

# New technologies are changing the guest experience

Make sure you have the right network  
infrastructure to support them.



Increasingly connected and tech savvy guests are propelling hoteliers to rethink their IT strategies. For hoteliers who want to differentiate their property through more engaging experiences that meet and exceed guest expectations it is essential to keep up with the latest technology innovations.

This solution brief takes a look at four innovative technologies that are emerging in the lodging industry and the connectivity solutions needed to bring them to life. Ultimately, these new technologies allow hoteliers to deliver greater personalization and service, build guest loyalty and increase revenues.

## These innovative technology trends require:



Fiber internet for reliable high-speed, high-bandwidth data delivery.



Secure, flexible WiFi for anywhere access that scales with your needs.



Video streaming for a better in-room guest experience.



Simplified technology management with one, trusted managed solutions provider.

### Artificial intelligence

Artificial intelligence (AI) refers to computers or machines carrying out tasks that typically require cognitive function, and it's revolutionizing the lodging industry. Many hotels are already incorporating AI-powered personal assistants, such as Alexa or Google Home, into hotel rooms so guests can easily order more towels, check on pool hours, control lighting or room temperature, or make concierge requests. The use of AI frees staff from spending time on lower-priority, routine tasks, allowing them to invest more time engaging with guests to improve overall experiences and boost retention.

### Internet of Things

Incorporating sensors and connectivity into everyday objects such as thermostats and room lights transforms them into "smart" Internet of Things (IoT) devices that guests can control using phones, tablets or even by voice. The total number of IoT connected devices worldwide is expected to reach over 29 billion by 2030.<sup>1</sup>

With a growing number of connected devices and IoT technology coming into homes, today's guests expect a seamless transition between their technology-enabled home and hotel experiences. Connected devices unleash an abundance of possibilities for enhancing personalization and the guest experience — e.g., guests scan their phone to unlock their room, prompting temperature, lighting and music to be set to the guest's preferences. With all this technology, the need for a fast, reliable network is essential.

### Virtual and augmented reality

Virtual reality (VR) and augmented reality (AR) technologies are gaining traction as tools to enhance the guest experience. Using AR, guests can be guided around your property, viewing highlights about amenities, area attractions or nearby restaurants, and easily make reservations or purchase tickets to local events. This seemingly space-age technology is already being used by hoteliers to:

- Provide guest previews of their stay, encouraging bookings
- Integrate experiences into guest stays — including factual information about the hotel and surrounding area
- Entertain guests — providing novel gaming and viewing opportunities that improve the overall guest experience
- Train staff to deepen their knowledge of the property and amenities or improve their customer service skills — improving customer satisfaction scores for some hotels<sup>2</sup>



### Blockchain technology

Although often associated with cryptocurrencies, blockchain supports many business applications including smart contracts, distributed ledgers, supply chain logistics and management. Blockchain breaks data into blocks and securely distributes it across an entire network rather than keeping it in one centralized repository. In centralized data management systems, if the repository crashes or is breached it can affect all data. Also, as data volume grows, the speed of access to the data can slow down.

With blockchain, the data resists modification — making it more secure — and is distributed, which makes it more difficult to manipulate. Additionally, the data is time-stamped, which makes it traceable.

#### For hoteliers, blockchain can enable:

- Secure and transparent payments
- Streamlined loyalty program reward administration and distribution
- Inventory management
- Property rental management and payments

This allows hotels to verify and retrieve guest information at any time, from anywhere. Until recently, legacy systems utilized by hotels have slowed widespread implementation of blockchain. But, as high-speed fiber has quickly become standard for new builds and retrofits, hotels are becoming better equipped to support blockchain technology.





**When connectivity is slow, spotty or nonexistent, guest satisfaction scores plummet—negatively impacting future profitability.**

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### The importance of advanced connectivity

Innovative technology continues to transform the guest experience. Forward-thinking hoteliers that preemptively implement new technologies to enhance guest experiences stand to gain a tremendous competitive advantage, exceed guest expectations, build brand loyalty and improve operational efficiency. Underpinning all these new technologies is the need for a fiber network that provides reliable, high-speed and secure internet and WiFi connectivity. Seamless, property-wide connectivity is crucial for hotel success.

### The right partner matters

In an ever-changing technology landscape, partnering with the right connectivity provider can help hotels to keep up with technology trends and increase guest retention. Having one vendor to design a solution with service that easily scales without requiring costly infrastructure changes has its advantages. Hotels need a skilled provider with:

- Extensive, proven hospitality experience
- Responsive services and support
- A reliable and flexible network
- The ability to balance technological advances with data security

Your connectivity provider should be able to help your hotel adhere to brand standards and plan for future technological advances.

Spectrum Business® helps hotels earn greater guest loyalty through a portfolio of in-room technology and connectivity services that include HDTV, fiber internet, managed WiFi, physical and cybersecurity solutions and so much more. We understand what creates the ideal guest experience—and what that means for your bottom line.

[Discover](#) how our hospitality technology experts can help you elevate your guest experience.

1. Lionel Sujay Vailshery, "[IoT Connected Devices Worldwide 2019-2030](#)," Statista, July 27, 2023.

2. Gerald Gilfedder, "[Hotels use virtual reality training for out-of-this-world results](#)," Heart of the House, accessed February 26, 2024.