



Adapting to Change

Know How Accommodation Providers Are Thriving

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Welcome to the September Edition of GuestPoint Newsletter!

The Evolution of Accommodation: How the Industry is Transforming The accommodation industry has always adapted to traveller needs, but today change is happening faster than ever. What was once about offering a clean bed is now about delivering seamless technology, personalised service, and unforgettable guest experiences.

At GuestPoint, we are driving this evolution with new innovations, including our integration with Zezamii. This powerful partnership makes guest access simpler, more secure, and fully automated through digital locks connected directly to your PMS.

We are also excited to showcase these innovations at NoVacancy 2025, Australia's leading accommodation industry expo.

This month, we look at how technology is driving this evolution of accommodation and reshaping the guest journey.

Let's dive in!

The Smart Operator's Guide to Guest Experience Innovation

Independent operators have a unique advantage, they can adapt quickly. By embracing the right technologies, properties of all sizes are not only simplifying operations but also creating experiences that keep guests coming back.

Some of the key innovations shaping the accommodation industry include:

- ✓ Digital Locks – Frictionless check-in, secure access, and no more lost keys.
- ✓ Smart TVs – Guests expect streaming, casting, and personalisation, not just free-to-air channels.
- ✓ Text Messaging – From pre-arrival reminders to upsell opportunities, SMS creates instant, personal communication.
- ✓ Payments – Secure, integrated systems reduce admin time and give guests confidence when booking direct.

These aren't just "nice-to-haves" anymore, they're becoming essential for operators who want to compete in today's evolving accommodation landscape.

Top Hospitality Trends for 2025: Current Trends Shaping the Industry

From AI-powered personalisation to wellness-centric experiences, the hospitality industry is evolving fast and GuestPoint is here to help you stay ahead. In our latest blog, we unpack the top trends shaping 2025, including green travel initiatives, mobile-first technology, and immersive virtual experiences.



Whether you're a boutique hotel or a large resort, these insights will help you elevate guest satisfaction and future-proof your operations. Read the full article to discover how your property can thrive in the next wave of hospitality innovation.

[Read the Full Article Here](#)

Industry Insight: The Evolution of Accommodation is Accelerating



The accommodation industry has seen more change in the past five years than in the previous twenty. Guest expectations, technology adoption, and booking behaviour are all evolving at a rapid pace.

Key forces driving this evolution include:

- Technology as the new baseline – Digital tools that once felt futuristic, such as mobile keys and smart TVs, are now guest expectations.
- Personalisation through communication – SMS, email, and app-based messaging are becoming the standard for creating tailored guest experiences.
- From product to experience – Guests aren't just booking a room; they want convenience, connection, and memorable stays.
- Levelling the playing field – Affordable technology means independents can now deliver the same seamless experiences as major hotel brands.

For operators, the lesson is clear: the accommodation industry's evolution is ongoing, and properties that embrace change will continue to win guest loyalty and long-term success.



We are excited to announce a new & exciting integration that brings smart, secure, and seamless keyless entry to your property. GuestPoint now connects directly with Zezamii Smart Locks, allowing you to:

- Automate guest access codes with each booking
- Eliminate manual key handovers
- Simplify after-hours check-ins
- Enhance security and guest satisfaction

Ready to unlock the benefits?

- Easy to set up
- Fully integrated
- Included in your existing GuestPoint platform

Contact Us to Get Started: info@guestpoint.com



We are excited to announce that GuestPoint will be exhibiting again at No Vacancy Hotel + Accommodation Industry Expo - Australia's leading event for hotel and accommodation professionals!

- 📍 Where: ICC Sydney
- 📅 When: 17-18 September 2025
- 🏨 Hotel Technology: Stand 946

This year, we are showcasing the very best of GuestPoint, from our latest innovations like TrustPoint Owner Accounting to powerful booking and integration solutions designed to help properties thrive.

And this year we are not coming alone!

✨ GuestPoint Pay powered by Eway – Meet the Eway team and discover how integrated payments and EFTPOS can simplify transactions, reduce costs, and boost the guest experience.

✨ Zezamii Smart Locks – See a live demo of “Zezamii Rooms” and how our new integration is helping properties embrace keyless entry and elevate the guest journey.

👉 **Planning to attend?** Be sure to stop by our stand and meet the team. We would love to connect, answer your questions, and show you how we are powering smarter stays.

Let's shape the future of hospitality together at No Vacancy 2025!



At GuestPoint, we have been listening closely to our customers. Many of you have shared how difficult it can be to find reliable, affordable insurance tailored to the accommodation industry, especially when it comes to dealing with claims quickly and easily.

To take the stress out of the process, we have worked with a range of insurance brokers and underwriters to source the best bulk-buy options designed specifically for accommodation providers.

We are excited to announce that GuestPoint Insurance is here to help you simplify and save \$\$\$ on your insurance needs.

Like a FREE, no-obligation quote?

Simply email info@guestpoint.com with:

A copy of your expiring insurance documents (if you're currently insured),

or, if you're not currently insured, please provide:

- Type of Insurance cover required
- Expected revenue in the next 12 months
- Number of employees
- Building and contents value (for building insurance)
- Confirmation if you'd like \$20M public liability
- For business interruption: gross income to insure and indemnity period (e.g., 6 months, 12 months)
- Date insurance cover required from

Let GuestPoint take the hassle out of insurance, so you can focus on running your business with peace of mind.

GuestPoint

V14.6.1

Release Notes

September Release Notes

The latest Improvements and Feature Updates in GuestPoint!

Booking Engine Enhancements

- Control the room availability sort order on the new Booking Engine.
- Customize room availability using the web sort order of room types/rate plans.

Zeemii Digital Locks

- Now integrated with the Zeemii key lock system

MicroPower

- Micropower Integration is now part of GuestPoint Cloud platform

GuestPoint Mobile Updates

- Save & Check-in and Save & Make Payment options are now available on the confirmation page of New Reservations.

Optimisations

- the Deposit Due date format on confirmation emails and prints now by location.
- Custom report user rights update

We are always working to make GuestPoint smoother, smarter, and easier to use. Update now to take advantage of these improvements!

Our Final Thoughts!

The story of accommodation has always been one of adaptation, and today, that story is being written faster than ever. By embracing new technologies and prioritising the guest experience, operators across the industry can thrive in a competitive market and create stays that guests truly remember.

We look forward to connecting with many of you at NoVacancy 2025 to share more ideas on shaping the future of accommodation.

We are dedicated to help you succeed in business!

We thank-you for being a valued GuestPoint customer as we continue to focus on your business growth, innovation, and future successes!



Connect with us online!



GuestPoint

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