



How Smart Can Your Hotel or Restaurant be? 餐廳酒店智能化升級

Now more than ever, hoteliers and restaurateurs see the need to utilise technology to improve guest experience and optimise management in security, efficiency and control capacity. Failing to keep up with the trend means one may risk jeopardising its reputation and eventually be eliminated. To embrace digital changes, Restaurant & Bar Hong Kong (RBHK) will showcase everything needed to smarten up your business, from online booking system, scan-to-order technology, e-payment tools, CRM systems to mobile guest journey solutions – you name it!

在如今競爭激烈的款待業市場，酒店和餐廳經營者必須利用科技來改善顧客體驗並優化安全、效率和管理，才能跟上同業的步伐，免於被市場淘汰。為了促進數碼轉型，香港餐飲展(RBHK)將全方位展示數碼款待方案，包括網上預訂系統、掃描點餐技術、電子支付工具、客戶關係管理系統、顧客數碼旅程方案等，應有盡有！

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3 Technology Trends to Adopt 三大款待業趨勢

Online Booking System 網上預約系統

Online reservation is the new trend – the global restaurant reservation software market is expected to grow at a CAGR of 9.5% from 2022 to 2030, while 64% of hotels worldwide use booking engines to get direct bookings and customer information.

網上預約是不可忽視的款待業趨勢。2022 至 2030 年期間，全球餐廳預約軟件市場預計將以 9.5% 的複合年增長率增長，而如今全球約 64% 酒店使用預訂引擎直接取得訂單和客戶信息。
Source 資料來源：[Dataintelo](#) /[Skift](#)

Food & Beverage/ Hospitality Management Systems 餐飲/酒店管理系統

Cloud-based solutions such as Cloud POS, CRM and ERP are highly sought-after to improve demand planning, supply chain management and overall operational efficiency in restaurants and hotels. 餐廳及酒店對銷售時點信息系統、客戶關係管理系統及企業資源規劃系統等雲端解決方案需求高企，希望以之改善需求規劃、供應鏈管理和整體運營效率。

e-Payment System 電子支付系統

Hong Kong is heading towards a near-cashless society with forecasts reporting paper money and coins will account for no more than 1.6% of point-of-sale transactions by 2024.

香港正迅速邁向「無現金社會」，預計到 2024 年，紙幣和硬幣佔銷售點交易的比例將少於 1.6%。

Source 資料來源：[Nomupay](#)

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