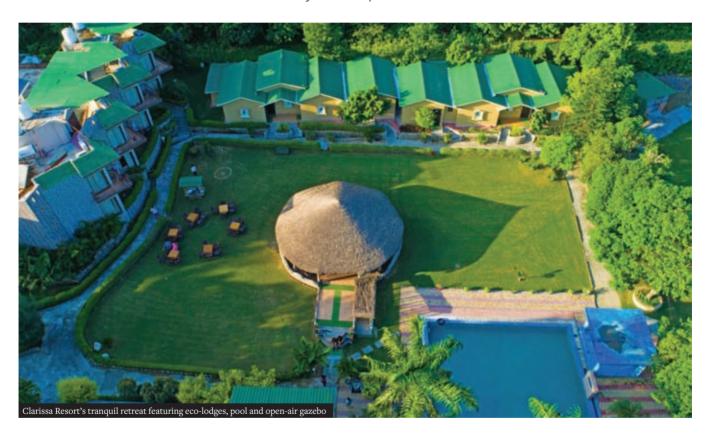# From Touchpoints to Trust

Technology drives revenue in hospitality by enabling wider market access, optimising service delivery, and offering valuable consumer insights.

By Bindu Gopal Rao

Clarissa Resort's tranquil retreat featuring eco-lodges, pool and open-air gazebo

Technology today is no longer just an enabler of operations; rather, it is fundamentally reshaping the revenue model of hospitality. Experts weigh in.

Revenue tech angle

Adoption of technology directly impacts revenue. From automating lead flows to dynamic pricing models, technology allows us to maximise both occupancy and yield. "Our integrated booking engine, CRM, and lead management systems enable us to reduce friction in the guest journey while responding to enquiries faster and smarter. Speed and personalisation, both tech-enabled, have become the new sales advantage," says Ramit Sethi, Founder, Seclude Hotels Home Style.

Third-party platforms handle logistics, promote offerings,

Ramit Sethi, Founder, Seclude Hotels Home Style

Aditya Sanghi, CEO & Co-Founder, Hotelogix

Hoshang Garivala, Country General Manager, India, Ascott International Management Automation, IoT

Harshad Nalawade, General Manager, DoubleTree by Hilton Goa-Panaji

Citadines OMR Chennai Façade

and connect businesses to larger audiences. Digital tools also support brand presence through social media and websites, making them essential for attracting guests and making them informed while staying competitive.

Aditya Sanghi, CEO & Co-Founder, Hotelogix, says, "AI-powered revenue management systems can help hotels witness about 15% more RevPAR. Additionally, data-driven and informed decision-making, enabled by big data analytics, has the potential to help hotels optimise occupancy and boost profitability by about 20%. Not only this, IoT-enabled smart rooms and personalised AI recommendations

Dikshant Dave, CEO, Zigment

"We used to focus on filling rooms. Now, we focus on optimising every moment. From booking to checkout, tech lets us capture revenue at every touchpoint."

– Hoshang Garivala

Saumitra Chaturvedi, General Manager, Novotel New Delhi City Centre

enhance guest satisfaction and encourage repeat business, leading to increased sales and revenue. So the crux is from predictive pricing and dynamic upselling to seamless contactless check ins and smart-room personalisation, each tech investment drives measurable gains, whether through optimised room rates, higher per guest spend, or leaner staff costs."
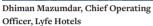
The tech edge
Technology is transforming hospitality by optimising operations, elevating the guest experience, and expanding revenue streams.

"With dynamic-pricing engines, data-driven customer profiling, and advanced property-management systems (PMS), Ascott can serve a diverse demographic across both short- and long-stay segments. AI-enabled forecasting aligns inventory with demand, allowing us to maximise occupancy and average daily rate (ADR) in highly competitive markets," says Hoshang Garivala, Country General Manager, India, Ascott International Management. Automation, IoT, and advanced analytics are also lowering operating costs and pushing up Revenue per Available Room (RevPAR). The industry focus is shifting from 'fill the rooms' to 'optimise profitability', and technology makes that pivot possible.

Harshad Nalawade, General Manager, DoubleTree by Hilton Goa-Panaji, adds,

Dhiman Mazumdar, Chief Operating Officer, Lyfe Hotels

Vishal Puri, Co-founder, Spalba
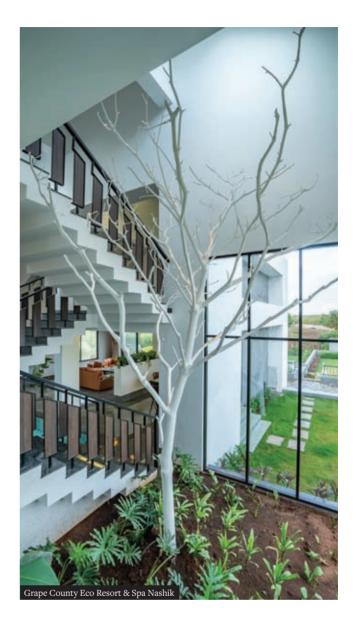

Grape County Eco Resort & Spa Nashik

"Technology is no longer just a backend enabler—it's central to how hospitality brands drive revenue today. Dynamic pricing tools help optimise room rates based on real-time demand and market trends, while mobile-first platforms are turning everyday interactions into revenue opportunities. From upselling during digital check-ins to CRM systems that personalise offers and increase repeat stays, tech is reshaping the guest journey and unlocking new sources of value beyond the room night."

Traditional technology automates tasks. AI, specifically agentic AI, transforms relationships. "It understands context, anticipates intent, and takes action across channels, whether it's nudging a guest to upgrade their room via WhatsApp, orchestrating a last-minute spa booking through voice, or auto-resolving service issues based on previous stay history. "This proactive orchestration is not just efficient; it is revenue-generating. With AI marketing platforms like Zigment, brands are enabled to move beyond fragmented guest touchpoints to a connected journey that adapts in real-time, no matter the interface or platform," says Dikshant Dave, CEO, Zigment.

Data integration

Data only has power when it is linked together between functions, and hoteliers are ensuring this is what they create. "We are embracing this evolution by integrating smart systems and data-driven tools that directly impact our top line. From optimising pricing to reducing distribution costs and enhancing guest retention, technology is playing a strategic role in driving revenue across multiple dimensions. We leverage advanced revenue management systems like IDeaS to forecast demand with precision and adjust room rates dynamically. This ensures we capture optimal value in both high and low demand periods, maximising RevPAR while staying competitive," says Saumitra Chaturvedi, General Manager, Novotel New Delhi City Centre.

By collecting and connecting guest data (preferences, booking behaviour, feedback), hotels can offer personalised services, improve marketing strategies, and make smarter business decisions. This leads to higher guest satisfaction, repeat bookings, and better operational planning. "Connecting and analysing data allows hotels to understand guests deeply and operate intelligently. Unified guest profiles help personalise offers, room preferences, and service experiences. Predictive analytics forecasts demand, optimises staffing, and manages inventory. Cross-departmental integration ensures housekeeping, F&B, and front office are aligned in real-time. Customer feedback and sentiment analysis help fix pain points before they become

"With smart tech, we don't just manage bookings—we manage lifetime value. The deeper the insight, the better the loyalty and long-term profitability."

- Dhiman Mazumdar

Saurabh Choksi, General Manager, Sayaji Hotel Pune

Tejas Chavan, Director, Grape County Eco Resort & Spa Nashik

problems," says Dhiman Mazumdar, Chief Operating Officer, Lyfe Hotels.

Making a difference

Personalisation is at the heart of hospitality but scaling it has always been a challenge. That is where technology is stepping in and changing the game. "At Spalba, we enable hotels and event venues to create hyper-personalised experiences at scale, without the usual time or resource

Amruda Nair, Founder & CEO, Araiya Hotels & Resorts

constraints. For example, instead of physically setting up for a 2,000-guest wedding, a hotel can now use our platform to showcase a fully customised walkthrough virtually in under 30 minutes. This saves time, reduces costs, and speeds up decisions. One of our clients recently closed a deal within just 2.5 hours of showing the virtual setup. That is the kind of real revenue impact smart technology can deliver," says Vishal Puri, Co-founder, Spalba.

Artificial Intelligence angle

While AI cannot replace the warmth of human interaction, which is the essence of true hospitality, it plays a critical role in enhancing operational speed and precision. "From automated guest feedback analysis to intelligent reservation systems, AI enables faster decision-making and personalised marketing.

> *"Speed and personalisation, both tech-enabled, have become the new sales advantage. They help us respond faster, convert better, and build stronger guest relationships."*
>
> **- Ramit Sethi**

However, the cornerstone of guest loyalty remains human touch, where meaningful connections, personalised service, and heartfelt hospitality win over guests repeatedly," says Saurabh Choksi, General Manager, Sayaji Hotel Pune.

Tejas Chavan, Director, Grape County Eco Resort & Spa Nashik, adds, "Our digital menus and digital experiences with QR codes help guests plan and explore at their own pace from the comfort of their homes/hotel rooms. We have also invested in reputation management software to keep better track of the feedback and reviews. These tools empower guests to take control of their stay with fewer touchpoints, faster service, and a sense of personal connection to the resort."

AI-powered tools and intuitive digital interfaces are transforming guest interactions. "For instance, AI chatbots enable seamless, 24/7 communication, answering guest queries instantly and offering personalised recommendations, making their experience smoother and more convenient. Our guest

> *"Technology today is not just about efficiency—it's how we convert intent into income. Every interaction, when powered by data, becomes a chance to upsell or delight."*
>
> **- Harshad Nalawade**

experience platform allows us to personalise during their stay—think customised menus or activity suggestions—so every guest feels uniquely valued, fostering deeper emotional bonds," says Amruda Nair, Founder & CEO, Araiya Hotels & Resorts.

Energy equation

Energy-efficient systems are central to how hotels balance sustainability, guest comfort, and operational efficiency. Gavin de Souza, Managing Director, Writer Lifestyle Pvt Ltd, and CEO, Dharana at Shillim, says, "Energy-efficient systems reflect not just operational excellence but shared values. Guests want to feel that their experience is aligned with a larger purpose, and that builds brand loyalty far deeper than conventional marketing ever could. When responsibility and luxury come together, you don't just attract guests; you build lasting relationships based on shared respect for the planet."

Energy-efficient systems like smart lighting, motion sensors, and automated temperature controls play a dual role in modern hospitality, enhancing guest comfort while driving down operational costs. "These systems reduce energy waste significantly by adapting to real-time occupancy and environmental conditions. Besides contributing to sustainability goals, they also directly impact the bottom line through lower utility expenses. In an increasingly eco-conscious market, such technologies also elevate brand perception, appealing to a growing segment of environmentally aware travellers," says Harshal Dilwali, Director & CEO, Clarissa Resorts Pvt Ltd.

Grape County Eco Resort & Spa Nashik

Gavin de Souza, Managing Director, Writer Lifestyle Pvt Ltd, and CEO, Dharana at Shillim

Harshal Dilwali, Director & CEO, Clarissa Resorts Pvt Ltd

"Our systems help track the little things—like almond milk requests—that make big differences in guest satisfaction. When guests feel remembered, they're likely to return."

- Sumera Dhanani

Trend check

Technology has helped hotels improve how we serve, respond, manage costs, and grow revenue but, more importantly, it makes guests feel remembered, respected, and cared for. Sumera Dhanani, Regional Director, Sayaji Group of Hotels, says, "Every guest has a story, and we love remembering those details. Some like their room on a higher floor. Some prefer a soft pillow or almond milk for their coffee. With the help of our systems, we can now track these small but important preferences across stays. This has helped us increase something very important to us: GSI, or Guest Satisfaction Index. It's a score that tells us how happy our guests are. And at Sayaji, that number means everything. When someone comes back or recommends us to

Sumera Dhanani, Regional Director, Sayaji Group of Hotels

others, it means our efforts are working."

The future of hospitality is about agents, not apps. Guests want service that works, across every platform, every time, and something that is conversational, context-aware, and conversion-driven. And a nudge from technology is just making all of that come together. ▪