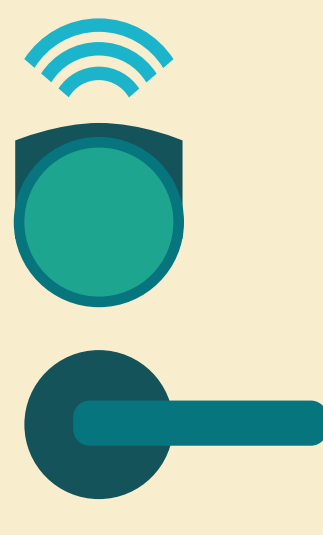


Unlocking the Benefits of Mobile

at **Hotels**



Hotels are realizing the full potential of mobile as they embrace innovation to add new features for guests at properties.

91%



of travelers say **technology** has made travel easier over the last decade



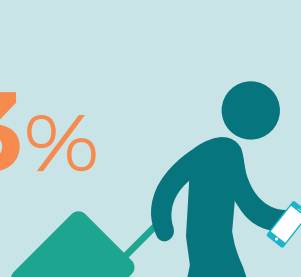
New Innovation being taken advantage of:

Mobile Check-In

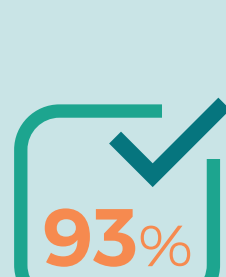


Reduces demand at the front desk by allowing guests the ability to **skip the front desk**

73%



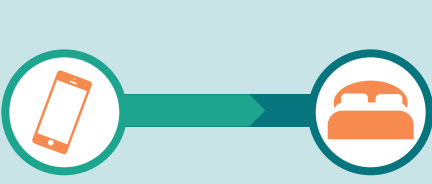
of travelers want to use **automated check-in** to bypass the front desk



of guests who used digital check-in were satisfied or **extremely satisfied**



Mobile Key



Streamlines the check-in process by allowing guests to go **straight to the guestroom**

64%

of travelers want to use mobile as a **room key**



More than

80%

of guests who use mobile check-in opt to also **use mobile key**



Mobile Messaging



Creates a direct, **mobile connection** between hotel staff and guests

97%

of Americans

use mobile messaging at least **once a day**

64%

of consumers **prefer texting** over making voice calls to address customer service needs



Geo-Targeting



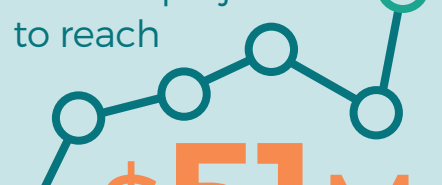
Allows more **relevant service** and marketing for guests

74%

of consumers are willing to share location-based data to receive improved offers and services



Location-based services projected to reach



\$51M

in revenue by **2019**

Hotel guests see **mobile as the future** of the guest experience.

3 Travel Innovations

Guests Predict by

2030



24/7 Virtual Hotel Concierge



Mobile Payments



Personalized Mobile Travel Guide



Mobile Guest Services + Mobile Key

Intelity and Kaba have together harnessed the power of mobile to make it easy for hotels to revolutionize the guest experience from end to end.

Find out more:

www.intelitycorp.com

www.kabalodging.com

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