



Beyond the back office:

How innovative tech is elevating the guest experience



By David Sawers, General Manager, GuestPoint

The Queensland accommodation industry is no stranger to evolution. While my past articles explored how trust accounting software and owner performance reporting are transforming property management behind the scenes, the guest experience is quietly undergoing its own revolution.

The expectations of today's travellers are much higher than ever before, and this new wave of technology now plays a pivotal role in not just

meeting but surpassing their expectations. This evolution marks a crucial trust point where embracing innovation becomes central to delivering remarkable guest experiences.

Guests expect more

The era of paper arrival forms and jangling metal keys is rapidly fading. From its dying embers, a new dawn of digitalisation and contactless experiences is emerging. In the age of smartphones and instant gratification, the modern guest demands seamless service at every touchpoint. From the moment they start searching online to their post-checkout communications, guests want convenience, speed, and without doubt, personalisation.

For Queensland's hotels and resorts, adapting to this new digital guest journey is no longer optional. Mobile check-ins, contactless payments, and real-time booking confirmations are rapidly becoming standard. Yet many properties still rely on legacy systems that fail to meet these demands, resulting in slow check-ins, booking errors, or miscommunication.

Intelligent property management systems (PMS) streamline every step of the guest journey, reducing wait times and eliminating frequent friction points. For many properties, this upgrade represents the moment they move from legacy limitations to seamless efficiency; a trust point where innovation meets reliability, and guest expectations are redefined.

Connections aid guest satisfaction

Behind the scenes, it is the integration of multiple systems that truly elevates the guest service. PMS platforms nowadays don't just handle reservations; they either have inbuilt or sync directly with multiple channels like channel managers, housekeeping schedules, point-of-sale systems, and payment gateways to create a seamless natural flow.

This level of connectivity allows teams to focus more on the guest experience and less on boring non-profitable administrative tasks, therefore creating a warmer, more responsive overall hospitality experience. The benefits

multiply as errors decrease, response times improve, online reviews become more positive, new guests are drawn in, and satisfaction continues to grow.

The change from a transaction to relationships

Modern accommodation management is shifting from transactional interactions to meaningful relationships. Smart platforms enable property managers to automate post-stay surveys, loyalty program enrolments, and targeted offers that keep guests engaged long after checkout. The trust point here is simple: allowing technology to humanise hospitality, not replace it.

Technology will not replace human touch; it should be designed purely to enhance it. By freeing team members from repetitive tasks, managers and teams can invest more time in creating memorable experiences, whether that's a personalised welcome message, responding promptly to guest feedback, or tailoring unique packages for repeat visitors.