

## **IDEaS Releases 2024 Hotel Technology Predictions**

*Gathering insight from industry leaders around the world, IDEaS prognosticates on what may be in store for 2024*

**MINNEAPOLIS**—Nov. 15, 2023 — IDEaS, a SAS, company, the world’s leading provider of hotel revenue management software and services, released [Future Forecast: Six Hotel Technology Predictions for 2024](#). Gathering information from some of the top minds in the industry, IDEaS releases six bold hotel technology predictions that it believes will shape the year to come.

Key predictions include:

- **The continued breakdown of hospitality data silos:** The hospitality industry collects an incredible amount of valuable guest data, but it’s often coming from disparate sources with no clear view of the entire guest experience. IDEaS foresees this changing fast as hoteliers look to maximize the value and power of their data in 2024.
- **Revenue management will leave the confines of hotel walls:** The discipline of revenue management is poised to expand beyond its traditional home within hotels. IDEaS predicts campsites, “glamp-sites”, cruise ships and other similar-but-different accommodations providers will begin to embrace the benefits of revenue management practices.
- **AI is set to redefine the guest experience:** 2023 was the world’s introduction to generative AI, with tools like ChatGPT and DALL-E capturing the public’s imagination. IDEaS believes 2024 is when the hospitality industry will start putting the transformative power of AI to work, with far-ranging implications for what the future of the “typical” guest experience can be.

**Mike Chuma, vice president of global marketing, IDEaS, said:** “Our team engaged with some of the greatest minds in our industry in 2023 through informative webinars, a successful client summit, and our ongoing commitment to supporting innovation and industry events. It’s clear to all of us that 2024 is shaping up to be a year of substantial and exciting change—and the best way for hoteliers to take advantage of that change is to start thinking now about what’s likely to come in the year ahead.”

### **About IDEaS**

IDEaS, a SAS company, is the world’s leading revenue management software and services provider. Combining industry knowledge with innovative data analytics technology, IDEaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. With more than 30 years of expertise, IDEaS delivers revenue science to more than 30,000 properties

in 154 countries. Results delivered. Revenue transformed. Discover greater profitability at [ideas.com](https://ideas.com).