Revitalizing Personal Service with

HOTEL KIOSKS

for Business Travel

For many entrepreneurs, executives and managers, there is no substitute for pitching to a prospective partner or meeting a client in person. In the U.S. alone, business travel generates almost \$300 billion a year nationally, and hotels everywhere taking their share of the pie by implementing cutting-edge digital hotel kiosks that help boost profits and improve customer satisfaction.





It's My Pleasure to Assist You

For many hotels, a strong first impression establishes the ability to serve guests beyond expectations. An efficient, feature-rich hotel kiosk can provide seamless customer service and helps set the stage for building long-term brand loyalty. Hotel kiosks offer business guests:

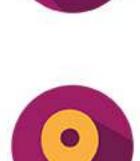


Concierge Services

Automated self-service kiosks allows customers to quickly locate

Easy Check In and Out

reservations, put a credit card on file, and obtain room keys that are encoded and dispensed right from the kiosk.



Wayfinding

Through precise location services and easy to navigate user interfaces, hotel kiosks help guests navigate through sprawling facilities or business districts where conventions, events

Hotel kiosks provide around-the-clock guest access, and can easily relay information such as transportation schedules, conference room details and room service menus.



Loyalty Programs

or other meetings may be clustered.

According to one study, 65% of business travelers belong to at least one hotel loyalty program, and are open to trying new loyalty programs if a unique experience is provided. Hotel kiosks provide effortless loyalty program sign-ups, and allow current members to access rewards details in a straightforward, uncomplicated manner.



Kiosks can detect Bluetooth-enabled mobile devices and push relevant information to applications or display targeted digital signage on kiosk screens through as a customer

Beacon Technology

approaches. Sales driven by beacon technology are expected to reach \$44 billion in 2016, over 10 times 2015 figures.

Hotels rely on repeat business through brand preference as a vital source of revenue and

There's No Place Like Second Home

hotel kiosks provide guests with a self-service experience they prefer. Consumers spend over \$200 million through kiosks annually, and kiosks influence another \$8 billion in offline sales. Furthermore, it has been shown that loyal customers will stay in less desirable locations or spend more money for a hotel experience they trust. 85% Profit Increase



75% of Business Travelers

Studies have shown that a 5% uptick in customer loyalty can generate an 85%



prefer to settle their hotel bill digitally.

increase in profit in the travel industry.

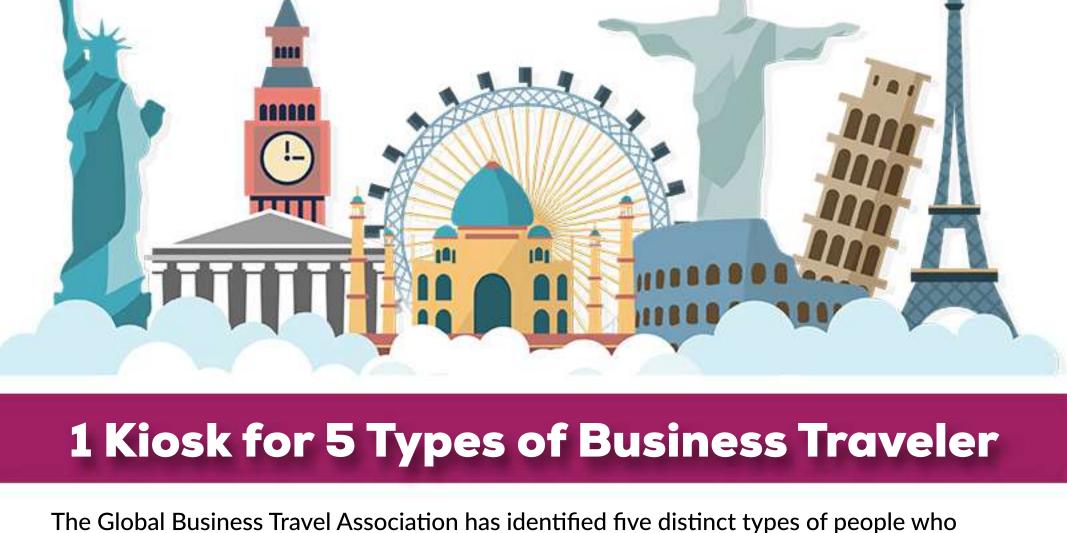
9.5x ROI

Investig in business travel can have a huge ROI. Studies show that for each dollar

3/4 of business travelers prefer to check in to hotels digitally and 71% say they would



invested in attracting new business traveler customers, revenue of \$9.50 is generated.



THE VETERAN

Hotel kiosks offer the most experienced travelers hassle-free check in and out

as well as a place to access loyalty program rewards points. They can also efficiently access, print or email necessary receipts for painless expense reports.

travel for business, each with distinct needs that hotel kiosks help address.



U2 state-of-the-art protection against malware or viruses to help ensure the safety of personal information.



THE PASSIONATE HIGH-TECH and applications that allow virtual concierges to serve them wherever they are outside the hotel.

Frequently crisscrossing the friendly skies for conventions and speaking tours, this type of traveler relies heavily on technology to keep projects and calendars on track. Hotel kiosks can integrate with mobile devices

in unfamiliar surroundings.

ROOKIE ROAD WARRIORS

travelers between ages of 20-25, 7% make an effort to build leisure into their business trips, and hotel kiosks serve them by providing details about travel packages, guided tours, and local adventures.

THE OCCASIONAL RECRUIT

This group of travelers is eager to explore new destinations while on

business and often meets with friends and other colleagues on the road. Of