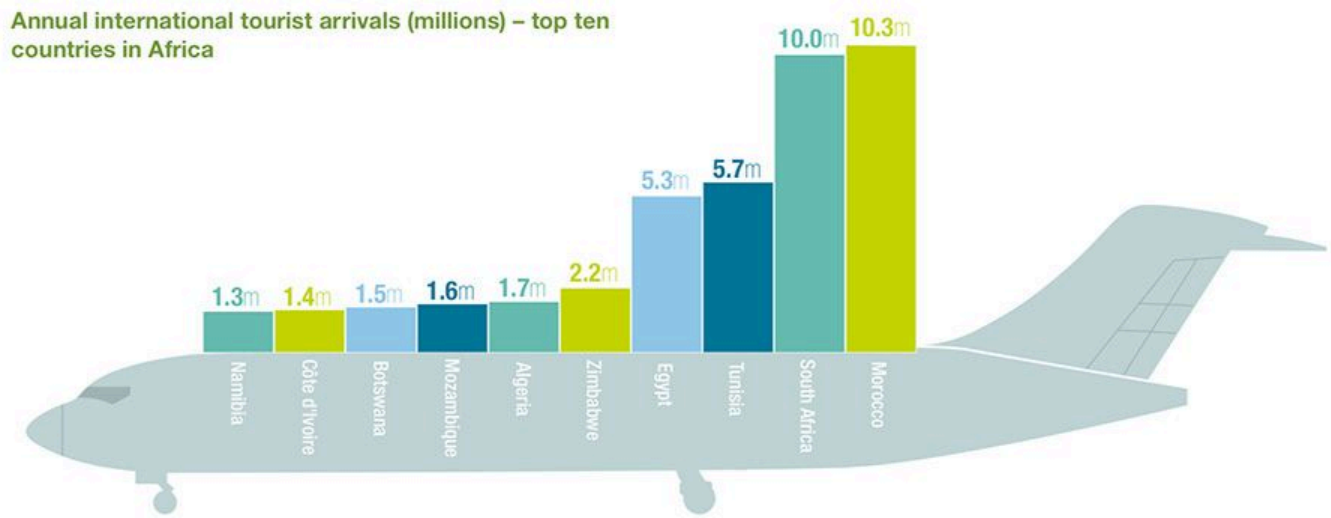
The Need for Cloud Technology Adoption in the African Hospitality Industry

Hoteliers in Africa should prepare themselves and their hotel management system for busy years ahead. Travelers just can't seem to resist the African charm. By 2030, "The Motherland" is projected to get 130 million tourists annually, a staggering 69% growth in just a decade.



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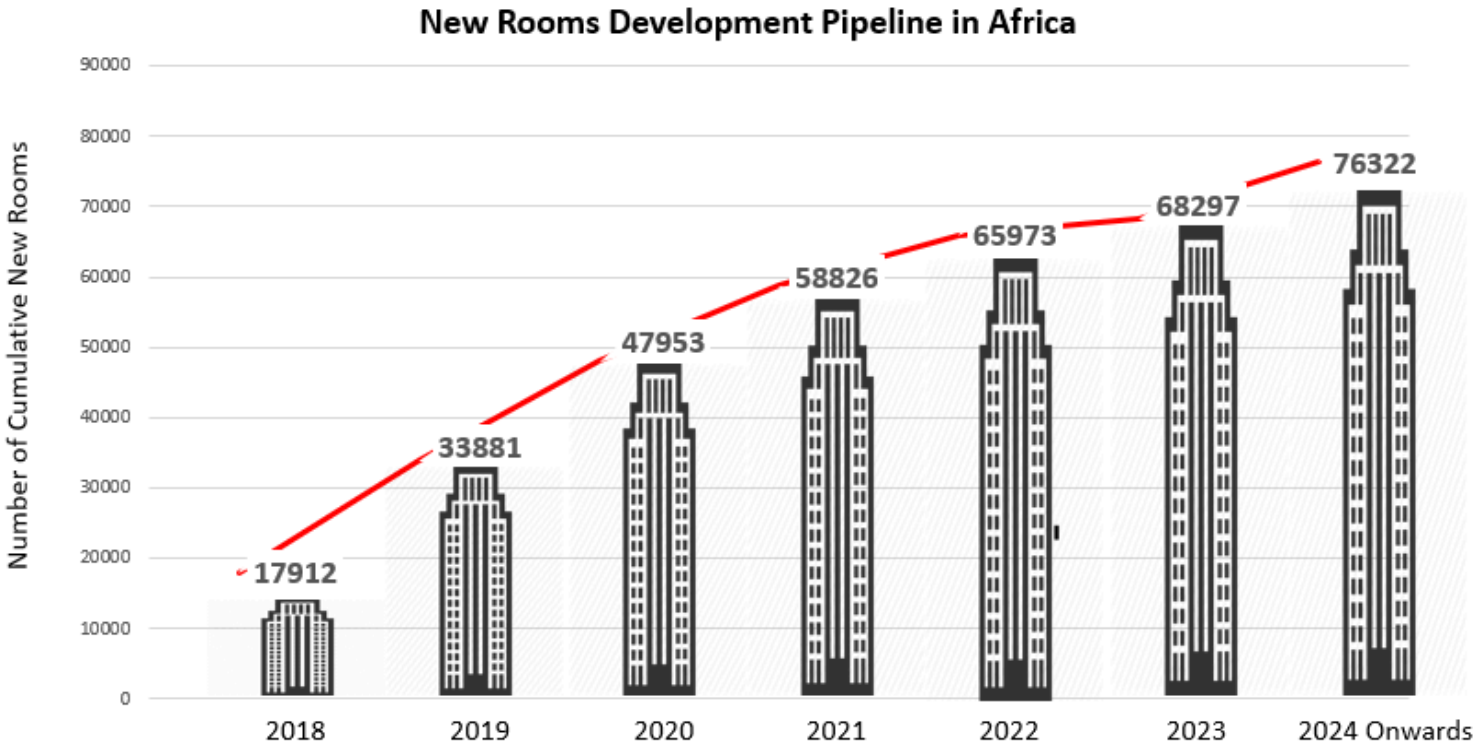
This comes as no surprise with the emergence of "The Wanderlust Generation" — a growing segment of people who place high importance on travel, and the experiences that come with it. In a survey conducted by FlightNetwork.com among travel gurus who put together the Ultimate Travel Bucket List, an African Safari topped the results with several other African experiences making the list.

Understandably so, the immediate response of the African hospitality industry to this influx of tourists is to build more rooms or more hotels as seen in this hotel pipeline construction report from the W Hospitality Group:



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However, beefing up your hotel's occupancy capacity is just one part of the equation. Another important component that most hoteliers overlook is technology. With this expected travel boom coming to Africa, one thing you should strongly consider is adopting a cloud-based property management system (PMS).

Hotels Are Falling Behind in Cloud Technology Adoption

We absolutely believe in the benefits of adopting cloud technology and a cloud-based PMS. However, hotels are slow to catch on to reap the benefits. According to Tripleseat CEO Jonathan Morse: "Hotels should be making the upgrade to new web-based applications a priority, yet many remain wedded to the legacy software that, when it was installed 20 years ago, seemed shiny and offered efficiencies, but now is cumbersome and is costing hotels a lot of money."

Specifically, how are hoteliers in Africa doing when it comes to adopting cloud technology for their properties? An article published in IT News Africa gives us an idea: "Africa, however, still lags somewhat in terms of uptake of hotel technology but with the hospitality industry thriving and investors setting their sights on further tapping into this potential, developments in hotel

technology in Africa will have to speed up in order to satisfy global travelers who are used to digital accommodations, to meet guest demand and to provide competitive levels of guest service and engagement."

While the African hospitality industry is lagging behind in cloud technology adoption, this doesn't mean that it's too late for you to implement cloud technology for your property.

4 Key Benefits of Cloud Technology for Hotels

Switching to cloud-based hotel management solutions isn't just about merely following a trend. An online hotel management system has clear benefits for both hoteliers and travelers.

Here are the 4 key advantages:

1. Cloud Technology Implementation is Money in the Bank

The biggest bottleneck when it comes to new technology implementation in hotels is always going to be upfront costs, as well as the maintenance expenses. This is especially true among independent and boutique hotels that have a limited budget.

Cloud technology levels the playing field. Eliminating the need for expensive hardware and server upgrades, cloud technology makes it feasible even for small properties to afford the latest and best hotel management tech solutions. Likewise, cloud technology solutions are modular. This means that you can pick the systems that fit your current budget and easily scale later on.

2. Maximize Your Staff with Manual Tasks Automation

One survey revealed that the primary reasons for hotel owners to look into a cloud-based property management system is the need for automation:

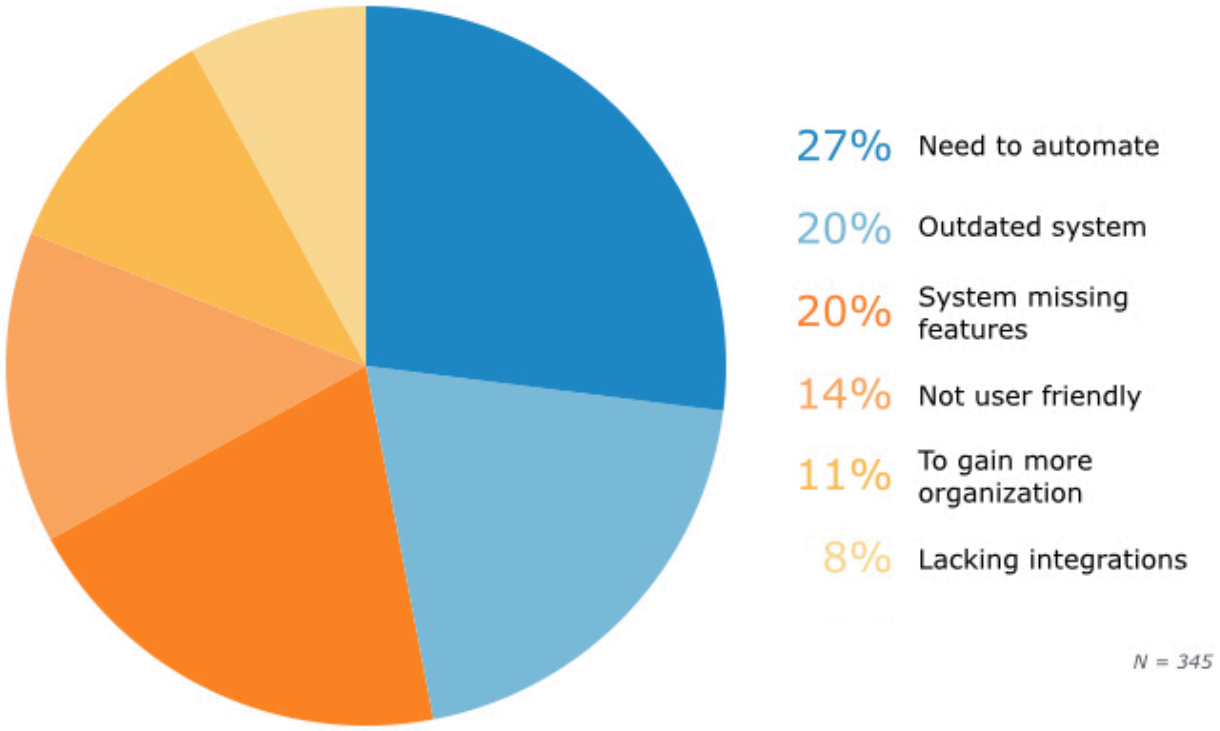

Image source

Automation is no longer a buzzword. It is an important competitive advantage in modern business, including in the hospitality industry. Cloud technology can automate almost all areas of your hotel's operations — from reservations, front desk management, inventory management, payment processing, and even housekeeping.

By automating these day-to-day tasks, it increases your hotel staff's overall productivity. Freeing them from these day-to-day tasks allows them to focus on more important things such as face-to-face guest relations activities.

3. Cloud-Based PMS Improves Guest Experience

Speaking of guest relations, one key advantage African hoteliers can get from cloud technology is a significantly improved guest experience.

There are several ways in which an online hotel management system can help you deliver a five-star guest experience:

- Streamlined hotel operations improve the overall quality of stay
- Better collaboration and internal communication among hotel staff ensures everyone is on the same page when it comes to customer service

- Cloud technology creates a positive reservation and booking experience across all devices and channels, including third-party channels such as travel agents
- It allows for a more comprehensive collection of pertinent guest preferences to create a more personalized experience
- It also gives guests the option for self-service such as self-check-in/check-out, room service payment, etc. from their internet-capable devices

Travelers are savvy. Most likely, they have smart devices, use virtual assistants, and use technology to automate a lot of things in their day-to-day lives. African hoteliers should keep up and be as technologically savvy as their guests.

4. Cloud Technology Hotel Management System Generates Higher Revenue

Were you waiting for us to say this? If you answered yes, you are not alone. After all, any technological investment should have its corresponding ROI, right? The benefits mentioned above can already be considered positive returns in terms of improving productivity, efficiency, and guest experience. Moreover, a cloud-based hotel management system can have a direct impact on your bottom-line.

First, it allows for better inventory management and hotel rate management, which makes sure that you're providing the information travelers need to book a room in your property. Second, it allows you to target travelers while they're on the move, which can also increase same-day booking. Lastly, it empowers you to benefit from ancillary revenue by being able to create custom offers and loyalty programs.

African Safari + Cloud Technology = Your Hotel's Success

Borrowing the lyrics from one of Shakira's shows — *"It's time for Africa!"* There's really no more convincing needed to go to Africa as it is more and more being considered a dream vacation for many travelers. It's up to hoteliers like you to get your piece of the pie by ensuring you are updated with the gold standard of hotel management.

The strategic use of technology is always going to be a part of these gold standards. Fortunately, with cloud-based property management systems, you can improve your revenue and growth while being as technologically savvy as the new generation of travelers.

The need for cloud technology adoption in your hotel is as clear as the African skies.

With a team composed of hoteliers and software engineers with more than 30 years of experience in hospitality and over 40 years of combined experience in application development,

Cloudinn provides hoteliers with a holistic cloud-based hotel management solution. Our experience in the hospitality industry allows us to understand the pain points of hoteliers and hotel managers and offer solutions specific to their needs. Request a demo to learn more.