HOSPITALITY TECH DIGEST

ZAPHUB INSIGHTS: YOUR GATEWAY TO DOMAIN EXPERTISE

THE SYSTEMS BEHIND YOUR HOTEL STAY

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Ever wondered how hotels know exactly who you are the moment you walk through the door? Behind every seamless check-in lie two critical systems: the Property Management System (PMS) handling room assignments, billing, and guest profiles, and the Central Reservation System (CRS) managing bookings across websites, travel agencies, and call centers while preventing overbookings.

The challenge comes when these systems operate separately. Your reservation exists in the CRS, but if it doesn't sync with the PMS, you're standing at the front desk while staff frantically search for your booking. Modern platforms like Oracle OPERA Cloud solve this with unified systems and open APIs that integrate everything from pricing tools to guest engagement platforms.

The real opportunity lies in data unification - when PMS and CRS share real-time information, hotels can offer dynamic pricing, instant loyalty rewards, and personalized experiences from booking to checkout.

Read more here

THE $4.9 TRILLION RECOVERY: LEVERAGING HAPI AS A SOLUTION

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The hospitality industry transformed in 2024, hitting $4.9 trillion in market value with 1.1 billion international arrivals - up 11% from 2023 and just 2% below pre-pandemic levels.

New guest segments are driving change. "Bleisure*" travelers blend work and vacation, demanding spaces that work for Zoom calls and relaxation. Wellness-focused guests prioritize sleep programs and organic dining over traditional amenities. Gen Alpha families expect gamified loyalty programs and tech-integrated experiences.

Technology is the differentiator. AI personalization engines tailor recommendations based on preferences, while contactless systems let guests control everything through smartphones. Some luxury properties now use biometric facial recognition for seamless access.

Sustainability drives booking decisions. With 92% of corporate travel managers prioritizing eco-friendly options, hotels implement solar power, zero-waste operations, and regenerative programs where guests participate in reef restoration during stays.

[Read more here](#)

Bleisure travel is a combination of business and leisure travel, where individuals extend their business trips to include personal time for leisure activities.

ZAPCOM IN HOSPITALITY: WHEN SYSTEMS FINALLY TALK

B Lohitha– Software Engineer I

The frustration with loyalty programs is universal - you stay at a hotel, but points don't appear for days, or walk-in reservations are never recognized. This disconnect between reservation systems, property management platforms, and loyalty programs has plagued hospitality for years.

Zapcom's work with Capillary Technologies solved this through real-time integration. Using event-driven architecture with Kafka and RabbitMQ, when guests check out, the PMS immediately communicates with the loyalty platform for instant point allocation. Walk-in reservations are automatically captured, and restaurant spending triggers immediate rewards through integrated point-of-sale connections.

The results: hotels eliminated data reconciliation tasks, guests trust loyalty programs because rewards appear instantly, and new partners onboard 30% faster. This foundation now enables AI-driven personalization where hotels analyze behavior patterns to deliver real-time tailored offers.

With 5.8% projected annual growth through 2032, hotels mastering these integrations today position themselves for tomorrow's sophisticated travelers.

[Read more here](#)