

# **Hotel Guest Feedback And Surveying Software Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Cloud Based, On-Premises), By Application (Luxury And High-End Hotels, Mid-Range Hotels And Business Hotels, Resorts Hotels, Boutique Hotels, Other Applications), By End-User**

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## **Abstracts**

The Hotel Guest Feedback And Surveying Software Market is valued at USD 2.4 billion in 2025 and is projected to grow at a CAGR of 16.6% to reach USD 9.6 billion by 2034. The Hotel Guest Feedback and Surveying Software Market plays a critical role in enhancing guest satisfaction and improving service quality within the hospitality industry. This software category enables hotels to collect, manage, and analyze guest feedback through digital surveys, reviews, and real-time communication channels. By offering valuable insights into customer experiences, preferences, and pain points, these platforms empower hoteliers to make data-driven decisions, optimize operations, and strengthen brand reputation. With the rising importance of online reviews and customer sentiment, feedback management solutions have become essential for hotels to remain competitive and responsive. Whether through post-stay surveys, in-app ratings, or automated messaging, these tools are helping hotels understand guest behavior, resolve issues promptly, and build long-term loyalty. As personalization becomes a key service differentiator, feedback platforms are also evolving to offer deeper integration with CRM systems and AI-based sentiment analysis. The Hotel Guest Feedback and Surveying Software Market experienced notable growth as hotels prioritized guest engagement and operational transparency. The year saw a surge in the adoption of cloud-based solutions offering multilingual surveys, omnichannel communication, and real-time alerts for negative feedback. Many hotel chains integrated these platforms with property management systems (PMS) and customer

relationship management (CRM) software to create seamless feedback loops. Data privacy and security became a top concern, prompting vendors to enhance compliance with international standards such as GDPR and CCPA. Furthermore, the growing role of AI-enabled analytics helped hoteliers detect trends and sentiments faster, enabling them to address concerns proactively. With travel volumes rebounding, especially in leisure and resort segments, feedback software became a key tool for capturing evolving guest expectations and adjusting service delivery accordingly. Personalization features, such as dynamic survey flows and customized follow-up messages, also gained traction throughout the year. The Hotel Guest Feedback and Surveying Software Market is expected to witness sustained demand driven by continuous digital transformation across the hospitality industry. Artificial intelligence and machine learning technologies will further advance the capabilities of feedback platforms, allowing hotels to predict guest satisfaction levels and recommend tailored service improvements. Integration with loyalty programs, chatbots, and voice-enabled assistants will make feedback collection more intuitive and unobtrusive. As hyper-personalized travel experiences become the norm, hotels will rely on survey data not just for reactive service recovery but for proactive experience design. Moreover, automation will enable quicker responses to issues, reducing guest dissatisfaction and improving online ratings. The expansion of mid-sized and boutique hotels in emerging markets will also contribute to demand, as these players seek cost-effective tools to compete with established brands. Regulatory requirements and consumer expectations around data transparency will further shape how feedback is collected, stored, and utilized in the evolving landscape.

## Key Insights Hotel Guest Feedback And Surveying Software Market

AI-powered sentiment analysis is becoming standard in feedback software, enabling hotels to identify guest emotions and key concerns from open-ended responses with greater accuracy.

Multilingual and culturally adaptive surveys are gaining popularity as international travel rebounds, helping hotels gather more inclusive and representative feedback from diverse guests.

Integration with messaging apps like WhatsApp and SMS is streamlining the feedback process by reaching guests on their preferred communication platforms in real time.

Gamification of surveys, including reward-based responses and interactive

formats, is increasing guest participation and improving data collection rates.

Mobile-first survey designs are now essential, as most guests engage with hotel services and feedback tools through smartphones and tablets.

Increasing importance of online reputation management is prompting hotels to invest in feedback tools to address issues before they affect public reviews and ratings.

Rising competition in the hospitality industry is pushing hotels to use guest insights to improve service quality and personalize offerings.

Growing preference for digital and contactless communication is driving adoption of automated survey and feedback platforms that integrate with mobile and web interfaces.

Advancements in analytics and cloud computing are enabling more efficient feedback processing and real-time decision-making for hotel operators.

Ensuring guest data privacy and complying with global data protection regulations remain major challenges, as hotels must manage sensitive feedback information across multiple digital platforms securely.

## Hotel Guest Feedback And Surveying Software Market Segmentation

### By Type

Cloud Based

On-Premises

### By Application

Luxury And High-End Hotels

Mid-Range Hotels And Business Hotels

Resorts Hotels

Boutique Hotels

Other Applications

#### By End-User

Hotel Owners

Hotel Management Companies

Hotel Chains

#### Key Companies Analysed

Amadeus Hospitality Americas Inc.

Medallia Inc.

SurveyMonkey Inc.

Shiji Group

BirdEye Inc.

Mews Systems B.V.

InMoment

Cendyn Corporation

Trustpilot Group Inc.

TrustYou GmbH

Revinate Inc.

Hotelogix Limited

Benbria Ltd

AskNicely Limited

CustomerGauge B.V.

Clarabridge Inc.

Flexkeeping Ltd

Olery B.V.

Fellafeed Pvt

GuestRevu Pty Ltd.

HelloShift Inc.

Loopon AB

Mobius Vendor Partners Inc

Zonka Technologies Pvt. Ltd.

## Hotel Guest Feedback And Surveying Software Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are

incorporated to assess their impact on future market performance.

## Hotel Guest Feedback And Surveying Software Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Hotel Guest Feedback And Surveying Software market data and outlook to 2034

United States

Canada

Mexico

Europe — Hotel Guest Feedback And Surveying Software market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Hotel Guest Feedback And Surveying Software market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Hotel Guest Feedback And Surveying Software market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Hotel Guest Feedback And Surveying Software market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

### Research Methodology

This study combines primary inputs from industry experts across the Hotel Guest Feedback And Surveying Software value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

### Key Questions Addressed

What is the current and forecast market size of the Hotel Guest Feedback And Surveying Software industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Hotel Guest Feedback And Surveying Software Market Report

Global Hotel Guest Feedback And Surveying Software market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Hotel Guest Feedback And Surveying Software trade, costs, and supply chains

Hotel Guest Feedback And Surveying Software market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Hotel Guest Feedback And Surveying Software market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Hotel Guest Feedback And Surveying Software market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Hotel Guest Feedback And Surveying Software supply chain analysis

Hotel Guest Feedback And Surveying Software trade analysis, Hotel Guest Feedback And Surveying Software market price analysis, and Hotel Guest Feedback And Surveying Software supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Hotel Guest Feedback And Surveying Software market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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