

Hotel technology budgeting checklist

Plan ahead to improve the guest experience, manage costs and increase revenue

When guests travel, they expect an experience enriched by technology. That expectation includes seamless and fast WiFi; easy access to streaming apps and favorite TV networks; and contactless folio review, checkout and other conveniences. At the same time, you need to consider back-of-house solutions, invisible to guests, that support systems and empower your hotel staff.

The hotel market is very competitive. As you plan your annual budget, start by weighing the level of investment needed against the potential value for your guests, staff, operations and profitability. How will you differentiate your hotel technology experience from your competition? How will you inspire repeat visits and grow guest revenue?

The following checklist spotlights the key hospitality technology you may want to invest in to improve guest experiences, support AI deployments, help manage costs, adapt as expectations evolve, free resource-constrained IT staff and grow revenue per available room (RevPAR).

1. Deliver exceptional guest experiences

Whether traveling for business or leisure, guests expect ubiquitous connectivity and content-rich entertainment options customized to their interests. Investing in technology to meet these expectations is vital to creating 5-star guest experiences that drive growth by increasing traffic to hotel revenue-generating amenities and fostering guest loyalty that spurs repeat visits. Here's how you can use your IT investment to optimize the guest experience and sharpen your competitive advantage.

- ✓ Provide fast, reliable and seamless WiFi in guest rooms and throughout the property, from meeting rooms to the pool.
- ✓ Offer branded and personalized in-room entertainment with a wide variety of content.
- ✓ Empower guests to engage digitally and request property amenities, such as in-room dining, spa appointments or golf tee times.
- ✓ Enable instant communication, staff collaboration and seamless mobile device integration with unified communications (UC).

WiFi

is the most important technology influencing travelers' hotel selections.¹

65%

of guests want hotel technologies to be "cooler" than home tech.²

71%

of guests prefer streaming over pay-per-view options in hotel rooms.³

82%

of current hotel loyalty members report pain points with existing systems that fail to meet modern expectations.⁴

2. Provide reliable, seamless and secure connectivity

Technology is integral to the guest experience at hotels, motels and resorts — and it can also optimize your operations. Guest-facing touchpoints and operational technologies depend on a network with dedicated IT support, preferably managed by a trusted technology partner. Investing in network modernization and managed services can elevate the guest experience and help your team be more productive. Here are opportunities to advance your network.

- ✓ Guard sensitive guest, staff, financial and other data from cyberthreats with comprehensive network security that can help you comply with standards such as the Payment Card Industry Data Security Standard (PCI DSS).
- ✓ Supply ultrafast fiber connectivity backed by uptime service-level agreements that keep your staff and systems reliably connected.
- ✓ Maintain full-featured network services managed by a single partner to support seamless guest-facing technology experiences and provide greater convenience.
- ✓ Integrate cloud-based UC services with your property management system to enable hospitality staff to communicate and collaborate from anywhere.

\$3.82M

The average cost of a data breach in a hospitality organization.⁵

\$14K

The average cost per minute of an unplanned IT outage.⁶

67%

of hospitality organizations run a majority of their business operations in the cloud.⁷

81%

of hotel IT decision-makers rank increasing employee productivity as a top technology initiative.⁸

3. Boost revenue and guest loyalty with premium, customized services

Accessing the benefits of technology requires investment, but it can also create new pathways to drive revenue, increase guest loyalty and encourage positive guest reviews. By taking a proactive approach to hospitality technology, here are ways operators can grow their RevPAR.

- ✓ Offer premium WiFi options to guests for an additional fee or as a complimentary value-add to your brand's loyalty or rewards members.
- ✓ Provide contactless, digital-first, self-service options such as kiosks, QR codes and digital compendiums to engage guests.
- ✓ Deliver, promote and monetize dedicated WiFi packages for conferences, meetings and special events.
- ✓ Drive brand loyalty and better reviews by offering immersive, content-rich in-room entertainment and TV experiences.

Offering guests premium WiFi bandwidth options for an additional fee can drive revenue, while providing it at no charge can help grow loyalty program enrollment and inspire repeat visits.

61% of consumers are willing to spend more for customized experiences.⁹

70%

The increase in upsell revenue from guests checking in via kiosk rather than the front desk.¹⁰

4. Refine operations and create new opportunities by incorporating AI

As AI and robotics become more embedded across hotels, it's vital to have fast, reliable and scalable bandwidth to ensure the AI is optimized on a low-latency network that is responsive, efficient and adaptable. Hotels with a powerful, secure network and a thoughtful approach to AI can better empower staff, enhance guest experiences and sharpen their competitive edge.

- ✓ Ensure chatbots and virtual assistants are ready for AI agents by guaranteeing your network has low-latency, fast and responsive connectivity.
- ✓ Improve operations via advanced data analytics optimized for AI with a network platform that offers adaptive routing to avoid network congestion.
- ✓ Provide AI-driven personalized services and recommendations to guests and lift marketing ROI with effective, highly targeted content.
- ✓ Use AI-enhanced robotic devices for concierge services, deliveries to guest rooms and repetitive cleaning tasks to reduce waiting and help offset labor shortages.

70%

of guests prefer chatbots for simple queries.¹¹

76%

of hotel operators rank improving analytics as a top technology initiative.¹²

59%

of IT hospitality leaders say revenue optimization is a primary goal for their AI and machine learning (ML) applications.¹³

89%

of IT hospitality executives believe generative AI will have a meaningful impact on their business by 2027.¹⁴

5. Eliminate complexity and reduce costs by streamlining vendors

Modernizing your network can improve the guest experience and help lower costs by introducing operational efficiencies, but it also brings complexity. With a managed services approach, you can ease the burden on your IT staff, ensure high-level performance and maximize your IT budget.

- ✓ Relieve your IT staff by relying on a trusted partner's deep technology expertise to monitor and manage your hospitality IT.
- ✓ Realize cost savings and efficiencies by working with a single managed services partner.
- ✓ Shift your hospitality IT costs from capex to opex with managed services that bring simplicity and predictability to your balance sheet.
- ✓ Simplify operations by consolidating platforms and dashboards with one all-inclusive network management solution.

50%

of hoteliers say a lack of skilled expertise is a top technology challenge.¹⁵

78%

of executives across industries worry that their companies are struggling to keep up with the pace of technological change.¹⁶

49%

Nearly half of business leaders name challenges with digital infrastructure as the top internal barrier to organizational success.¹⁷

#1

The ranking by hoteliers of technology and automation as the area that will offer the highest return on investment over five years.¹⁸

More than 96%

of the top hotel brands in the United States trust Spectrum Business® for technology solutions.

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Spectrum Business offers managed and co-managed reliable, scalable all-in-one solutions customized to your hospitality organization's unique needs and objectives. Our solutions empower you to provide innovative guest amenities, easily manage operations and grow your business. As you work to solidify your budget, connect with us and ask about special promotional offers for the technologies you need to power exceptional guest experiences and operational efficiencies.

Learn more

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