



ZEBRA 2017 Global Hospitality study



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68% of guests would like to check in via their smartphone



75% are willing to share personal information in order to receive tailored promotions or loyalty points



74% of guests appreciate hotels that customise messaging and offers



84% wanted an email or messaging app to let them know when their room was ready



66% of guests claimed to have a better experience if they could use the latest technology to receive information and complete tasks such as making table reservations

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Armand Rabinowitz, Senior Director of Strategy and Workgroups, Hospitality Technology Next Generation (HTNG) says:

'other travel and entertainment friends have certainly set expectations with mobile boarding passes, mobile ticketing, and mobile ordering. Unless part of a hotel brand's message is steeped in tradition, the mobile app, which is such a reflection of brands today, should enable as many growth capabilities as possible.'

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