

Top 5 hotel tech trends

The hoteliers best positioned for growth embrace technology to optimize everything from guest satisfaction to the bottom line. How does your hotel stack up?



80%

of hoteliers say “driving guest loyalty” is their top technology initiative.¹

1 Connectivity is foundational to growth

Forward-thinking hoteliers know that a reliable and responsive network is critical to providing the modern technology experiences that guests and staff expect. Ultrafast fiber connectivity, cloud services and a technology partner with deep expertise can open the door to endless growth.



78%

of hospitality leaders expect technology investments to increase in the next three years.²

Great tech experiences drive better reviews

Today’s travelers pack a bag full of high expectations for ubiquitous connectivity, outstanding in-room entertainment and contactless experiences for everything from room service to golf tee times.

2

53%

of guests say they’re unlikely to return if a hotel’s WiFi doesn’t meet expectations.³



3 Security incidents are brand busters

While 76% of hoteliers say cybersecurity is a top tech initiative,⁴ they are also prioritizing physical safety for guests and staff. Savvy hoteliers are seeking advanced protections developed by experts in cyber and physical security.



68%

of hoteliers named physical security as a top technology initiative.⁵

Piecemeal hotel systems are problematic

They can wreak havoc on your limited IT resources and your operational efficiency. Seek out options that integrate your technology management on a single network platform with a complete view.

4

45%

of hotels say that fragmented technology and data prevents them from achieving a singular, end-to-end view of their customers and operations.⁶



5 Emerging technologies are transformative

Automation and AI can be game-changing in turning day-to-day manual tasks into seamless efficiencies. However, reliable, low-latency connectivity is key in delivering a seamless user experience.



57%

of hotel general managers say they expect automation to boost guest experience and improve their bottom lines.⁷

Prime your hotel for growth

Connect with us and learn about the technologies you need to power exceptional guest experiences and operational efficiencies.

[Learn more](#)

¹ “2024 Lodging Technology Study: Digital Transformation & ROI,” Hospitality Technology, 2024.
² “Research: 78% of Hoteliers Will Increase Their Investment in Hotel Technology in the Next Three Years,” Hotel Technology News, March 8, 2022.
³ “Exceeding Guest WiFi Expectations in the Hospitality Technology Gold Rush,” Hotel Internet Services, 2022.
⁴ “2024 Lodging Technology Study,” Hospitality Technology, 2024.
⁵ Ibid.
⁶ “Toward Travel’s Frictionless Frontline: Integrating Technology and Workforce,” Deloitte, 2023.
⁷ Ibid.

About Spectrum Enterprise
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