

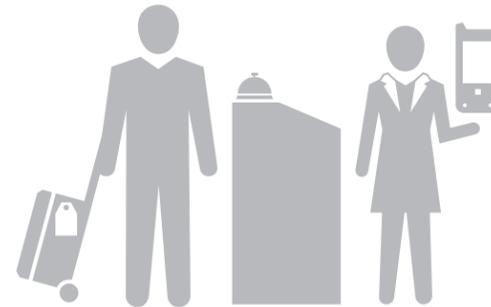
2016 NORTH AMERICAN HOSPITALITY VISION STUDY

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. Loyalty points
3. Access to surveys/reviews
4. Coupons
5. Website for local events/restaurants
6. Mobile payment
7. Identity scanning



The hospitality industry is courting today's ever-connected guests with a high-tech-for-high-touch game plan. According to Zebra's North American 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



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



GUEST PREFERENCES FOR PERSONALIZATION

- 80%** Want room selected based on personal preferences such as window location, room location and bed configuration
- 65%** Want room to automatically adjust thermostat based on preference
- 65%** Interested in using smartphones and tablets to control in-room needs (TV, restaurant/spa reservations, local events, room service)
- 64%** Would like rooms pre-stocked with preferred amenities before arrival



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



TOP FACTORS INFLUENCING GUESTS STAYS



PERSONALIZED INTERACTIONS



HELPFUL GUEST ASSISTANTS



LOYALTY PROGRAM/REWARDS