

Resort Marketing

CONFERENCE

 **PHUKET**
HOTELS
ASSOCIATION

PHUKET 2 OCTOBER 2025

APAC Travellers Seek Personalisation: Study Reveals Untapped Revenue Potential for Hoteliers



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APAC Hospitality Impact Study



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Introduction: What motivates APAC travellers to rebook and spend more in a hotel?



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AS THE ASIA-PACIFIC (APAC) TOURISM SECTOR EXPERIENCES A ROBUST RECOVERY, WITH MANY REGIONS REACHING PRE-PANDEMIC LEVELS IN EARLY 2023, **HOTELIERS FACE A UNIQUE OPPORTUNITY TO REDEFINE GUEST SATISFACTION AND IMPROVE FINANCIAL PERFORMANCE.**

The study, which canvassed the opinions of over 1,000 APAC adults from Australia, Hong Kong, New Zealand, and Singapore offers insights into APAC traveller preferences and spending habits.

The 2024 APAC Hospitality Impact Study is an essential resource for hoteliers within and beyond the APAC region. It provides critical strategies for cultivating guest loyalty, encouraging rebookings, and maximising revenue through hotel upgrades and cross-selling opportunities.

53%
PASSENGER DEMAND

In May 2024, Asia Pacific airlines reported a 53% year-on-year increase in passenger demand (International Air Transport Association - IATA)

4.28%
REVENUE GROWTH

The APAC travel and tourism industry is expected to have an annual growth rate (CAGR) of 4.28% from 2024 to 2029 (Statista Market Forecast)

30%
SPENDING PLANS

More than 30% of APAC respondents plan to increase their spending on travel and holidays in 2024 (Euromonitor International's Voice of the Consumer, Lifestyles Survey)

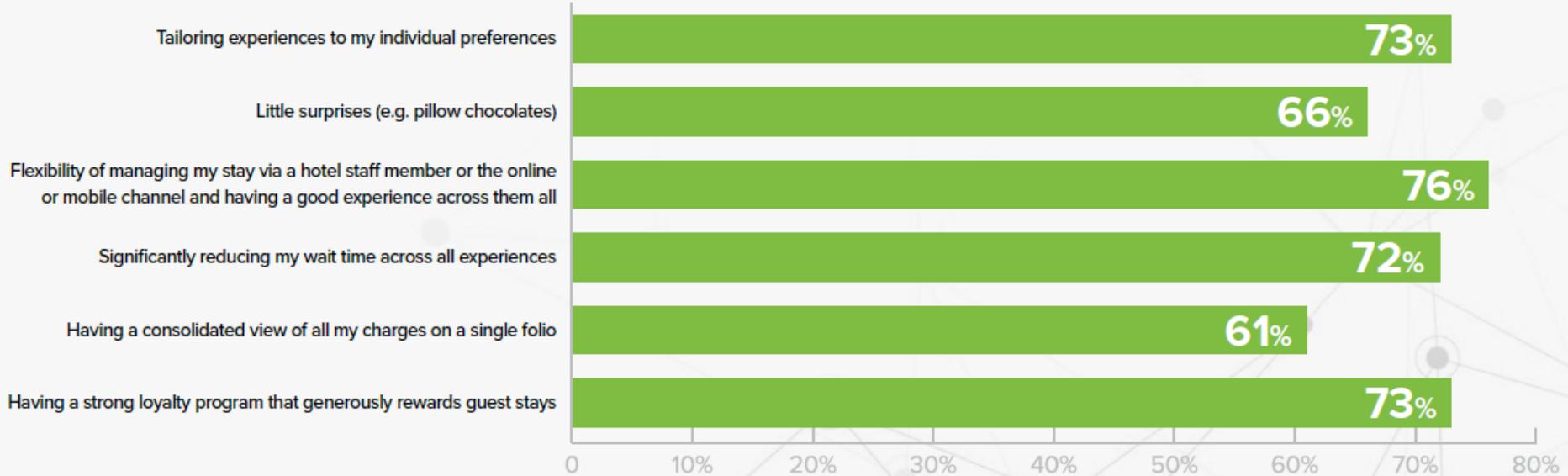
The Rebooking Paradox



BUT...

Personalisation Drives Revenue

WHAT DRIVES GUEST REBOOKINGS?



Reasons for Satisfaction: Where Everybody Knows Your Name

46%

of travellers (nearly half) value friendly staff who go the extra mile to make a stay memorable.

41%

of APAC guests spend more when staff give personalised recommendations on activities during a stay

30%

of guest spend more when staff recall previous conversations with them.

27%

of guests cited “Staff calling me by my name” as a catalyst for increased hotel spending.

28%

of guests spend more in a hotel when restaurant staff remember their food and drink preferences.



The Impact of Small Gestures

26%

appreciated
personalised-
to-them
touchpoints.

40%

value being
given their
favourite room.

68%

will spend
more with a
good loyalty
program in
place.

56%

prefer to have a
consolidated
view of
charges.

Revenue Beyond the Room

– Unlock Your Untapped Revenue Potential



Targeted Upselling

Monitor RevPAG in real-time; use guest data to create personalised offers



On-Demand Services

Real-time data drives flexible, guest-centric services.



Dynamic Pricing & Capacity Management

Optimise pricing for peak and off-peak seasons, maximise ancillary revenue.

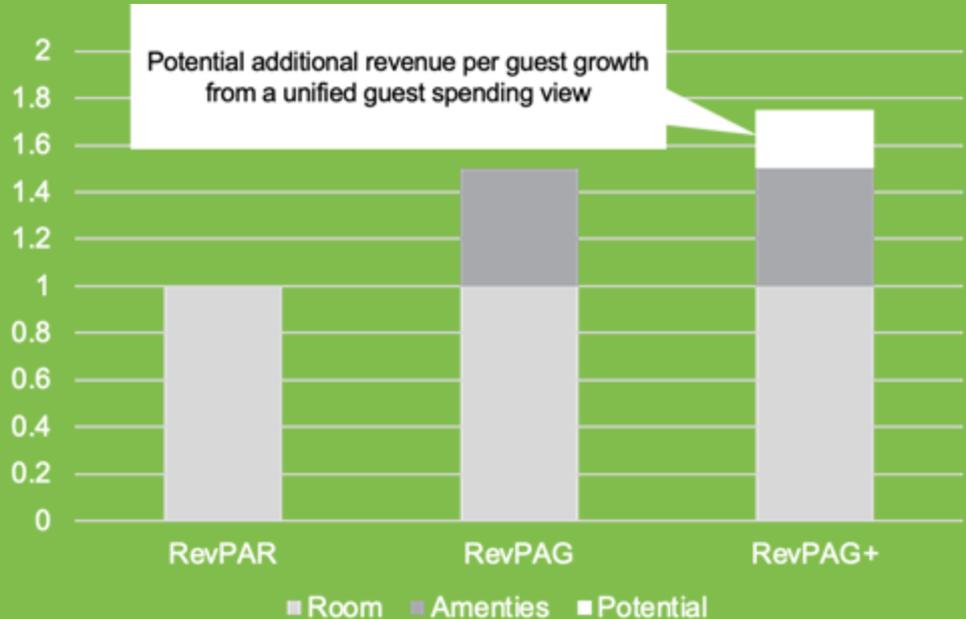


Proactive Guest Service

Empower staff to anticipate guest needs to enhance experience & spending.

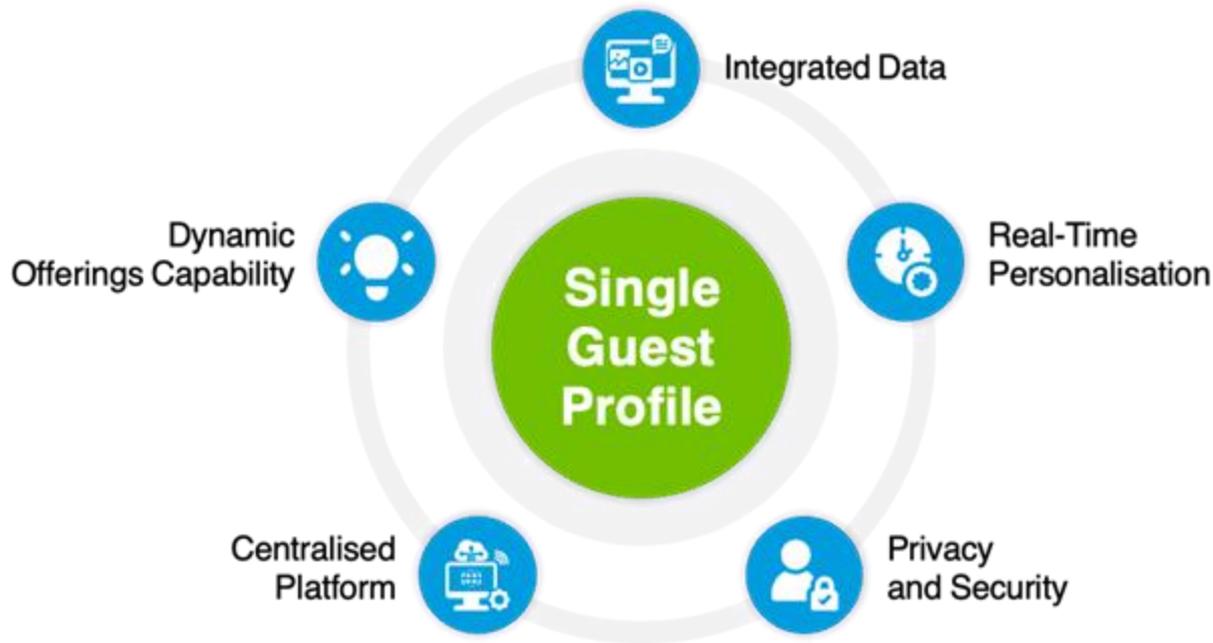
The Potential Beyond RevPAR

A unified guest profile is a platform for revenue and margin growth



The Unified Guest Profile

– One Guest, One Profile



Scan here to learn
more about
Agilysys **Intelligent
Guest Profile**

Agilysys Hospitality Product Suite



3rd Party Solution Integration With Modern Restful APIs

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