

Integrating OTA Platforms, Digital Marketing Strategies, and PMS Technology for Revenue Optimization in Luxury Hotels

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<https://doi.org/10.55041/ijstmt.v2i5.288>

Cite this Article: Moyeenudin, H. & Vijayakumar, M. (2026). Integrating OTA Platforms, Digital Marketing Strategies, and PMS Technology for Revenue Optimization in Luxury Hotels. *International Journal of Science, Strategic Management and Technology*, 02(05). <https://doi.org/10.55041/ijstmt.v2i5.288>

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Abstract: The luxury hotel industry has experienced rapid digital transformation due to technological advancements, evolving guest expectations, and the increasing dominance of online booking channels. This study examines the integration of Online Travel Agency (OTA) platforms, digital marketing strategies, and Property Management System (PMS) technology in optimizing revenue generation in luxury hotels. The research investigates how these technological components collectively improve occupancy rates, Average Daily Rate (ADR), Revenue per Available Room (RevPAR), customer engagement, and profitability. The study adopts a conceptual and analytical approach by reviewing existing hospitality revenue management literature and industry practices. Findings indicate that the integration of OTA distribution systems, personalized digital marketing campaigns, and automated PMS technologies significantly enhances revenue optimization through dynamic pricing, real-time inventory management, customer relationship management, and data-driven decision-making. Furthermore, the study identifies challenges such as high commission costs, technological integration barriers, cybersecurity risks, and dependence on third-party distribution channels. The research concludes that luxury hotels can achieve sustainable competitive advantage by strategically combining OTA connectivity, digital marketing analytics, and PMS-enabled automation. The study contributes to hospitality management literature by proposing a comprehensive technology-driven revenue optimization framework for luxury hotels in the digital era.

Keywords: Revenue Management, OTA, Digital Marketing, PMS,

Introduction

The hospitality industry has undergone significant transformation with the emergence of digital technologies and online distribution channels. Luxury hotels increasingly rely on technology-driven revenue management practices to maximize profitability and maintain competitiveness in a highly dynamic market environment. Revenue management refers to the strategic use of pricing, inventory control, demand forecasting, and customer analytics to sell the right room to the right customer at the right time and price. Online Travel Agencies (OTAs) such as Booking.com, Expedia Group, and Agoda have become major contributors to hotel room distribution. These platforms provide global visibility, customer reach, and booking convenience for luxury hotels. However, OTA dependency also creates challenges including commission expenses and pricing competition. Simultaneously, digital marketing strategies including search engine optimization (SEO), social media marketing, influencer promotions, email campaigns, and online reputation management have become essential tools for attracting guests and increasing direct bookings. Research indicates that digital marketing activities significantly influence hotel occupancy and RevPAR through electronic word-of-mouth and online review mechanisms.

Property Management Systems (PMS) further support revenue management by integrating reservations, front office operations, customer data, and pricing strategies into a centralized digital platform. PMS technology enables real-time inventory synchronization across OTA channels while supporting data analytics and personalized guest services. This study explores the integration of OTA platforms, digital marketing strategies, and PMS technology in enhancing revenue optimization within luxury hotels.

Review of Literature: Revenue management has become one of the most significant strategic functions in the hospitality industry, particularly in luxury hotels where maximizing occupancy, Average Daily Rate (ADR), and Revenue per Available Room (RevPAR) directly influences profitability and long-term sustainability. The emergence of Online Travel Agencies (OTAs), digital marketing technologies, and Property Management Systems (PMS) has transformed traditional hotel revenue management into a data-driven and technology-oriented process. Several scholars and industry researchers have examined the role of these technological advancements in enhancing hotel operational efficiency and financial performance. Revenue management in hospitality originally focused on pricing and inventory control. According to Kimes (1989), revenue management involves selling the right product to the right customer at the right price and at the right time. This concept became increasingly important with the expansion of digital booking platforms and online customer engagement channels. Modern luxury hotels now depend on integrated technological systems to forecast demand, optimize room pricing, and improve customer satisfaction. Researchers have emphasized that digital transformation has become a key driver of competitive advantage in hospitality organizations. Online Travel Agencies such as Booking.com, Expedia, Agoda, and Airbnb have significantly changed hotel distribution systems. Studies reveal that OTAs provide global market visibility and enable luxury hotels to reach international travelers more effectively than traditional travel agents. O'Connor et al. (2016) observed that OTA platforms contribute positively to occupancy growth by offering convenient booking interfaces, multilingual support, and customer review systems. The accessibility and global reach of OTAs have made them indispensable for luxury hotels seeking to maintain market competitiveness. However, researchers also note that high commission fees charged by OTAs can reduce hotel profit margins. Guillet and Mohammed (2015) found that excessive dependence on OTAs may weaken direct booking channels and reduce brand loyalty among hotel guests. Several scholars have investigated the relationship between digital marketing strategies and hotel revenue performance. Digital marketing has become a central component of hotel promotion due to increasing internet usage and mobile technology adoption among travelers. Digital marketing strategies include Search Engine Optimization (SEO), social media marketing, content marketing, influencer collaborations, online advertising, email marketing, and online reputation management. According to Leung et al. (2013), online reviews and customer-generated content strongly influence hotel booking decisions and customer perceptions. Positive online ratings significantly improve occupancy levels and customer trust in luxury hotels. Social media platforms such as Instagram, Facebook, YouTube, and TikTok have become essential marketing tools for luxury hospitality brands. Xiang and Gretzel (2010) highlighted that travelers increasingly rely on social media content and online recommendations before selecting accommodation. Luxury hotels use visually appealing digital campaigns, influencer partnerships, and personalized promotions to attract target audiences and improve booking conversion rates. Research by De Pelsmacker et al. (2018) demonstrated that hotels with strong digital marketing engagement achieve higher RevPAR and stronger brand positioning compared to competitors with limited online presence.

The role of Property Management Systems (PMS) in hotel revenue optimization has also attracted considerable academic attention. PMS technology serves as the operational backbone of hotel management by integrating reservations, front office activities, billing systems, housekeeping operations, and customer databases into a centralized platform. Researchers argue that modern PMS systems improve operational efficiency and support data-driven decision-making in revenue management. Alrawadieh et al. (2020) explained that PMS integration allows hotels to automate pricing updates, synchronize room inventory across multiple OTA platforms, and analyze guest behavior patterns in real time. Advanced PMS solutions such as Oracle Opera PMS, Cloudbeds, and eZee Absolute support dynamic pricing strategies and demand forecasting through Artificial Intelligence (AI) and predictive analytics. Studies indicate that hotels using advanced PMS technologies can improve revenue forecasting accuracy and reduce operational inefficiencies. Ivanov and Webster (2017) emphasized that automation technologies reduce human error and increase managerial efficiency in hotel operations. PMS

technology also contributes to customer relationship management by storing guest preferences and enabling personalized services, which are particularly important in luxury hospitality environments.

Researchers have increasingly focused on the integration of OTA platforms, digital marketing, and PMS technology as a comprehensive revenue optimization strategy. Integrated technological systems enable seamless communication between booking channels, pricing engines, customer databases, and marketing platforms. According to Buhalis and Leung (2018), the integration of hospitality technologies enhances customer experience, operational flexibility, and profitability. Real-time synchronization between PMS and OTA systems prevents overbooking, improves inventory management, and supports dynamic pricing adjustments based on market demand. Artificial Intelligence and big data analytics are emerging as major trends in hospitality revenue management research. Scholars argue that AI-driven revenue management systems can analyze historical booking patterns, customer preferences, competitor pricing, and seasonal demand fluctuations to generate optimal pricing strategies. Mariani and Baggio (2021) found that predictive analytics significantly improves revenue forecasting and customer segmentation in luxury hotels. AI-supported chatbots, recommendation systems, and personalized marketing campaigns further enhance customer engagement and direct booking performance. Despite the benefits of technological integration, several challenges remain. Researchers identify cybersecurity risks, data privacy concerns, system compatibility issues, and high implementation costs as major barriers to successful digital transformation in luxury hotels. Employee resistance to technological change and lack of technical expertise may also limit the effectiveness of integrated revenue management systems. Furthermore, dependence on third-party OTA platforms creates strategic risks for hotel profitability and brand control. The literature indicates that the integration of OTA platforms, digital marketing strategies, and PMS technology significantly improves revenue optimization in luxury hotels. Technology-driven revenue management enhances operational efficiency, customer engagement, pricing accuracy, and profitability. Existing studies collectively suggest that luxury hotels must adopt integrated digital strategies to remain competitive in the rapidly evolving hospitality industry. Future research is expected to focus on AI-based revenue management systems, blockchain applications in hotel distribution, and advanced personalization technologies in luxury hospitality.

Research Methodology

This study adopts a descriptive and conceptual research design based on secondary data sources. Information was collected from Scopus-indexed journal articles, hospitality industry reports, academic books, and online databases related to revenue management, digital marketing, OTA platforms, and PMS technology. The study applies qualitative analysis to evaluate the relationship between OTA integration, digital marketing practices, PMS technology, and hotel revenue optimization. Research methodology refers to the systematic process used to collect, analyze, and interpret data for achieving the objectives of a research study. In the present study titled “Integrating OTA Platforms, Digital Marketing Strategies, and PMS Technology for Revenue Optimization in Luxury Hotels”, the methodology is designed to examine the influence of technological integration on hotel revenue management performance. The study focuses on understanding how Online Travel Agencies (OTAs), digital marketing strategies, and Property Management Systems (PMS) collectively contribute to occupancy growth, Average Daily Rate (ADR), Revenue per Available Room (RevPAR), customer satisfaction, and profitability in luxury hotels. The methodology adopts a structured approach consisting of research design, sampling, data collection methods, research instruments, statistical analysis, and interpretation techniques. The study combines both theoretical and practical perspectives to provide comprehensive findings related to revenue optimization in luxury hospitality operations.

Research Design

The study follows a descriptive and analytical research design. Descriptive research is used to explain the current practices and technological applications adopted by luxury hotels in revenue management. Analytical research is applied to evaluate the relationship between OTA integration, digital marketing activities, PMS technology, and revenue optimization outcomes. The research also adopts a quantitative research approach because numerical data related to hotel performance indicators, customer engagement, and revenue management practices are analyzed statistically. Quantitative analysis helps in identifying patterns, correlations, and impacts among the variables included in the conceptual framework.

Conceptual Model

The conceptual model of Figure. 1 explains the relationship between technological integration and hotel revenue performance. The model demonstrates how Online Travel Agencies (OTA), Digital Marketing Strategies, and Property Management System (PMS) technology collectively contribute to improving occupancy rates, Average Daily Rate (ADR), Revenue per Available Room (RevPAR), customer satisfaction, operational efficiency, and profitability in luxury hotels. The conceptual framework is designed to show the flow of information, operational coordination, data integration, and strategic decision-making that occurs when hospitality technologies are interconnected within a revenue management ecosystem. The framework identifies three major independent variables—OTA Platforms, Digital Marketing Strategies, and PMS Technology—which directly influence the dependent variable, namely Revenue Optimization in Luxury Hotels.

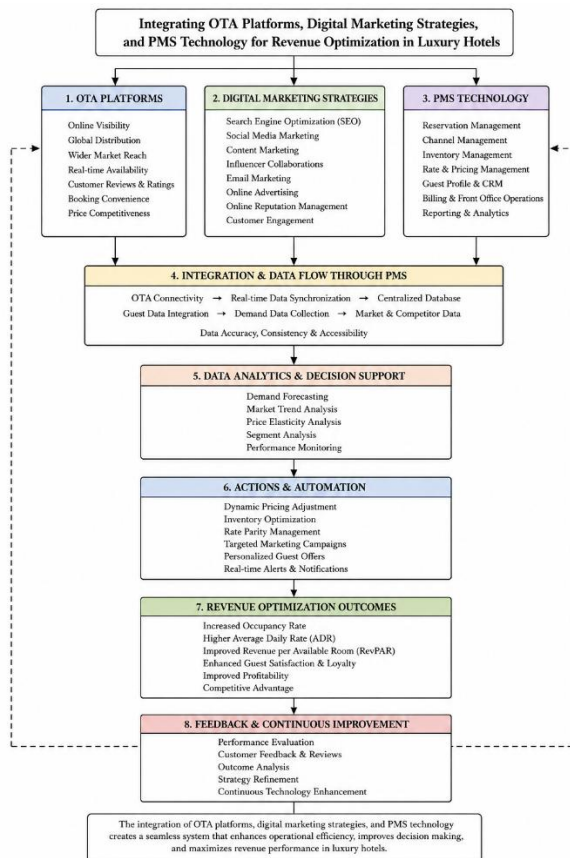


Figure 1. Conceptual Model

OTA platforms improve hotel visibility and expand market reach through online booking channels and global distribution systems. Digital marketing strategies strengthen customer engagement and brand awareness through SEO, social media marketing, influencer campaigns, and online reputation management. The PMS acts as the operational and technological core by integrating reservations, pricing, inventory management, and customer analytics. Through real-time synchronization and automation, PMS technology supports efficient decision-making and demand forecasting. The combined integration of these three technological components contributes to revenue optimization outcomes such as higher occupancy rates, improved ADR and RevPAR, increased customer loyalty, operational efficiency, and overall profitability in luxury hotels.

OTA Platforms

Online Travel Agency (OTA) platforms play a vital role in the modern hospitality industry by serving as digital intermediaries between hotels and travelers. OTAs such as Booking.com, Expedia Group, Agoda, and Airbnb have transformed hotel distribution systems by providing global market access, real-time booking capabilities, and extensive customer reach. In luxury hotels, OTA platforms contribute significantly to revenue management by increasing online

visibility, improving occupancy rates, and supporting dynamic pricing strategies. These platforms allow hotels to showcase room inventory, pricing, facilities, customer reviews, promotional offers, and visual content to millions of travelers across different countries and market segments. OTAs function as centralized booking channels where travelers can compare hotel prices, amenities, locations, ratings, and guest experiences before making purchasing decisions. This comparison-based environment increases competitive pressure among luxury hotels, encouraging them to adopt strategic pricing and superior service quality to attract customers. One of the major advantages of OTA platforms is their ability to provide global distribution and market penetration. Luxury hotels can reach international tourists without investing heavily in physical sales offices or traditional travel agency networks. OTAs support multilingual interfaces, currency conversion systems, secure payment gateways, and mobile-friendly booking experiences, making hotel reservations more convenient and accessible for travelers worldwide. This broad market reach is especially beneficial for independent luxury hotels that may not possess strong global brand recognition. Through OTA partnerships, such hotels gain visibility alongside internationally recognized hospitality brands and improve their opportunities for customer acquisition. OTA platforms also play an important role in demand generation and occupancy management. Hotels can increase room sales during low-demand periods by offering promotional discounts, flash sales, package deals, and seasonal pricing strategies through OTA channels. Revenue managers use OTA analytics and booking data to monitor market trends, customer behavior, booking lead times, cancellation patterns, and competitor pricing strategies. These insights support demand forecasting and dynamic pricing decisions that maximize Revenue per Available Room (RevPAR) and Average Daily Rate (ADR). OTAs also enable real-time inventory management by synchronizing room availability with hotel Property Management Systems (PMS), thereby reducing overbooking risks and improving operational efficiency. Customer reviews and online ratings represent another significant contribution of OTA platforms to luxury hotel performance. Travelers increasingly depend on online reviews and guest feedback before selecting accommodations. Positive customer ratings enhance hotel credibility, trust, and brand reputation, which directly influence booking intentions and revenue generation. Luxury hotels actively monitor OTA review sections to manage customer satisfaction, respond to complaints, and strengthen online reputation management practices. The review ecosystem on OTA platforms creates transparency and encourages hotels to maintain high service quality standards.

Despite their benefits, OTA platforms also present several challenges for luxury hotels. One major concern is the high commission fees charged by OTA companies, which can reduce hotel profit margins. Depending heavily on OTA bookings may also weaken direct booking channels and reduce customer loyalty toward hotel brands. Hotels may face price parity pressures, where they are required to maintain consistent pricing across all distribution channels, limiting pricing flexibility. Additionally, excessive reliance on OTAs can increase competitive price wars among hotels and create dependency on third-party platforms for customer acquisition. To address these challenges, luxury hotels increasingly adopt balanced distribution strategies that combine OTA participation with direct booking initiatives through official hotel websites, loyalty programs, and personalized digital marketing campaigns. Many hotels use integrated channel management systems and PMS technologies to coordinate OTA bookings efficiently while optimizing room allocation and pricing decisions. Advanced technological integration between OTAs and hotel systems allows real-time synchronization of reservations, rates, and inventory, improving operational coordination and reducing manual errors. In the context of revenue optimization, OTA platforms serve not only as booking channels but also as strategic revenue management tools that provide market intelligence, customer analytics, and demand forecasting capabilities. Their integration with digital marketing strategies and PMS technology creates a comprehensive hospitality technology ecosystem that enhances occupancy performance, operational efficiency, customer engagement, and long-term profitability in luxury hotels.

Digital Marketing Strategies

Digital marketing strategies have become an essential component of revenue management and brand development in the luxury hotel industry. With the rapid growth of internet usage, mobile technology, and social media engagement, luxury hotels increasingly rely on digital marketing to attract customers, strengthen brand visibility, improve guest engagement, and maximize revenue performance. Digital marketing refers to the use of online platforms, digital communication channels, and internet-based promotional techniques to reach target audiences and influence customer purchasing

decisions. In luxury hospitality, digital marketing strategies include Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media marketing, content marketing, influencer collaborations, email marketing, online advertising, mobile marketing, and online reputation management. These strategies help hotels connect with potential guests across different geographic locations and market segments while creating personalized customer experiences that enhance satisfaction and loyalty. One of the primary objectives of digital marketing in luxury hotels is to increase direct bookings and reduce dependency on third-party booking channels such as OTAs. Through SEO and SEM practices, hotel websites are optimized to appear prominently on search engine results when travelers search for accommodation, luxury travel experiences, or destination-related information. Higher online visibility improves website traffic, booking conversions, and brand recognition. Luxury hotels also use paid online advertising campaigns through platforms such as Google Ads and Meta Ads Manager to target specific customer groups based on demographics, travel preferences, browsing behavior, and purchasing patterns. These targeted campaigns increase marketing efficiency and customer acquisition rates. Social media marketing plays a particularly important role in promoting luxury hospitality experiences. Platforms such as Instagram, Facebook, YouTube, and LinkedIn allow hotels to share visually appealing content including room interiors, fine dining experiences, wellness facilities, destination attractions, cultural activities, and customer testimonials. Luxury hotels use high-quality photography, videos, virtual tours, and storytelling techniques to create emotional connections with potential guests and communicate premium brand identity. Influencer marketing has also become a popular strategy where hotels collaborate with travel bloggers, celebrities, and social media influencers to promote luxury experiences to broader audiences. These influencer partnerships enhance credibility and increase online engagement among younger and digitally active travelers. Content marketing is another important digital strategy that supports customer engagement and brand positioning. Luxury hotels create blogs, travel guides, destination articles, event promotions, and personalized content to educate and inspire travelers. Valuable content improves customer interaction and strengthens long-term relationships with guests. Email marketing further supports personalized communication by sending promotional offers, loyalty rewards, seasonal packages, and reservation reminders directly to customers. Personalized email campaigns based on customer preferences and booking history improve repeat visitation and customer retention. Online reputation management is a critical aspect of digital marketing in the hospitality industry because customer reviews strongly influence booking decisions. Luxury hotels actively monitor guest feedback on OTA platforms, social media channels, and review websites to maintain positive brand perception. Prompt responses to customer complaints, appreciation for positive reviews, and continuous service improvements help strengthen trust and customer satisfaction. Hotels with strong online reputations generally achieve higher occupancy rates, improved Average Daily Rate (ADR), and better Revenue per Available Room (RevPAR).

Advanced digital marketing strategies are increasingly supported by data analytics, Artificial Intelligence (AI), and customer relationship management technologies. Hotels analyze customer behavior, online engagement metrics, booking trends, and campaign performance to make data-driven marketing decisions. Predictive analytics helps identify customer preferences and optimize promotional strategies according to market demand. Integration between digital marketing systems and Property Management Systems (PMS) further improves personalization, automated communication, and customer targeting efficiency. Despite its benefits, digital marketing also presents challenges such as intense online competition, rapidly changing consumer behavior, rising advertising costs, data privacy concerns, and the need for continuous technological adaptation. Luxury hotels must invest in skilled marketing professionals, advanced analytics tools, and innovative digital strategies to remain competitive in the evolving hospitality market. Overall, digital marketing strategies significantly contribute to revenue optimization by increasing direct bookings, strengthening customer engagement, enhancing brand image, improving customer loyalty, and supporting sustainable growth in luxury hotels.

PMS Technology

Property Management System (PMS) technology serves as the operational and technological backbone of modern luxury hotels by integrating various hotel functions into a centralized digital platform. PMS technology is designed to manage reservations, front office operations, room inventory, billing processes, housekeeping coordination, customer relationship management, and revenue management activities in an efficient and automated manner. In the luxury hospitality industry, PMS technology plays a crucial role in revenue optimization because it enables real-time data management, operational

synchronization, dynamic pricing, and personalized guest services. Advanced PMS solutions such as Oracle Hospitality Opera PMS, Micros-Fidelio, Cloudbeds, and Amadeus are widely used in hotels to streamline operations and improve decision-making efficiency. PMS technology allows hotels to integrate multiple booking channels, including OTAs and direct booking websites, into a single system, ensuring real-time synchronization of reservations, room availability, and pricing information. This integration minimizes overbooking risks, reduces manual errors, and improves operational coordination across departments. One of the most important functions of PMS technology in revenue management is reservation and inventory management. The system continuously monitors room availability, booking patterns, occupancy levels, and cancellation trends, enabling hotels to optimize room allocation and maximize occupancy. Through automated channel management, PMS technology updates room inventory and pricing across OTA platforms instantly, ensuring consistency in rates and availability. Dynamic pricing features within PMS systems allow hotels to adjust room rates based on market demand, competitor pricing, seasonal fluctuations, and occupancy forecasts. This supports effective revenue management strategies aimed at improving Average Daily Rate (ADR) and Revenue per Available Room (RevPAR).

PMS technology also contributes significantly to customer relationship management and service personalization. The system stores detailed guest profiles, including booking history, room preferences, dietary requirements, spending behavior, and loyalty program information. Luxury hotels use this customer data to deliver personalized services and customized guest experiences, which enhance customer satisfaction and loyalty. Personalized welcome messages, room preferences, special occasion arrangements, and targeted promotional offers can be automated through PMS integration. Such personalized experiences are particularly important in luxury hospitality where customer expectations for premium service quality are high. Another major advantage of PMS technology is its reporting and analytical capabilities. PMS systems generate detailed operational and financial reports related to occupancy rates, ADR, RevPAR, revenue trends, booking sources, customer demographics, and departmental performance. Hotel managers and revenue managers use these analytical insights to forecast demand, evaluate business performance, identify market trends, and make strategic pricing decisions. Integration with Artificial Intelligence (AI) and predictive analytics further enhances forecasting accuracy and revenue optimization capabilities. PMS technology also improves communication and coordination between hotel departments such as front office, housekeeping, food and beverage, sales, and maintenance, ensuring efficient service delivery and operational productivity. Automation is another key feature of PMS technology that improves operational efficiency and reduces labor-intensive processes. Automated check-in and check-out procedures, digital payment systems, invoice generation, room assignment, and housekeeping updates help save time and improve guest convenience. Cloud-based PMS systems further enhance flexibility by allowing hotel managers to access operational data remotely through internet-connected devices. Mobile PMS applications support faster decision-making and real-time operational monitoring. Despite its numerous benefits, PMS technology also presents certain challenges. High implementation costs, system integration complexities, employee training requirements, cybersecurity threats, and data privacy concerns can affect successful PMS adoption. Luxury hotels must continuously invest in technological upgrades, staff training, and cybersecurity infrastructure to ensure system reliability and data protection. Furthermore, system failures or technical disruptions may negatively impact hotel operations and customer experiences if not properly managed. Overall, PMS technology plays a fundamental role in modern hospitality revenue management by integrating operational functions, supporting dynamic pricing, enhancing customer relationship management, improving data analytics, and increasing operational efficiency. Its integration with OTA platforms and digital marketing systems creates a comprehensive hospitality technology ecosystem that enables luxury hotels to achieve higher occupancy, improved profitability, better customer satisfaction, and sustainable competitive advantage in the global hospitality market.

Integration of Revenue Optimization Through OTA in PMS

The integration of revenue optimization through Online Travel Agencies (OTA) within Property Management System (PMS) technology has become a critical strategy for improving financial performance and operational efficiency in luxury hotels. This integration enables seamless coordination between hotel reservation systems and external booking platforms such as Booking.com, Expedia Group, Agoda, and Airbnb. Through PMS integration, all OTA reservations, pricing updates, room availability, and customer information are automatically synchronized in real time, allowing hotels to manage inventory efficiently and optimize revenue generation. When a guest books a room through an OTA platform, the

booking details are instantly transferred into the PMS, which immediately updates room inventory across all connected channels. This automated synchronization minimizes overbooking, reduces manual errors, and ensures pricing consistency across multiple booking platforms. Revenue managers can use the integrated PMS system to monitor occupancy levels, booking trends, market demand fluctuations, cancellation patterns, and competitor pricing, enabling them to implement dynamic pricing strategies that maximize Average Daily Rate (ADR) and Revenue per Available Room (RevPAR).

The integration also enhances demand forecasting and strategic decision-making by providing centralized access to booking analytics and customer behavior data. PMS systems collect data from OTA channels regarding customer demographics, booking lead times, travel preferences, seasonal demand, and promotional performance. These insights help hotels identify profitable customer segments and adjust pricing strategies according to market conditions. Integrated revenue management tools within PMS platforms can automatically increase or decrease room rates based on occupancy forecasts, peak seasons, competitor activity, and real-time market demand. Such automation improves pricing accuracy and allows luxury hotels to respond quickly to changing market environments. Furthermore, OTA-PMS integration supports efficient channel management by distributing room inventory strategically across various online booking platforms to maximize occupancy and reduce unsold room inventory.

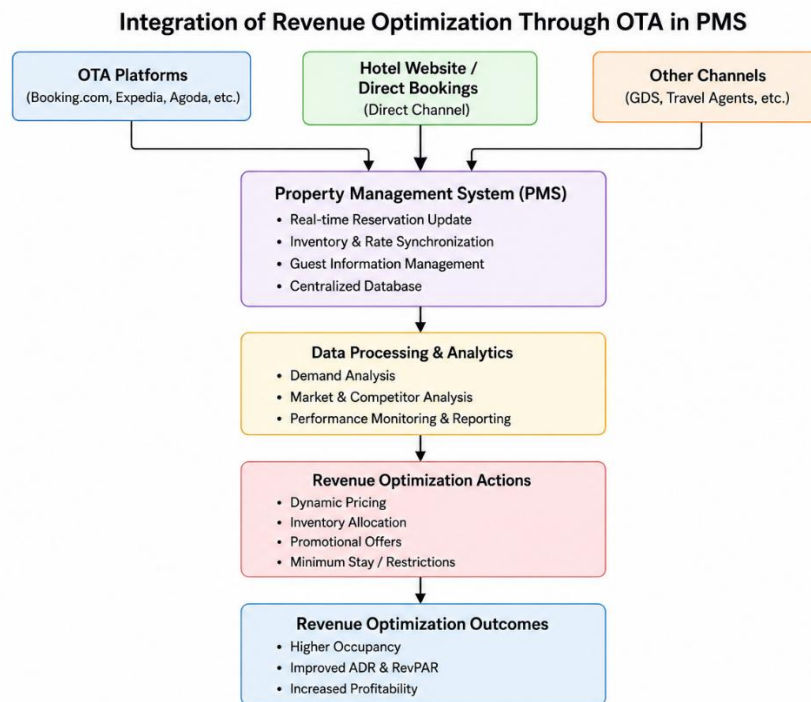


Figure 2. Integration of Revenue optimization with OTA in PMS

Figure 2. Shows the advantage of OTA integration within PMS technology is improved operational coordination and customer service efficiency. Guest information collected through OTA bookings is stored within the PMS database, enabling front office staff to prepare personalized guest experiences based on customer preferences and booking history. Housekeeping schedules, billing systems, check-in procedures, and guest communication can also be automated through integrated PMS operations, improving service quality and guest satisfaction. Additionally, PMS integration supports detailed performance reporting and financial analysis, allowing hotel managers to evaluate booking source profitability, commission costs, and marketing effectiveness. Despite its advantages, OTA integration through PMS also presents certain challenges, including high OTA commission fees, dependency on third-party booking platforms, cybersecurity risks, and system integration complexities. Luxury hotels must therefore balance OTA-driven revenue generation with direct booking strategies to maintain profitability and brand control. Continuous technological upgrades, staff training, and cybersecurity management are essential to ensure smooth integration and operational reliability. Overall, the integration of OTA platforms within PMS technology creates a comprehensive revenue management ecosystem that improves pricing

efficiency, operational coordination, customer satisfaction, occupancy performance, and long-term profitability in luxury hotels.

Conclusion

The integration of Online Travel Agency (OTA) platforms, digital marketing strategies, and Property Management System (PMS) technology has significantly transformed revenue management practices in the luxury hotel industry. In the modern hospitality environment, technological integration is no longer optional but has become a strategic necessity for improving operational efficiency, customer engagement, market competitiveness, and long-term profitability. OTA platforms provide luxury hotels with global market visibility, wider customer reach, real-time booking opportunities, and enhanced occupancy performance. Simultaneously, digital marketing strategies enable hotels to strengthen brand image, increase direct bookings, improve customer interaction, and build long-term customer loyalty through personalized online communication and reputation management practices. PMS technology acts as the central operational framework that integrates reservations, inventory management, pricing systems, customer databases, and hotel operations into a unified digital ecosystem. Through real-time synchronization and automated data flow, PMS integration supports accurate demand forecasting, dynamic pricing strategies, efficient inventory allocation, and improved decision-making processes. The integration of OTA channels within PMS systems further enhances operational coordination by reducing overbooking risks, improving rate consistency, and enabling centralized revenue management across multiple distribution platforms. The study proves that successful revenue optimization in luxury hotels depends on the effective integration of digital distribution channels, marketing technologies, and centralized operational systems. Hotels that strategically implement integrated OTA, digital marketing, and PMS solutions can achieve superior financial performance, operational excellence, enhanced guest experiences, and sustainable competitive positioning in the evolving global hospitality industry.

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