

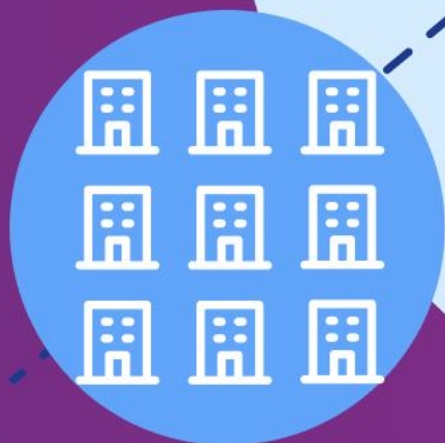
Guest data shouldn't be scattered across your hotel portfolio

The same guest may interact with multiple properties, outlets, and services. But when those interactions create separate records, valuable context gets lost.

...across all products



...across properties



...across time and source



Preferences

Stay history

Spending history

Why duplicate profiles create friction

A guest stays at different properties
within the same group.
Preferences are stored in one profile.



Property A

Preferences



Property B

Stay history



Property C

Spending history

Past visits appear in another. Spending history sits
somewhere else. Without a complete picture,
delivering consistent service becomes much harder

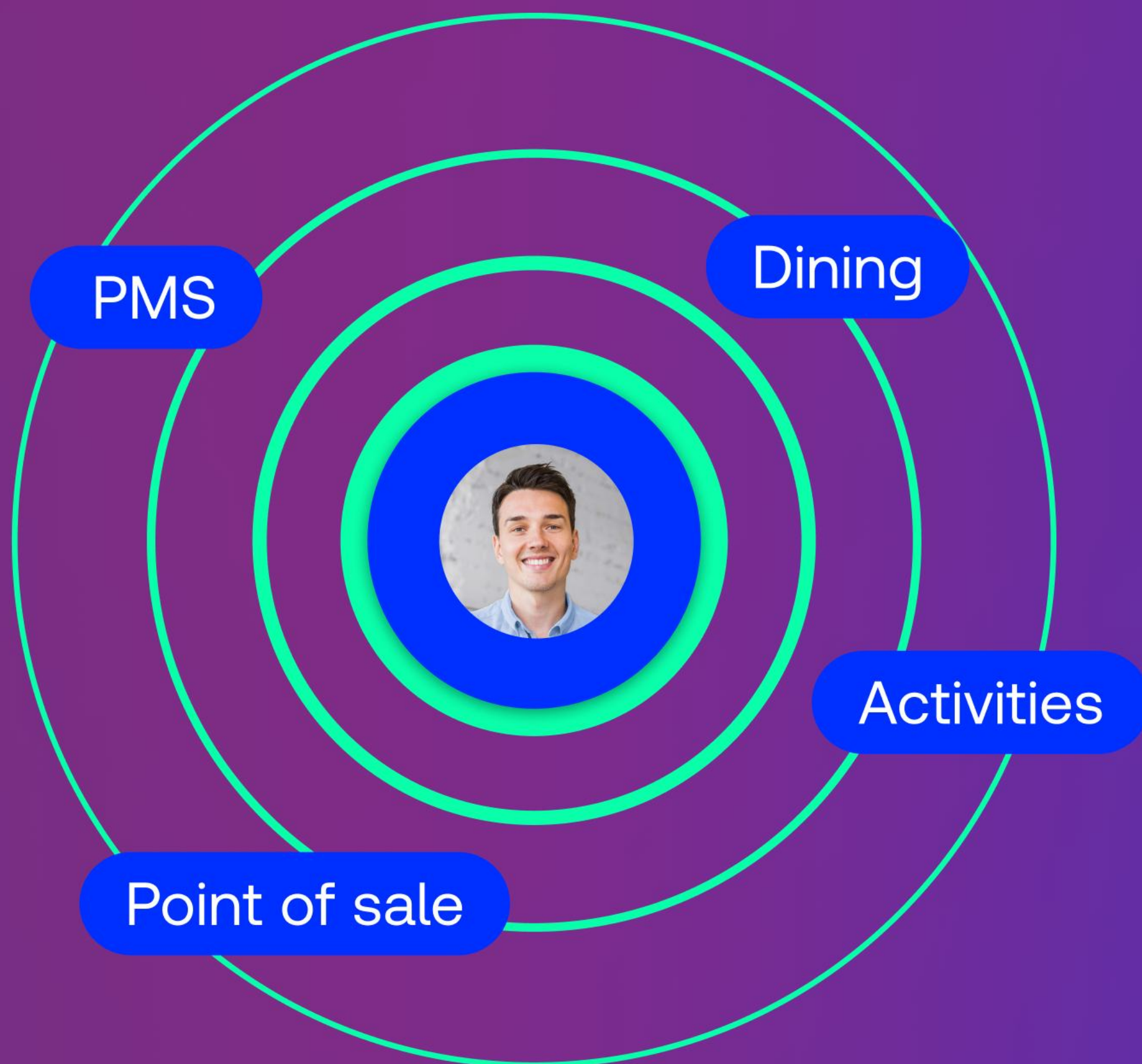
**Lost
preferences**

**Incomplete
history**

**Inconsistent
service**

A connected view of every guest

Single Guest Profile brings together guest information from across the hospitality ecosystem.



Preferences, stay history, interactions, and other guest data can be accessed through a unified profile, helping teams understand the full guest journey.

Find the **right profile**, **faster**

Hotel teams can search using multiple guest identifiers, including:



Name

Phone number

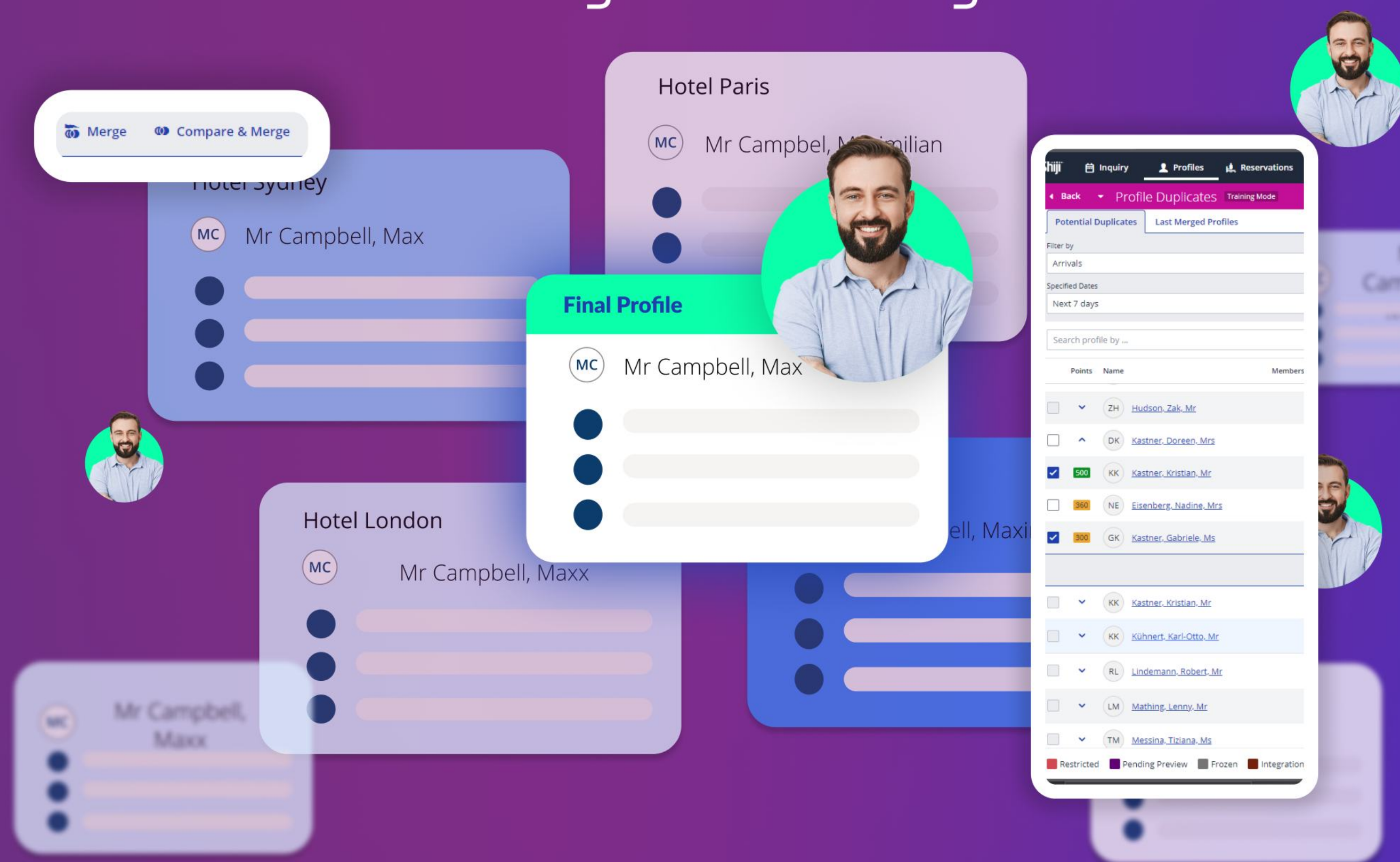
License plate

Other indexed profile information

The result is **faster guest recognition** and less time spent looking through duplicate records.

Smarter profile management

Single Guest Profile uses configurable matching algorithms to identify potential duplicate records and highlight profiles that could belong to the same guest.



This helps hotels maintain cleaner guest data and build a more complete view of guest interactions across the organization.

Personalization starts with trust

Single Guest Profile helps hotels deliver **personalized experiences** while supporting privacy and compliance requirements.

Guest consent preferences are stored and managed in the profile



Regional data-sharing rules can be applied where required



Built with **privacy and security** in mind



Hotels maintain **governance over guest data** across systems



Know your guests beyond a single stay

Single Guest Profile helps hotel groups connect guest information across properties, reduce duplicate records, and support more personalized service at every touchpoint.

Explore Single Guest Profile in Daylight PMS.