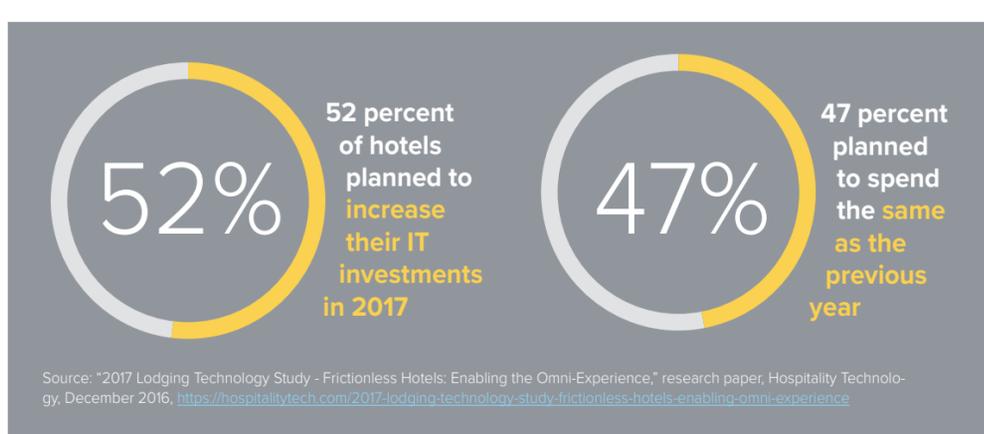


TRENDS IN HOSPITALITY

2018
THE FUTURE STARTS NOW



The hospitality market faces the constant challenge of providing optimal guest experiences on a limited budget. Technology is an integral part of the equation.



In addition, the line between business and leisure travel is blurring.

Bleisure travelers: Travelers who extend their business trips to include leisure activities or personal experiences

Workationers: Employees who do some amount of work while on vacation



Business Travel Continues to Rise

Number of U.S. domestic business trips in 2017

466 million

Number of U.S. domestic business trips expected in 2018

471 million

Source: "Number of Domestic Business and Leisure Trips in the United States from 2008 to 2020," chart, Statista, 2017 <https://www.statista.com/statistics/207103/forecasted-number-of-domestic-trips-in-the-us/>

Technology Trends Impacting the Hospitality Sector



Service Automation: Service automation can include everything from using facial recognition to unlock guest room doors to automatically providing guests with amenities and services based on their preferences upon check-in. Artificial intelligence is expected to be a major component in service automation, with AI in some instances acting as a concierge service to "learn" guest preferences.

Fixed Mobile Convergence: By pairing their mobile devices with their in-room phones, guests can seamlessly switch between devices to take calls anywhere and use their devices to order room service, adjust the lighting or view the in-room entertainment menu of selections from anywhere, even outside the hotel or off-property.



Location-based Services: Knowing where guests and employees are at all times can help hotels increase their efficiency and take guest experiences to the next level. Location-based services can be used to more quickly address guest needs, dispatch employees to underserved areas of a hotel property, and enable targeted marketing activities, among other things.

Connected Meeting Rooms: "Bleisure travelers" and "workationers" need technologies that will help them get their work done in the most efficient and impactful way possible. Connected meeting rooms can include videoconferencing capabilities, projection units and smart whiteboards, among other technologies, as these guests increasingly look for ways to remain productive while on the road.



Chatbots and mobile apps: Mobile apps are taking center stage in the lineup of technologies driving loyalty programs, as they evolve to include capabilities such as the ability to redeem points for rewards or mobile payments. Chatbots, meanwhile, utilize the power of predictive analytics and artificial intelligence to provide more personalized—and impactful—customer service.



The Vital Network

Now is the time to ensure your network is robust enough to support the demands of new-generation technologies in hospitality. Partner with a service provider that can provide reliable, flexible connectivity with scalable bandwidth and direct access to major cloud service providers to provide the best applications and services to ensure optimal guest experiences.

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