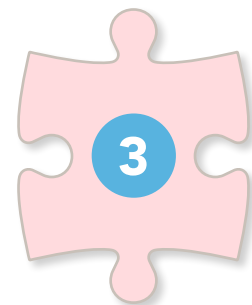
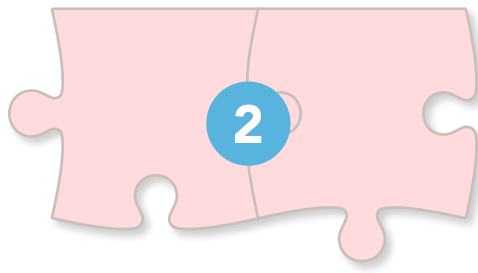
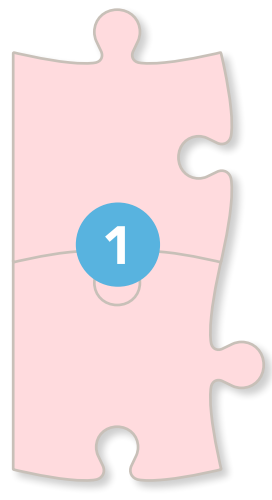


Solving the guest experience puzzle

Technology can help hotels improve the guest experience, offering new facilities and home comforts to attract and retain visitors. But what tech do hotel guests *really* want? What is a good investment? **Here's how to solve the guest experience puzzle.**



A SMARTER WAY TO WATCH TV

TVs might already be smart, but guests are usually disappointed with the limited number of channels on offer. In 2019, Netflix partnered with Hilton^[1] to give guests access to their own accounts via the hotel's Connected Room platform. Securely auto-clearing a guest's login information on checkout, this is a more open and personalised approach to in-room entertainment.



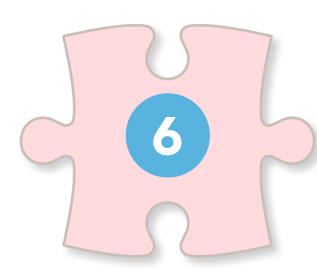
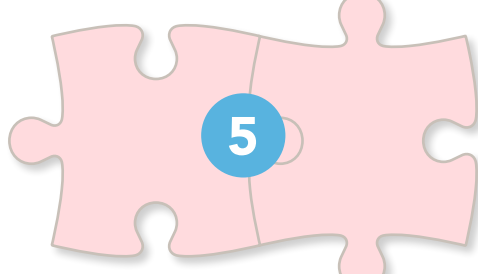
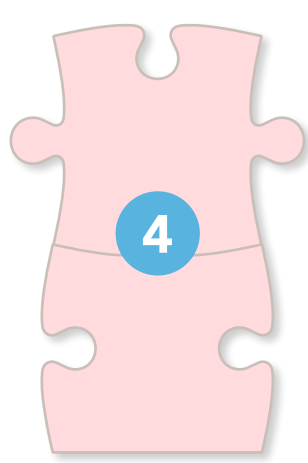
BETTER ENERGY MANAGEMENT

By 2050, hotels must have reduced emissions by 90% to satisfy the Paris Climate Agreement, so sustainability is always on the agenda. Using connected technologies such as smart lighting (e.g. switching to occupancy-sensing LED bulbs) and smart thermostats, plus using recycled and/or green products, hotels can lower energy consumption, reduce costs and satisfy guests.



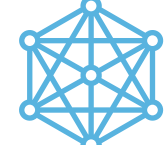
SUPERIOR IN-ROOM CHARGING

In a 2019 survey by Openkey^[2], 88% of respondents cited 'device charging ports' as something they expected to see in a hotel room as standard. So, the pressure is on hotels to balance more mains sockets with dedicated USB charging points in the future, using products such as the Brandstand CubieTime[®] to provide guests with flexible sources of power.



HIGH-SPEED WI-FI CONNECTIVITY

The average traveller can take an average of three electronic devices away when they travel^[3] and internet connectivity ranks high on any list of technology wants. Not only should hotel Wi-Fi be fast, you could argue it should also be free. Guests could be given a choice between complimentary standard access (great for web browsing) and a paid option that offers more bandwidth.



CONNECTED GUEST SERVICES

Why phone for a restaurant reservation when you could book via an app? Why wait in a checkout queue, when you could do it quicker online? Guest services can't be totally automated – lobby-prowling robots are perhaps a step too far. But for simple enquiries or hotel information, connected guest services, kiosks and apps are a teasing glimpse of a smarter future.



OPTIMISING FOR MOBILE

According to data collated by Openkey^[4], 76% of travellers say that a smartphone is their most important travel companion and a five minute wait to check in can lower guest satisfaction by 50%. Hotels are waking up to the idea that smartphones are a key part of the travel experience, embracing mobile check in/check-out, virtual door key apps and in-room device charging.



BRANDSTAND CHARGING PRODUCTS

Travellers worldwide have an endless need to charge mobile devices and demand for power only continues to increase. Brandstand's innovative charging products make it easy to satisfy this demand, enabling hotels to quickly and cost-effectively add extra plug sockets, USB charging ports and Qi Wireless charging functionality to their guest rooms.

- Up to 2x Power Sockets, 110v (US) or 220v (UK/EU)
- Up to 2x USB Type A Charging Ports
- Up to 1x USB Type C Charging Port
- Tamper Resistant Power Sockets (Mains) with Surge Protection
- Qi Wireless charging options available for compatible devices*
- Brandstand CubieBlue[®] (pictured above) also incorporates a Bluetooth[®] Speaker

BRAND|STAND[®]

Solve the guest experience puzzle and offer guests what they want. Find out why 20,000 hotels already use Brandstand charging products here: <https://brandstand.com/collections/international>

*Selected Brandstand products only.

[1] <https://newsroom.hilton.com/brand-communications/news/hiltons-hightech-connected-room-brings-personalized-inroom-streaming-to-guests-with-netflix>
 [2] <https://www.openkey.co/guest-expectations-for-hotel-tech-in-2019-2/>
 [3] <https://media.rac.co.uk/pressreleases/gadget-mad-brits-now-taking-ps20bn-electronic-devices-on-holiday-with-them-1445806>
 [4] <https://openkey.co/2018/08/30/hotel-technology-trends-mobile-check-in-check-out/>