

Hospitality Messaging Report

Results From Our 2026 Industry Survey

What's Changing, What's Stalling, and Where the Opportunity Lives for Hospitality Companies



Messaging Keeps the Guest Experience Running. The Omnichannel Gap Is Keeping It From Growing.

Messaging is already doing heavy lifting in hospitality. Booking confirmations, check-in reminders, service notifications, and post-stay feedback requests are part of the daily operational fabric for most hotels, resorts, and hospitality brands. The infrastructure is in place, as its key workflows run smoothly.

Yet as guest expectations evolve and competition intensifies, that operational strength is quietly becoming a ceiling. The communication channels hospitality teams want to add, the integrations needed to automate personalized, contextual guest communication, and the tools to connect messaging to the systems that run the property are not yet in place for most organizations.

To better understand how hospitality companies are adapting, we commissioned the **2026 State of Digital Customer Communication Survey**, a study of 300 senior marketing, operations, and product leaders across five industries. The findings below draw on responses from hospitality industry participants and reveal three defining trends shaping how the sector communicates with guests.



Operational Messaging Is Strong. Growth Messaging Is an Untapped Opportunity.

Messaging is already embedded in hospitality operations.

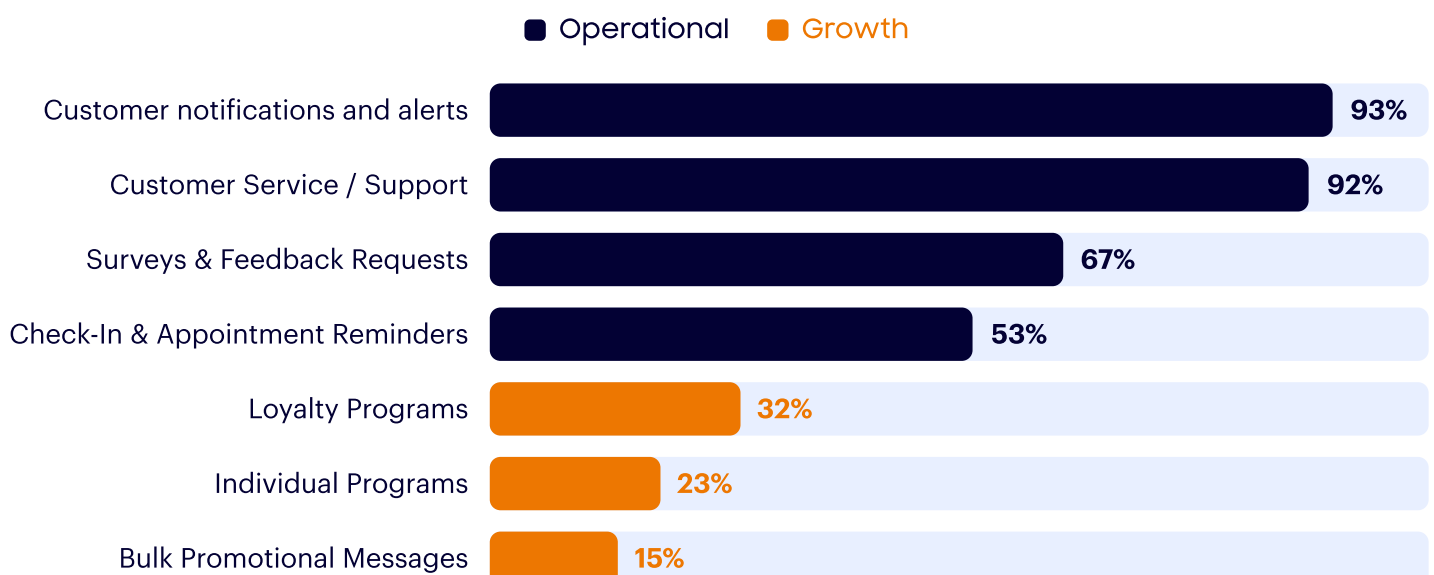
- **93% of hospitality companies use messaging for customer notifications and alerts**
- 92% use messaging for customer service and support.
- 53% use messaging for check-in and appointment reminders, more than any other type of growth-oriented use case.

For a sector built around the guest journey, this operational foundation makes sense. But zoom out from the operational layer and a different picture emerges. Bulk promotional messaging is currently used by only 15% of hospitality companies. Individual promotions, loyalty messaging, and proactive upsell campaigns, such as the communications that turn a confirmed booking into a room upgrade, a restaurant reservation, or a repeat stay, remain largely untapped.

This is the operational messaging trap: messaging is running the property, but it is not selling the experience.

The guest relationships are there, and the data exists. What is missing is the connection between the systems that hold guest intelligence and the messaging layer that reaches them at the right moment, on the right channel.

Current Messaging Usage: Hospitality





Every Hospitality Brand Wants Omnichannel. The Infrastructure to Deliver It Is Not Yet There.

Every single hospitality respondent in our survey rates omnichannel customer engagement as at least somewhat important to their company's growth strategy.

The execution gap tells a different story. **87% of hospitality companies do not have full integration between their messaging platform and the systems that manage their guest data.**

Without that connection, real-time, behavior-driven guest communication is almost impossible. A guest who checks in early, reaches a loyalty milestone, or completes their stay should be reached in the moment that matters most.

The channel mix tells a similar story. Email and SMS are near-universal in hospitality, but fewer than 1 in 10 hospitality brands are using RCS, and only 57% have added WhatsApp, the channel guests increasingly expect for real-time, conversational communication. The opportunity cost is measurable: across industries, 86% of companies that added a new messaging channel saw customer engagement increase as a result.

Part of what makes this gap harder to close in hospitality is that the central system of record is not a traditional CRM. It is a property management system (PMS). The PMS holds the guest intelligence, including booking history, stay preferences, spend patterns, and check-in and check-out timing. When a messaging platform is not integrated with the PMS, personalization, context, and automation stay out of reach regardless of which channels are available.

MMDSmart MessageWhiz connects to property management systems through open APIs.

Without integration with CRMs, AI tools or other management systems, companies are scheduling promotional blasts to static lists. That is not personalized and contextual promotion. That is bulk messaging with a different label. And without an omnichannel setup that knows which channel a customer is most likely to respond on, even well-timed messages miss their mark

- **81% of hospitality companies say their current solution lacks unified functionality for true omnichannel communication**
- **72% say it does not support all the channels they need.**

The ambition is there. The tools are not keeping up.

THE AMBITION

98% of hospitality companies say omnichannel engagement is important to their strategy

THE INFRASTRUCTURE GAP

87% are only partially integrated between messaging and their guest data systems

81% lack unified omnichannel functionality in their platform

THE CHANNEL WISHLIST

Hospitality runs on SMS and email. The channel's teams want to add: 1 **WhatsApp 35%** 2 **RCS 42%** 3 **Telegram 17%**



Complexity Is Holding the Industry Back and Investment Intent Reflects It.

76% of hospitality companies say their current messaging solution is too complex or difficult to use.

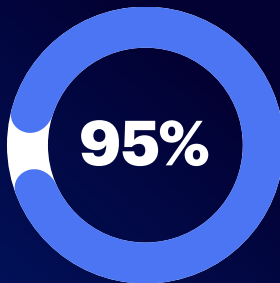
That complexity has a downstream effect: hospitality is also among the more cautious industries when it comes to messaging investment, with only 47% planning to increase spend over the next 12 months compared to 62% across all industries surveyed.

This is not a signal that hospitality does not see the value of better messaging. It is a signal that the tools available make progress feel harder than it should be. When a messaging platform does not integrate easily with your PMS, does not support the channels your guests prefer, and requires significant technical effort to manage, the instinct is to hold the line rather than expand.

The appetite for smarter messaging is strong. **87% of hospitality respondents rank smart routing and timing of messages as their top AI priority.**

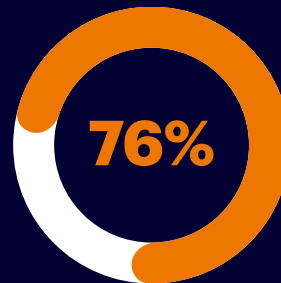
In an industry where a check-in reminder sent at the wrong moment loses its value, and a loyalty offer timed to a return booking can drive real revenue, the precision of when and how a message arrives matters enormously. The will is there. What is needed is a platform simple enough to act on it.

The Complexity Ceiling in Hospitality



plan to expand their communication channels in the next 12 months

VS



say their current solution is too complex or difficult to use

Intent to expand is nearly universal. Complexity is the ceiling.

Source: 2026 State of Digital Customer Communication Survey — Hospitality respondents (n=6)

The Emerging Pattern

Across hospitality organizations, three interconnected dynamics are shaping messaging effectiveness.

- Operational messaging is mature, but growth messaging is underdeveloped
- Omnichannel ambition is universal, but PMS integration gaps are preventing execution
- Platform complexity is suppressing investment and slowing channel expansion

Together, these gaps create distance between messaging potential and guest experience reality, and open a clear opportunity for teams that find a simpler, better-connected platform.



Where Hospitality Leaders Are Focusing Next

The industry is not standing still.

95%

Plan to expand communication channels in the next 12 months

100%

Say omnichannel engagement is important to their own growth strategy

87%

Rate smart routing and message timing is their #1 AI priority

47%

Plan to increase messaging investment in the next 12 months



Turn Guest Messaging Into a Competitive Advantage

Modern hospitality communication demands more than operational notifications and post-stay surveys.

MMDSmart MessageWhiz integrates with property management systems through open APIs. Your messaging platform can trigger communications based on real guest behavior, like a check-in window opening, a loyalty milestone reached, a post-stay feedback request timed to the moment a guest arrives home, across SMS, WhatsApp, RCS, Viber, Telegram, email, and voice.

MMDSmart MessageWhiz helps hospitality brands:

- Connect to your property management system through open APIs for real-time, behavior-driven guest communication
- Orchestrate guest communications across SMS, WhatsApp, RCS, Viber, Telegram, email, and voice from a single platform
- Trigger personalized messages based on booking activity, check-in timing, loyalty status, and stay behavior
- Expand into growth messaging, including upsells, promotions, and loyalty programs, without adding operational complexity
- Simplify omnichannel management with 24/7 expert support included at no additional cost

Ready to evaluate your messaging maturity?

Schedule a Hospitality Messaging Assessment



About MessageWhiz

MessageWhiz, powered by MMDSmart, is a performance-driven omnichannel messaging platform that helps marketing, CX, operations, and growth teams turn conversations into measurable outcomes. With smart routing and flexible integrations, brands worldwide deliver timely, reliable experiences across SMS, WhatsApp, RCS, Viber, Telegram, email, and voice.

📞 1 (888) 7099187

@ info@messagewhiz.com

🌐 www.messagewhiz.com