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

### HIGH TECH FOR HIGH TOUCH

#### 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

72% of hotels in the U.S. and Canada are implementing QR code applications within the next year.

#### 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

72% of guests appreciate customized messaging and offers.

#### 2016 NORTH AMERICAN HOSPITALITY VISION STUDY

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#### AUTOMATING CONVENIENCE

Increasing technology usage to expedite mundane processes and service guests better.

**59% of guests want to use technology to speed up getting what they want**

#### LOCATION TECHNOLOGIES

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

**HOTEL/RESORT PREFERENCES FOR LOCATION-BASED TECHNOLOGY**
- 1. Guest recognition
- 2. Notification of arrival/check-in
- 3. Special promotions/upgrade
- 4. Customer/guest analytics
- 5. Geo-targeted mobile offers

78% of hotels plan to implement location technologies within the next year.

#### TOP FACTORS INFLUENCING GUESTS STAYS

- Welcome, Ms. Williams. Enjoy your stay.
- Helpful guest assistants
- Loyalty program/rewards
- Personalized interactions
- Loyalty program/rewards

#### HOTEL/RESORT PRIORITIES FOR LOCATION-BASED TECHNOLOGY
- Smartphone check-in
- Room preferences based on profile
- Personalized guest greetings upon arrival

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