

GoTab × Stayntouch

vs. Toast — Hotel & Resort F&B

Sales Battlecard | Partner Reference | May 2026

PARTNER USE — NOT FOR DIRECT PROSPECT DISTRIBUTION

THE REAL COMPARISON

Toast does integrate with Stayntouch — but integration is the floor, not the ceiling. The right question for any hotel or resort isn't "does it connect?" — it's "how deeply does it serve the guest experience across the property?" GoTab was purpose-built for multi-outlet hospitality commerce. Toast was built for single-concept restaurants and adapted for hotels. That distinction plays out in every workflow a hotel F&B team runs every day.

GoTab + Stayntouch delivers what hotel and resort operators actually need: unified guest tabs across every outlet, native in-room QR ordering, zone-aware kitchen routing, clean folio posting when a guest closes to room, and guest intelligence that combines PMS stay data with F&B transaction history. These are not add-ons — they are core to how GoTab was designed.

CORE FEATURE COMPARISON: GOTAB + STAYNTOUCH VS. TOAST

Feature	GoTab + Stayntouch	Toast + Stayntouch
Multi-Outlet Unified Tab	Guest opens a tab at the lobby bar, continues it poolside, orders room service — all on one running tab tied to their Stayntouch folio. Native across all outlets.	Each Toast location is a separate instance. Guest tabs do not carry across outlets. Multi-outlet unification requires custom workarounds.
In-Room QR Ordering	Guests scan an in-room QR code, order from a dedicated room service menu, and charges post directly to their folio. No phone call. No front-desk intervention. Live at Hotel Alma San Juan.	No native in-room QR ordering workflow. Room service requires a phone order; digital ordering is not available at the room-level without significant customization.
Room Charge from QR	Room charge is available at every ordering point — guest-facing QR, server handheld, kiosk, and in-room. Guest selects room charge; it posts to their Stayntouch reservation in real time.	Room charge via the Stayntouch integration is available at POS terminals. Not available at the QR ordering layer — guests ordering via QR cannot charge to room natively.
Real-Time Folio Sync	When a guest closes their tab to room, the full tab posts cleanly to their Stayntouch folio — no manual entry, no front-desk reconciliation. The tab captures everything across every outlet before it posts, so the folio reflects the complete guest spend in one clean transaction.	Room charge posts to Stayntouch when the tab is closed at the terminal. Same close-to-post model, but limited to the POS layer — tabs opened via QR or in-room ordering do not have a native path to folio posting.
Zone-Based KDS Routing	Native GoTab KDS routes tickets by zone — room service orders go to the room service station, restaurant tickets to the restaurant line. Multi-state tracking, smart batching, expo mode.	Toast KDS is strong for single-concept FSR. Zone-based routing across multiple hotel outlets requires separate KDS instances with no cross-outlet coordination.
Multi-Outlet Architecture	One GoTab instance covers the full property — restaurant, pool bar, lobby	Each outlet concept requires a separate Toast location. Menus, reporting, and

Feature	GoTab + Stayntouch	Toast + Stayntouch
	lounge, room service, grab-and-go. Zone-specific menus, pricing, and routing all managed centrally.	guest data are siloed by instance. Managing a multi-outlet hotel requires managing multiple Toast accounts.
Server Handheld + Room Charge	GoTab server handheld is a full first-class ordering workflow. Room charge is available from the handheld at any outlet — server selects room charge and it posts to the guest's folio.	Server handhelds support room charge via the Stayntouch integration. Strong for in-restaurant workflows; cross-outlet or poolside handoff to another outlet tab is not native.
Kiosk Ordering	GoTab kiosks support full ordering and room charge. High-volume event F&B, grab-and-go, and lobby kiosk deployments all native.	Toast kiosks are available as a paid add-on. Room charge at the kiosk layer is not native — requires additional configuration and is not a standard integration capability.
Guest Marketing & GRM	Fishbowl GRM builds 360° guest profiles from GoTab F&B transaction data, enriched with Stayntouch stay data. Segment hotel stayers vs. walk-ins. AI-powered campaigns. +\$35/mo on Pro.	Toast Marketing Suite available as a paid add-on. Does not ingest PMS stay data. Cannot segment hotel-stayer profiles from walk-in guests or build campaigns from combined PMS + POS history.
Hardware	BYOD — iOS, Android, or Windows tablets. EasyPay leasing available. No proprietary lock-in. Hotels can deploy on existing device infrastructure.	100% proprietary Android hardware. Terminals \$799–\$999. Hardware is non-functional if you leave Toast. Full property deployment is a significant capital outlay.
Table Management	Table management available via third-party integrations (OpenTable, Resy, SevenRooms). GoTab is optimized for hotel commerce; dedicated table management best handled by best-in-class reservation tools.	Toast Tables is native — reservations, waitlist, and table management built in. Strongest for traditional FSR floor management in a standalone single-concept context.

WHEN EACH SOLUTION WINS

✓ GoTab + Stayntouch Wins	△ Toast May Win
Full-service hotel or resort with multiple F&B outlets — multi-outlet tab unification and clean room-charge posting are core to the operation	Single-concept restaurant attached to a hotel operating fully independently from the PMS — where FSR-depth workflows matter more than hotel commerce features
Property wanting in-room QR ordering — guests order and charge to folio without calling the front desk	Property where the F&B director has deep Toast familiarity and no cross-outlet or room charge complexity is required
Hotel needing room charge from every touchpoint — QR, handheld, kiosk, and in-room ordering all posting to Stayntouch in real time	Operator who places high value on native table reservations and waitlist management (Toast Tables) without a third-party integration
Resort or destination property with outdoor, poolside, or event F&B that requires mobile ordering and server handhelds across multiple zones	Very small hotel with minimal F&B — one concept, limited outlets, no complex room charge workflow

✓ GoTab + Stayntouch Wins	△ Toast May Win
Hotel wanting to build loyalty profiles combining PMS stay data with F&B transaction history for targeted re-engagement campaigns	
Operator unwilling to invest in proprietary hardware at every station or sign a multi-year hardware commitment	

VERTICAL FIT BY PROPERTY TYPE

Property Type	GoTab Fit	Toast Fit	Why GoTab Wins
Full-service hotel (restaurant + bar + pool)	★★★★★	★★★	Unified tab across all outlets; multi-zone kitchen routing; room charge at every touchpoint
Resort / destination property	★★★★★	★★	In-room QR, poolside QR, event F&B, Fishbowl GRM for guest re-engagement — all native to the stack
Luxury boutique hotel (multi-outlet)	★★★★★	★★★	Hotel Alma San Juan reference — rooftop, dining, bars, room service, all on GoTab + Stayntouch with live room charge
Boutique hotel (1–2 F&B outlets)	★★★★	★★★★	Context-dependent. GoTab wins when PMS room charge or zone mobility matters; Toast adequate for FSR independence
Conference / event hotel	★★★★★	★★★	Kiosks, QR, event deposit tools, and high-volume F&B across group reservations all charge to Stayntouch
Hotel bar / nightlife concept	★★★★★	★★★	Persistent open tabs, EasyTab, pre-auth, shared group tabs — native to GoTab; room charge from bar tab via Stayntouch
Hotel with independently operated restaurant	★★★★★	★★	GoTab automatic remittances handle revenue splits; Stayntouch guest identity spans the outlet
Limited service / extended stay	★★★	★★★★	Toast Starter Kit is low-friction for simple F&B. Stack value scales with F&B complexity and PMS integration depth.

MUTUAL CUSTOMERS: HOTELS RUNNING GOTAB + STAYNTOUCH TODAY

Property	Notes
Hotel Alma San Juan	Old San Juan, PR — luxury boutique hotel. Rooftop bar, two dining concepts, three bars, Café Alma, room service. GoTab deployed property-wide with in-room QR charging to Stayntouch folios. James Beard Award finalist chef.
Pacifica Hotels	Multi-property portfolio. GoTab + Stayntouch running in live production.
Tamarind Hills Resort & Villas	Antigua. Destination resort deployment.

"GoTab's POS perfectly complements our vision of combining luxury with innovation. It enhances our service while preserving the personalized touch that makes Hotel Alma San Juan special." — José Lugo, Director of Food & Beverage, Hotel Alma San Juan

OBJECTION HANDLERS

“ We're already using Toast with Stayntouch — the integration works fine.

That's a fair starting point. The question is what "works fine" means in a hotel context. Toast + Stayntouch connects at the POS terminal level — it handles charges in the dining room. Where it doesn't reach is the guest experience beyond the four walls of the restaurant: in-room QR ordering, poolside ordering, a tab that follows a guest from the bar to the pool to their folio. GoTab was built for that full property picture. If your hotel runs a single isolated restaurant, Toast may be sufficient. If guests are moving across the property and you want their experience to move with them, that's where the GoTab stack is built to win.

“ Toast's integration with Stayntouch covers room charge — what else do we need?

Room charge at the POS terminal is table stakes. The real differentiator is where room charge is available. GoTab delivers it at every ordering point: guest-facing QR codes, server handhelds, kiosks, and in-room ordering. A guest ordering poolside via QR or scanning a code in their room should be able to charge to their folio without any front-desk intervention. Toast's integration does not extend to the QR or in-room layers. That gap is where GoTab wins — and for a full-service hotel or resort, that gap is the entire outdoor and in-room revenue channel.

“ Our F&B director has deep Toast experience — retraining the team is a concern.

Toast familiarity in a restaurant context is real, but it doesn't translate to the hotel-specific features that matter most. GoTab's hotel-native workflows — multi-outlet tab management, in-room QR, zone-based kitchen routing — require a day of training, not a week. And the capabilities the team unlocks on the other side are things Toast simply doesn't offer regardless of how long someone has used it. Hardware transition is also simpler than it sounds: GoTab runs on existing iOS and Android tablets, so there's no capital outlay to replace proprietary terminals.

“ We have a loyalty program — we don't need GoTab's GRM features.

If a loyalty program is working, that's worth preserving — and GoTab doesn't replace it. The Fishbowl GRM advantage is data depth: guest profiles built from every F&B transaction across every outlet, enriched automatically with Stayntouch stay data. That combination lets you differentiate hotel stayers from walk-in bar guests and run campaigns that require both PMS + POS history. Most loyalty platforms don't have that combined data layer. It's not a replacement — it's the intelligence that makes the loyalty program smarter.

“ What happens if the GoTab–Stayntouch connection goes down?

Room charge falls back to card-on-file capture — the guest's card handles the charge, and the team reconciles to the folio at checkout. GoTab's direct integration has fewer moving parts than a three-system stack, which means fewer failure points. GoTab's Sync tier also adds an on-premises server component for full offline resilience — ordering and POS continue even during internet outages. Hotel Alma San Juan and Pacifica Hotels both rely on the live integration in daily production.

QUICK CLOSE

Toast and GoTab both integrate with Stayntouch. The question is how deeply. Toast connects at the terminal — it handles room charge in the dining room. GoTab connects across the property — room charge from QR, in-room ordering, unified guest tabs across every outlet, clean folio posting when the guest closes to room, and guest intelligence that combines PMS stay history with F&B transactions. **For a hotel with one isolated restaurant, Toast can be sufficient. For any full-service property where the guest moves across outlets, orders from their room, or sits poolside — GoTab is the stack that was built for it.**

Hotel Alma San Juan, Pacifica Hotels, and Tamarind Hills are running it today. The pitch is simple: if a hotel wants to deliver a seamless guest commerce experience across the entire property — not just the restaurant floor — GoTab + Stayntouch is the only stack that does it natively.