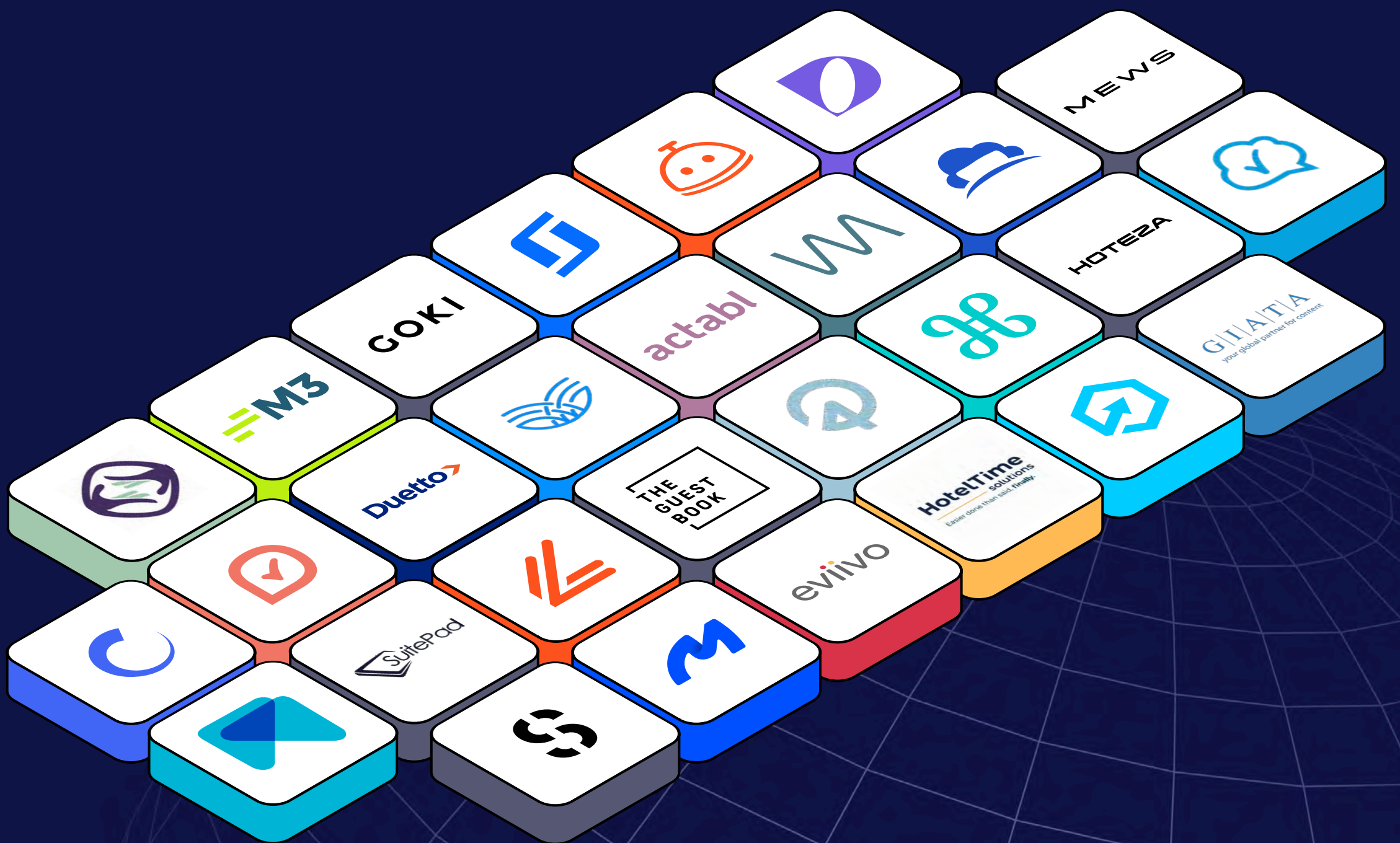**HotelTechReport**

2025 HOTELTECHINDEX MARKET LEADERS REPORT

Uncover the top tools, trends and strategies to optimize your tech stack accoring to top hoteliers

WHAT'S INSIDE

Top Tools

Top rated tech tools breaking out in the market

Trends

Trends, insights and strategies by departments

Market Map

Hotel tech ecosystem market map

Contents

Editor's letter

As 2025 unfolds, global markets remain on edge. Trade wars between major economies are escalating, supply chains are being redrawn, and economic forecasts grow hazier by the quarter. Business confidence is shaky, decision-making cycles are slowing, and the hospitality industry — so often a bellwether for global stability — is feeling the ripple effects.

And yet, in the midst of all this uncertainty, one force is charging ahead with unstoppable momentum: artificial intelligence.

AI has moved from the margins to the mainstream. What once lived in R&D labs and innovation decks is now being deployed across hotel operations — powering dynamic pricing, handling guest inquiries, optimizing staff schedules, and surfacing real-time insights that were previously out of reach. For an industry long dependent on intuition and human labor, 2025 marks a fundamental shift: the rise of intelligent systems as core infrastructure.

AI has moved from the margins to the mainstream. What once lived in R&D labs and innovation decks is now being deployed across hotel operations.

Labor shortages, still unresolved years after the pandemic, have only accelerated this adoption. Hoteliers aren't just looking to cut costs — they're looking to stay operational. AI is stepping in to fill the gaps, not by replacing people, but by empowering leaner teams to do more with less.

But this isn't just about efficiency. In a time when guest expectations are rising and margins are tightening, AI is also becoming a competitive advantage — enabling personalization at scale, predictive service delivery, and smarter decision-making from the back office to the front desk.

2025 is not a year for business as usual. It's a year of volatility, recalibration, and reinvention. The hotel brands that thrive will be those that embrace AI not as a tech trend, but as a strategic pillar — using it to navigate uncertainty, unlock new value, and build more adaptive, resilient operations.

The age of AI in hospitality has officially arrived. The only question is: who's ready to lead in it?

Future-proof Artificial Itelligence

Adam and Jordan Hollander

Co-Founders @ Hotel Tech Report

Trusted by Hoteliers from the world's leading hotel companies

Marriott INTERNATIONAL

ACCOR

FIRMDALE HOTELS
LONDON & NEW YORK

PROPER

ĀMAN

the hoxton

MELIÃ

25h

MGM REWARDS

freehand

Sands

Hilton

JUMEIRAH

SHANGRI-LA CIRCLE

Fairmont
HOTELS & RESORTS

OMNI HOTELS & RESORTS

FOUR SEASONS

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Great hotels run on great software

★ **Thousands of verified reviews**	👍 **Custom recommendations**	**Shortlist & compare vendors**	$ **Gather vendor price quotes**
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# The 2025 Hotel Tech Market Map

Each year Hotel Tech Report creates the definitive market map for the hotel technology ecosystem used by soft ware buyers, venture capitalists, and technology executives. The hotel tech ecosystem is both complex and rapidly evolving as reflected in the large year over year changes to this 2025 market map.

Software buyers should use this market map as a guide to the power players in the overall hotel tech ecosystem but not be overwhelmed by the level of fragmentation as many vendors sit on the border of multiple categories with overlapping feature functionality.

The market map is a visual representation of the diversity and sheer quantity of tools available in the hotel tech ecosystem for hoteliers to tap into.

The average company with under 50 employees uses more than 40 software applications and hotels typically lever age around 20. Hoteliers should conduct a tech stack audit on an annual basis to ensure that software systems are (1) meeting rapidly evolving needs (2) beloved by front line team members and (3) building out an innovative roadmap to help the organization stay ahead of the competition.

During that audit this tool should be used to identify new product categories and vendors with minimal time in vestment by knowing that each vendor on this list has been pre-vetted and reviewed on Hotel Tech Report.

See in full size
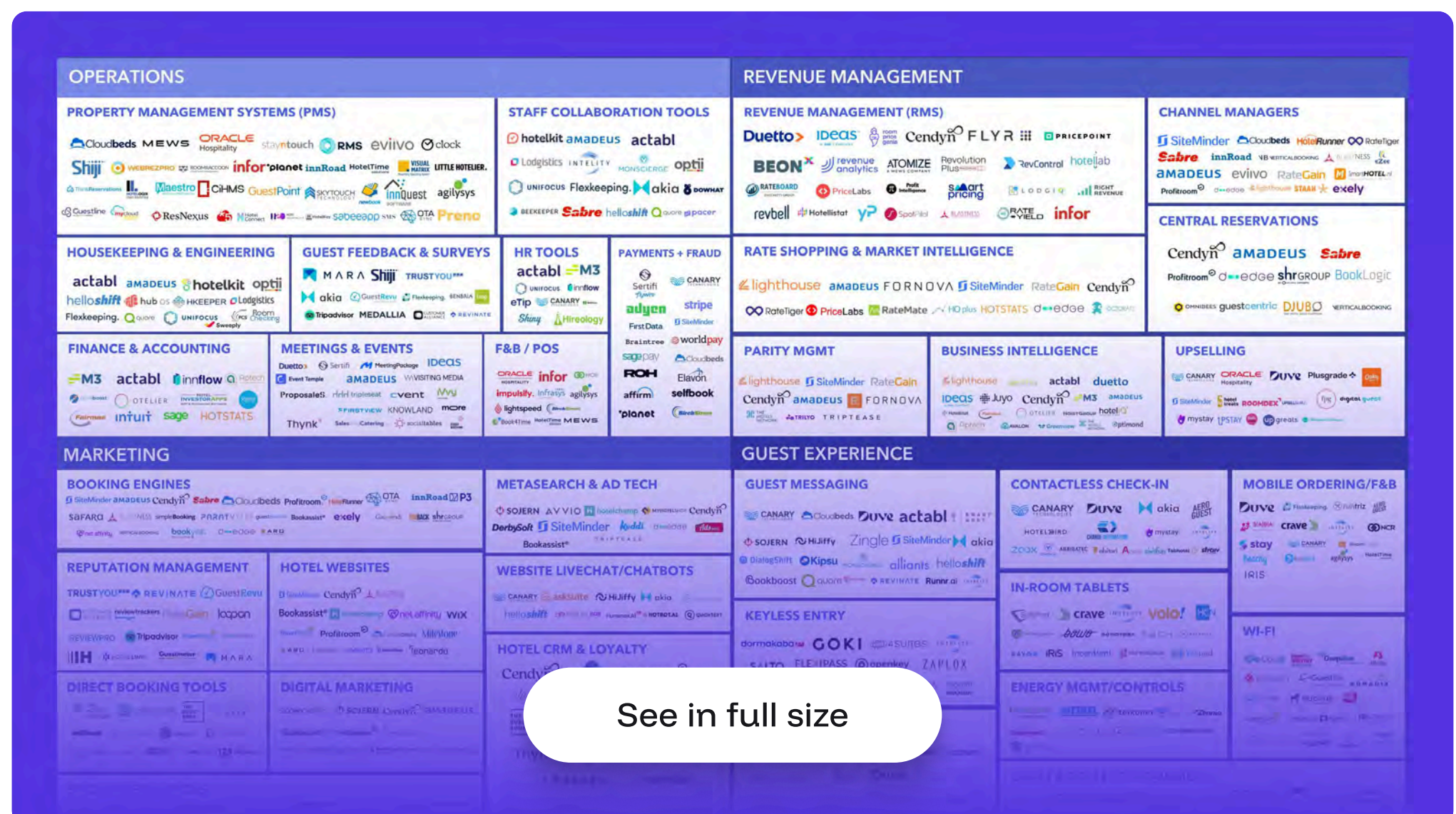
Identifying the Top Tech of 2025

Each year the top hotel software companies across the globe compete for the most coveted award in the industry and to be crowned the top-rated product by hoteliers

We have officially entered a digital transformation renaissance in the hotel tech industry. But with every crisis comes opportunity and here at Hotel Tech Report, we've spent the last 3-months scouring the globe for the best tech products to bring your hotel back stronger than ever in 2025.

During the 3-month 2025 HotelTechAwards period, 864,216 hoteliers across 127 countries visited Hotel Tech Report and spent more than 9,000 hours contributing 16,124 verified hotel software product reviews to help you save time, make better vendor decisions and determine the best hotel tech products of the year.

HTR's community of hoteliers from the world's leading hotel companies surfaced innovative products ranging from contactless check-in solutions and next-gen guest messaging to automated revenue management systems and business intelligence software.

Methodology and scoring

The scoring methodology for the HotelTechAwards is based on Hotel Tech Report's proprietary HT Score algorithm which is built to assess and compare products based on verified customer feedback. While verified primary source ratings and feedback from hoteliers are the primary driver of the HT Score, additional quality signals are factored into the scoring like integrations, global reach, partner recommendations, customer support infrastructure and company staying power designed to emulate critical information saavy buyers look for in the research and diligence process.

Ranking factors

👍 Customer Ratings / Satisfcation

❤️‍🩹 Company Health

🌐 Global Popularity

🛰️ Integration Compatibility

✨ Product Quality

2025 HotelTechAwards Summary

Stats and trends from the 3-month awards period (Sept 1-Dec 15)

733k	**152**	**2k**	**13k**
Hoteliers	Countries	Hours	Verified reviews

Most votes
by Category

#1		Channel Managers
#2		PMS
#3		All-in-1 HMS
#4		Booking Engines
#5		Guest Messaging Software
#6		Contactless Check-in
#7		Fraud Prevention
#8		RMS
#9		Upselling Software
#10		Rate Shoppers

Most votes
by Company

#1		SiteMinder
#2		Canary Technologies
#3		Lighthouse
#4		Asksuite
#5		Cloudbeds
#6		Duetto
#7		RoomPriceGenie
#8		Duve
#9		RateGain
#10		Mews

Top Regions

#1		North America	35%
#2		Europe/EMEA	33%
#3		Asia Pacific	15%

Top Property Types

#1		Luxury	18%
#2		Branded	16%
#3		Boutique	11%
#4		Resort	11%
#5		Bed & Breakfast	6%

Industry leaders on HotelTechAwards

"The HotelTechAwards are a powerful stamp of approval for any company to possess and for hoteliers to trust. We value the Hotel TechAwards process, which collects thousands of verified reviews from around the world each year."

-Alexander Shashou, Co-Founder

actabl

"Based on real and honest customer feedback, these awards really do provide the most transparent view on how technology is perceived and used across the industry."

-Sean Fitzpatrick, CEO

lighthouse

"At SiteMinder we strongly believe in fostering an open and transparent culture; it's what underpins the very core of what we stand for. The HotelTechAwards, through the program's data-driven and clear process, aligns firmly with this value."

-Sankar Narayan, CEO

SiteMinder

"The HotelTechAwards are the only prize in the industry that is completely and transparently customer-driven — it's the hoteliers that decide who is best, and it's their opinion that matters most."

-Gautam Lulla, CIO

spherical

Top Rated Hotel Tech Products of the Year
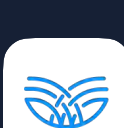
Operations

Mews
Property Management Systems

Cloudbeds
Hotel Management Software

Canary Technologies
Cyber Security & Fraud Prevention

hotelkit
Staff Collaboration Tools, Housekeeping Software, Hotel Maintenance Software

M3
Scheduling & Workforce Management, Hotel Accounting Software

Alice by Actabl
Concierge Software

GuestRevu
Guest Survey Software

Book4Time
Spa Software

Sertifi by Flywire
Payments Processing Software

eviivo
Vacation Rental Software

HR & Staffing

hotelkit
Employee Engagement Software

Canary
Digital Tipping Solutions

Revenue Management

Duetto
Revenue Management Systems

Siteminder
Channel Managers

Lighthouse
Rate Shopping, Business Intelligence, Hotel Rate Parity

Canary
Upselling Software

Guest Experience

Canary
Guest Messaging Software, Contactless Check-in

Goki
Hotel Keyless Entry Systems

SuitePad
In-Room Hotel Tablets

Duve
Hotel Guest Apps

Hoteza
Hospitality TV

Food & Beverage

Duve
Mobile Ordering & Room Service

Vento ePOS
Hotel Restaurant POS Systems

Marketing

Siteminder
Booking Engine, Website Design, Hotel Metasearch Management Software

Profitroom
Hotel CRM & Email Marketing

MARA Solutions
Reputation Management

The Hotels Network
Direct Booking Tools

Asksuite
Hotel Chatbots

The Guest Book
Loyalty Programs for Independents

GIATA Drive
Listings Management

Visiting Media
3D Virtual Tours

Meetings & Events

Event Temple
Hotel Sales Software, Event Management Software

Proposales
RFPs & Proposal Management Software

Duetto
Meetings & Events Intelligence

MeetingPackage
Online Venue Booking Platforms

Improving Operating Efficiency & Service Delivery in Tight Labor Markets

Tight labor markets continued into 2025 which drove wage inflation to grow at an unprecedented pace. While wage inflation is a positive for workers, it makes achieving profitability that much more challenging in an environment where RevPAR declines since wages typically don't decline at the same pace. This all means that hoteliers need to be more dialed that ever before when it comes to maximizing output of smaller teams.

Turning to Tech to Run Leaner & Adapt More Easily to Uncertainty

To maintain guest service levels, automation accelerated: Self-service check-in reduced staffing at the front desk; guest messaging platforms made it easy for one staff member to serve many guests at once; staff collaboration tools prevent miscommunication; It was all about figuring out how to operate a hotel efficiently without as many people as before the pandemic. Hotels are now realistic that many of these workers won't be re-entering the workforce and the savviest hoteliers are using technology to streamline processes and offset that labor gap.

Unified Tools to Help Departments Collaborate and Cross Pollinate

Those who have chosen to stay in the workforce now often have multiple jobs, such as IT staff cleaning rooms and the front desk delivering room service. It's the "do more with less" trend borne out on the staffing side. To make operations work, hotels crosstrained staff in multiple roles. This trend will continue post-pandemic, as it's much more effective for hotel operations to have stopped train across various roles. It provides flexibility to workers and helps managers more carefully control labor costs.

Most Popular Categories

Hotel Reviews During 2025 Awards Period

BEST HOTEL OPERATIONS SOFTWARE
HotelTechAwards
2025

▲ 4993	**Property Management Systems** 254 products `59 NEW`	
▲ 3535	**Hotel Management Systems** 254 products `9 NEW`	
▲ 1670	**Staff Collaboration Software** 49 products `5 NEW`	
▲ 975	**Housekeeping Software** 32 products `6 NEW`	
▲ 785	**Guest Survey Software** 27 products `NEW TO THE LIST`	
▲ 705	**Concierge Software** 29 products	

Contactless is Mainstream

Greater regulations. Stricter health requirements (both from government and brand standards) create more work for hotels. To adhere to these regulations, hotels needed to rely on technology to deploy housekeeping staff intelligently while still giving them time to clean. Contactless started as a buzzword to meet regulatory guidelines; however, the contactless movement from check-in to payments has become just another way of referencing digital transformation initiatives and the digitaization of the guest journey.

Smarter Preventive Maintenance.

Hotels have not traditionally invested in streamlining preventative maintenance. With lots of equipment offline during closures, preventative maintenance became a top priority. Processes were streamlined with digital collaboration and automated workflow software that keeps preventative maintenance on track and allows teams to communicate flawlessly -- even if one team must pick up where another left off after a lockdown.

The Top Hotel Operations Tech Products of 2025

Cloudbeds

Property Management System

1295	90%	137
Reviews	Recommended	Integrations

Fully integrated hotel management powered by AI

Cloudbeds HMS is a cutting-edge hotel management system designed to streamline operations for hoteliers. The platform offers seamless integration with numerous online travel agencies (OTAs) and an efficient channel management system, which minimizes overbookings and enhances rate management. Its user-friendly interface simplifies tasks, making it easier for staff to handle daily operations. Cloudbeds HMS is highly valuable for boosting direct bookings and increasing revenue, thanks to its comprehensive suite of tools for distribution, guest experience, and data analytics. Although there is room for improvement in reporting and mobile access, it remains a robust, all-in-one solution that caters to the diverse needs of hospitality businesses.

Innovative hospitality cloud for modern hoteliers

Mews is a hospitality cloud system that offers a range of integrated products to help hotels improve performance, increase revenue, and enhance guest experiences. With a user-friendly interface, over 1,000 integrations, and the ability to manage and price different areas of a property in time units, Mews is a versatile platform for hotel tech ecosystems. Mews Hospitality Cloud is designed to meet the changing needs of guests with features such as an embedded payments platform, booking engine, self-serve solutions, and a large integration marketplace. The platform aims to empower innovation and generate diverse revenue streams while being easy for staff to learn and use quickly.
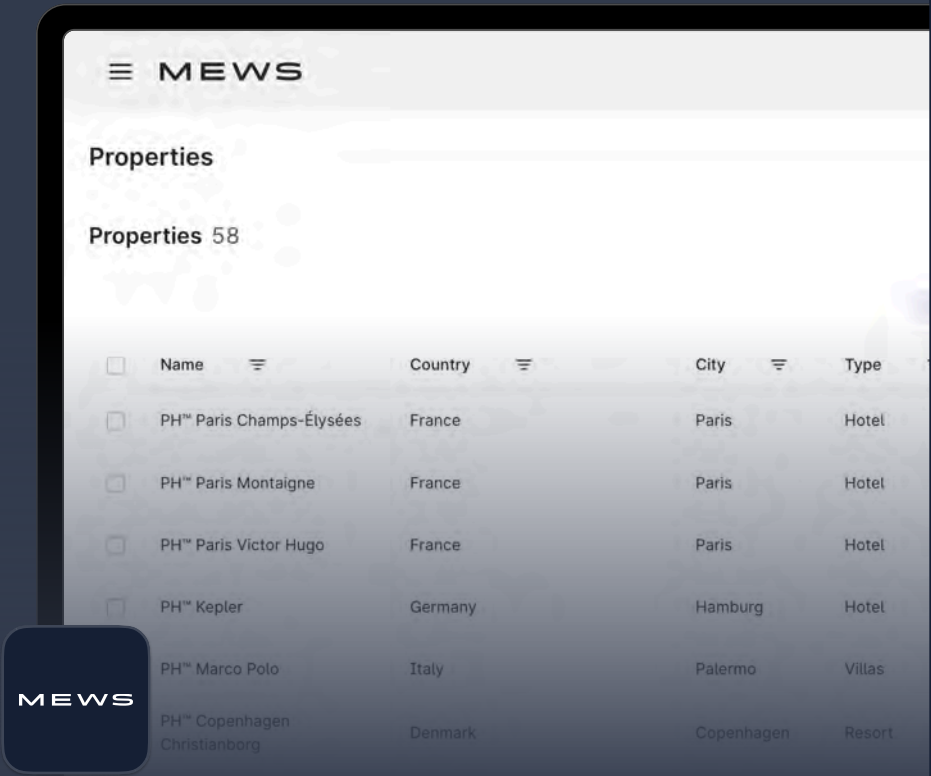
Mews

Property Management System

656	91%	280
Reviews	Recommended	Integrations

Multi-category winner (x3)

Efficient cross-departmental communication platform for hotels

hotelkit streamlines hotel operations by connecting teams, digitizing housekeeping, and automating maintenance. Staff can easily manage shift handovers, repairs, tasks, and guest requests through a single communication hub. Housekeeping teams benefit from smart room assignment linked to PMS data, while maintenance teams plan, automate, and track service cycles and asset management. With real-time updates, mobile access, and 30+ seamless integrations, hotelkit boosts team efficiency, reduces downtime, and improves the guest experience.
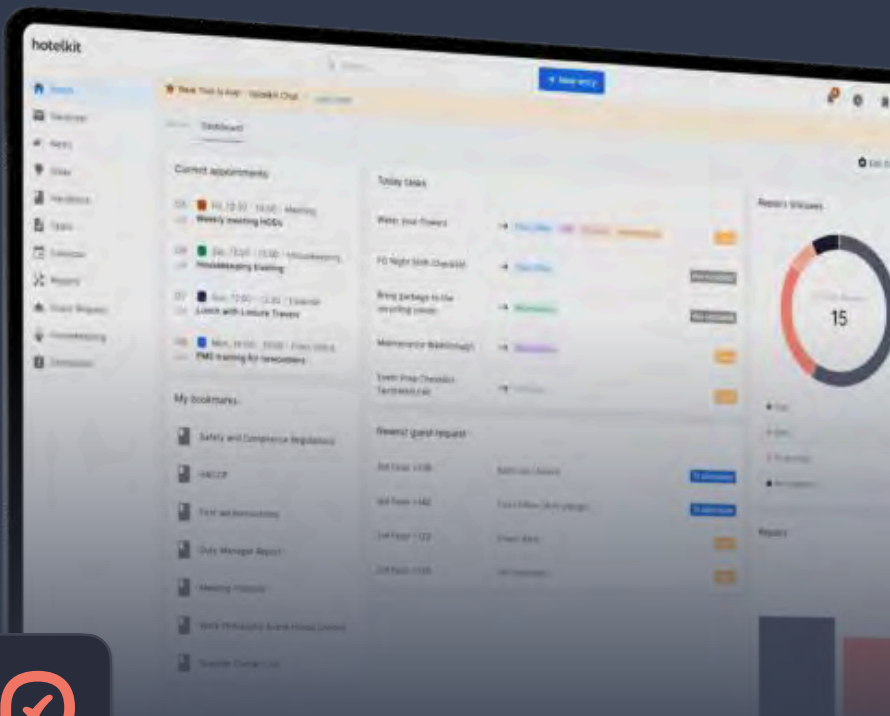
hotelkit

Operations Platform

583	**94%**	**34**
Reviews	Recommended	Integrations

#1 Scheduling & Labor Management

Smart Labor Control at Scale: Data-Driven Workforce Management

M3's Labor Management platform equips operators with precise control over labor expenses through real-time tracking, customizable scheduling, and automated payroll preparation. Its integration with property management systems and business intelligence tools provides a unified view of labor performance across properties, enabling data-driven decisions to optimize staffing and reduce costs. Features such as biometric time tracking, geofencing, and mobile access enhance accuracy and flexibility in workforce management. While some users have noted areas for improvement in document imaging and system responsiveness, the platform's comprehensive capabilities continue to support efficient labor management and operational effectiveness.

M3 Labor Management

Scheduling & Labour Management

239	**89%**	**8**
Reviews	Recommended	Integrations

Alice by Actabl

Concierge Software

646	93%	69
Reviews	Recommended	Integrations

The gold keys standard in concierge software

Deliver fast, personalized service and elevate the guest experience with Alice by Actabl. Alice Guest Services empowers hotels to streamline task management while creating memorable, customized stays. With powerful features like Branded Itineraries, OpenTable Integration, Lost & Found Management, Package Tracking, and Guest Recovery, teams can operate more efficiently and focus on what matters most: the guest.
When combined with Alice Guest Messaging and the broader Alice Platform, hoteliers unlock a fully contactless, personalized guest journey that extends beyond the lobby — enhancing satisfaction, operational efficiency, and revenue opportunities.

Streamlined accounting for hotel management teams

M3 Finance & Accounting Software offers Accounting Core™ as the primary solution for streamlining accounting functions for hotel owners, management teams, and general managers. In 2024, M3 introduced CoreSelect™, a tailored application for smaller hotel portfolios, aiming to provide greater value and efficiency in hotel financial management. The software is designed from the perspective of a hotelier to facilitate accounting processes from start to finish. Accounting Core has been rated the top solution in hospitality for four consecutive years.

M3 Accounting

Hotel Accounting Software

523	89%	24
Reviews	Recommended	Integrations

Canary Digital Authorization

Cyber Security & Fraud Prevention

1446	96%	32
Reviews	Recommended	Integrations

Secure, compliant digital authorizations for hotels

Canary Technologies Digital Authorization solution that eliminates non-compliant paper credit card authorization forms from a hotel's third-party booking process. This solution improves the guest experience, reduces risks, and lowers costs for hotels by up to 90% in fraud and chargebacks. Canary introduced a new integration with Amadeus's Delphi Sales and Catering solution, allowing for secure and fast deal closures. Canary's Digital Authorization is highly rated for its ease of use, fraud detection technology, 24/7 support, and integration within their comprehensive guest experience platform, which offers flexibility and scalability for hoteliers to expand to other components based on their needs.

Cutting-edge spa management software platform

Book4Time's spa management software is a comprehensive platform designed to streamline operations, enhance customer experiences, and boost profitability for spas, wellness centers, and leisure establishments. The software includes tools for appointment scheduling, resource allocation, inventory management, and reporting, all seamlessly integrated with a user-friendly interface. The platform also offers dynamic pricing and yield management solutions to optimize revenue and enhance the overall guest experience.

Book4Time

Spa Software

154	94%	31
Reviews	Recommended	Integrations

GuestRevu

Guest Surveys & Feedback

434
Reviews

95%
Recommended

30
Integrations

Customized guest feedback system for hotels

GuestRevu offers an automated guest feedback system for hoteliers and hospitality professionals to send customised questionnaires to guests. The feedback can be collected through pre-stay, in-stay, and post-stay surveys accessible via email, QR code, or hyperlink. The data is displayed on a user-friendly dashboard and can be used to make data-driven operational decisions. In 2024, GuestRevu focused on building partnerships and integrations, including one with a revenue management solution. Clients appreciate the customisability of the surveys and the ability to ask relevant questions to guests.

More Top Rated Operations Product to Check Out

2025 HotelTechAwards Finalists

Cloudbeds
#2 Rated Property Management System

Inn-Flow
#2 Rated Finance & Accounting

Oracle Hospitality
#3 Rated Property Management System

Hotel Investor Apps
#3 Rated Finance & Accounting

Little Hotelier
#2 Rated Hotel Management Software

Mews POS
#3 Rated Hotel Restaurant POS Systems

RoomRaccoon
#3 Rated Hotel Management System

Transcendent by Actabl
#2 Rated Hotel Maintenance Software

Flexkeeping Operations
#3 Rated Staff Collaboration Tools

Flexkeeping Maintenance
#3 Hotel Maintenance Software

Flexkeeping Housekeeping
#2 Rated Housekeeping Software

eTip
#2 Digital Tipping

Alice by Actabl
#3 Rated Housekeeping Software

Libero SPA
#2 Rated Spa Software

Hotel Effectiveness by Actabl
#2 Rated Scheduling & Labor Management

ROH
#3 Rated Payment Processing Software

Inn-Flow Labor
#3 Rated Scheduling & Labor Management

Eager to learn more?

Buying Guide

2025 Property Management System Buyer's Guide
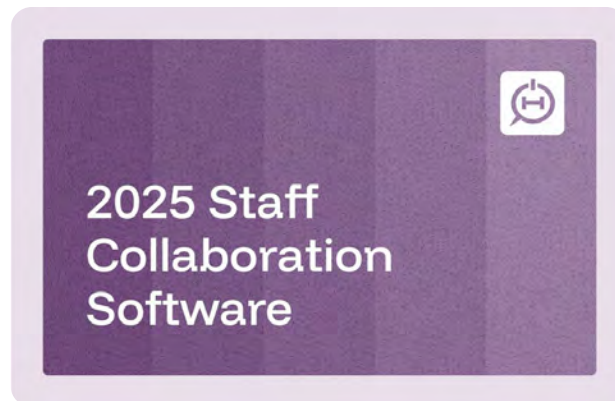
Buying Guide

2025 Staff Collaboration Software Buyer's Guide
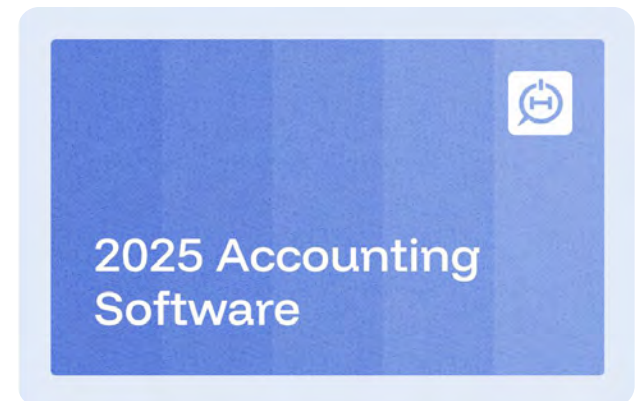
Buying Guide

2025 Accounting Software Buyer's Guide

Buying Guide

2025 Contactless Check-in Software Buyer's Guide

Trending Article

5 Simple Steps to Create Your Hotel SOPs

Trending Article

6 Ways to Improve Team Collaboration & Communication
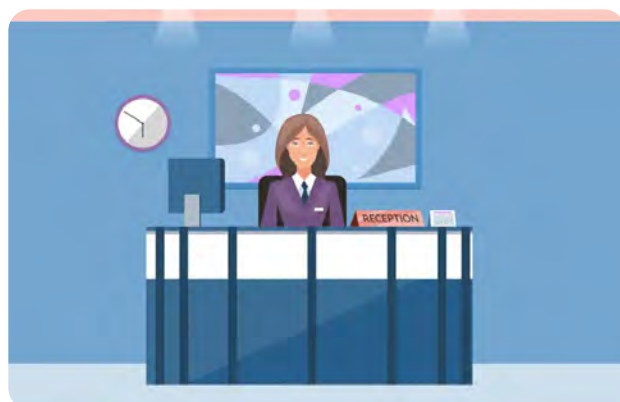
Trending Article

Hotel Front Desk Software: A Comprehensive Guide to Streamlining Hotel Operations

Trending Article

7 Ways Technology Helps Noble House Hotels & Resorts Cope with Volatility

Tools for the Next Generation of Revenue Managers to Dominate Large Data Sets and Think More Strategically

The dust is finally settling since the pandemic but we're still in the early innings in terms of understanding long term hotel demand trends which makes revenue management software and the ability to understand real-time data and execute real-time automated pricing strategies critical.

With new advances in artificial intelligence and conversational interfaces like ChatGPT we expect to see more trust between revenue managers and their systems as they can now easily learn why decisions are being made.

Lack of Historical Data Catalyzed the Need for Real Time Price Optimization

Hotel booking windows have shortened, booking channels have evolved and travel demand continues to shift rapidly due to changing regulations. Now more than ever hotels need the ability to quickly adapt pricing strategies in real-time based on market conditions in order to capture their fair share of demand without leaving money on the table via depressed ADRs.

Capacity Constraints Forced Every Dollar to Truly Count, Bringing Total Revenue Management Center Stage

With a total revenue mindset, revenue managers now rely on guest-facing digital tools to increase tRevPAR (total revenue per available room). By putting ancillary options in front of guests, whether via tablet, mobile phone, or in-room entertainment, every guest touchpoint must be convenient and accessible. Every component of the guest experience must contribute to the total revenue mindset.

Most Popular Categories

Hotel Reviews During 2025 Awards Period

BEST REVENUE MANAGEMENT TECHNOLOGY
HotelTechAwards
2025

▲ 3861	**Channel Managers** 94 products	3 NEW
▲ 2188	**Revenue Management Systems** 58 products	6 NEW
▲ 1642	**Market Intelligence Software** 49 products	3 NEW
▲ 1429	**Business Intelligence Software** 32 products	13 NEW
▲ 1220	**Upselling Software** 27 products	6 NEW

Embracing AI Driven Decision to Run Leaner and Operate More Strategically in a Data Heavy World

By setting rules of engagement, revenue managers could let the system work its magic and avoid having to make dozens of pricing decisions across their expanded property count. There's also been a shift in segments, such as drastically reduced MICE and corporate travel in tandem with a boom in certain leisure markets driven predominantly by pent up demand and work from anywhere flexibility. By turning to business intelligence software, revenue managers can get more precise when targeting guest segments based on search volume from source markets. This is doubly important when trying to maximize guest profitability while navigating strict occupancy limits.

Activating New Channels to Increase Diversity & Uncover Latent Demand

Distribution is rarely a hot topic in travel. Yet, with demand hobbled from international and business travelers (and fluctuating frequently from leisure travelers) revenue managers became more strategic with distribution. With the flexibility to throttle availability based on a channel's ability to produce, revenue managers relied heavily on their channel managers to tap into the major OTAs and expand outside of the significant OTAs to find new sources of demand. As revenue managers became more strategic with distribution out of necessity, these skills will translate into more nuanced distribution tactics moving forward.

The Top Revenue Management Tech Products of 2025

SiteMinder

Channel Manager

2290	**92%**	**221**
Reviews	Recommended	Integrations

The industry's most powerful, distribution platform

SiteMinder's Channel Manager is trusted by 47,000+ accommodation providers worldwide, optimizing their distribution strategy and increasing revenue via 450+ online booking channels. It efficiently manages a property's availability, rates, and inventory while seamlessly integrating with 350+ Property Management and Revenue Management Systems. This ensures booking data is always synchronized, empowering hoteliers to make confident decisions about distribution and rates.
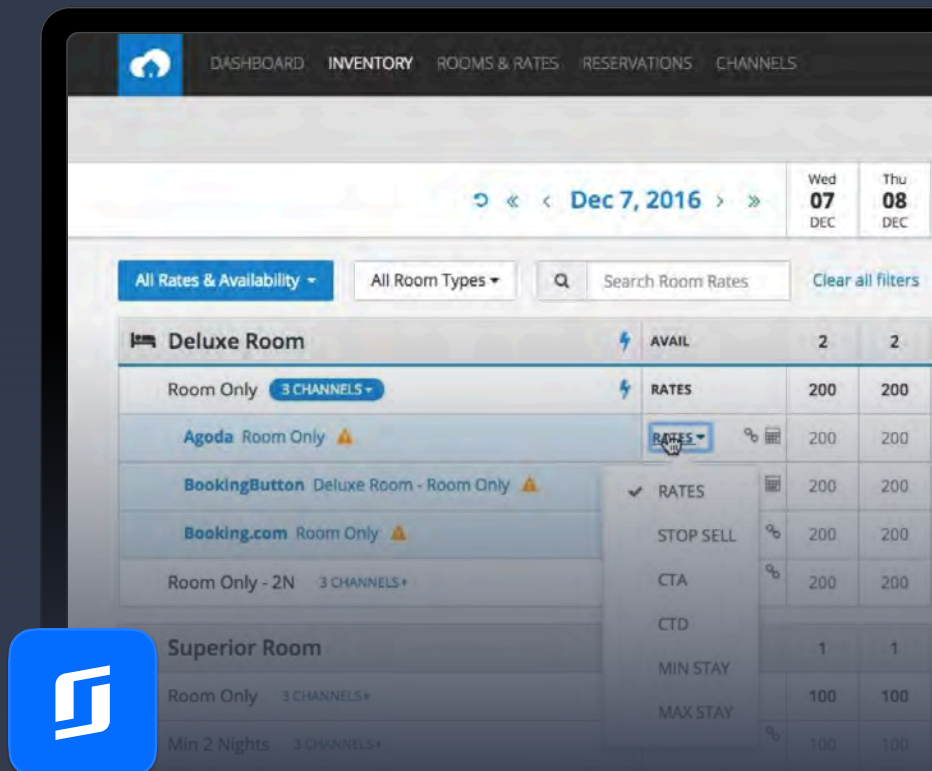
Maximize revenue with efficiency and control

Duetto's GameChanger RMS allows users to price all room types, distribution channels, customer segments, and stay dates to maximize revenue without limiting booking opportunities. The system's AutoPilot optimization is guided by unique, pre-set revenue strategy parameters. Included with GameChanger is Duetto's CommandCenter dashboard, providing visibility into property performance and market context, with one-click access to rate optimization. Gamechanger introduced product restrictions that provide hoteliers with greater control over their revenue management strategies. This new capability allows for the combination of restrictions across specific segments and room types—supporting common use cases such as managing discounts and promotions, corporate negotiated rates, and consortia agreements.
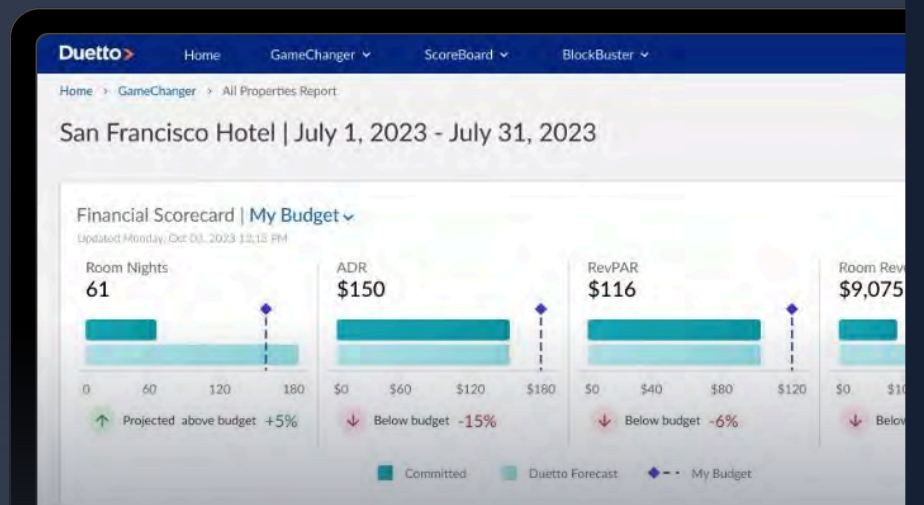
GameChanger by Duetto

Revenue Management System

673	**94%**	**83**
Reviews	Recommended	Integrations

Multi-category winner (x3)

Lighthouse

Multi-category winner (x3)

1247	95%	58
Reviews	Recommended	Integrations

#1 Business Intelligence

Dynamic revenue management through actionable data

Lighthouse Business Intelligence offers a platform that helps businesses track and analyze key factors for revenue management. By streamlining data collection and analysis, users can drive the right strategy and save time on standard revenue management tasks. The platform allows users to combine various indicators and understand how to drive revenue. It provides simple and easy-to-use dashboards that centralize commercial data for quick property performance assessment and decision-making. The platform emphasizes real-time data and in-depth segmentation.

#1 Rate Shopping & Market Intelligence

Competitor rate insights for smarter pricing

Lighthouse Rate Shopping & Market Intelligence's Rate Insight platform provides users with access to competitor rates, ranking, reputation, and occupancy data in a user-friendly dashboard. By collecting 2 billion data points daily from 300,000 hotels and 19+ million short-term rentals, users can make informed pricing decisions to maximize revenue. The platform also allows users to spot demand changes, access an events calendar, and rate shop at the room level with customizable settings. In March 2024, Lighthouse combined hotel and short-term rental data on the same platform for a holistic market overview.

#1 Hotel Rate Parity

Real-time parity monitoring for hotels.

LighthouseHotel Rate Parity Insight offers a suite of tools for groups and chain hotels to monitor parity performance, address portfolio-wide parity issues, and manage distribution health. Users can track parity performance in real-time across various platforms, identify and resolve issues efficiently, and collaborate with partners for quick fixes. The tool also provides insight into wholesale leakage and 'bait & switch' practices, using advanced APIs and crawling technologies to ensure accurate rate comparisons.
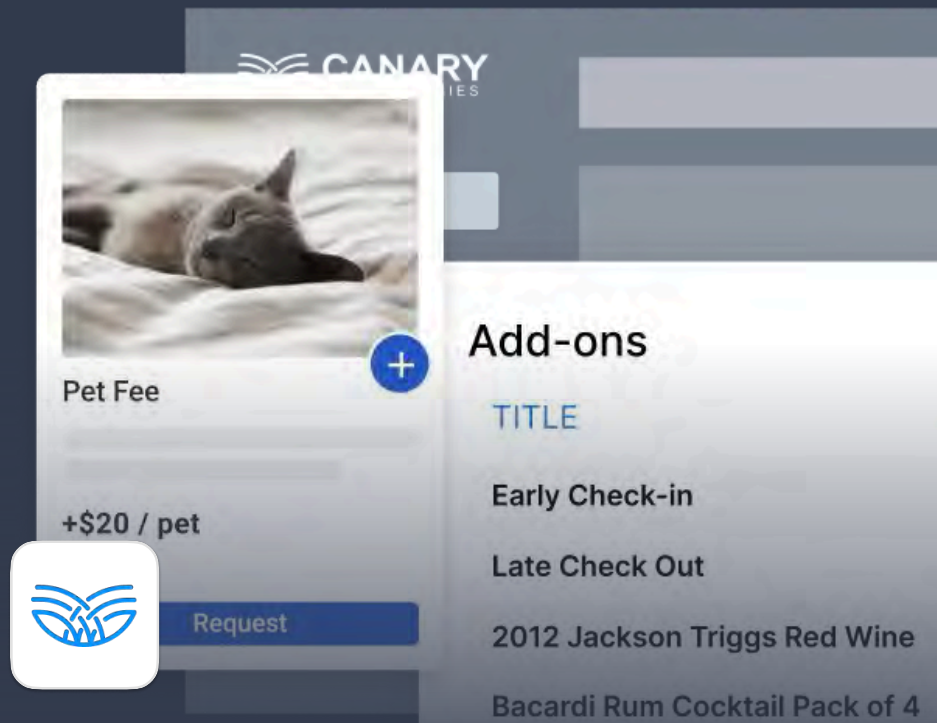
Canary Dynamic Upsells

Upselling Software

529	96%	37
Reviews	Recommended	Integrations

Boost ancillary revenue with smart, automated guest offers

Canary Technologies' Dynamic Upsells delivers a data-driven upselling platform that automates the presentation of tailored add-ons and services from booking through checkout, driving ancillary revenue growth by up to 250%. Its intuitive interface enables easy customization of offers and leverages multiple communication channels such as SMS, WhatsApp, and email to maximize guest engagement and conversion. Staff retain control with real-time approval of upsell requests, while features like contactless check-in and advanced fraud prevention enhance operational efficiency and secure transactions. This comprehensive approach integrates guest experience enrichment with revenue optimization, making Canary a critical tool for hoteliers focused on innovative digital business results.

More Top Rated Revenue Management Products to Check Out

2025 HotelTechAwards Finalists

Cloudbeds
#2 Rated Channel Manager

Scoreboard by Duetto
#2 Rated Business Intelligence Software

RateGain
#3 Rated Channel Manager

ProfitSword by Actabl
#3 Rated Business Intelligence Software

Atomize
#3 Rated Revenue Management System

Oaky
#2 Rated Upselling Software

SiteMinder Insights
#2 Rated Rate Shopping Software

Duve Upselling
#3 Rated Upselling Software

RateGain
#3 Rated Rate Shopping Software

The Hotels Network
#2 Rated Rate Parity Tools

Eager to learn more?
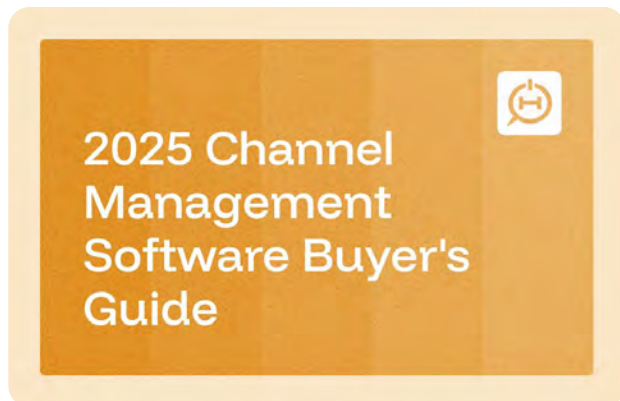
Buying Guide

2025 Channel Management Software Buyer's Guide

Buying Guide

2025 Business Intelligence Software Buyer's Guide

Buying Guide

2025 Central Reservations Systems Buyer's Guide
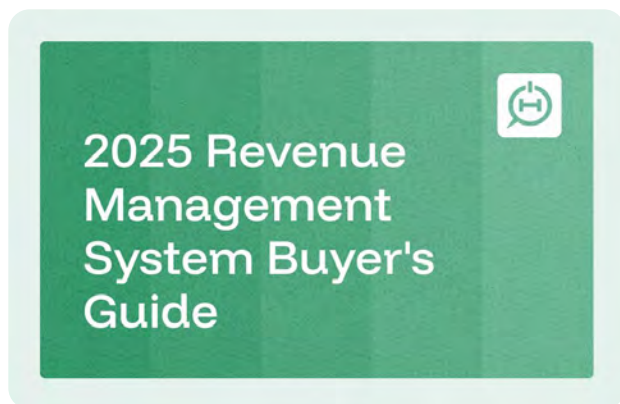
Buying Guide

2025 Revenue Management System Buyer's Guide

Buying Guide

2025 Upsell Software Buyer's Guide
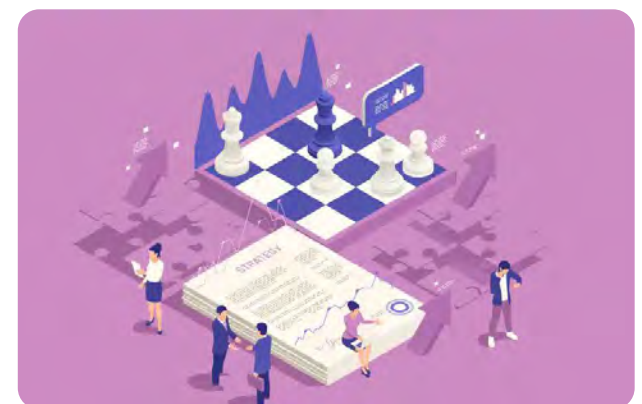
Trending Article

17 Important Hotel Pricing Strategies for 2025

Trending Article

Revenue Management Strategies: Tactical vs. Strategic

Trending Article

Hotel KPIs: The Ultimate Guide to Hotel Metrics

Trending Article

What is a CRS? (Central Reservation System)

Leveraging Tech to Create a More Seamless Experience for Guests

We are entering the golden age of guest experience tech that is now converging around a cohesive customer experience: upselling, messaging, mobile ordering and contactless check-in. These are the 4 pillars that every hotel's guest journey needs to address in order to maximize profitability and deliver a frictionless end-to-end CX.

Fluid Communication Channels So Guests Don't Feel Inconvenienced by Less Staff

Guest messaging platforms. There's a lot of uncer tainty when it comes to booking travel today. The guest messaging platform can build automation somewhere close that automatically keeps guests appraised of the latest travel updates. Then, when they're on property, guests have a direct line to make requests And manage their experience. With a self-service communication channel in their hands, guests don't feel inconvenienced by less staff. They prefer it: Added benefit for hotels: these platforms become ancillary revenue generators by facilitating room service and other add-ons.

Leveraging New Interfaces and Automation to Reduce Staff Workloads

AI-based chatbots handle many of the most frequent guest requests. To communicate with guests without face-to-face contact, the chatbot can handle guest requests and route them to a team member if needed. This type of guest experience automation is going to become more commonplace, as hotels eliminate repetitive tasks and focus human resources on the high est impact guest interactions. During the pandemic, when guests may be more inclined to stay in their room, chat bots also helped short-staffed kitchens manage incoming order flow. By not having to dedicate a team member to the phone, hotels can maintain service standards despite constraints.

Most Popular Categories

Hotel Reviews During 2025 Awards Period

BEST GUEST EXPERIENCE TECHNOLOGY
HotelTechAwards
2025

2419	Guest Messaging Software
	63 products **8 NEW**

906	Contactless Check-in Solutions
	62 products **8 NEW**

815	Guest Apps
	75 products

629	In-Room Hotel Tablets
	22 products

414	Mobile Key & Keyless Entry
	37 products **5 NEW**

Contactless is no longer a nice-to-have

Many hotels are reluctant to enable a contactless guest experience, as there was a fear of losing the human touch. The pandemic flipped that on its head: the fear of human touch drove hotels to adopt contactless as a standard operating procedure. That shifted everything: guests have more control over their experience, allowing them to self-serve when appropriate and to signal for help when needed. Contactless gives guests control -- and also makes operations more efficient. And it's not just at check-in and checkout. Contactless resonates across the operation: For instance, when restaurant guests can split the bill between patrons on their smartphone, it's easier on staff, who don't have to process several cards at a POS station.

Streaming steps up

Streaming services are dominating home lives. During the pandemic, several new services launched -- and Disney+ is already nearing 100 million subscribers. Guests want to bring their own content and demand the convenience of their favorite services via their in-room TVs. This expectation of a personalizable in-room entertainment experience was accelerated as guests spend more time in their rooms than they would have previously.

The Top Guest Experience Tech Products of 2025
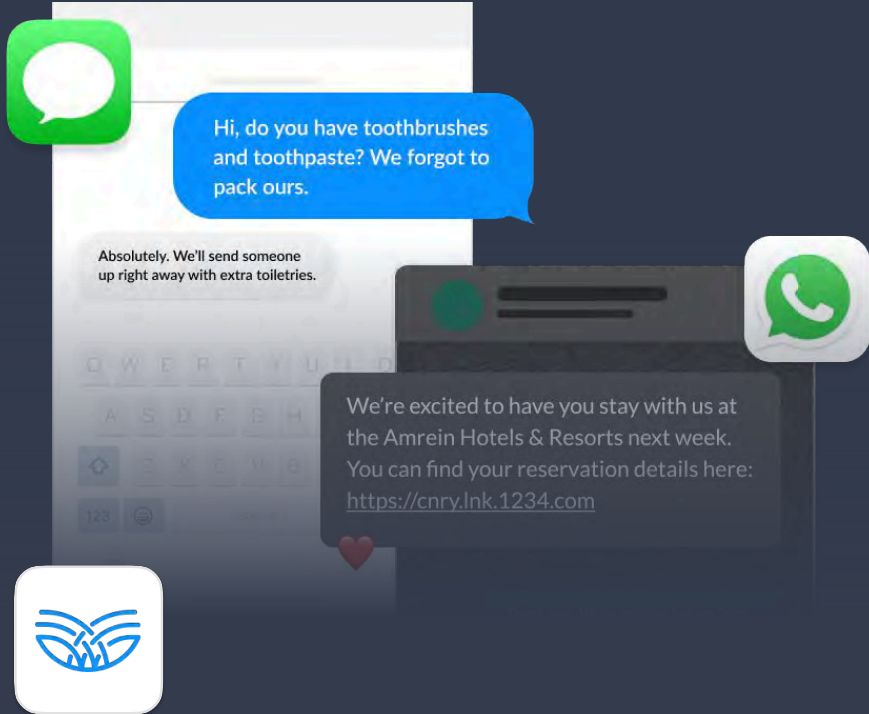
Canary Guest Messaging

Guest Messaging Software

529	**96%**	**37**
Reviews	Recommended	Integrations

Effortlessly streamline guest communication for hotels

Canary Technologies' Guest Messaging Software, including Canary AI,, allows front desk teams to communicate with hotel guests efficiently and at scale. The software enables automated messaging throughout the guest journey, with the option for staff to personalize messages as needed. Canary AI utilizes GenAI technology to enhance guest communication, personalize interactions, and prioritize requests. The software has been adopted by over 6,000 hotels worldwide, including Wyndham, and was recognized as the #1 Best Guest Messaging solution on HotelTechReport in 2025. Hoteliers can easily integrate other platform components, such as Mobile Check-In, Digital Authorizations, Upsells, and Digital Tipping, to further enhance the guest experience.

🔶 #1 Hotel Guest App

Enhance hotel experiences with personalized app

The Duve Guest App is a digital concierge designed to enhance hotel experiences by allowing guests to easily access services, communicate with staff, request amenities, and book in-house offerings. The app includes an integrated marketplace for additional services and can be customized by hotels to align with their brand and guest needs. The integration of AI within the built-in chat feature allows for personalized, automated responses and enhances guest-staff communication. Duve enables hosts to use data and technology for hyper-personalization, tailoring services and recommendations to individual guest preferences to increase guest satisfaction and foster loyalty.
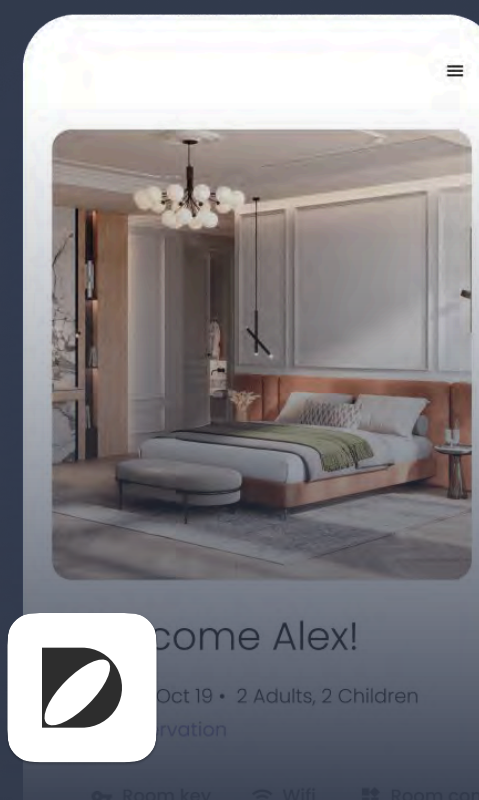
Duve

Hotel Guest App

673	**94%**	**83**
Reviews	Recommended	Integrations

Canary Contactless Check-in

Contactless Check-in

945	96%	42
Reviews	Recommended	Integrations
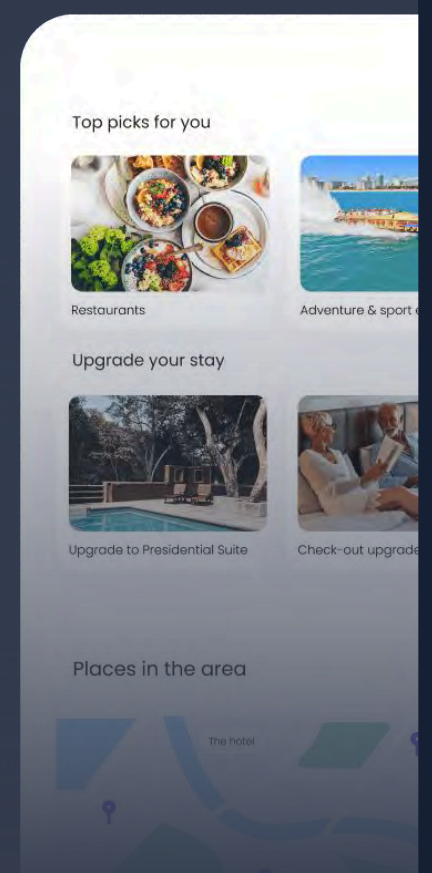
Efficient mobile check-in with fraud prevention

Canary Technologies offers a Contactless Check-in solution that allows guests to check-in on their own mobile device before arriving at the property, reducing the check-in time to less than one minute. Their PCI Level-1 compliant technology and fraud prevention software help reduce credit card fraud and chargebacks by up to 90%. Canary AI is being implemented in over 6,000 hotels worldwide, including Wyndham, to enhance guest communication and personalize interactions. Trusted by over 20,000 hoteliers in 90+ countries, Canary Contactless Check-In can be customized for each property and integrated with additional features such as Upsells, Guest Messaging, Digital Tipping, and Digital Authorizations.

🟨 #1 In-Room Hotel Tablets

SuitePad tablets enhance guest experience

SuitePad's in-room tablets are designed specifically for hotels and offer features such as chat, service booking, and the Green Option for skipping daily cleaning. They also double as phones and remotes, prioritize privacy by not having a camera, and come with a centralized admin panel for real-time updates. SuitePad also offers BYOD solutions for guests' devices and touchscreen Lobby Screens. Their new pricing model, "Performance," allows hotels to use the digital solution for free and only pay based on the financial gains it provides. SuitePad's in-room tablets have best-in-class hardware and a camera-free design for enhanced privacy, making them a low-risk, high-reward option for hotel tech financing.
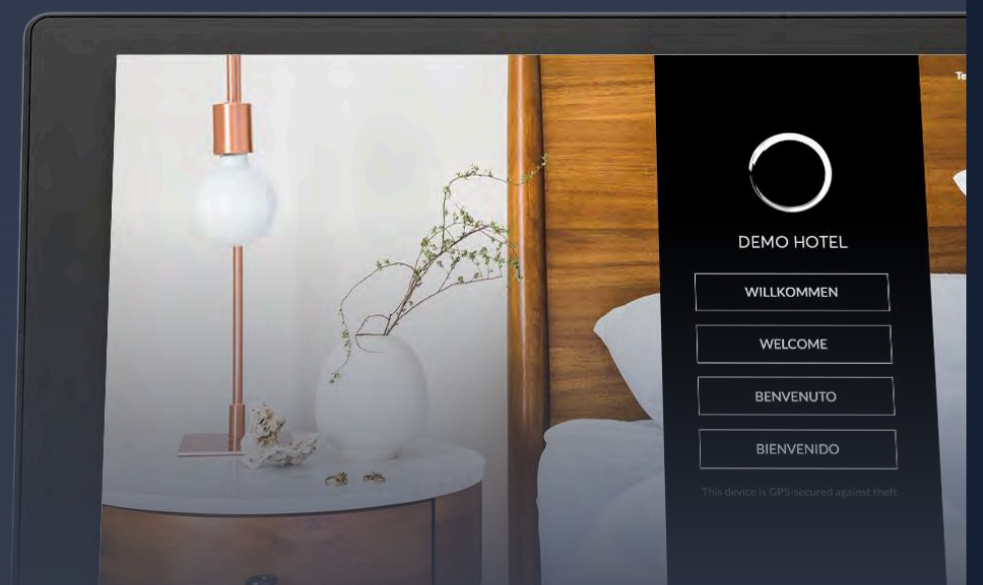
SuitePad

In-Room Hotel Tablets

302	93%	25
Reviews	Recommended	Integrations

Goki

Mobile Key & Keyless Entry

151
Reviews

95%
Recommended

18
Integrations

Mobile key for contactless guest journeys

Goki enhances stays for guests by automating check-in, access, and guest communication for hotels, hostels, and Airbnb. The company combines devices and software to eliminate repetitive tasks and increase operational efficiencies. Guests are provided with a unique SmartKey and DoorCode automatically, which allows them access to various services during their stay, such as mobile check-in, sentiment tracking, messaging, extensions, and payments.

🟡 #1 Hospitality TV Provider

Interactive TV solution with streaming and ordering

Hoteza TV is an Interactive TV solution designed specifically for the hospitality industry. It transforms in-room televisions into multifunctional service hubs, providing entertainment, information, and various services directly to hotel guests. With features like a digital hotel directory, effortless ordering, and content streaming from guests' mobile devices, Hoteza TV enhances the guest experience without needing extra room equipment. The platform is customizable to match the hotel's brand identity, ensuring a seamless and visually coherent experience that integrates smoothly into existing business operations.
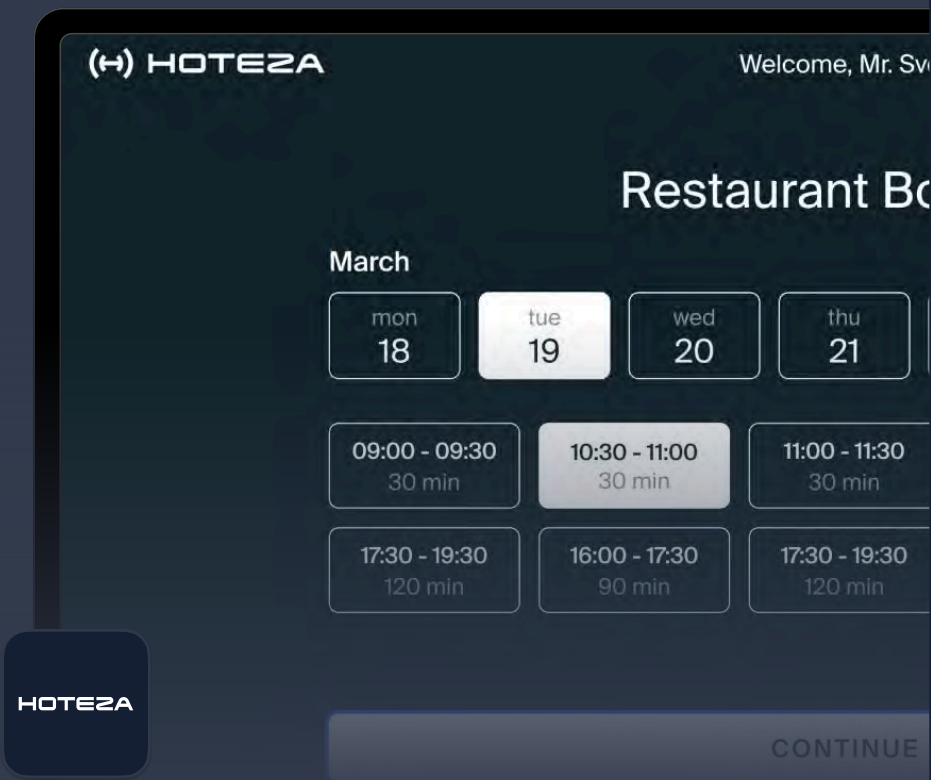
Hoteza

Hospitality TV

50
Reviews

98%
Recommended

16
Integrations

More Top Rated Guest Experience Products to Check Out

2025 HotelTechAwards Finalists

Duve Communication Hub
#2 Rated Guest Messaging Software

Crave Interactive
#2 Rated In Room Hotel Tablets

Alice by Actabl
#3 Rated Guest Messaging Software

Volo
#3 Rated In Room Hotel Tablets

Duve - Online Check-in
#2 Rated Contactless Check-in

Eager to learn more?

Buying Guide

2025 Contactless Checkin Buyer's Guide
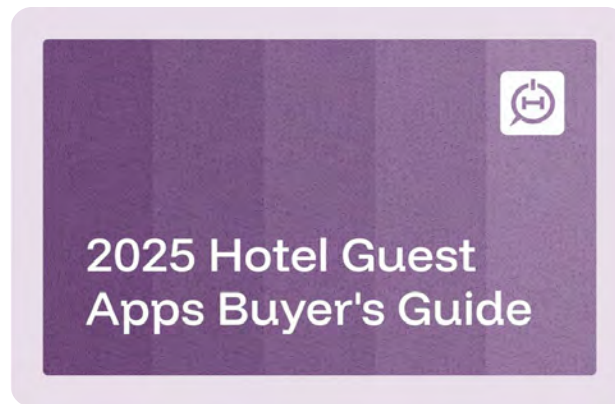
Buying Guide

2025 Hotel Guest Apps Buyer's Guide
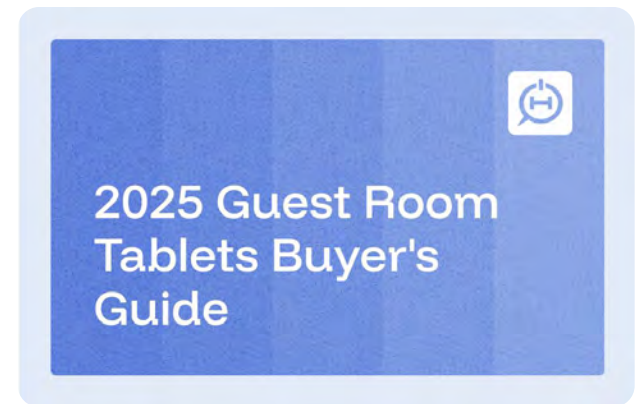
Buying Guide

2025 Guest Room Tablets Buyer's Guide
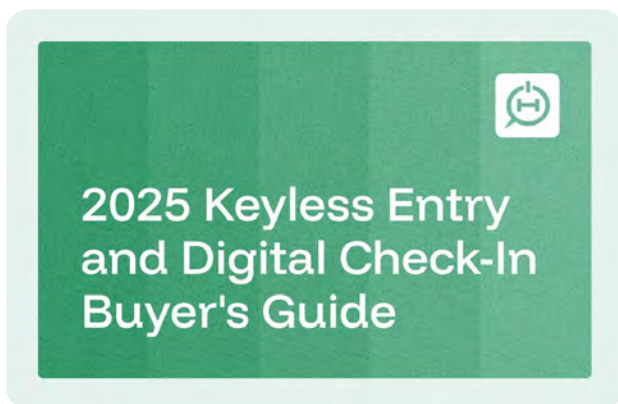
Buying Guide

2025 Keyless Entry and Digital Check-In Buyer's Guide
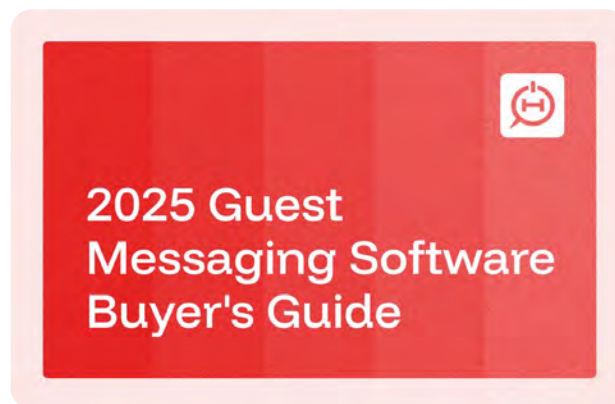
Buying Guide

2025 Guest Messaging Software Buyer's Guide

Trending Article

A Step-by-Step Guide to Hotel Upselling

Trending Article

Guest Messaging: 7 Stats Every Hotelier Needs to Know

Trending Article

Contactless Check-in for Hotels: Here's What You Need to Know

Trending Article

How to Measure Hotel Guest Satisfaction (+Survey Templates)

Tech is Unlocking More Sophistication for the Hotel Industry, and its Long Overdue

Hotel CRM was by far the biggest focus for hotel marketers in 2024 and will achieve new value with many of the advancements being implemented through artificial intelligence and large langauge models (LLMs) like automated segmentation of email lists for personalization beyond standard categories, personalized 1-1 communications and offers based on PMS, review data, etc. Across the hotel marketing tech stack we're seeing an explosion of AI tools that promise to make customer acquisition easier than ever.

Savvy Marketers Are Honing in on Dynamic Segmentation to Make Marketing More Authentic & Compelling

When it's harder to find reliable amounts of demand, segmentation becomes more crucial than ever. Hotels need to serve the right offer to the right per son in the right channel and do it in a way that feels authentic and human. Marketers also have to be savvy with their limited budgets; dynamic segmentation and personalization put marketing automation on autopilot. ROI is front and center!

Alignment is the Key to a Successful Commercial Strategy

"All hands on deck" requires marketing, sales, and revenue to work more closely than ever before when crafting a holistic commercial strategy. These lines of communication will remain post-pandemic, as the effectiveness of working together towards a common goal outweighed the reduction in staffing.

Most Popular Categories

Hotel Reviews During 2025 Awards Period

BEST HOTEL MARKETING SOFTWARE
HotelTechAwards
2025

▲ 3296	**Booking Engines** 118 products 4 NEW
▲ 1233	**Website Design** 36 products 11 NEW
▲ 1206	**Hotel Chatbots** 27 products
▲ 970	**Hospitality Marketing Agencies** 116 products 23 NEW
▲ 842	**Hotel CRM & Email Marketing** 57 products 7 NEW

An Experimentation Mindset is the Key to Optimizing Marketing Efficiency

With Tiktok on the rise and Facebook (Meta) falling - marketers must experiment with new avenues for growth. Whether that's localized metasearch platforms, search engines such as Bing Ads, or new social media platforms

like Tiktok, it's all about trying new marketing channels. And that's where collaboration comes into play: as revenue managers adjust their channel mix, marketers can continue to search for promising channels.

Upselling Thrives at the Epicenter of Automation & Personalization

It's always been a battle for every guest dollar. Upselling with personalization creates the opportunities to capture more guest spend; it's a must-have. Whether integrated into a guest messaging platform, dynamically inserted into pre-arrival emails, or offered via in-room tablet, upselling with a personal touch is more impactful. As marketers increasingly leverage automated tools to trigger upsells with each segment, they become indispensable to quarterly revenue goals.

Every Other Industry Has Customer Data Platforms, Now Hotels Can (and should) Too

Savvy marketers will need to deploy technologies that enable a 360 view of the customer across all marketing channels and internal systems. This holistic view gives the most opportunity to find the ideal guest for each campaign. Otherwise, marketers risk losing sight of the most profitable customers and wasting budget on underperforming channels.   Future success depends on strong integration across guest data sources, from the CRM to the PMS and third-party systems.

The Top Marketing
Tech Products of 2025

SiteMinder

Booking Engine & Website Design

#1 Booking Engine

Give your guests a frictionless, secure direct booking experience

SiteMinder's booking engine is designed from the ground up to optimize every step of the direct hotel booking journey. The high-converting, mobile-optimized booking engine helps fully optimized customers connect with new travellers, drive more conversions and reach new levels with average ROI of 63x. The booking engine is combined with rate parity insights, secure payment gateways, and easy integration to 3rd party hotel apps to deliver an even better guest booking experience.

1112	92%	212
Reviews	Recommended	Integrations
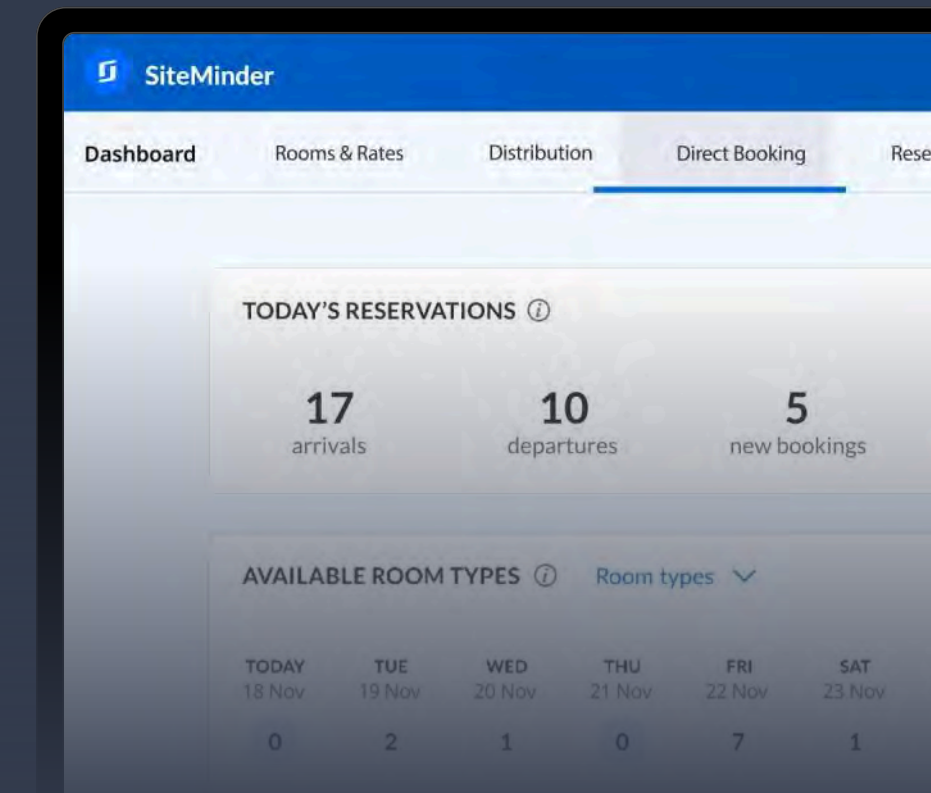
#1 Metasearch & Ad Tech

Stand out on big travel sites without lifting a finger

Make sure your accommodation business is visible where travelers are booking. Our metasearch solution and specialized team manages everything from bidding strategies to campaign management across key metasearch sites to drive more direct bookings while you focus on your guests. Best of all, there are no setup costs or monthly fees. You simply pay a single transaction fee per completed stay, and not for cancellations or no-shows.

289	92%	212
Reviews	Recommended	Integrations

#1 Website Design

Attract more guests with beautiful hotel website creation

SiteMinder's website builder lets you create the professional website your hotel deserves. Simply choose from a range of easy-to-use templates to showcase your unique brand to travellers everywhere, all while saving money on web development fees.

126	92%	212
Reviews	Recommended	Integrations

The Guestbook

Loyalty Program

230	96%	26
Reviews	Recommended	Integrations

Turnkey loyalty program for independents

It's no secret that rewards programs play a major role in how travelers choose both accommodations and booking channels these days. But while points and bonuses are tempting, research shows there's one thing travelers prefer even more: Cash. Designed to help independent hoteliers compete with rewards offered by the OTAs and larger chains, The Guestbook Cash Back Rewards program gives guests cash for every stay that is booked directly with its nearly 800 independent & boutique branded properties around the world. It also gives the properties what they want: Increased net revenues and a direct relationship with their guests. Best of all, The Guestbook's technologies seamlessly integrate with properties' existing booking engines, so the experience for both guests and hoteliers is rewarding from start to finish.
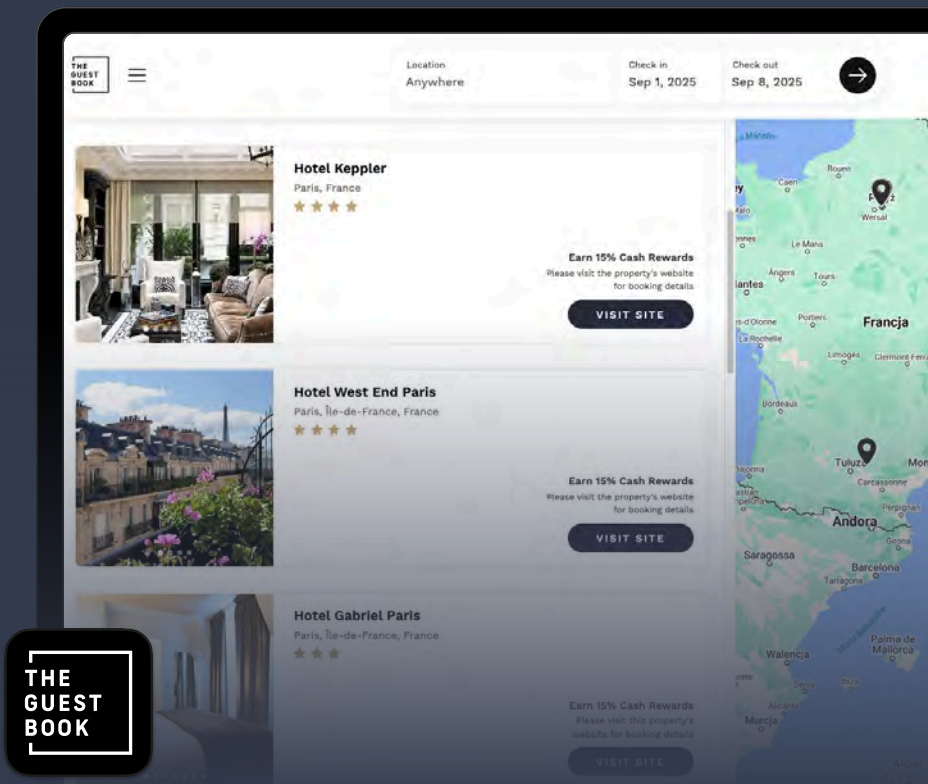
Automated marketing tool for hotels

Profitroom Hotel CRM & Email Marketing offers a comprehensive marketing automation tool that covers the entire guest journey, from initial enquiry to follow-up emails. The tool includes automated database segmentation, preset seasonal campaigns, and triggered messages to streamline campaign preparation and improve communication with guests. The AI Copywriter feature generates compelling email content based on data from the Booking Engine, saving hoteliers time and increasing guest loyalty. The tool is fully integrated with Profitroom Suite for effective guest-data usage and communication throughout the booking process.
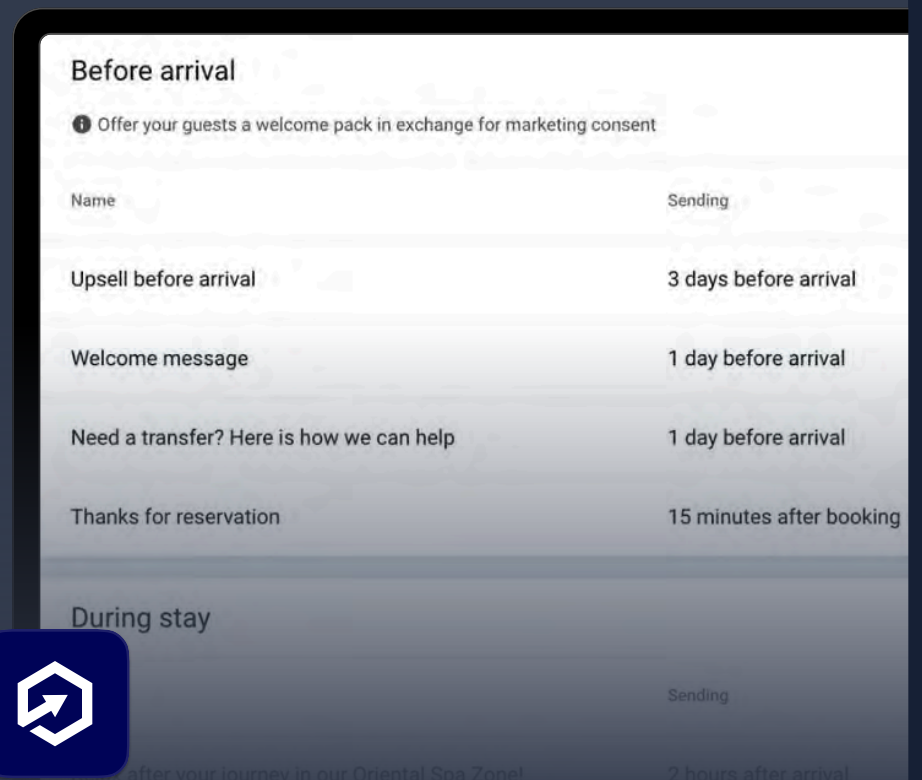
Profitroom

Hotel CRM & Email Marketing

276	95%	25
Reviews	Recommended	Integrations

The Hotels Network

Direct Booking Tools

310	95%	20
Reviews	Recommended	Integrations

Personalized online booking experience for hotels

The Hotels Network, a Lighthouse company, empowers over 20,000 hotels worldwide with a powerful direct channel growth platform that elevates the online booking experience. Its intuitive, no-code solutions allow hoteliers to deliver personalized guest interactions effortlessly, increasing engagement and boosting conversions. Using machine learning to generate tailored messages, the platform helps hotels strengthen their direct channel and drive more bookings. Recent feature additions like AI Templates and Swaps support visitors throughout the booking journey with relevant, real-time content. With a strong focus on personalization and cutting-edge technology, The Hotels Network continually enhances the hotel website experience to ensure each visitor receives a seamless and engaging journey.
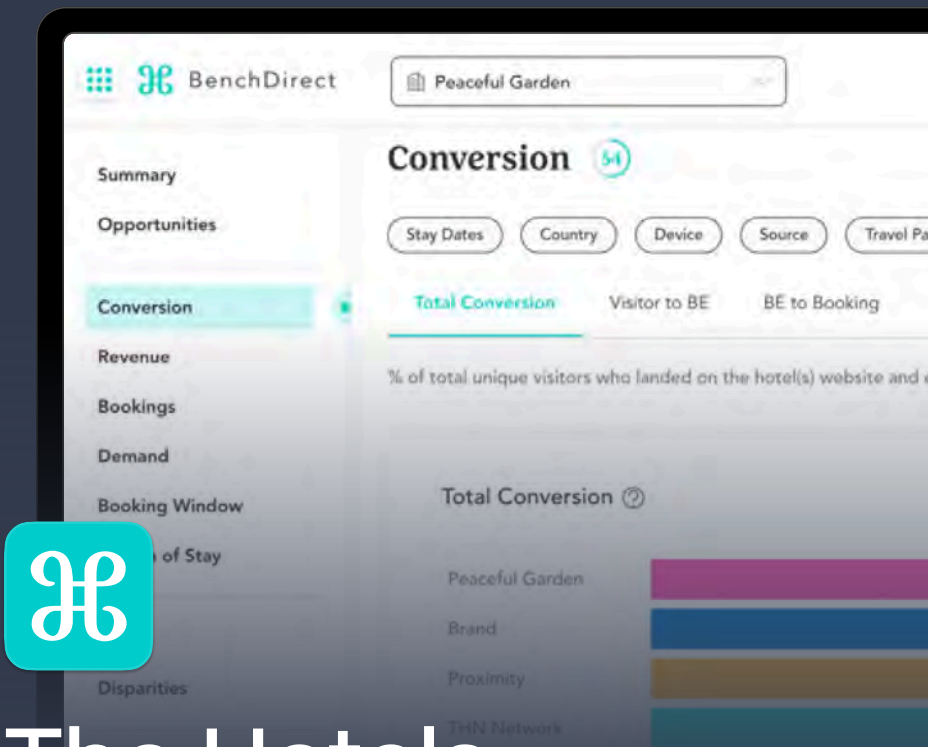
Sell more rooms with an always on chatbot

Hotel websites, messaging apps, and social media platforms are more than marketing tools—they're revenue-generating service channels. Asksuite, the global leader in AI Reservation Agents, helps hotels convert online inquiries into direct bookings with instant, multilingual support available 24/7. Trusted by 5,000+ properties in 80+ countries and voted the #1 AI Reservation Agent for 6 years running, Asksuite centralizes all hotel communication channels in one platform. With over 105 million travelers assisted and 1.4 billion messages exchanged, hotels using Asksuite open more conversations and close more reservations—boosting efficiency and revenue.

Asksuite

Hotel Chatbots

832	98%	66
Reviews	Recommended	Integrations

MARA Solutions

Reputation Management Software

207
Reviews

96
Recommended

10
Integrations

Automate review collection and responses with AI

MARA Solutions offers AI-powered review management software designed specifically for hoteliers. This platform generates personalized, AI-written responses to guest reviews, enabling hotels to react up to three times faster, thus improving their response rate and speed scores on online travel agencies (OTAs) like Expedia. The software supports multiple languages and types of reviews, making it versatile and user-friendly. By automating responses, hoteliers can save valuable time, enhance guest experience, and increase their online reputation and overall star rating. Integrating seamlessly into existing operations, it helps improve efficiency by reducing the time spent on repetitive tasks.

More Top Rated Marketing Products to Check Out

2025 HotelTechAwards Finalists

Profitroom
#2 Rated Booking Engine

dailypoint™ 360°
#3 Rated CRM & Email Marketing

HiJiffy Hotel Chatbot
#2 Rated Hotel Chatbot

GuestRevu
#2 Rated Reputation Management

Smart Host CRM
#2 Rated CRM & Email Marketing

The Guestbook
#3 Rated Direct Booking Tools

Eager to learn more?

Buying Guide

2025 Email Marketing & Hotel CRM Buyer's Guide
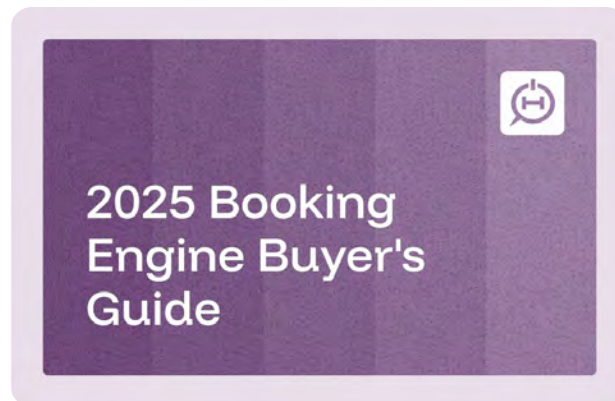
Buying Guide

2025 Booking Engine Buyer's Guide
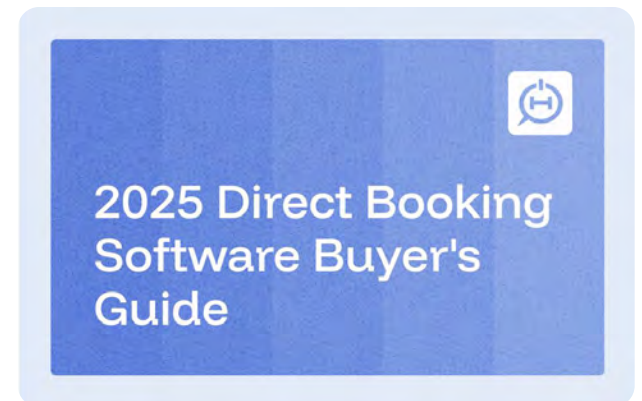
Buying Guide

2025 Direct Booking Software Buyer's Guide

Buying Guide

2025 Hotelier's Guide to Hospitality Marketing Agencies

Buying Guide

2025 Reputation Management Software Buyer's Guide
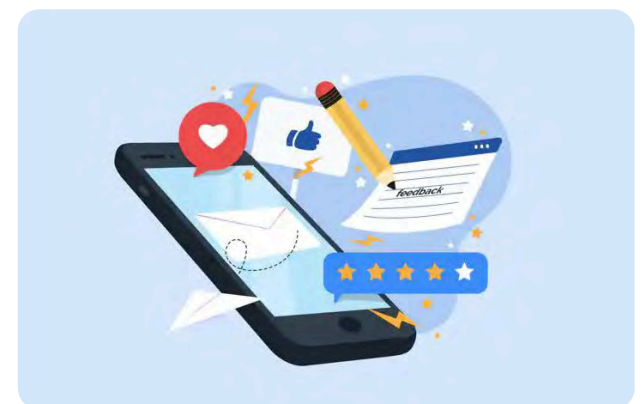
Trending Article

The 9-Step Hotel Marketing Plan for 2025 (+FREE Worksheet)

Trending Article

60 Must Watch Hospitality Marketing Trends for 2025

Trending Article

35 Hotel Website Designs We Love

Trending Article

The Ultimate Guide to Hotel Marketing (2025)

Tech Trained to Terminate Clunky Processes Across Your Hotel's Departments

Many hotel restaurants derive significant revenue and outsized profitability from their meetings and events catering business. Fortunately a good deal of business travel reached new heights in 2024. Hotel sales reps, like F&B Managers have had to reboot their demand engines and get creative with how they attract and serve businesses and other groups. The nature of business travel is undeniably different post-pandemic so operating the same way as before hasn't yielded success for hotels that are operating their F&B or meeting spaces like it's business as usual.

The most effective hotel sales and catering professionals in todays 2025 market conditions are leveraging modern technology and software like never before to understand demand trends, tap new customers, and run a more efficient sales process. Some of that technology is helping sell F&B to local residents via delivery apps, other systems are making room service ordering more efficient or group bookings easier to manage and facilitate. The overarching theme continues to be that hotel owners must deliver outsized results with smaller teams and F&B or sales and catering tech is absolutely the best way to do that.

If Guests Didn't Already Expect Everything Instantly at the Push of a Button, Now They Do

Our industry in the last 3-years underwent a digital revolution. During the pandemic, hotels were forced to implement barcodes for consumers who perceived physical menus to be a contaminant but then quickly realized that sending a barcode to a pdf menu is extremely inefficient relative to a full service order and pay application that can help hotel restaurants run more efficiently with less staff without sacraficing quality of service.

Most Popular Categories

Hotel Reviews During 2025 Awards Period

BEST FOOD & BEVERAGE AND MICE SOFTWARE
HotelTechAwards
2025

Restaurant Management
356
132 products 9 NEW

Group Sales & Event
293
15 products

Catering & Event Management
290
27 products

Mobile Ordering & Room Service
268
43 products 8 NEW

RFP & Proposal Management
166
15 products 5 NEW

Every Group Matters Enhanced the Need for Dialed Processes

With group demand at all time lows, hotels can't afford leakage in the new world. Every email with a prospect de creases the probability of booking and increases the risk that they find an alternative. The old RFP and sales com munication process just won't cut it during the rebound - and top hotel sales leaders are using this time to arm their teams with top tech tools that close more details, manage their pipelines more efficiently, and free them up to do more of what they do best - getting in front of prospects and building relationships.

Business Travel and the Workplace Have Changed Forever

Once thought of as a niche offering for techie millennial nomads, remote work continues to solidify itself as a long term norm rather than a short term trend. There's largely been a divide between industries where some have fully gone back to offices, some have retained hybrid models and others have permanently shuttered their offices. In this environment, hotel sales reps have to deeply understand which path prospects have chosen to curate the appropriate group offerings and close business. Will there be more opportunities for small local group breakouts? If so, will sales reps need to shift strategies to target and attract these groups? While nobody knows what the future holds, we can be confident that it won't look exactly like the past.

The Top F&B and Mice Tech Products of 2025

BEST
FOOD & BEVERAGE AND MICE SOFTWARE
HotelTechAwards
2025

Vento ePOS

Restaurant POS Systems

244	**93%**	**4**
Reviews	Recommended	Integrations

Streamlining hotel F&B operations with advanced integration

Vento ePOS, part of HotelTime Solutions, stands out for its ability to streamline F&B operations within hotels through robust features such as detailed reporting, inventory management, and pricing tools. Its integration with HotelTime PMS via a 2-way interface allows seamless real-time access to operational data, enhancing efficiency in managing orders and guest transactions. Hoteliers appreciate its comprehensive functionality, including CRM & loyalty, accounting, payments, analytics, and delivery management, which contribute significantly to improving revenue management and customer satisfaction. This effective integration and comprehensive feature set have been pivotal in enhancing operational efficiency and business outcomes for hotels using Vento ePOS.

Boost hotel efficiency and guest satisfaction with seamless, download-free ordering

Duve's mobile ordering platform appeals to hoteliers for its ability to enhance guest engagement and operational efficiency. It allows guests to place orders seamlessly through a web-based interface, accessible via smartphones, eliminating the need for downloads. The platform integrates with leading POS systems, providing real-time inventory updates and dynamic pricing, while supporting custom menu creation for various hotel services. This comprehensive approach not only fosters a personalized guest experience but also drives additional revenue through a streamlined and efficient operational model.
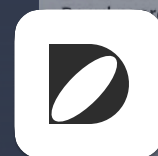
Duve Mobile Ordering

Mobile Ordering & Room Service

289	**92%**	**26**
Reviews	Recommended	Integrations

Event Temple

Hotel Sales & Event Management

256	**98%**	**12**
Reviews	Recommended	Integrations
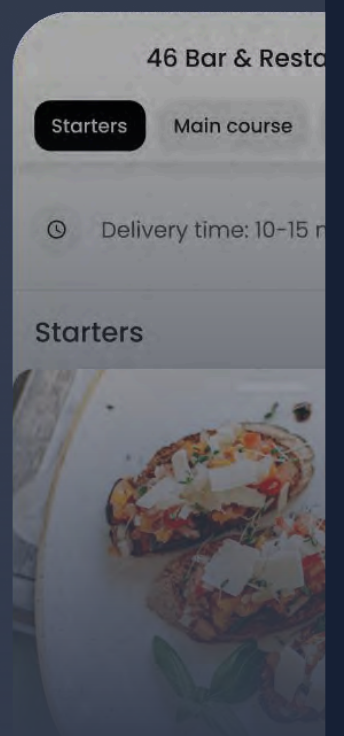
Streamlined group sales for hotels

Event Temple's group sales management software offers integrations with top PMS providers, a user-friendly sales pipeline, and quick proposal and contract generation. In 2024, Event Temple released premium PMS integrations with Cloudbeds, Apaleo, and Opera, allowing group sales teams to efficiently manage inventory and increase revenue. The software is known for its ease of use, scalability, integration with leading hotel software solutions, and customer-centric approach, making it a valuable tool for hotel teams to streamline group room bookings.

🔶 **#1 Meetings & Events Intelligence Software**

AI-powered revenue management for MICE

OpenSpace is an innovative automated Revenue Management System tailored for the Meetings, Incentives, Conferences, and Events (MICE) industry. This advanced platform leverages AI to optimize pricing, space utilization, and booking strategies, ensuring maximum revenue for events such as weddings, meetings, and conferences. Enhanced by an Integrated Booking Engine (IBE) and a robust quotation tool, OpenSpace streamlines operations for convention and banquet sales teams. By automating complex tasks, it allows businesses to focus on delivering exceptional event experiences while driving profitability and efficiency in their operations.

Duetto OpenSpace

Meetings & Events Intelligence Software

28	**94%**	**72**
Reviews	Recommended	Integrations

Proposales

RFP & Proposal Software

144
Reviews

96%
Recommended

4
Integrations

Top proposal tool for hotels worldwide

Proposales is a proposal management software designed specifically for hotels, offering features such as interactive and mobile-friendly proposals for Groups, Meetings, and Events. The software includes built-in e-signatures to turn proposals into legally binding contracts, as well as an Inbox Widget for faster response to incoming requests. Proposales also offers connectivity with popular PMS systems like Mews, OPERA Cloud, and Infor HMS/SCS, allowing for automatic block creation and updating in the PMS when a proposal is accepted. The software's modern and intuitive interface aims to save sales teams time and improve conversion rates, with connectivity to both PMS and CRM systems setting it apart from competitors.

Direct online booking for meetings/events

MeetingPackageOnline's Venue Booking Platforms Booking Engine for Meetings & Events enables venue operators to sell meeting rooms and group business directly from their website. The Booking Engine shows availability, dynamic pricing, and allows for instant booking, ultimately increasing conversion rates and revenue. Hoteliers can now sell group business for more than ten bedroom bookings through the Booking Engine, allowing customers to book meeting rooms and event spaces while also inquiring about group accommodation. The Booking Engine allows for the sale of events with meeting rooms, table/seat bookings, group accommodation, and service packages with flexible business rules, offering both RFP-based services and instant booking options within the same user experience.
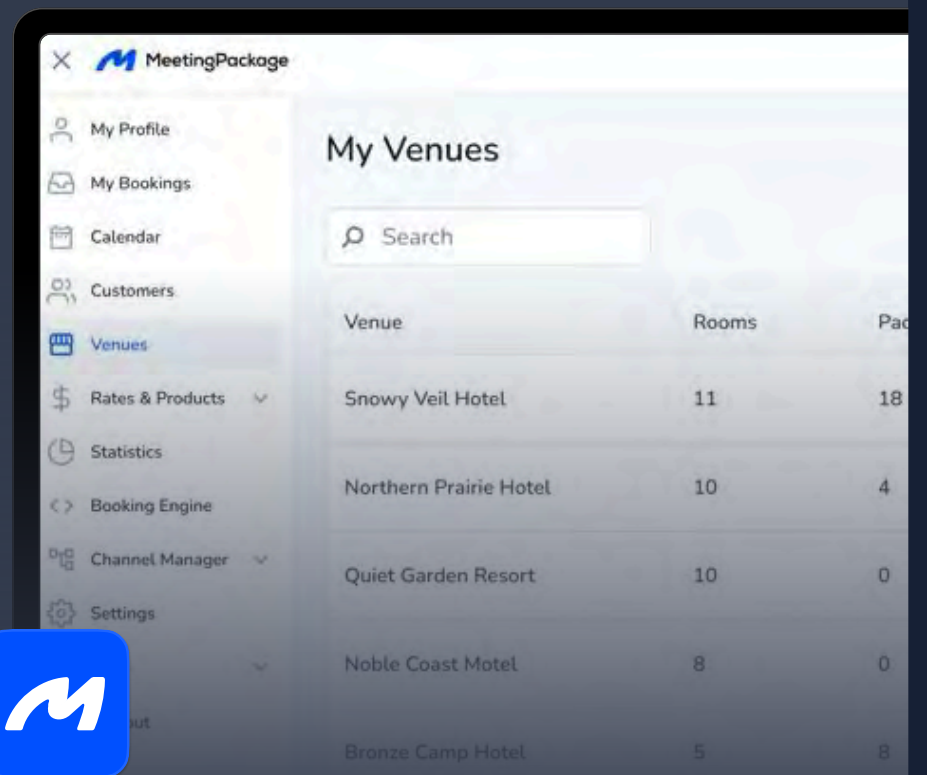
MeetingPackage

Online Venue Booking Engine

108
Reviews

93%
Recommended

9
Integrations

More Top Rated Marketing Products to Check Out

2025 HotelTechAwards Finalists

Tripleseat
#2 Rated Event Management Software

Thynk CRM
#2 Rated Hotel Sales Software

Thynk Groups & Events
#3 Rated Event Management Software

Tripleseat
#3 Rated Hotel Sales Software

Eager to learn more?

Buying Guide

2025 Meetings & Events Intelligence Buyer's Guide

Buying Guide

2025 Booking Engine Buyer's Guide

Trending Article

How to Choose the Best POS System for Your Hospitality Business
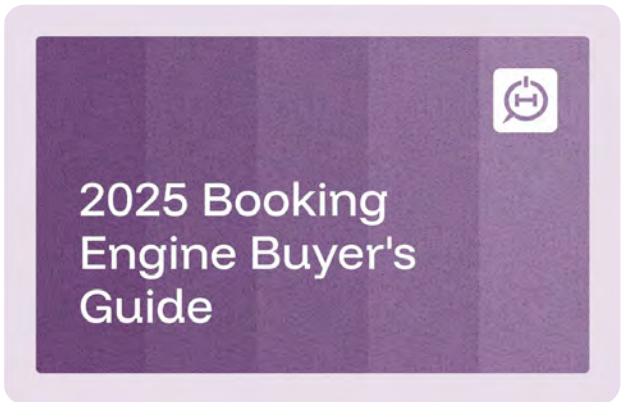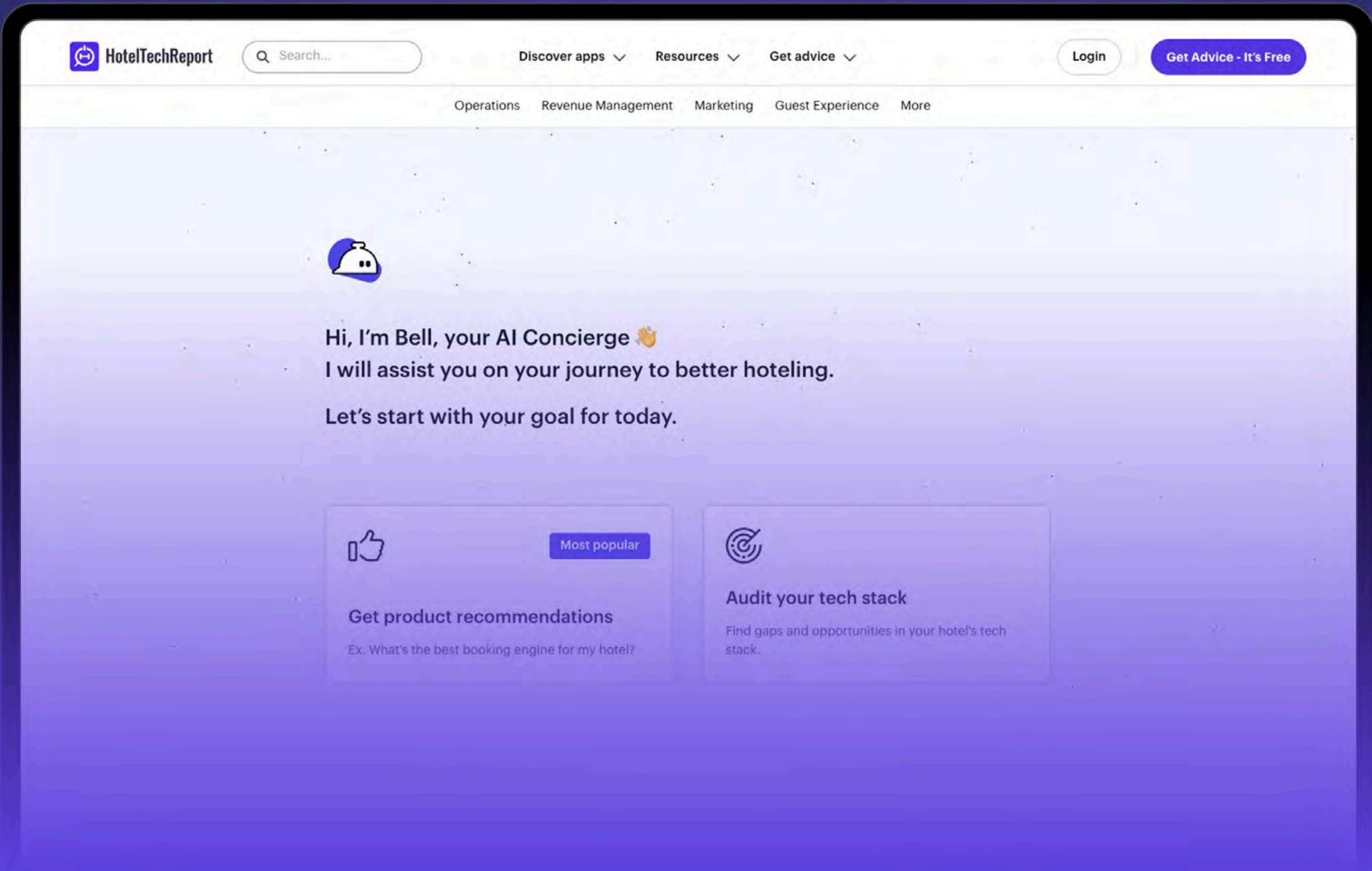
Free custom software recommendations for your hotel

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Are you a vendor? **Register for the 2026 HotelTechAwards**

Hotelier Choice Award 2025

The Top 10 most customer-centric global companies in the annual Hotelier's Choice Awards across all categories.

Each year along with individual awards for the top-rated hotel software in each category, Hotel Tech Report recognizes the Top 10 most customer-centric global companies in the annual People's Choice Awards. The People's Choice Awards serve to honor and recognize companies who have balanced strong growth with a relentless focus on customer-centricity.

The HotelTechAwards platform (by Hotel Tech Report) leverages real customer data to determine best of breed products and companies that help hoteliers grow their bottom lines.

"The People's Choice list is the most competitive HotelTechAward because it compares the most influential hotel tech companies across all categories. This award is earned by the companies in the industry who have the customer centric cultures and are writing the playbook for digital transformation in hospitality," says Hotel Tech Report CEO Jordan Hollander.

The key factors used to determine the annual People's Choice Award include total verified customer reviews, geographic reach of reviews, and overall review sentiment and ratings.

The best companies know that the most effective way to communicate their value proposition is to empower and amplify the voices of their happy customers. The People's Choice Award recognizes companies whose customers really value the relationship and partnership.

"Twenty years ago we lived in a world where hoteliers just used one of the three or four technology systems out there and typically just ended up using whatever system they had heard of before. Today there are thousands of SaaS choices in the market and dozens of great options available for most use cases but the market is moving so quickly that it's hard for hoteliers to identify and keep track of the best products and companies. This award honors the companies whose hotel customers are the most vocal advocates of their products to make that process easy," says Hollander.

Hotelier Choice Award

2025 Winners

#1		SiteMinder		538 PTS
#2		Canary Technologies		342 PTS
#3		Lighthouse		259 PTS
#4		Asksuite		214 PTS
#5		Cloudbeds		208 PTS
#6		Duetto		191 PTS
#7		RoomPriceGenie		156 PTS
#8		Duve		147PTS
#9		Rategain		143 PTS
#10		Mews		126 PTS

The 10 Best Places to Work in Hotel Tech

The global economy has undergone massive changes in recent years. Remote work is evolving from what was initially thought to be a short term trend into a long term change in the way we work and live. At the same time, software has eaten the world resulting from rapid acceleration of digital transformation required in old world businesses. With the rapid advance of technology stocks, the demand for talent has never been greater leading to higher wages and more challenging recruiting environment for hotels and tech companies alike.

This year tech jobs were slashed across the board placing talent in precarious positions but hospitality remained strong as our industry raged back, hotel tech firms have been on a recruiting tear putting the power in the hands of prospective employees.

Both hotels and hotel tech companies are on the hunt for great talent which is harder than ever to find. So you have the upper hand, but which hotel tech companies should you apply to?

Every year we do the hard work for you and survey thousands of hotel tech professionals to find the best companies to work for in the hospitality industry. We ask respondents to rate their employers from 1-10 on these key variables:

🧘 Work-life balance	🎯 Personal development opportunities	👫 Gender equality
💪 Confidence in company direction	💎 Values alignment	

We then have an adjustment factor for employee engagement on the survey to ensure an apples to apples comparison of companies at various sizes and stages.

Hotel Tech Report creates this list each year for two reasons: (1) to help industry professionals find the best hospitality tech jobs and (2) to help hotel tech buyers understand that it's just as important to partner with great organizations as it is to find great software tools and products.

Vendor culture is important to every aspect of a vendor relationship:

Product: Great workplaces attract the best talent who make the best products

Customer Support: Happy client reps give better service and stay around longer developing deeper relationships.

Sales: When a sales team has high turnover, innovation gets strangled because there isn't enough cash coming in the door to invest in innovation.

Our 10 Best Places to Work in Hotel Tech list features companies who foster wonderful work environments for employees. In return, those employees deliver incredible products and services to clients. Without further adieu, here are 2025's 10 Best Places to Work in Hotel Tech…
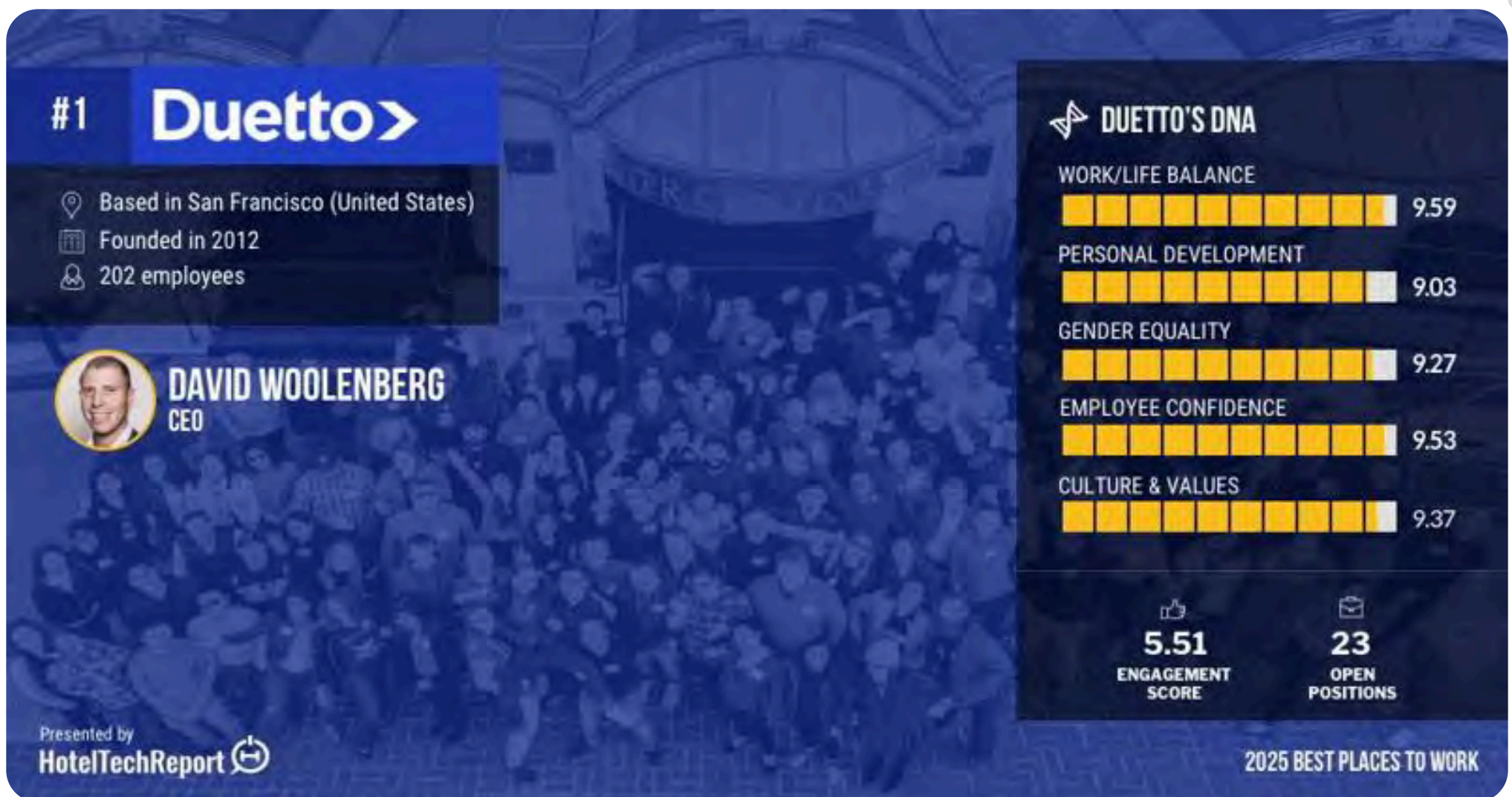
#1 Duetto

Duetto is more than just a workplace—it's a vibrant community where innovation meets inclusivity, and employees are empowered to thrive both professionally and personally. From a forward-thinking remote-first culture to standout onboarding processes and a strong sense of camaraderie, Duetto's employees consistently highlight what makes it one of the best places to work in hotel technology.

Why Duetto is a Great Fit for You

If you're looking for a workplace that offers the perfect blend of flexibility, innovation, and community, Duetto stands out as an ideal choice. Its remote-first culture ensures you can achieve balance while working on meaningful projects. Exceptional onboarding and development opportunities mean you'll be set up for success and supported throughout your journey. And with a strong, confident vision for the future, Duetto offers not just a job, but a place to grow your career.

For professionals passionate about transforming hotel technology and joining a team that values both results and relationships, Duetto is the place to be.

#2 WebRezPro

WebRezPro combines record-breaking achievements, a supportive and inclusive culture, and a forward-thinking approach to technology that makes it one of the most rewarding places to work in hotel tech. Employees describe the company as a trusted leader that values its people, listens to its clients, and constantly adapts to meet industry demands. Here's why WebRezPro is a standout workplace.

Why WebRezPro is a Great Fit for You

For those seeking a workplace that balances professional achievement with personal well-being, WebRezPro offers an ideal environment. Its emphasis on work-life balance ensures you can thrive in your career without sacrificing your personal priorities. With a strong culture of inclusivity and empowerment, WebRezPro is a place where everyone has the opportunity to contribute and grow. The company's record-breaking successes and commitment to client satisfaction make it an exciting time to join the team, as WebRezPro continues to shape the future of hotel technology. For professionals passionate about innovation and collaboration, WebRezPro provides the perfect platform to make an impact while advancing your career.

#3 RoomPriceGenie

RoomPriceGenie is redefining what it means to work in a results-driven, community-focused environment. By combining a strong sense of connection with a culture that prioritizes outcomes over rigid work structures, RoomPriceGenie has created a workplace where employees feel empowered, trusted, and valued. Its emphasis on professional development, meaningful achievements, and future-focused leadership makes it a standout choice in the hotel tech industry.

Why RoomPriceGenie is a Great Fit for You

For professionals seeking a workplace that combines flexibility, connection, and impactful work, RoomPriceGenie is the perfect match. Its culture of trust and autonomy ensures you can thrive professionally while maintaining a healthy work-life balance. The company's commitment to professional growth and its reputation for delivering exceptional results make it an inspiring place to advance your career. Whether you're looking to join a collaborative community or be part of a team driving change in hotel revenue management, RoomPriceGenie offers the ideal environment to achieve your goals while making a meaningful impact.

#4 Mews

Mews isn't just a company; it's a thriving ecosystem of innovation, authenticity, and collaboration. Known for its forward-thinking approach to hotel technology, Mews has built a workplace culture where employees feel empowered to grow, supported by leadership, and connected through a shared purpose. From impactful onboarding experiences to its commitment to work-life balance and professional development, Mews offers a workplace where employees thrive.

Why Mews is a Great Fit for You

Mews offers an ideal workplace for professionals seeking a blend of innovation, collaboration, and career growth. Its authentic onboarding, commitment to balance, and opportunities for professional development make it a place where employees feel valued and empowered. With a strong focus on solving industry challenges and a vision for the future, Mews provides an inspiring environment to advance your career while making a tangible impact on the hospitality industry. For those ready to join a team that values people as much as innovation, Mews is the perfect place to grow and succeed.
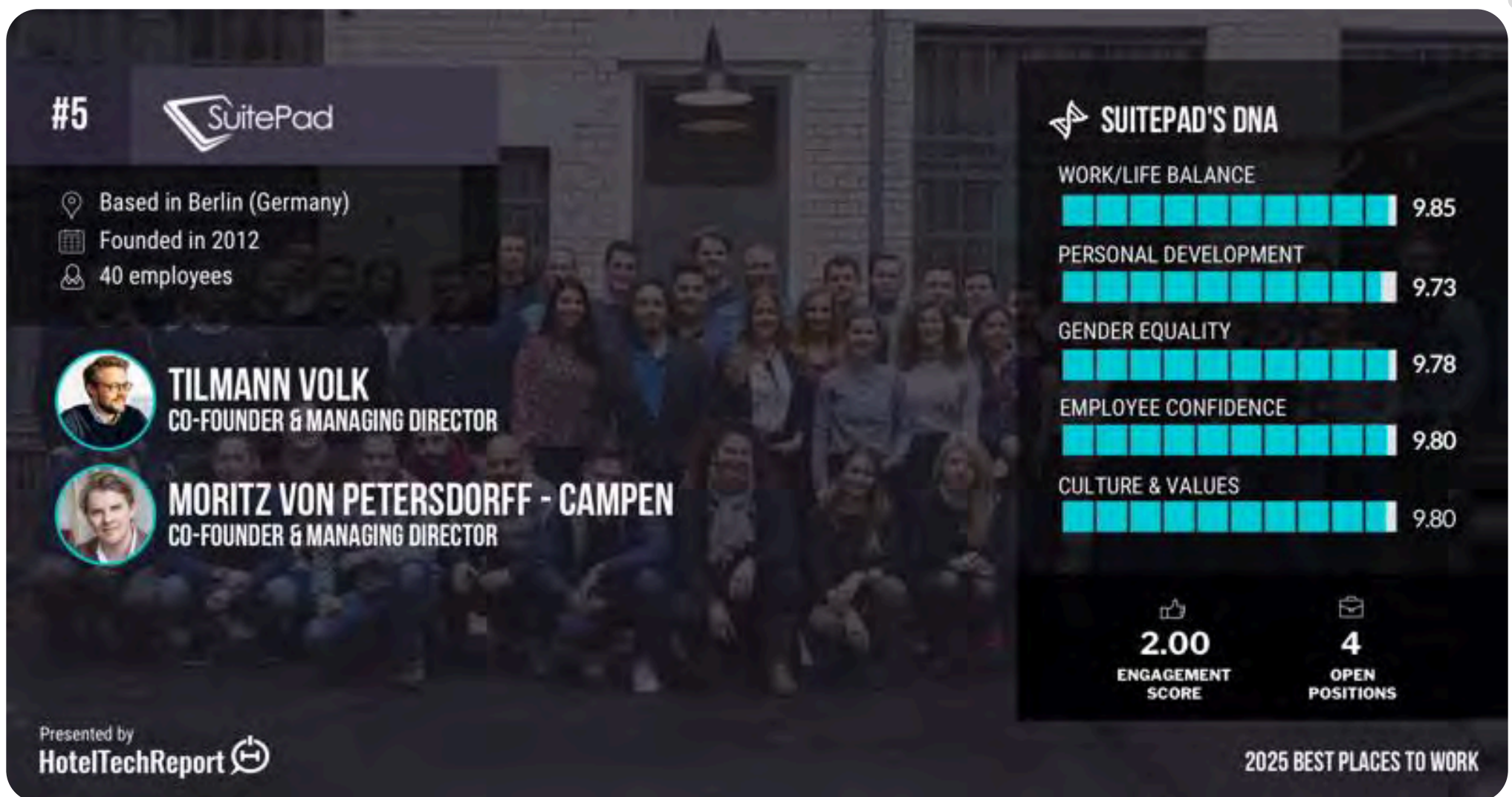
#5 SuitePad

SuitePad is a workplace where collaboration, innovation, and employee well-being come together to create an inspiring and fulfilling environment. As a leader in in-room tablet solutions for the hospitality industry, SuitePad combines cutting-edge technology with a people-first culture that sets it apart. Employees consistently praise the company for its focus on alignment, transparency, and professional development, making it one of the best places to work in hotel tech.

Why SuitePad is a Great Fit for You

SuitePad is an exceptional workplace for professionals seeking a balance of collaboration, innovation, and career growth. Its focus on flexibility and understanding ensures you can excel in your role while maintaining a healthy work-life balance. With a culture of transparency, teamwork, and professional development, SuitePad provides the tools and support needed to succeed and thrive. Whether you're looking to work on meaningful projects, grow your career, or be part of a forward-thinking team, SuitePad offers the perfect environment to make an impact while feeling valued and inspired.

#6 hotelkit

hotelkit is a workplace that exemplifies inclusivity, innovation, and personal growth, creating an environment where employees thrive both professionally and personally. Known for its strong sense of community and dedication to employee development, hotelkit has built a culture that celebrates milestones, values flexibility, and empowers individuals to excel. With its long-standing reputation in the hospitality tech industry, hotelkit continues to be a leader in fostering a positive and fulfilling workplace.

Why hotelkit is a Great Fit for You

hotelkit is an ideal workplace for professionals seeking a supportive, inclusive, and growth-oriented environment. Its focus on flexibility and employee well-being ensures you can balance your career with your personal life, while its commitment to equity and inclusivity creates a collaborative culture where diverse perspectives thrive. With a proven track record of innovation and stability, hotelkit offers the perfect blend of tradition and forward-thinking vision. Whether you're starting your career or looking to grow into a leadership role, hotelkit provides the tools, culture, and support you need to succeed and make a meaningful impact.
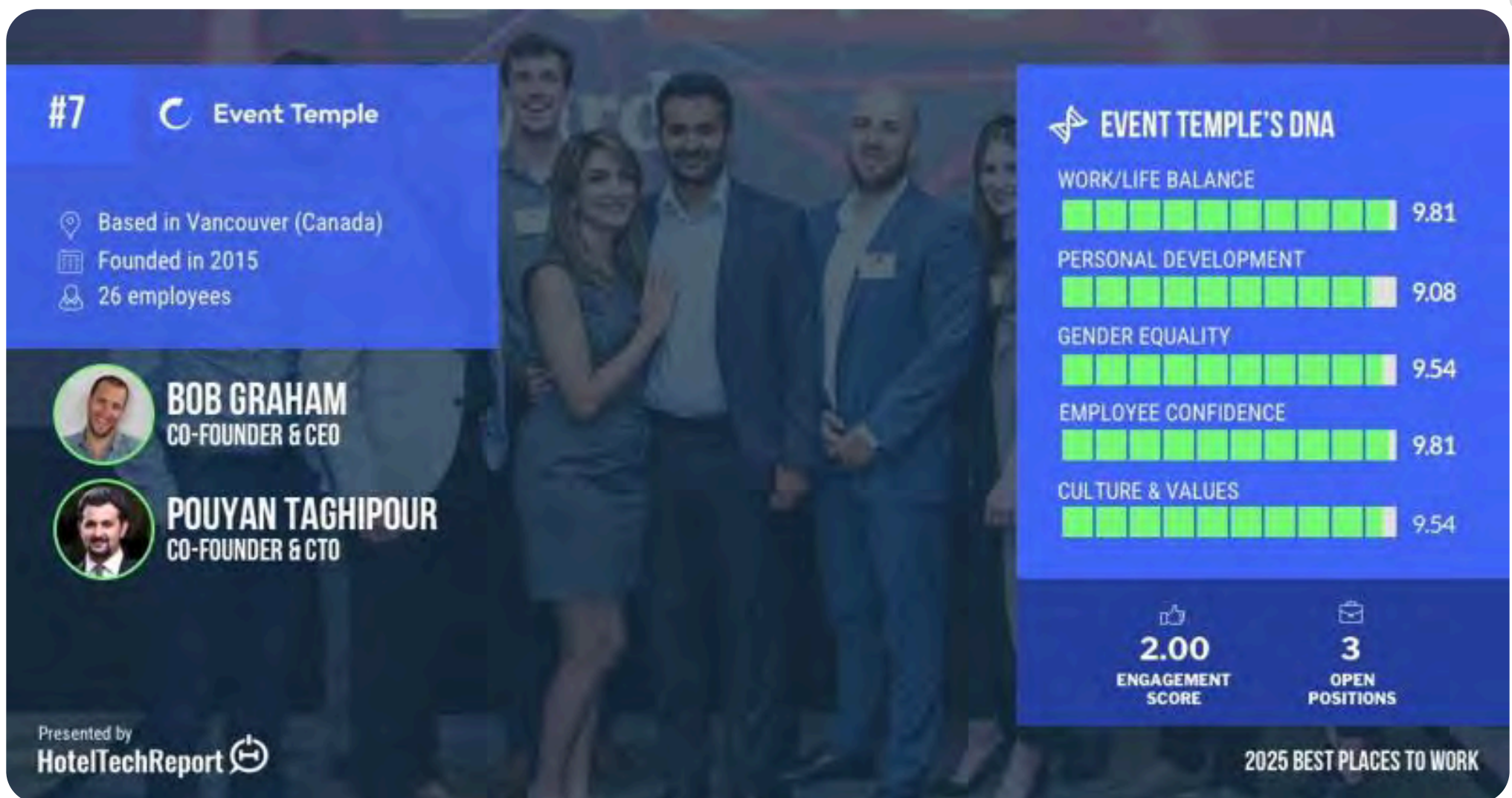
#7 Event Temple

Event Temple is more than just a workplace—it's a community where happiness, recognition, and purpose are deeply embedded in the culture. Known for its innovative approach to sales and event management software, Event Temple offers a unique environment where employees feel valued, connected, and empowered to grow. From its emphasis on celebrating team achievements to its focus on well-being and professional development, Event Temple stands out as a top destination for professionals in hotel tech.

Why Event Temple is a Great Fit for You

Event Temple is an ideal workplace for professionals seeking a supportive and fulfilling environment where their contributions are celebrated, their growth is nurtured, and their well-being is prioritized. With a culture that values happiness and recognition, you'll find yourself part of a team that's as passionate about its people as it is about its products. Whether you're looking to grow your career, work on meaningful projects, or be part of a collaborative community, Event Temple provides the perfect platform to thrive. With a strong vision for the future and a dedication to employee satisfaction, Event Temple is a place where you can make an impact while loving where you work.
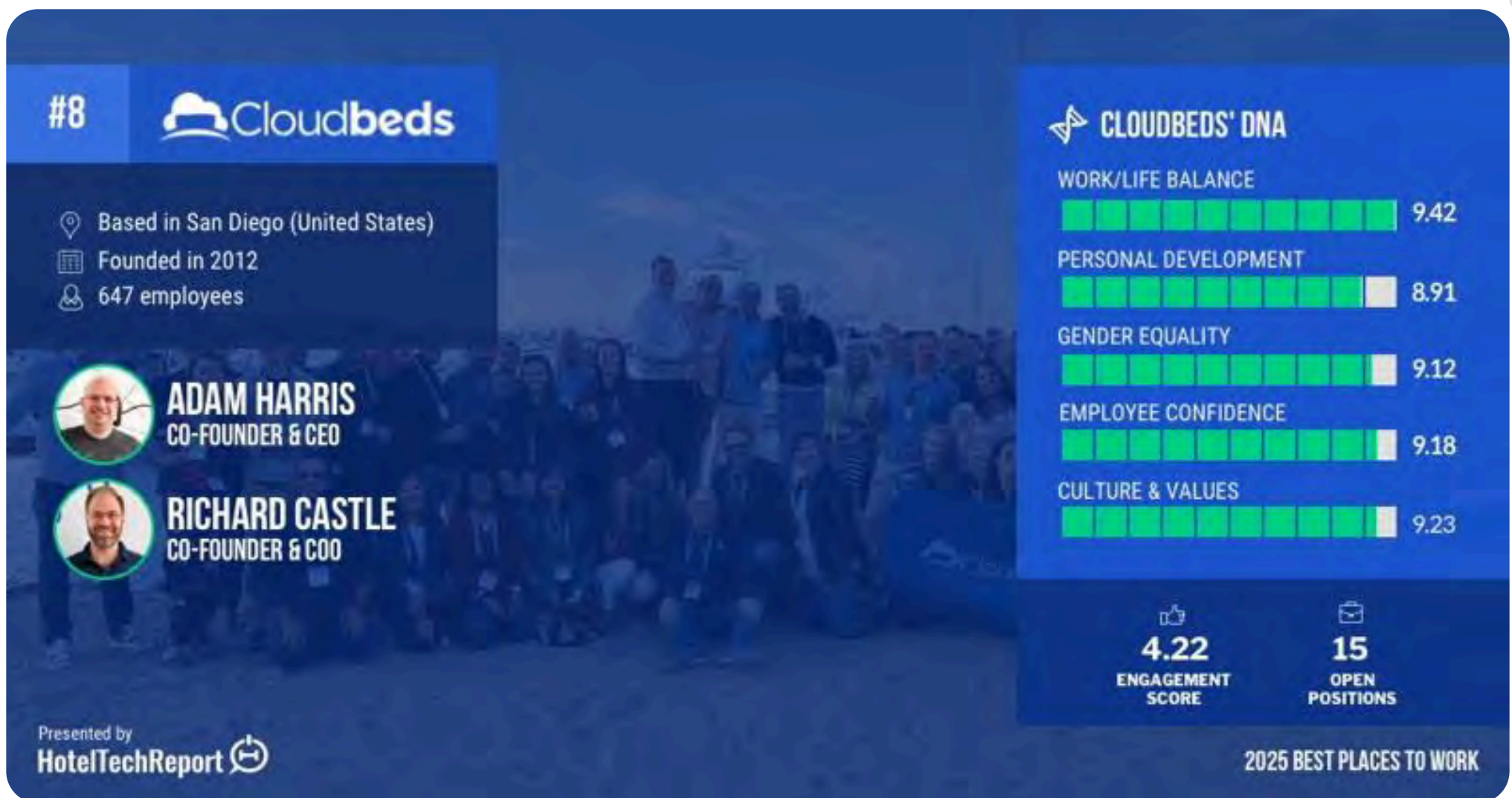
#8 Cloudbeds

Cloudbeds is redefining the workplace experience in the hotel tech industry. Known for its culture of innovation, inclusivity, and flexibility, Cloudbeds provides employees with the tools, support, and opportunities they need to thrive. With a focus on work-life balance, professional growth, and creating meaningful impacts for clients, Cloudbeds offers an inspiring and rewarding environment for professionals at every stage of their careers.

Why Cloudbeds is a Great Fit for You

Cloudbeds is an exceptional choice for professionals who value flexibility, growth, and meaningful work. Its emphasis on work-life balance ensures employees can thrive personally while excelling professionally. With clear opportunities for development and a culture of inclusivity, Cloudbeds provides a supportive environment where everyone can succeed. For those passionate about innovation and making a tangible impact on the hospitality industry, Cloudbeds offers the perfect platform to advance your career while being part of a team that truly makes a difference.
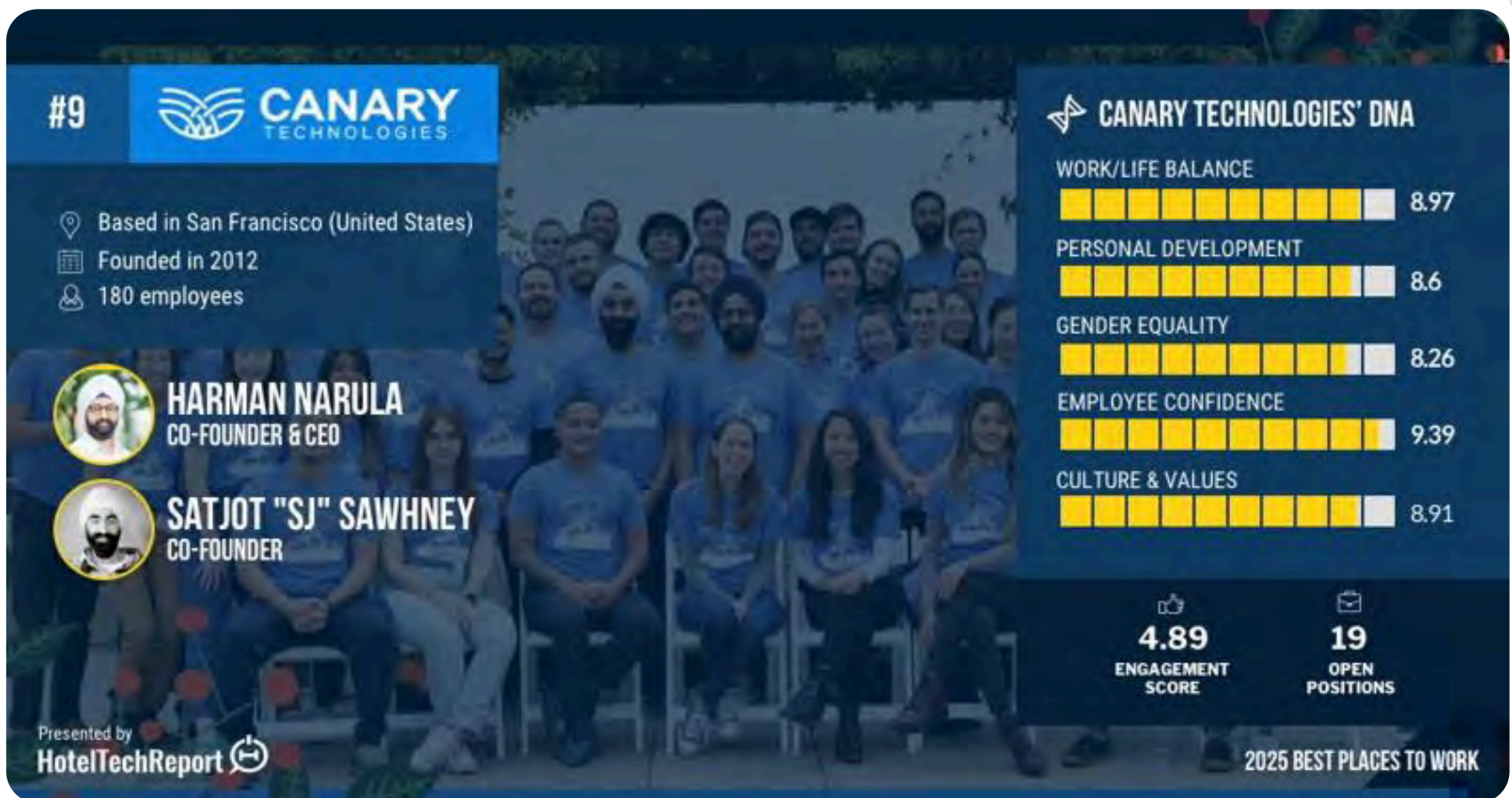
#9 Canary

Canary Technologies has distinguished itself as a company where employees feel valued, empowered, and part of an exciting journey of growth and innovation in the hotel technology space. With a focus on fostering balance, inclusivity, and professional growth, Canary Technologies offers a workplace that consistently earns high praise from its team. Here's what makes Canary Technologies truly special, based solely on employee survey insights.

Why Canary Technologies is a Great Fit for You

Canary Technologies offers a workplace that balances innovation with a strong people-first culture. If you're looking for an environment that prioritizes balance, celebrates achievements, and fosters inclusivity, Canary Technologies is an ideal choice. Its strong trajectory and clear focus on professional development mean you'll have opportunities to grow while contributing to the cutting-edge solutions shaping the future of hospitality technology. For those ready to be part of a forward-thinking, supportive team, Canary Technologies provides the perfect platform to thrive and make an impact.
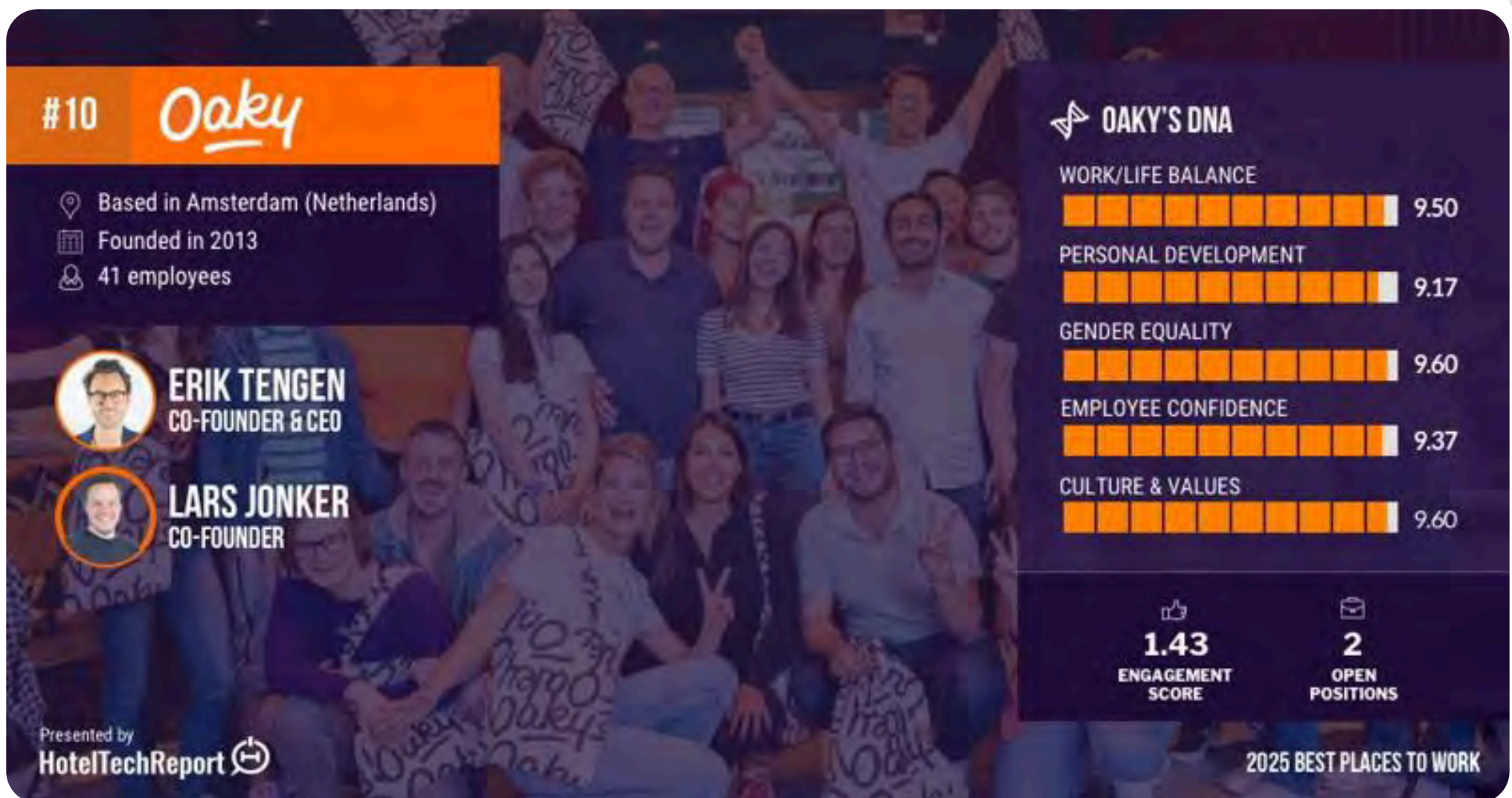
#10 Oaky

Oaky has built a workplace culture centered on empowerment, inclusivity, and meaningful achievements. Known for its commitment to client success and employee well-being, Oaky offers a dynamic environment where individuals can thrive both professionally and personally. With a focus on celebrating wins, fostering growth, and prioritizing work-life balance, Oaky stands out as one of the top places to work in the hotel tech industry.

Why Oaky is a Great Fit for You

If you're looking for a workplace that values inclusivity, prioritizes well-being, and celebrates achievements, Oaky is an excellent choice. With its supportive leadership, flexible work culture, and opportunities for professional development, Oaky provides an environment where employees can thrive. Whether you're excited about contributing to a fast-growing, client-focused company or looking to grow your career in hotel tech, Oaky offers the perfect platform to make a meaningful impact while feeling supported and inspired.

The ~~End~~ Beginning

If you made it this far you're already one step ahead of the compset but now its time to turn your inspiration into action.

Head to hoteltechreport.com for custom recommendations, price quotes and demos to be the leader of change for your company's digital transformation.
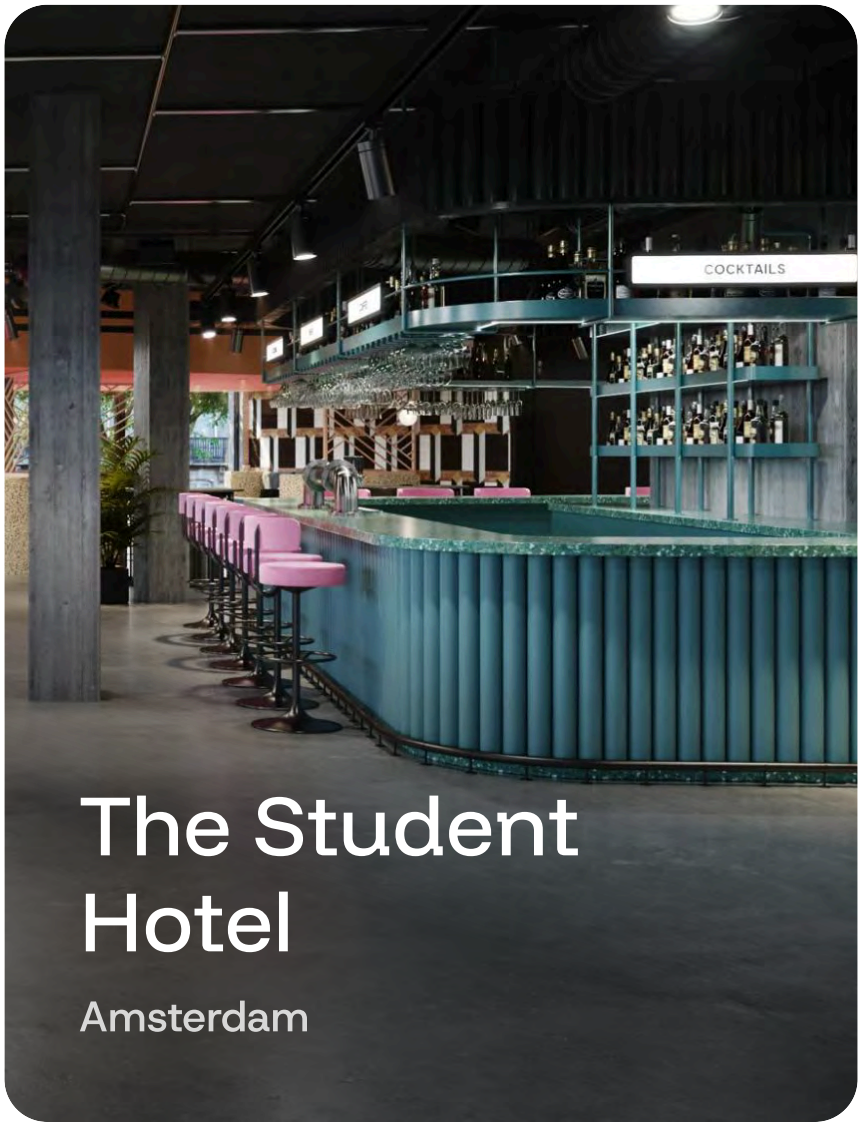
Launch Hotel Tech Report

Are you a vendor? **Register for the 2026 HotelTechAwards**

Innovative Hotel Companies to Watch

Which hotel companies come to mind in terms of digital transformation & innovation?

The Student Hotel
Amsterdam

The Student Hotel is really far ahead when it comes to innovation and how they think about hospitality. They build a flexible asset class of properties incorporating long and short-term rental, subscription and transactional models for accommodation and beyond. Tracking Customer Lifetime Value helps them to cultivate long-term guest journeys and engagement, cultivating students from their first weeks through to their first forays into the business world. It's the most comprehensive way that I've seen a budding brand embrace the power of a long-term view of its customers, in a way that's relevant and meaningful at every stage of the life cycle.

Richard Valtr
Founder

MEWS

Kampoah is a glamping brand now with 35 locations around Spain. They make it easy to book various-sized, fully furnished tents on different campsites in the country's most popular outdoor destinations. During the pandemic, they saw the rise of remote work and digital nomads and decided to launch a new product called Kampaoh Go – The Camper Experience, which allows guests to rent fully equipped camper vans so that guests can live the Kampaoh experience anywhere they'd like. Important to making this launch successful was having a PMS and hospitality management software that has the flexibility to accommodate varied types of inventory and an open API that allows Kampoah to easily customize their system and integrate tools such as WhatsApp to improve the guest experience.

Adam Harris
Co-Founder & CEO

Cloudbeds

Kampoah
Spain

Highgate Hotels
New York

Highgate, put new processes into place in 2021 to leverage labor productivity data to do more with fewer leadership support team members. Utilizing automated platforms for labor management, then comparing and actioning hotel-by-hotel performance was an enabler to their 2021 growth story.

Del Ross
Chief Revenue Officer

hotel effectiveness by actabl
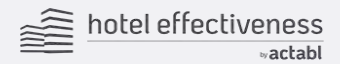
Dream Hollywood, a beautiful luxury property nestled in West Hollywood, has done an outstanding job at upleveling the guest experience using contactless check-in / checkout and digital upselling.

Harman Narola
Co-Founder

CANARY TECHNOLOGIES

Dream Hollywood
Los Angeles

## Pacific Hospitality Group
Irvine
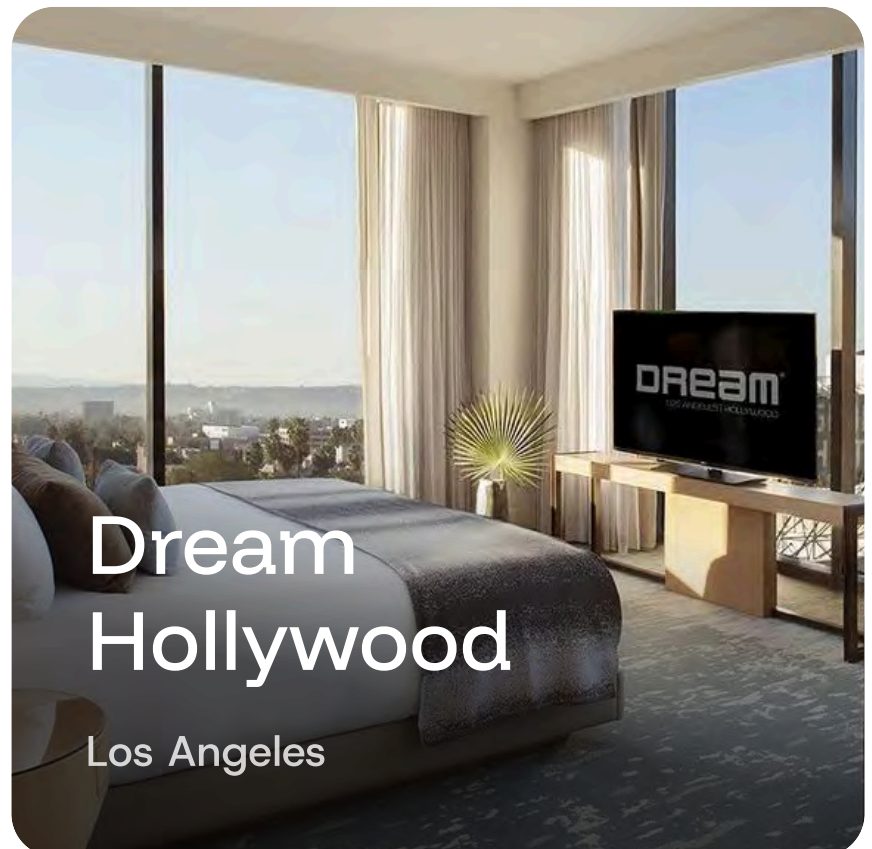
PHG currently owns and manages 12 hotels and resorts across the United States, representing over 2,219 rooms. In 2021 the company invested in and implemented several new digital solutions to their operational workflows ranging from SMS automation for both the front desk and marketing teams as well as housekeeping software to make their operation more efficient.

Jason Luo
CEO

alice by actabl
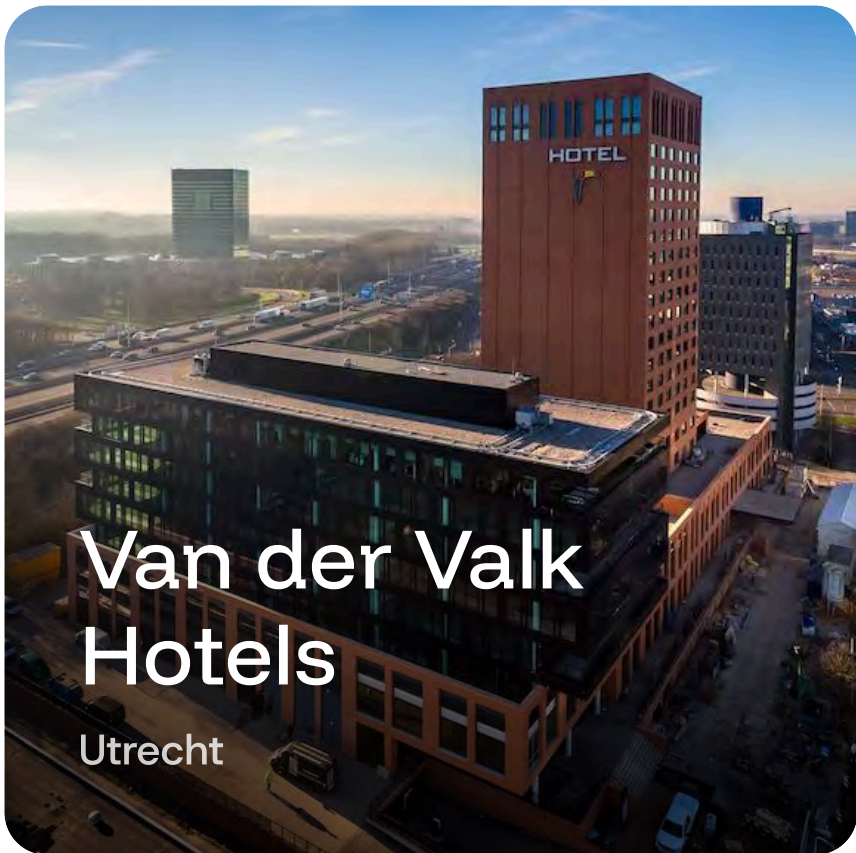
Van der Valk Hotels

Utrecht

During the recent lockdown in the Netherlands when Van der Valk Hotels had to close their restaurants, they had the insight to look at their guest rooms conceptually as each being a private dining room. This insight led them to quickly implement in room tablets and extend their room service menu which led to them generating high five digits revenues per month per hotel.

Moritz von Petersdorff-Campen
Co-Founder & Managing Director

SuitePad

Westgate Las Vegas launched mobile ordering in two areas in 2021: the luxurious pool for both the cabanas and the daybeds, and the hotel's lobby where guests can order Starbucks Coffee, as well as an array of other snacks and pastries. Hotel guests scan a QR code by the pool to order drinks from the bar or food from the grill and are notified the minute it's ready for them to pick up or when a runner is on the way. Hotel food lines can be long and irritating for guests, (...) so being notified when their order is ready to be picked up is a frictionless way for guests to feel taken care of.
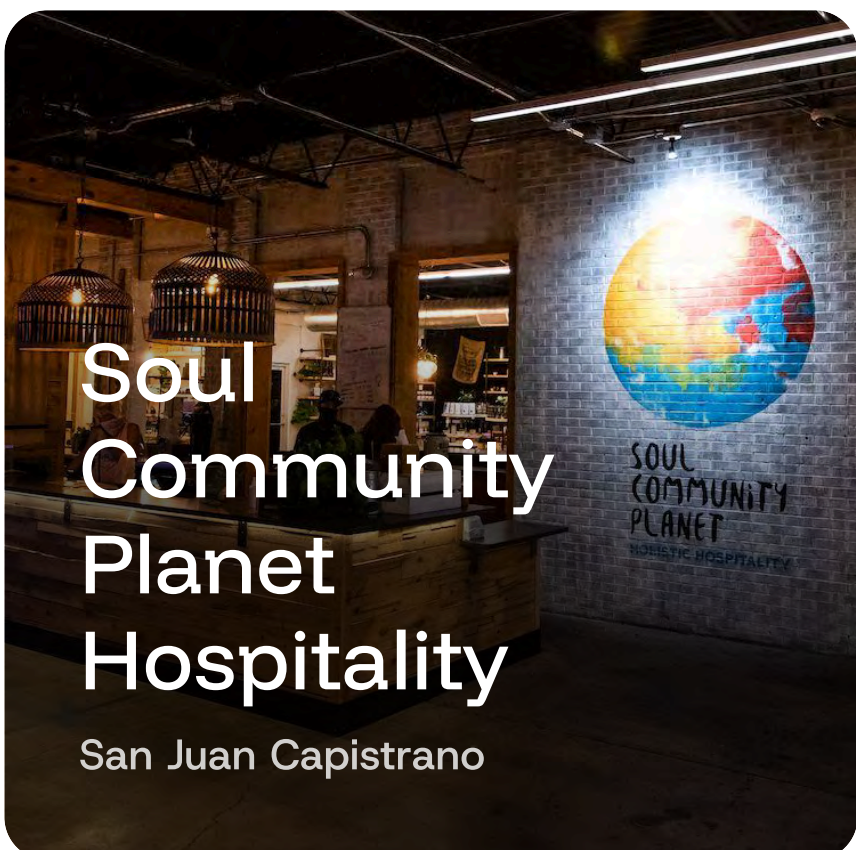
Steve Simoni
CEO & Co-Founder

Bbot
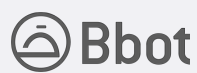
Westgate Resorts

Las Vegas


Soul Community Planet Hospitality

San Juan Capistrano

Soul Community Planet Hospitality is a forward-thinking hospitality group looking to make a positive change in this world. SCP's mission is to provide a purpose-driven experience for guests who prioritize health, social good and sustainability. They've developed innovative initiatives like the "Every Stay Does Good" charitable donation program and the "Fair Trade Pricing Program". These initiatives demonstrate their commitment to giving back to local communities while continuing to provide exemplary service.

Bob Graham
Founder & CEO

Event Temple
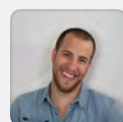
Radisson Hotel Group
Global Chain
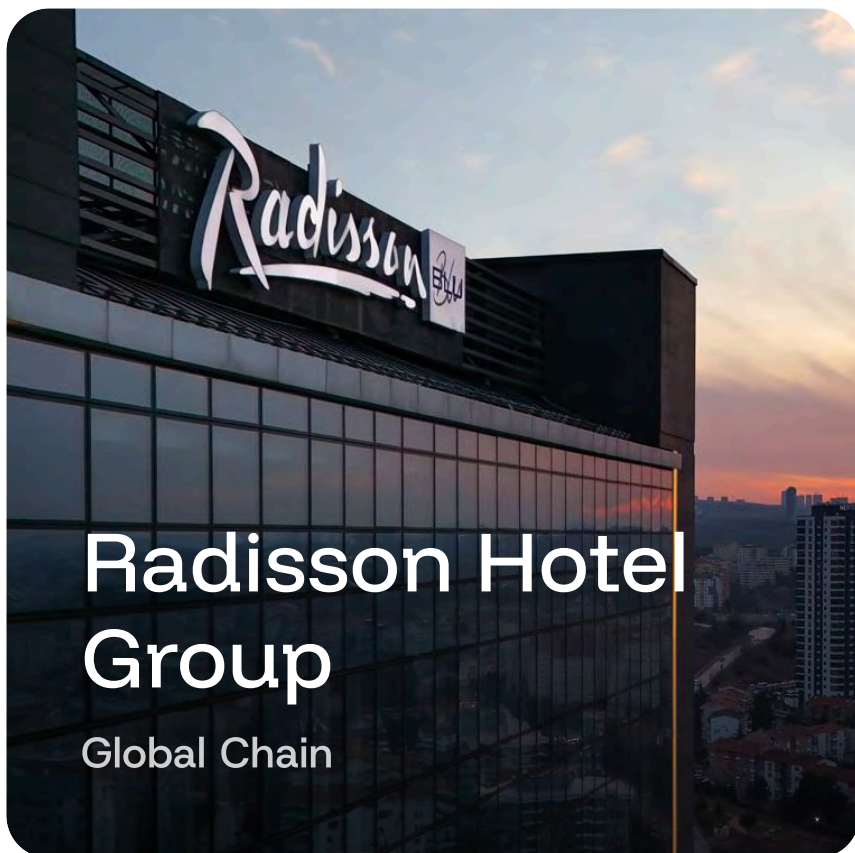
The Radisson Hotel Group is driving digital transformation in all areas. With the innovative concept of hybrid meeting rooms, they meet the requirements of the current time as well as the needs of their guests. Also internally, innovation plays a key role and a digital working environment is created for all employees. The smartphone is part of the uniform, daily workflows are digitalized and all Radisson Hotels are communicating and collaborating via one central hotel operations platform.

Marius Donhauser
Founder & CEO

hotelkit

As a fast-growing hotel group, Brown knows how to move fast and take advantage of technology to adjust to the "new normal" their guests expect to see. It starts with a highly engaged guest journey, allowing for an easy discovery of the hotel's facilities, continuing with cool local experiences such as themed walking tours from the hotel's lobby, music concert tickets with easy transportation from and to the hotel, and welcome packages to different type of guests such as couples, Bachelor or Bachelorette party participants.

David Mezuman
CEO

Duve

Van der Valk Hotels
Tel Aviv

The Zetter Group
London
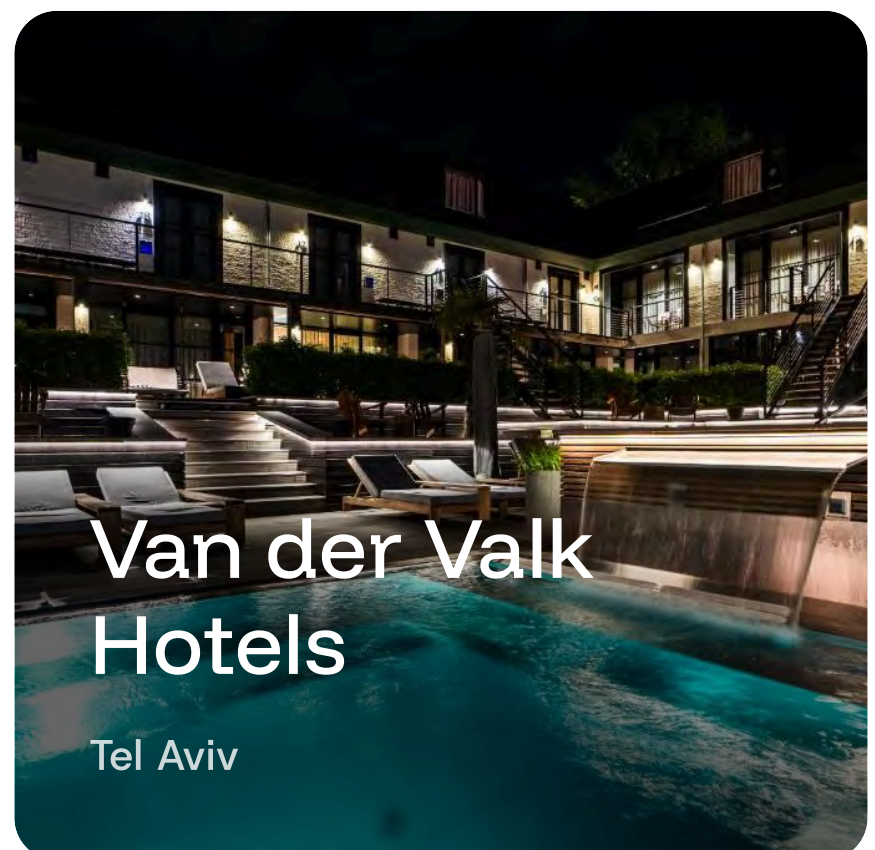
The Zetter Group realised early on that they needed to seamlessly streamline the guest journey, and actively ensure that KPIs were being monitored all along the way to address any shortcomings. The implementation of great tech, revised processes, informative real-time reporting and action triggers have resulted in a far more efficient and accountable system that is truly world class.

Chris Alexandre
Founder & CEO

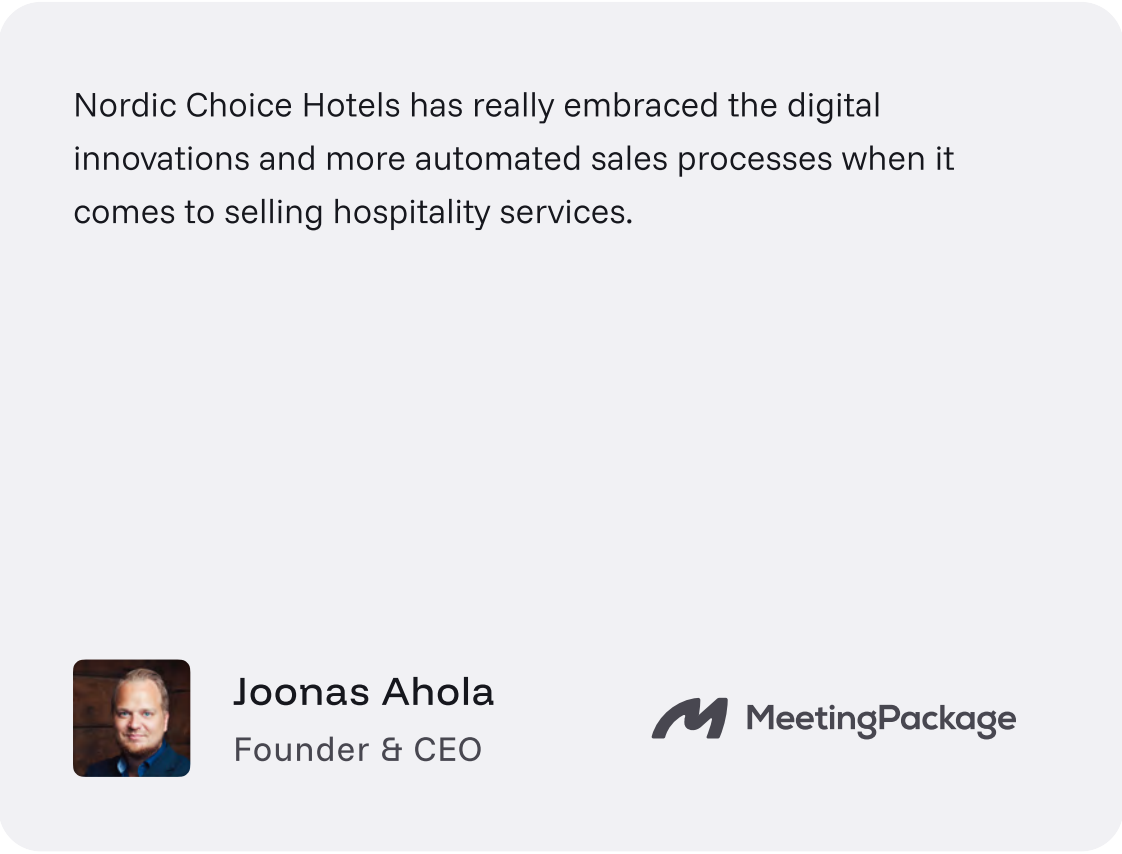GuestRevu

Hard Rock Hotels

Florida

Hard Rock Hotels have been leading digital innovation in hospitality. From optimised mobile site tailored to specific guests needs, to thought through loyalty programs Hard Rock Hotels create brand rich engaging experiences throughout the customer journey.

Erik Tengen
Co-Founder

Oaky

Nordic Choice Hotels has really embraced the digital innovations and more automated sales processes when it comes to selling hospitality services.

Joonas Ahola
Founder & CEO

MeetingPackage

Nordic Choice Hotels

Oslo