

E-BOOK

Deliver the in-room entertainment your hotel guests want

Drive guest satisfaction, loyalty and brand equity with an immersive, customizable and revenue driving in-room entertainment platform.



Spectrum
ENTERPRISE®



The in-room TV can define the entire guest experience

Offering a five-star entertainment solution is essential to a personalized and exceptional experience. Hotel guests at all levels are demanding more from their in-room entertainment options, including their TV experience. They want personalized control over everything from what they watch and how they watch it, to how they interact with hotel services during their stay.

Hoteliers who keep up with guests' entertainment preferences can significantly increase guest satisfaction – and as a result, loyalty and revenue.

In this e-book, discover how.

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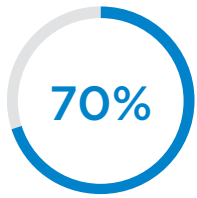
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To remain competitive in today's marketplace, enterprising hotels must offer, at a minimum, the same programming options that guests can access in the comfort of their own homes.

Comprehensive programming options

Today's hotel guests are fortunate when it comes to entertainment choices. They are used to having hundreds of channels and dozens of streaming platforms at home. Add in a wide range of on-demand content, and it's clear that to approach the vast selection guests can enjoy at home, hoteliers must offer an expansive entertainment menu. Creating a homelike experience where guests can access their favorite shows and movies from their in-room TV increases the likelihood of an overall satisfying stay.





of guests say, when selecting a hotel, it's very or moderately important that the hotel provide Smart TVs/content streaming in the guest room.²

Casting and streaming capabilities

Your guests are accustomed to the convenience and functionality of their home television setups. In the U.S., 74% of households with televisions have a smart TV! They can stream, cast and watch their favorite content on demand using streaming media players such as Roku, AppleTV and Google Chromecast. When they visit a hotel, they expect the same frictionless convenience — without having to log into their accounts on an unfamiliar device.

To ensure guests get the entertainment experience they want, hoteliers must be prepared to offer the ability to access streaming apps or cast content to the in-room TV from a portable device. Because guests expect to watch programming from their favorite streaming apps, casting capabilities are a simple, cost-effective way to add this much-desired feature to your overall entertainment solution.



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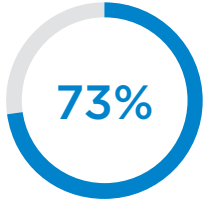
Streaming services on the guestroom TV ranked highest in adding the most value to future hotel experiences.³

Interactive digital services

Having greater choices in the way they access hotel services is an attractive benefit for most guests, as it provides a simple way for them to personalize their visit to their individual needs. It can also improve the operational efficiency of your property by streamlining service requests and freeing hotel staff to focus on more pressing duties.

With an immersive entertainment solution, hoteliers can offer guests the ability to access information, order amenities and services via the in-room TV, simultaneously personalizing each visit and improving the operational efficiency of the hotel.





of travelers indicated that they would be more likely to stay at a hotel offering self-service technology that minimizes contact with the staff and other guests.⁴

Simplifying checkout

Navigating checkout is an important part of a hotel stay, but, when poorly executed, it can be detrimental to overall satisfaction. Hotel guests want a fast, simple process for checking in and out. An immersive TV solution allows guests to check out via their in-room television quickly, easily and without contact, so they spend more time relaxing and less time standing in line.



The ability to use the in-room TV to request hotel services helps ensure that guests can effectively communicate their needs.

Opening a new channel of communication

Some guests prefer communicating with hotel staff face-to-face or over the phone. For those who don't, having to interact in these ways could be a deterrent from requesting services or amenities that might otherwise improve their stay — and increase hotel revenue. The convenience of being able to use the in-room television for this purpose means guests are more likely to receive the services they need and provide valuable feedback. This data enables hoteliers to better understand what about their establishment is working well and what isn't, so they can take action accordingly.



Meet and exceed expectations

With an immersive TV solution, hoteliers can transform the in-room television into a convenient hub for entertainment and hotel service customization, creating a positive, five-star TV experience personalized to each guest's needs. When hotels prioritize guest satisfaction, they can increase affinity, loyalty and revenue.

Learn more about how to deliver a five-star guest entertainment experience at our website: enterprise.spectrum.com/hospitalitytv



1. "[Hub: 74% of U.S. Homes Own Internet-Connected Smart Television, 64% Use to Stream Video](#)," Media Play News, July 25, 2023.
2. "[Customer Engagement Technology Study 2023](#)," Hospitality Technology, September 2023.
3. "[Hospitality Experience Survey 2023](#)," Gensler Research Institute, May 2023.
4. "[Hospitality in 2025: Automated, Intelligent... and More Personal](#)," Skift and Oracle Hospitality, June 2022.

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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