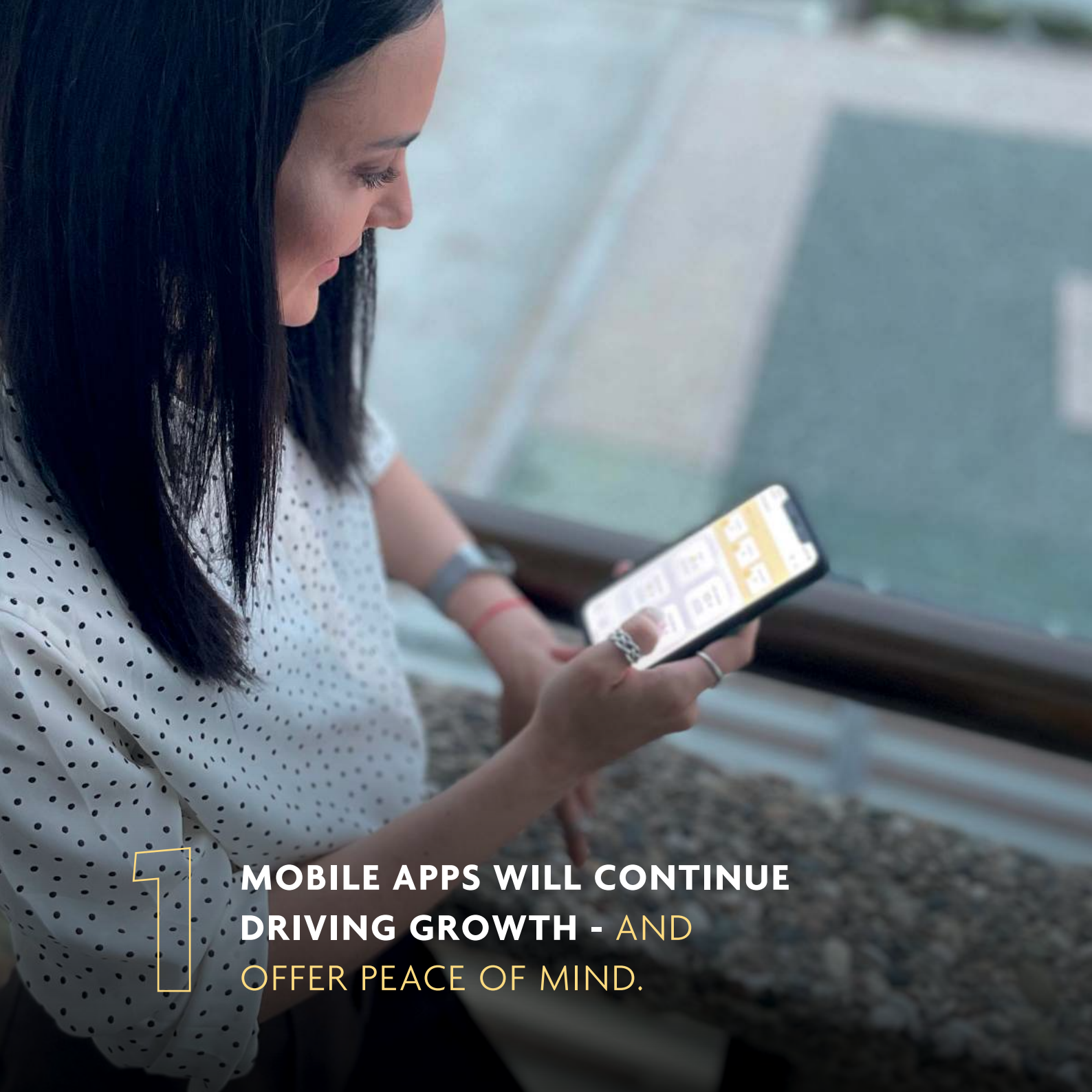
TOP 5 HOSPITALITY AND BOOKING TECH TRENDS FOR **2023**

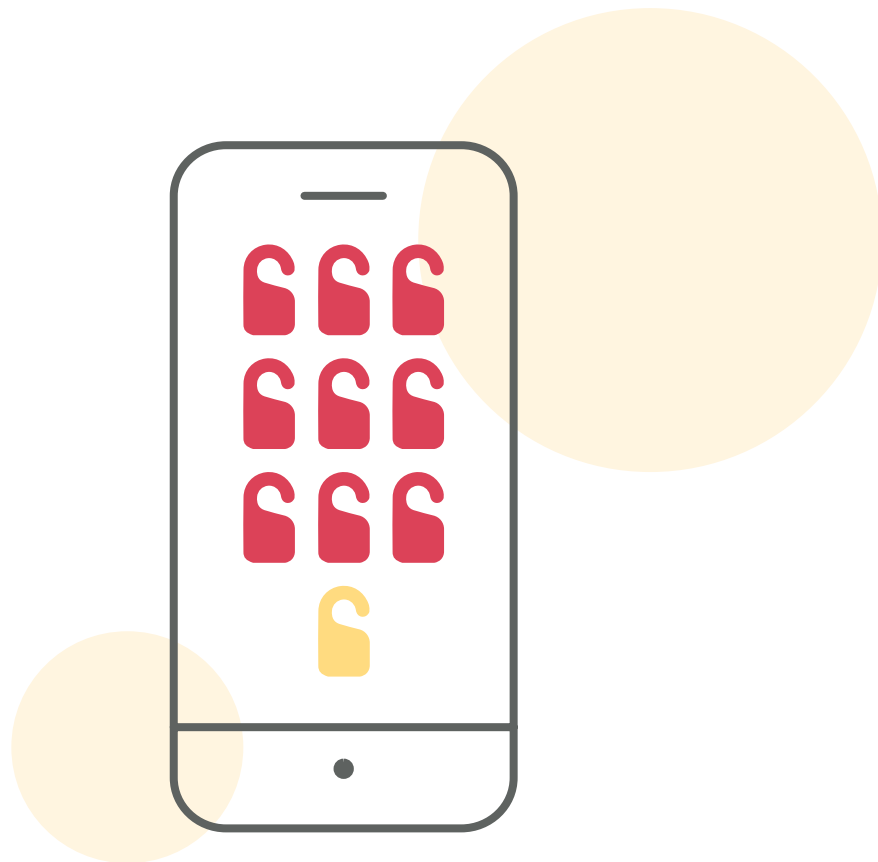**1** **MOBILE APPS WILL CONTINUE DRIVING GROWTH -** AND OFFER PEACE OF MIND.

In our world of instant gratification, mobile apps have made it easier for travelers to book on the go — and it's become a standard. Revenue Hub indicated mobile bookings doubled in just two years **(9 in 10 bookings via mobile in 2022)** — and will continue to grow.

An eviivo survey conducted in April 2022, which polled 1,000 property hosts, owners and boutique hoteliers specializing in short-term rentals and independent accommodations, showed 91% said a booking and property management mobile app is "extremely important" for running their business. eviivo launched a first-of-its-kind mobile app for the industry, eviivo Mobile, which essentially mirrors eviivo Suite, and since its May 2022 launch, more than 82 percent of customers have downloaded it. The app meets high demand, helps improve quality of life and proves mobile is the future.

82%
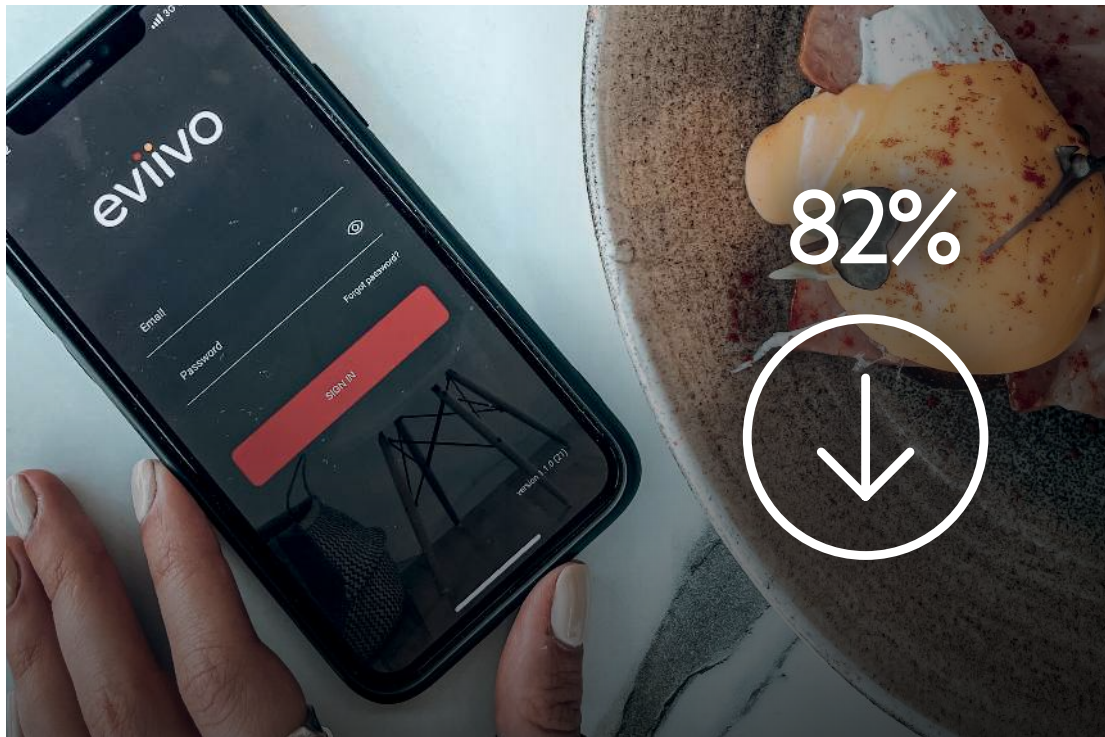
"Convenience for our customers was our biggest factor in launching eviivo Mobile, as was prioritizing health," says Eric White, eviivo's Chief Technology Officer. "We don't want our customers sitting behind a desk all day — and they don't want that either. With attention turning to improved mental health and quality of life, we want property owners and hosts to go explore, be outdoors, visit family and friends, and truly live life."

2 **APIS AND OMNICHANNEL PLATFORMS** WILL BECOME THE GOLD STANDARD

While travelers may be unfamiliar with APIs (Application Programming Interface), it's the Holy Grail technology that allows them to effortlessly browse, book, filter and stay in a property without any glitches.

"APIs offer seamless integration — such as apps, payment systems, OTAs and extranets — that eliminate manual work, reconciliation issues and restrictions of technology advancements," says ...

"APIs essentially integrate all the required technologies and tools necessary, rather than owners and hoteliers bundling or outsourcing to other businesses or platforms, which is exerting and expensive. Businesses that aren't using APIs would be like retail shops using retro cash registers."

MICHELE FITZPATRICK, EVIIVO CEO

For multi-property, multi-channel platforms, which include booking, advertising, communication and payment channels, APIs are fully built-in, and this native omnichannel, all-in-one platform integration allows accommodation providers to automate key repetitive work flows, simplify and ensure peace of mind for guest and staff.

3 AUTOMATION
EVERYTHING.

Since Covid-19, "contactless" became both a buzzword and a reality, and it's unarguably the new normal for 2023.

"Thousands of properties in our eviivo collection continue to add automated features and accessibility that travelers now expect,"

> *"Whether it's self check-in upon arrival, automated texts during the stay, or even using your phone to control lighting, locks and the TV, automation has proved to set a standard for guests and hosts alike."*

SAYS ERIC WHITE, EVIIVO

Travelers are seeing more AI in travel, from virtual travel agents to website chatbots to help curate their stay, and hosts and hoteliers are benefiting by hospitality software that helps them better understand their guest preferences.

Automation comes at a time more travelers are preferring to book high-tech properties that eliminate interaction with staff, hosts and physical keys, according to a recent report by Oracle and Skift. eviivo recently partnered with leading self check-in solutions to continue offering the automation guests and hosts seek.

4

VIRTUAL REALITY WILL
VIRTUALLY BECOME A REALITY

As indicated in our Top Travel Trends To Expect For 2023, virtual reality will wear the crown for determining places to visit. While most people say virtual-only trips leave too much to be desired at present, 46% admit they would be more likely to travel to new places after visiting them virtually, and with Metaverse introducing virtual and augmented reality, travelers will soon have plenty to choose from.

Virtual reality will also be more common on websites to offer virtual tours, which is known to increase bookings, improve guest review scores and simply stand out from competitors.

46%

5 **MORE POWERFUL,**
INDEPENDENT WEBSITES

According to an eviivo survey conducted in August 2022, **29% of respondents prefer booking stays directly on the accommodation website**, while 19% prefer booking through an OTA (online travel agency). Since, eviivo has seen a gradual increase of more direct website bookings.

"Having your own functional, powerful website has become increasingly common for hoteliers and property owners since they have a lot more freedom for artistic creation, image galleries, style, and of course, no commissions to OTAs," ....

"When we relaunched our Website Manager channel this past fall with more beautiful websites, all of which are SEO and mobile-friendly, we were surprised to see the high level of customers taking advantage."

MICHELE FITZPATRICK, EVIIVO CEO

Independent properties managed by a large chain hotel, or multi-property business, have begun to operate their own websites to maximize direct bookings and have complete freedom when running their business.

When booking with OTAs, Booking.com and Expedia were the preferred choices for travelers, according to our survey.

ABOUT
eviivo

Launched in 2011, eviivo is a leading hospitality software company known for its award-winning, cloud-based booking and property management platform. eviivo Suite, an "all-in-one" system that allows property owners, hoteliers and hosts to manage guests, bookings and online travel agencies — such as Airbnb, Booking.com, Expedia and Vrbo —in one simple, easy-to-use platform, helping them increase revenue and occupancy, improve the guest experience and future-proof their business.

With over **20,000 accommodations** and **660,000 bookings per month**, eviivo's booking and property management platform is the preferred software for hotels, B&Bs, vacation rentals, urban rentals, guest houses, serviced apartments, resorts, inns, villas, cottages, campsites and even unique accommodations, such as windmills, boats, castles and yurts!

over
20,000
individual
accommodations

over
660,000
bookings per
month

16
industry
awards

eviivo has seven main headquarters across the globe, including: London, UK (flagship location); Austin, TX and New York, NY (USA); Dusseldorf, Germany, Paris, France; Malaga, Spain; and Tunis, Tunisia.

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