HYB 24

The Hotel Yearbook

Foresight and innovation in the global hotel industry

MEWS

Empower your staff,
boost your bottom line,
delight every guest.
Remarkable hospitality with Mews.

Welcome to the best in class.

Want to discover more?

Scan the QR code to book a demo.

mews.com

Make it remarkable.

BEST PROPERTY MANAGEMENT SYSTEM (PMS)
HotelTechAwards
2024

Do's and Don'ts
of an open API PMS

Across all industries, there's a consistent move towards cloud-native solutions. Hospitality is no different, and hoteliers are adapting quickly to changing guest habits and expectations.

Migrating to this new generation of technology is only the first step. Once you've onboarded with a modern property management system (PMS), it's important to ensure you're getting the most from your new smart, connected solution.

This list of dos and don'ts is by no means exhaustive, but it covers some of the most important areas when it comes to your hospitality cloud. Follow these rules, and you'll ensure your operations see the tangible

Richard Valtr
Founder, Mews

✅ Do's

1 Leverage connectivity:

free access to a marketplace of the best hotel technology should fill any hotelier with excitement. Build a tech stack that suits your specific business needs.

2 Test, analyze and repeat:

plug-and-play software with no connection fees means you can keep testing to find which integrations work best for you.

3 Train your teams well:

your PMS is only as good as the people using it. Make sure your teams get proper role-based training at the start and regularly refresh their knowledge to stay up to date.

❌ Don'ts

1 Take on too much at once:

with all the industry's best technology at your fingertips, it can be tempting to connect to everything. Prioritize what's most important so you don't overwhelm your team.

2 Forget about your tech stack:

hospitality is changing faster than ever, so keep track of new technology (particularly involving AI) that could make your operations even more efficient.

3 Rely on your PMS to do everything:

the purpose of a PMS is not to reduce your staff – it's to reduce the burden on them. Your teams still have the most important job: providing personal and remarkable experiences for your guests.

4   **Think about the staff experience:**

whenever you're implementing new software, make sure you understand how it works and how it affects those using it. It should always make their role easier, not harder.

5   **Think about the guest experience:**

likewise, every guest-facing software should streamline or eliminate parts of the guest journey that don't add value; think waiting in line on arrival or having to ring reception for room service.

6   **Automate wherever you can:**

the more processes your PMS can handle automatically, the more time your team will have to provide remarkable hospitality for guests.

7   **Utilize mobile access:**

one of the benefits of a cloud-native PMS is that you can use it from anywhere, including phones and tablets. This flexibility can modernize guest stays and remove the need for intimidating reception desks.

8   **Choose relevant KPIs:**

industry classics like ADR and RevPAR will only tell you so much, so it might be worth considering more modern, holistic metrics to track like RevPAG (revenue per available guest) and space utilization.

9   **Take security seriously:**

particularly if you're taking advantage of open APIs, make sure that high levels of security keep sensitive business and guest data safe.

---

4   **Retain legacy ways of working:**

some processes are so ingrained that we continue with them even when they become redundant. Fully embrace cloud-native solutions by dropping outdated tasks like the night audit and manual data entry.

5   **Use standard templates**

automated emails for booking confirmation, online check-in and post-stay are a fantastic time saver – just be sure to tweak the copy and any imagery so it creates a cohesive brand experience.

6   **Treat every guest the same:**

everyone is different. Using personalization will ensure that guests who prefer to self-serve can do so, while your team has more time for those who want a more personal touch.

7   **Ignore feedback:**

whether you solicit it via post-stay surveys or if a guest offers their comments freely, it's vital that you respond to feedback. If it's in a public forum like a review site, be sure to address any concerns in a personal reply.

8   **Disregard the data:**

working in a cloud-native PMS means you have access to a wealth of data. Don't let it gather metaphorical dust: automate key reports straight to your inbox.

9   **Overlook proper access rights:**

there's a lot going on in a modern PMS, and not every employee needs access to every part of the system. Role-based access enhances security.

---

10   **Integrate payments:**

a fully integrated payment solution means big time savings for staff and ensures ultra convenience for guests.

11   **Sell throughout the guest journey:**

a modern PMS makes it easy to maximize revenue at multiple touchpoints with one-click payments, from pre-arrival to check-in to in-house.

12   **Monetize beyond beds:**

rooms are only one piece of the revenue pie. A powerful and flexible PMS allows you to sell multiple spaces and services within the same platform, from parking spots to meeting rooms.

13   **Personalize your marketing:**

from pre-arrival emails to chat bots to post-stay comms, create segmented and tailored messaging that gives guests the offers and information they need.

14   **Implement guest feedback tools:**

there are many great reputation management tools that will help you receive and analyze guest feedback so you can keep improving.

15   **Consider sustainability:**

cloud-native technology means you can eliminate all paper waste if you choose, and there are also plenty of integrations that can help your eco credentials.

---

10   **Fail to communicate changes:**

if there's a new feature you're trying or if you're changing processes in any way (even just to eliminate something unnecessary), make sure everyone on your team knows about it.

11   **Neglect data security:**

slack security measures can lead to data breaches and a loss of trust. All your technology, including API and integration connections, should be of the highest standard.

12   **Skip release notes:**

cloud-native solutions mean that feature updates and new products can be released without any downtime; read all the release notes as there may be new functionality that will transform your operations.

13   **Rush your decision:**

if you're choosing a new PMS, take the time to research thoroughly and consult key stakeholders across the business.

14   **Be obsessed with competitors:**

your property is unique. Don't try to imitate what other hotels are doing; be guided by your own brand values and you'll provide more authentic experiences.

15   **Think only in terms of rooms:**

overnight guests will remain the bulk of your business, but your local neighborhood can also play a big role in your success. Embrace the community to diversify revenue and broaden your customer base.

Conclusion

Embracing a cloud-native, API-first PMS brings a plethora of benefits. By customizing the system to meet your specific needs, integrating it seamlessly with other critical tools, and leveraging its automation and data analytics capabilities, you can significantly enhance your hotel's operational efficiency and boost guest satisfaction.

The key to success lies in not only choosing the right PMS, but also in ensuring that your staff is well-equipped to use it effectively. Regularly monitor performance metrics, stay updated with the latest software enhancements, and always be open to feedback from staff and guests.

You may find that as you use your hospitality cloud more effectively, you interact with it less on a day-to-day basis. This is the true power of automation: more time to spend providing remarkable experiences to guests.

Richard Valtr
Founder, Mews

MEWS

HYB 24

The Hotel Yearbook
Foresight and innovation in the global hotel industry

HYB

Hospitality Tech Industry Calendar 2024-2025

HITEC® 2024 Charlotte
Jun 24 – 27, 2024
Charlotte Convention Center

HSMAI Americas - Commercial Strategy Conference
Nov 25 – 26, 2024
Charlotte Convention Center

HITEC Technology Investment Conference
Jun 27 – 28, 2024
Charlotte Convention Center

2024 Hotel Data Conference
Aug 7 – 9, 2024
Grand Hyatt Nashville

Skift Global Forum 2024
Sep 17 – 19, 2024
The Glasshouse, New York

HEDNA Asia Distribution Conference
Sep 23 – 24, 2024
Siam Kempinski Hotel Bangkok

FHS World 2024
Sep 30 – Oct 2, 2024
Madinat Jumeirah Conference & Events Centre

HSMAI Asia - Digital Marketing Conference
Oct 10, 2024
Phuket

Hospitality Tech Expo
Oct 15 - Oct 16, 2024
Excel London

ITB Asia
Oct 23 – 25, 2024
Marina Bay Sands Singapore

The Hospitality Show 2024
Oct 28 – 30, 2024
San Antonio, TX, United States

Cvent CONNECT 2024 - Europe
Nov 5 – 7, 2024
Hilton London Metropole

International Hotel Technology Forum Asia 2024 (AHTF)
Nov 12 – 13, 2024
Pan Pacific Singapore

Hotel Technology Forum (HTF) 2024
Nov 18 – 20, 2024
Rancho Palos Verdes

The Phocuswright Conference
Nov 19 – 21, 2024
JW Marriott Phoenix Desert Ridge Resort & Spa

HSMAI Middle East - Commercial Strategy Conference
Nov 26 – 27, 2024
Conrad Dubai

HSMAI Europe Revenue Optimization Conference
16 Jan, 2025
London

HEDNA Global Distribution Conference: North America
Jan 27 – 29, 2025
Catamaran Resort Hotel and Spa

ITB Berlin 2025
Mar 4 – 6, 2025
Messe Berlin

International Hotel Technology Forum 2025 (IHTF)
Mar 18 – 20, 2025
Lisbon

HITEC DUBAI
May 27 - May 29, 2025
Dubai World Trade Center

HITEC® 2025 Indiana
Jun 16 – 19, 2025
Indiana Convention Center