

MAJOR FINDINGS: TECHNOLOGY

Technology is advancing at a faster pace than ever before, changing both the expectations of guests and the ways in which the lodging industry caters to them.

To create more convenient and informed relationships with customers, hotels are offering mobile apps, utilized central reservation systems and in-room Internet access.

94% -
100%

CENTRAL RESERVATION SYSTEMS

are nearly universal across chain scales.



65%

MOBILE CHECK-IN

The overall use of mobile devices for check-in took a giant leap this report cycle with this service being offered in 65% of hotels.



35%



MOBILE SERVICE APPS

Use of mobile apps for hotel service continues to climb peaking at 35% for the industry overall. **Four out of five upper-upscale hotels (80%) have this service.**



98%

IN-ROOM INTERNET ACCESS

With high speed in-room Internet plus wireless access expanding to 98% of hotels. The overall proportion of hotels charging for room Internet drops.



87%

SOCIAL MEDIA

87% of hotels are using social media in their marketing efforts.

