HIGH TECH FOR HIGH TOUCH

ZEBRA

IGNITING GUEST INTERACTIONS

Harnessing the power of consumers' mobile devices is a vital component of the hospitality industry's technology renaissance

KEY QR CODE APPLICATIONS

1. Check-in reservation confirmation
2. Website for local events/restaurants
3. Access to surveys/reviews
4. Coupons
5. Loyalty points
6. Identity scanning
7. Mobile payment

61% of hotels in Europe are implementing QR code applications within the next year
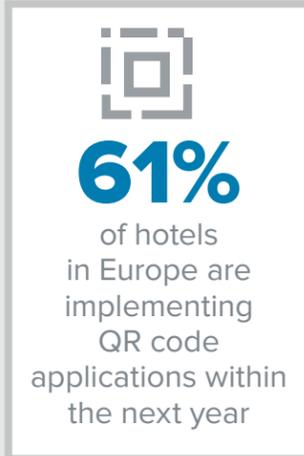
2016 EUROPEAN HOSPITALITY VISION STUDY
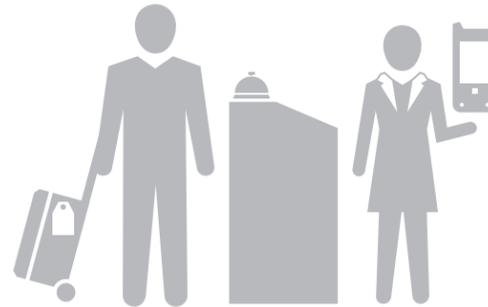
The hospitality industry is courting today's ever-connected guests with a high-tech-for-high-touch game plan. According to Zebra's European Hospitality Vision Study, hotels and resorts are tapping technology to ease, enrich and personalize the guest experience.

**Learn more at
www.zebra.com/hospitality**

AUTOMATING CONVENIENCE

Increasing technology usage to expedite mundane processes and service guests better

57% of guests want to use technology to speed up getting what they want

ROOM 224 IS READY FOR YOU.

HOTEL/RESORT PREFERENCES

- Smartphone check-in
- Room preferences based on profile
- Personalized guest greetings upon arrival

PERSONALIZATION

Differentiating the guest stay via unique personalized experiences to strengthen loyalty and encourage repeat visits

67% of guests appreciate customized messaging and offers

GUEST PREFERENCES FOR PERSONALIZATION

84% Want room selected based on personal preferences such as window location, room location and bed configuration

69% Would like rooms pre-stocked with preferred amenities before arrival

69% Want room to automatically adjust thermostat based on preference

57% Interested in using smartphones and tablets to control in-room needs (TV, restaurant/spa reservations, local events, room service)

TOP FACTORS INFLUENCING GUESTS STAYS

WELCOME, MR. MARTIN. ENJOY YOUR STAY.

PERSONALIZED INTERACTIONS

HELPFUL GUEST ASSISTANTS

LOYALTY

LOYALTY PROGRAM/ REWARDS

LOCATION TECHNOLOGIES

Making special offers based on preferences and locations such as step-by-step directions and reservation reminders

HOTEL/RESORT PRIORITIES FOR LOCATION-BASED TECHNOLOGY

1. Guest recognition
2. Special promotions/upgrades
3. Notification of arrival/check-in
4. Customer/guest analytics
5. Geo-targeted mobile offers

60% of hotels plan to implement location technologies within the next year