

STAYNTOUCH®

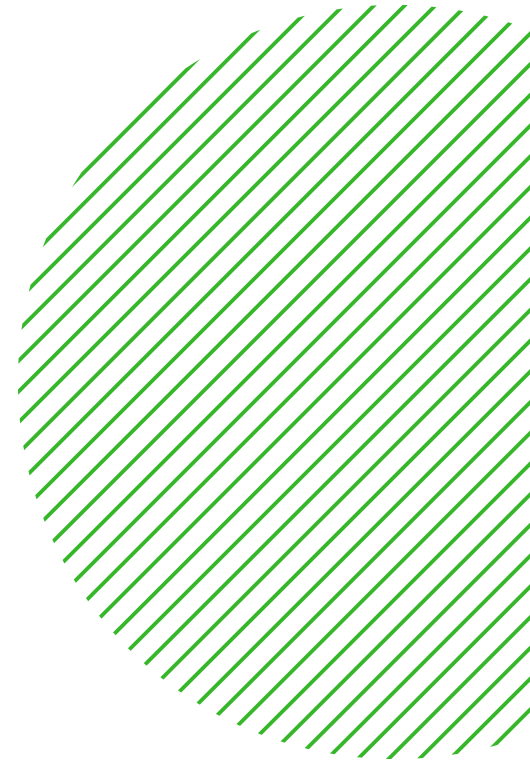


10-Step Guide to Attracting the New Aged Digital Traveler



Everywhere we turn, we are faced with 'new' – new trends, new technology, new guest expectations. This frequent evolution is as exciting as it is, at times, stressful for industry leaders hoping to stay ahead of the curve while helping to establish new and improved industry standards.

At the heart of this on-going evolution exists the new aged digital traveler, and hoteliers' desire to better understand what they look for within their hospitality experience. With this in mind, we've compiled a 10-step checklist to ensure your hotel property is best equipped to attract the modern, digital traveler

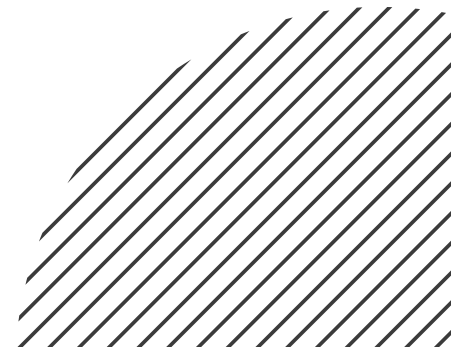




Invest in Tech

The digital traveler has their finger on the pulse of the latest and greatest tech trends.

Appeal to their penchant for technology by equipping your hotel with advanced offerings such as AI personal assistants, complimentary streaming services, in-room mobile controls, mobile room keys and more.



Personalized Service

The modern guest wants their hotel to anticipate their needs, expectations, and values, in order to curate a truly personalized experience.

Ensure you have an advanced, insight-focused PMS system in place that allows you to better understand (and engage with) each guest.



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Utilize Machine Learning Technology

In order to continuously personalize your guest's booking and on-property experience, your PMS system should utilize machine learning technology to track online navigation patterns, geographical location, and seasonality data.

With this data, the software you have in place can strategically tailor content based on each traveler's buying or guest journey, in real time.

Mobile Functionality

Help your digital guest stay connected 24/7, right from the palm of their hand, with mobile-optimized features such as booking, check-in, check-out, concierge and self-service stations.

Arm your staff with tablets and a mobile so that they are free to engage with guests anywhere on the property.



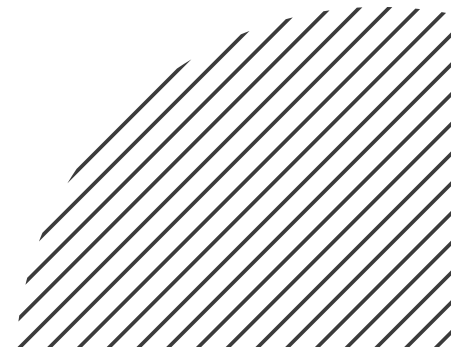
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Make Sure There Is an App For That

The digital guest readily embraces any opportunity to increase efficiency while on-the-go. By creating an app for your hotel, you can better connect with your digital-savvy guest, create a central hub for hotel information and offer app-specific perks or exclusive promotions.

Ideally, your mobile app should be a one-stop solution for all your travel needs.





Push Notifications



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Speaking of mobile, PMS software that enables push notifications to both your staff and your guests will allow you to improve your marketing efforts, upsell products and features and provide helpful room alerts.

Online Reservation System

Guests today are constantly looking for increased automation, value and ease of access. Ensure your hotel has an effective (mobile-optimized) reservation system in place to make your hotel visible, appealing and maximize bookings.

Also make sure your website and online booking tool are easy to navigate, informative and clearly identifies deals and loyalty programs where applicable.



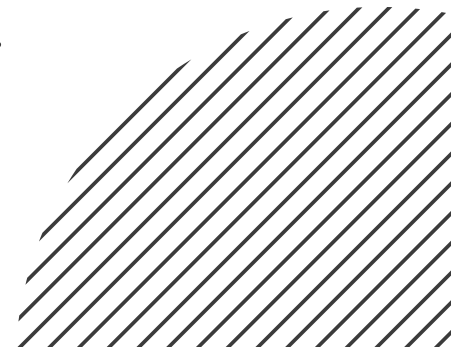
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Specify Your Marketing Efforts

Using actionable insights gathered from your PMS system, optimize your marketing campaigns and upsell offers based on specific guest behavior and preferences instead of generalized campaigns.

Pay close attention to eating habits, dinner times, preferred leisure activities and type of travel in order to enhance each guest's experience with your hotel.





Uninterrupted Wi-Fi



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This may seem overly simplified but staying connected is up utmost importance to the digital traveler. Ensuring your hotel offers a free, readily accessible Wi-Fi connection will play an integral role in booking decisions as well as on-property experience.

Simplify, Simplify, Simplify

The better you streamline and simplify your hotel processes (booking, pre-arrival messages, check-in, check-out etc.), the better your hotel staff can freely engage with your guests.

Further, you can ensure a seamless guest experience as they know that their needs will always be addressed in real-time.



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About StayNTouch



StayNTouch is a “Software as a Service” hotel property management systems (PMS) company focused on developing solutions that help hotels raise service levels, drive revenues, reduce costs, and ultimately change the way hotels can captivate their guests. Developed with mobility in mind, the pioneering platform enables hotels to create long-lasting relationships with their guests by delivering personalized service levels that today’s guests require. StayNTouch operates on tablets and smartphones, empowering hotel employees to go above and beyond in exceeding guest expectations at every touch point.

Powering over 85,000 rooms globally, our game-changing solution frees hotels from the constraints of legacy or premise systems, dramatically streamlines operations, increases margins, and revolutionizes how front-line staff connects with guests. StayNTouch is a trusted partner to many of the most forward-thinking hotels, resorts, casinos and chains in the industry, including Yotel, Zoku Amsterdam, Valencia Hotels, The Freehand Hotels, First Hotels, Modus hotels and the Fontainebleau Miami Beach.

To learn more watch our video "THE NEW WAY... TO HOTEL!"

