

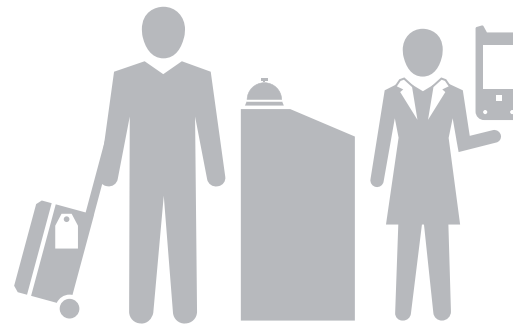
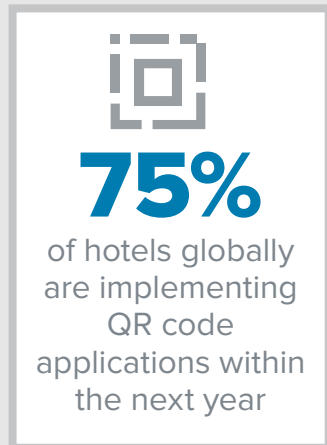
2016 GLOBAL HOSPITALITY VISION STUDY

## 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

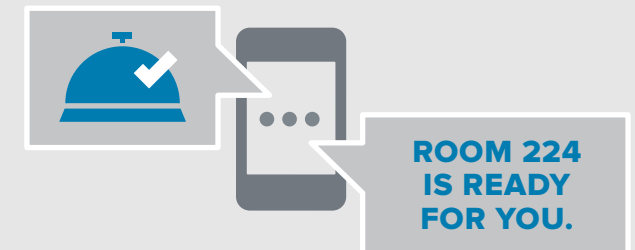
1. Check-in reservation confirmation
2. Coupons
3. Access to surveys/reviews
4. Website for local events/restaurants
5. Loyalty points
6. Mobile payment
7. Identity scanning



The hospitality industry is courting today's ever-connected guests with a high-tech-for-high-touch game plan. According to Zebra's Global Hospitality Vision Study, hotels and resorts are tapping technology to ease, enrich and personalize the guest experience.

## AUTOMATING CONVENIENCE

Increasing technology usage to expedite mundane processes and service guests better



### 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

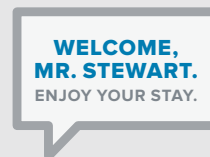
- 86%** Want room selected based on personal preferences such as window location, room location and bed configuration
- 74%** Would like rooms pre-stocked with preferred amenities before arrival
- 73%** Want room to automatically adjust thermostat based on preference
- 71%** Interested in using smartphones and tablets to control in-room needs (TV, restaurant/spa reservations, local events, room service)



Learn more at [www.zebra.com/hospitality](http://www.zebra.com/hospitality)



## TOP FACTORS INFLUENCING GUESTS STAYS



**PERSONALIZED INTERACTIONS**



**HELPFUL GUEST ASSISTANTS**



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

