The travel and hospitality industry is on track. How you set up your fiscal year goals is up to you, of course. Below are some tips that can help:

Expand experience with minimal touchpoints. Alleviate frustration and friction for the busy traveler through integrated tools and technologies.

Be mindful of amenities. Inside the rooms or around the property, wellness amenities can help guests rejuvenate, let go of stress and increase relaxation. Remember: unwind the mind!

Consider a mobile strategy to reach your guests. Brand mobile apps and an optimized mobile-friendly website can bring ease and convenience to your guests' experiences.

Make sustainability part of your guest experience. Big or small, look into adding sustainable practices and eco-friendly products to delight your guests.

Think about optimizing your tech stack. Consider how your guests and customers interact with your business, and how your on- and off-site teams can use cloud-based technology, such as SIP trunking for your reservation and customer service phone lines, to modernize your PBX system and other tools and ensure a seamless, personalized experience.

Consider extending your hospitality network. Jointly work with local travel professionals for a complete global brand experience and extend your network.

Ask your guests for feedback. Use their thoughts and insight to continuously improve your offerings.

Evaluate your sales and service channels. Take a look at your current setup and assess if it's efficient and scalable to support your guest experience growth. Be sure to include voice, chat, social media, video and other forms of communication in your evaluation process.

Your guests expect a high-touch experience every time they engage with your brand–that starts at the first interaction. Cloud communications platforms empower businesses to connect globally with guests in real-time and refocus on CX through seamless integrations, reliable telephony solutions and omnichannel presence delivery across their phone system, messaging apps, website and mobile devices.

Start a conversation today!