Starfleet MEDIA

Starfleet RESEARCH

2027 SMART DECISION GUIDE / PLANNED 2027 TITLE

Hotel Direct Booking and Guest Relationship Management

Put independent market research to work for your brand.

Targeted brand awareness, a licensed edition of a valuable content asset branded only for your company and 100 qualified leads matched to your target prospect criteria, all in one turnkey program.

Research audience: hotel commercial, e-commerce, marketing and technology leaders.

Hotel Technology News

Media partner

The program includes a promotion and advertising package.

Explore Smart Decision Guides Program



Planned 2027 cover

Launching in Q1 2027

12 years
of successful Smart Decision Guide programs in hospitality, retail and healthcare

7 of the 10
largest hospitality technology solution providers (by revenue) have participated in Smart Decision Guide programs.

80%
Average sponsor renewal rate for Smart Decision Guide programs over the past decade

What your sponsorship delivers

100 qualified leads
Matched to your target prospect criteria and delivered in a timely manner over a 4–6 month campaign.

Your licensed edition
Featuring only your company logo and profile, with perpetual content licensing rights for use in your own campaigns.

Targeted promotion
Reach hotel decision makers and influencers through multiple media, email, advertising and distribution channels.

Two editions, one research foundation. Starfleet Media promotes the multi-sponsored content asset utilizing Velocity, our AI-powered campaign orchestration engine, to generate qualified leads. You also receive a separately branded edition with only your company logo on the cover and only your company profile in the appendix.

Participation and lead qualification

Starfleet Media manages market research (minimum 300 qualified survey respondents) and production of the content asset, as well as promotion and lead generation campaign execution. Your team provides feedback and suggestions during draft reviews. Your team also defines target prospect criteria. We verify and validate qualified leads and confirm their willingness to hear from your company. Records include buying authority and stated purchase intent and timing. Note: Survey responses are confidential and separate from campaign registrations.

Research and content development underway

Content focus: benchmarking best practices in direct booking conversion, guest profiles, marketing and repeat stays, and understanding how top-performing organizations achieve optimal results.

These questions preview just some of the insights our research will uncover:

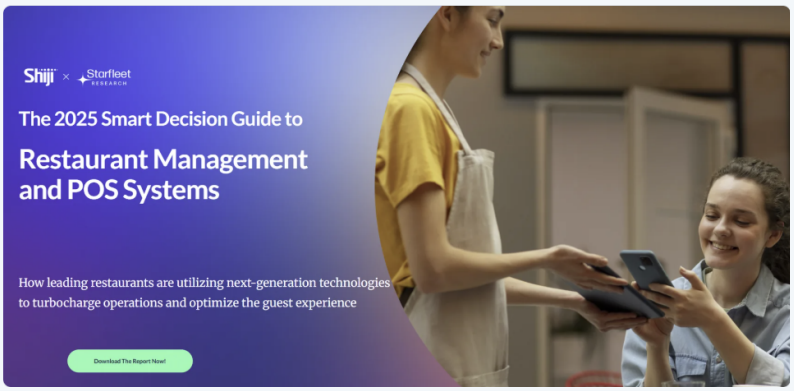
- Which booking and marketing practices distinguish top-performing hotels?
- How do leading teams use guest data to improve conversion and repeat stays?
- How do they measure incremental bookings, acquisition costs and retention?

View Research Survey

Sponsor Example: Shiji

A global leader in hospitality technology, Shiji hosts its licensed Smart Decision Guide behind a gated landing page on its own site, where it continues to generate high-value leads.

View Shiji's landing page



Put your licensed edition to work

Thought leadership	Build authority with hotel buyers through multichannel content syndication, including social media, blog posts and webinars.
Lead generation	Offer your edition on a gated landing page. Targeted promotion drives ongoing downloads and adds prospects to your marketing and sales funnel.
Sales enablement	Equip sales teams with research-based evaluation criteria and implementation guidance for buyer conversations, outreach and follow-up.

Your managed campaign

The program utilizes Hotel Technology News and our network of industry-leading publications, proprietary contact databases for email outreach, digital advertising and search marketing to drive targeted awareness and generate qualified leads.

Program details | Research methodology | 2027 titles | Research survey

Request sponsorship options for this title

Discuss availability, audience criteria, timing and pricing.

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