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Sales & Marketing: Integrating Technology

The Sales & Marketing department is responsible for maximizing a hotel's revenue by developing programs to increase occupancy and to make profitable use of its meeting and leisure facilities. Increasingly, managers are utilizing sophisticated digital technology to help them achieve those goals. Virtual Reality is being integrated into booking engines which provide potential guests the opportunity to tour a property from afar, including wedding, event and food & beverage facilities. Voice Search has also become a popular marketing tool. Using smart home devices, it's now possible for customers to book hotels entirely through voice commands. Chatbots are becoming more ubiquitous as hotels seek to refine their online customer service. Chatbots can answer common questions, push key marketing messages, increase direct bookings, and even guide customers through the booking process. Finally, hotels are already preparing for the debut of the Metaverse and planning how sales and marketing departments will fully participate. The June Hotel Business Review will focus on the sales and marketing strategies that some hotels are adopting and how they are benefiting from them.

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