



# P2P Report: Unveiling Key Themes and Current State of Hospitality

In late Spring 2024, BirchStreet Systems unveiled the ProPulse survey to examine the present landscape of hospitality procurement systems and solutions. The survey aimed to identify key trends and provide insights for navigating the future of the industry. The four key themes are highlighted below in greater detail.

## KEY THEMES



**Improving process efficiency with user-friendly streamlined platforms, greater automation, and access to important data insights to drive strategic decision-making.**

- ▶ BirchStreet Systems provides solutions that effectively elevate the ordering/purchasing process so hoteliers can focus on other aspects of hotel operations and the guest stay.



**Continued emphasis on customization of the guest experience** (as evidenced, for example, by key challenges related to “limited product availability” and “minimal flexibility/customization with ordering guides,” and a desire for “access to a broader network of industry-specific suppliers,” which gives hotels the opportunity to seek out products for their target clientele).

- ▶ BirchStreet Systems deals exclusively with the hospitality industry, so the company’s approach and solutions are tailored to the distinct needs of this space.



**Cost is king when it comes to top business goals in 2024.**

- ▶ Cost savings – a top goal from 67% (about two-thirds of respondents) – and optimized purchasing (which significantly impacts costs) are important for partner loyalty.
- ▶ With cost savings a key consideration – and 50% of respondents either planning to change procure-to-pay providers in the next 12-18 months or unsure about it – there is great opportunity for the right procure-to-pay solution provider, such as BirchStreet Systems, to grow their business.



**Emphasis on hotel sustainability and ESG efforts.**

- ▶ Focuses on ESG initiatives and emphasizing sustainability collectively show that sustainability continues to be top-of-mind for today’s hoteliers (also supported by the fact that 39% or one-third of respondents want to read about this topic to drive business growth).
- ▶ BirchStreet Systems recognizes the importance of responsible sourcing and sustainability, so hotel clients can feel confident they are aligning with a procure-to-pay partner with shared values.

BirchStreet Systems remains committed to offering innovative, tailored solutions that not only address these trends but also empower hoteliers' operators and owners to optimize P2P operations and enhance the guest experience. As the industry continues to evolve, we stand as a trusted partner, ready to support the journey towards a more efficient, cost-effective, and sustainable future.