4 Guest Messaging Trends Every Hotelier Should be Aware of

4 guest messaging trends that every hotelier should be aware of, with a focus on how they can be leveraged through PMS software.

1. Personalization is Key: Hoteliers can use this data to send personalized messages to guests, such as welcome messages addressing them by name, room upgrade offers, or special promotions on services they've previously enjoyed. These personalized touches can significantly enhance the guest experience and increase loyalty.

2. Chatbots and AI-Powered Messaging: PMS software can integrate with AI-powered messaging platforms, allowing for seamless communication between guests and the hotel. Integration with the PMS ensures that guest data is up to date, and any requests or changes are reflected in real-time within the system.

3. Multichannel Communication: PMS software can serve as a centralized hub for managing communication across multiple channels. It can integrate with various messaging platforms and consolidate guest messages into a single dashboard for hotel staff to monitor and respond to efficiently.

4. Pre- and Post-Stay Engagement: PMS software can automate pre- and post-stay messaging. For example, before a guest's arrival, the PMS can trigger a message welcoming the guest and providing information about check-in procedures. After the guest's departure, the PMS can automatically send a survey to gather feedback on their stay.