

# Independent hotels continue to lag in tech

Research from Phocuswright shows a continued trend that “use of technology among independent lodging properties is typically limited.”

**91%**

of independent hotels have no revenue management system.

**13%**

plan to have one in the future

**57%**

A majority of independent properties have no PMS and no plans to incorporate one.

**19%**

of independent properties have no mobile website with no plans to create one.

**19%**

Less the one-fifth of independent hotels have a central reservations system, and only 6% plan to adopt one.

**18%**

have no mobile website but have plans to offer one in the future.



**46%**

of U.S. independents and

**45%**

of European independents say cost is a major barrier to adopting technology.

**44%**

in the U.S. and

**40%**

in Europe say they don't invest because they lack the time to evaluate tech.