

# Why your in-room TV needs to be more than a TV

Hotels that adopt contactless technology are best positioned to improve their competitiveness and operational efficiency. The in-room TV is the place to focus.



**75%**  
of guests use in-room entertainment.<sup>1</sup>

## Why TV matters

### The television is the hub of the in-room experience.

In-room technology is expected to become the most offered technology by the end of 2022.<sup>2</sup>

**65%**

of U.S. consumers stream video content.<sup>3</sup>

**55%**

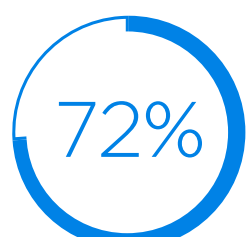
of consumers reported that they wanted Smart TVs or content streaming technologies within the guest room.<sup>4</sup>

**50%**

of guests now indicate that the availability of wireless casting could affect their booking decision.<sup>5</sup>

### The in-room experience can elevate the overall guest experience.

More and more, satisfaction with in-room entertainment options can define an entire stay.



of guests are likely to return to a hotel if it provides technology for room entertainment.<sup>6</sup>

## Go immersive

### Guests want more out of their in-room TV than just entertainment.

Hoteliers can use TV solutions to deliver the personalized, high-touch service that today's travelers expect during their stay. Integration with property management systems gives guests instant access to amenities, information and staff with a click of the remote.

#### Immersive TV solutions for hotels include:



Room service ordering



Self check out



Reservations for amenities like spa treatments and tee-times



Area, event and property information



Housekeeping requests



Bill and purchase details

## Many benefits

### An immersive in-room TV experience can benefit both guests and hotels by:

- Enhancing and personalizing the guest experience.
- Strengthening and standardizing your brand.
- Driving efficiencies.
- Improving occupancy and retention rates.

Meet the needs of today's guests with an immersive, exceptional in-room TV experience from Spectrum Enterprise.

[Learn more](#)

#### Sources

1. "What to Look for in a Hospitality TV," Hotel Tech Report, January 26, 2022.
2. "Hotelier Technology Sentiment Report," Stayntouch, January 2022.
3. "Streaming Video Trends: Why and How Consumers Watch," Fluent Pulse, March 4, 2021.
4. Michal Christine Escobar, "The 2022 Guest Room Experience: What a Guest Wants, What a Hotel Needs," Hospitality Technology, March 2, 2022.
5. "Hotel Internet Services Unveils Survey Results Revealing New Insight into Guest and Hotelier In-Room Entertainment and Voice Technology Trends," Hospitality Net, August 4, 2020.
6. "Why In-Room Entertainment is Important for Guest Experience," California Lodging Investment Conference, October 8, 2020.