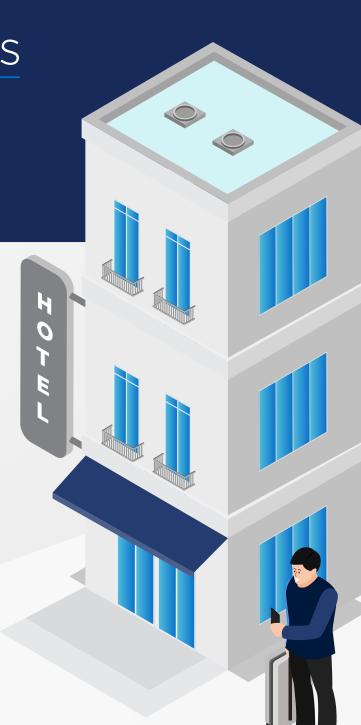
Top 5 hotel tech trends

embrace technology to optimize everything from guest satisfaction to the bottom line. How does your hotel stack up?

The hoteliers best positioned for growth

80% of hoteliers say "driving guest loyalty"

is their top technology initiative.1



to growth Forward-thinking hoteliers know that a reliable and responsive network is critical to providing the modern technology

Connectivity is foundational

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.





of hospitality leaders expect technology investments to

increase in the next three years.²

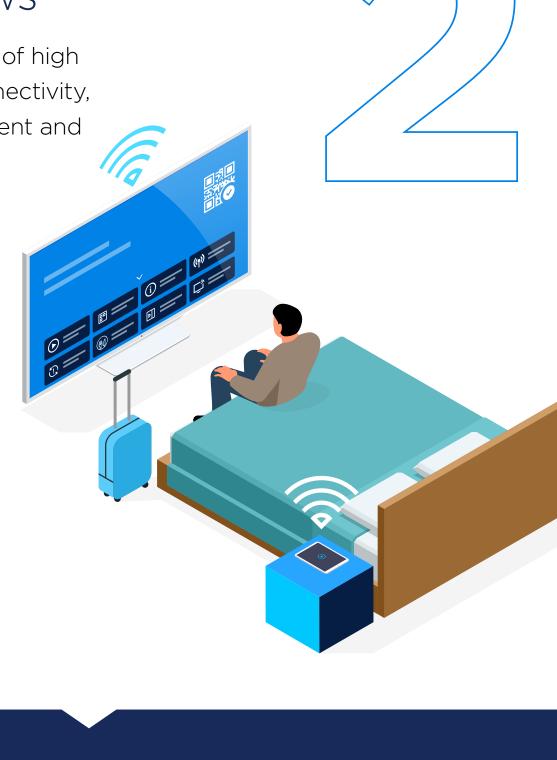
drive better reviews Today's travelers pack a bag full of high expectations for ubiquitous connectivity,

Great tech experiences

outstanding in-room entertainment and contactless experiences for everything from room service to golf tee times. 53%

to return if a hotel's WiFi doesn't meet expectations.3

of guests say they're unlikely





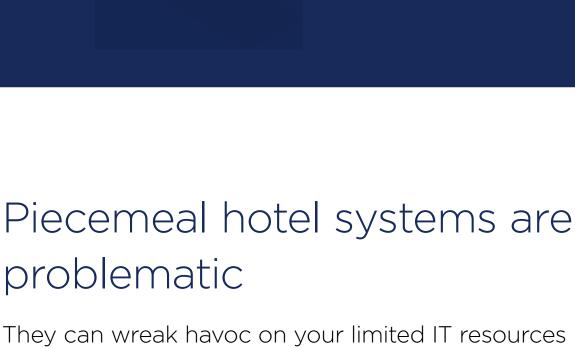
initiative,4 they are also prioritizing physical safety for guests and staff. Savvy hoteliers are seeking advanced protections developed by experts in cyber and physical security.

Security incidents are

brand busters

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

While 76% of hoteliers say cybersecurity is a top tech



network platform with a complete view.

technology and data prevents them from

achieving a singular, end-to-end view of

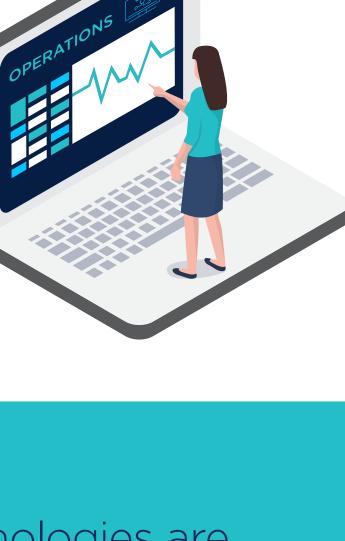
45%

of hotels say that fragmented

and your operational efficiency. Seek out options that

integrate your technology management on a single

their customers and operations.⁶

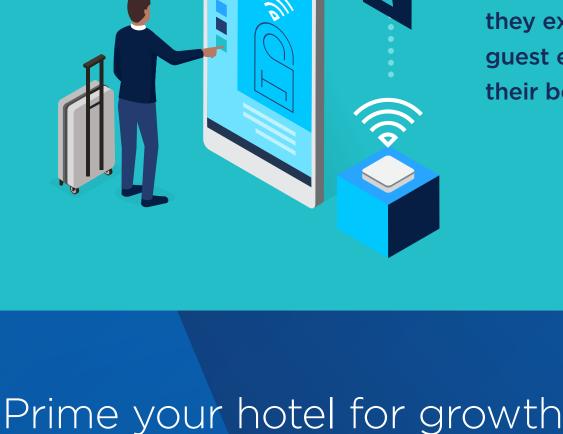




Emerging technologies are transformative

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

guest experience and improve

their bottom lines.⁷

they expect automation to boost

Learn more

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

5. Ibid.

- 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.
- 6. "Toward travel's frictionless frontline: Integrating technology and workforce." Deloitte, 2023.

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