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Hotel Management Software Market By Type (Hotel Operation Management System, Integrated Security System, Hotel Building Automation System, Guest Service Management System, Integrated Communication Technology Solutions) , By Hotel Type (Business Hotels, Heritage and Boutique Hotels, Resorts and Spas) By Deployment Mode (On-Premise, Cloud) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Hotel Management Software Market

The hotel management software market was valued at $3.5 billion in 2023 and is projected t%li%reach $5.9 billion by 2032, growing at a CAGR of 5.9% from 2024 t%li%2032.

Hotel management software is an application particularly designed t%li%automate different tasks and facilitate effective communication in a hospitality institution. The elements included in the software are back-office, front-office, reservations, housekeeping, point of sale transactions, guest check-in & check-out, maintenance, and billing operations. The software serves as a promotion platform by enhancing customers' experiences via customer relationship marketing tailored specifically for hotel groups or independent hotels, resorts, motels, restaurants, bed & breakfasts (B&B), serviced apartments, and vacation rental homes.

Rapid expansion of the travel & tourism industry is a major driver for the hotel

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management software market. The software solutions support in managing large volumes of guests and elevate their experience. In addition, rise in the need for automation in day-to-day hotel activities is boosting the adoption of the hotel management software. Currently, the assimilation of cutting-edge technologies such as AI, predictive analytics, and the Internet of Things (IoT) is trending in the software landscape. These technologies are assisting the hotel owners in delivering customized experiences t%li%their guests. Furthermore, the data from predictive analytics is expected t%li%revolutionize the marketing strategies of hospitality institutions, leading t%li%operational improvements and increase in revenue generation.

However, implementation of the software requires high upfront & maintenance costs and demands periodic training of all the employees working in the hospitality institution. These factors limit the expansion of the hotel management software market. PwC released a report in 2023 which stated that around 40% of small hotels were unable t%li%shift toward digitalization due t%li%financial constraints. In addition, the threat of cyberattacks and data breaches significantly restrains the development of the market. Cybersecurity Ventures, a website providing information on cybersecurity topics, predicts cybercrime damages t%li%reach $10.5 trillion annually by 2025.

Segment Review

The hotel management software market is segmented int%li%type, hotel type, deployment mode, and region. On the basis of type, the market is divided int%li%hotel operation management system, integrated security system, hotel building automation system, guest service management system, and integrated communication technology solutions. Depending on hotel type, it is classified int%li%business hotels, heritage & boutique hotels, and resorts & spas. As per deployment mode, it is bifurcated int%li%on-premise and cloud. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the hotel operation management system segment held the highest market share in 2023.

Depending on hotel type, the business hotels segment accounted for a high share in the market in 2023.

As per deployment mode, the on-premise segment dominated the market in 2023.

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Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The major players operating in the global hotel management software market include Oracle Corporation, Infor, Protel Hotelsoftware GmbH, Sabre, ASSD, Delta Software, eZee FrontDesk, Cloudbeds, Guestline Ltd, and NEC Corporation. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, t%li%strengthen their foothold in the competitive market.

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SWOT Analysis

Key Market Segments

By Type

Hotel Operation Management System

Integrated Security System

Hotel Building Automation System

Guest Service Management System

Integrated Communication Technology Solutions

By Hotel Type

Business Hotels

Heritage and Boutique Hotels

Resorts and Spas

By Deployment Mode

On-Premise

Cloud

By Region

North America

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Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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Key Market Players

Oracle Corporation

Infor

Protel Hotelsoftware GmbH

Sabre

ASSD

delta software

eZee FrontDesk

Cloudbeds

Guestline Ltd

NEC Corporation

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