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HOSPITALITY TRENDS

That Matter Even More
In a Post-Pandemic World

There is no question that the hospitality industry faces a long road to recovery post-2020. The businesses that recover most quickly will be those that integrate pre-pandemic trends into a post-pandemic world.

Here are 5 key trends guests will be expecting in 2021 and beyond:

1 Touchless Technology

With technologies such as contactless check-in and check-out, hotels were already moving toward touchless technology before 2020. Now, in a post-pandemic world, it's likely that travelers will increasingly demand additional touchless options—not only for hygiene and safety factors, but also to provide a more customized travel experience.

Since 2016
The use of **mobile devices as keys has almost tripled**.
-AHLA

In 2020
use of keyless entry rose to 25% among small and independent hotels.
-Hospitality Technology

78%
of hotel consumers would like to have **self-service kiosks available for check-in**.
-Protel

2 Personalization

Consumers increasingly expect personalization across industries and businesses, but nowhere is this expectation clearer than in the hospitality industry. Self-service and touchless technology can help give guests the truly customized experience they're looking for.

From 2018-2019
boutique hotels increased the **number of rooms supply by 10.6% compared to 2%** for all US hotels.
-Hotel News Now

78%
of customers say they **trust companies with their personal information if that information is used to create a more personalized customer experience.**
-Salesforce

73%
of hotel guests **want in-room voice control** options.
-Hotel News Now

Between 2020 and 2024
the self-service market is expected to **grow by $2.29 billion**.
-Hospitality WiFi Study

3 Security

Security is always important in hospitality—whether that's building security or cybersecurity. With increasing forms of contactless payment, touchless technology and integrated apps, guests need to know that their information remains safe.

12%
of **data breaches occurred in the hospitality industry**--the fifth highest rate among industries examined.
-BakerHostetler

Since 2010
over a **dozen major data breaches** for hotels or hospitality have been reported.
-Hotel News Now

77%
of Americans say that **data protection is important when choosing a hotel**.
-Shred-it

4 Bandwidth

Robust Wi-Fi is no longer an option for hospitality—it's a business imperative. Travelers and guests are online more than ever before, and they expect to be able to connect to the Internet 24/7/365.

45%
of guests travel with **two devices**, and 28% travel with **three** devices.
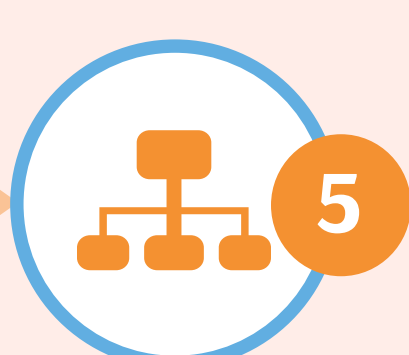-Hotel Internet Services

85%
of guests said that **Wi-Fi quality would affect whether they rebook** with that hotel or brand, and 76% of guests said that unavailability of Wi-Fi would be a "dealbreaker."
-Hotel Internet Services

Nearly two-thirds
of hotel guests **use the Wi-Fi within seven minutes** of arrival.
-Datumize

5 Integration

As travelers become increasingly confident with customizing their own travel experiences, they will continue to use a wider variety of apps. In addition, innovation continues to disrupt the old ways of doing business in hospitality as new apps and technologies such as artificial intelligence, concierge robots, voice activated services, kiosks and other technologies arrive in the market. Hospitality businesses will need robust integration across the stack to stay competitive.

50%
of travelers revealed that they would **like a mobile app to control the room environment**.
-Accenture survey

71%
reduction in guest complaints and a 135% increase in online revenue by **implementing new technology**.
-Finances Online

91%
of hoteliers agree or strongly agree that **technology integration is key for performance improvement**.
-CrowdRiff

**Allstream has the tools
your hospitality business needs
to keep up with market trends and
give your guests the experiences that
translate into five-star ratings.**

**To learn more about our
hospitality solutions,
contact us.**

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