

# THE PATH TO YOUR GUESTS' HEARTS...

Every hotelier wants to win their guest's heart -- to say nothing of their spending on ancillaries, their positive reviews and their repeat business.



EVERYONE HAS ONE (ALMOST)!

## SMARTPHONE

More than 3/4 of the world population has a mobile device with over 2.7 billion mobile phone holders owning a smartphone.  
-GSMA Intelligence



DON'T LEAVE HOME WITHOUT IT!

87%

of global travelers used a smartphone when traveling  
*(Amadeus)*



HELP YOURSELF!

83%

of travelers prefer self-service rather than interaction with staff.  
*(Daylighted)*



WE'RE NOT TOO PATIENT!

## UNITED STATES

hotel guests have only a 5 minute tolerance for waiting to check in before reaching the "breaking point" that results in negative guest satisfaction. *(Cornell's Center for Hospitality Research)*



POINT AND CLICK!

64%

of hotel guests would prefer to use their mobile phone as a room key in order to bypass the front desk.  
*(Intility)*



SO, JOIN THE TREND!

47%

of hotels planning to leverage personal devices for check-in next year.  
*(Samsung Insights)*

...IS THROUGH THEIR SMARTPHONES...