The hospitality market faces the constant challenge of providing optimal guest experiences on a limited budget. Technology is an integral part of the equation.

In addition, the line between business and leisure travel is blurring. 

Bleisure travelers: Travelers who extend their business trips to include leisure activities or personal experiences.

Workationers: Employees who do some amount of work while on vacation.

TRENDS IN HOSPITALITY

The hospitality market faces the constant challenge of providing optimal guest experiences on a limited budget. Technology is an integral part of the equation.

Business Travel Continues to Rise

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of U.S. domestic business trips in 2017</th>
<th>Number of U.S. domestic business trips expected in 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>466 million</td>
<td>471 million</td>
</tr>
</tbody>
</table>

Technology Trends: Impacting the Hospitality Sector

Service Automation: Service automation can include everything from using facial recognition to unlock guest room doors to automatically providing guests with services and services based on their preferences upon check-in. Artificial intelligence is expected to be the main component of service automation, with AI in some instances acting as a concierge service to “learn” guest preferences.

Location-based Services: Knowing where guests are at all times can help hotels increase their efficiency and take guest experiences to the next level. Location-based services can be used to more quickly address guest needs, dispatch employees to underserved areas of a hotel property, and enable targeted marketing activities, among other things.

Fixed Mobile Convergence: By pairing their mobile devices with their in-room phones, guests (bleisure travelers and workationers alike) can quickly switch between devices to take calls anywhere in the hotel, use their mobile device to order room service, adjust the lighting or view the in-room entertainment menu of selections from anywhere, even outside the walls of the property.

Connected Meeting Rooms: "Bleisure travelers" and workationers increasingly want meeting rooms that are as efficient and elegant as a home office. Connected meeting rooms can provide better collaboration and communication between guests and smart communications among other technologies. In these guest-centric meeting rooms, the guest becomes the key component to providing more personalized service and the ability to take work with them on vacation.

Techbots and mobile apps: Mobile apps are taking center stage in the design of technology-driven hotel properties, as they enable guests to make reservations and book rooms with greater ease and comfort. Artificial intelligence and chatbots can make the claims process faster, voice-activated controls can be used to control room lighting and temperature, and more.

The Vital Network: Now is the time to ensure your network is robust enough to support the demands of new-generation technologies in hospitality. Partner with a service provider that can provide reliable, flexible connectivity with scalable bandwidth and direct access to major cloud service providers to provide the best applications and services to ensure optimal guest experiences.

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