



2019 Hospitality Mobility Benchmark

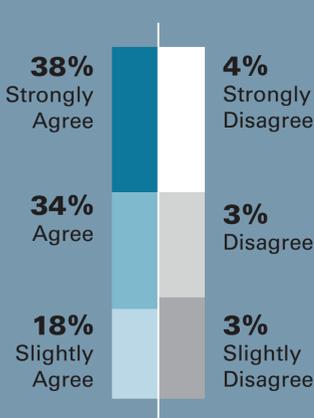
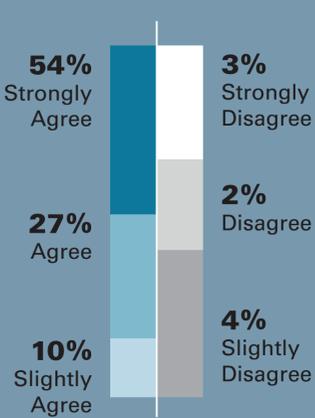
Today's hotels need to master a delicate balancing act.

How can they deliver personalized guest experiences to customers that are increasingly determined to use self-service tools whenever possible?

Mobile provides guests the autonomy they prefer while giving hotels the opportunity to build brand loyalty and deliver exceptional guest experiences

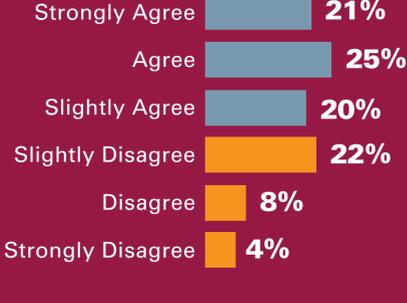
91% agree that mobile is critical to improving guest experience and cultivating loyal customers.

90% agree guest experience can be improved by enabling smartphones to manage basic services like booking a room and managing the check-in/check-out process.



Hotel executives who invest in mobile also enjoy reduced operating costs

66% of hotel executives also say reducing operating costs is the primary driver of their mobility strategy.

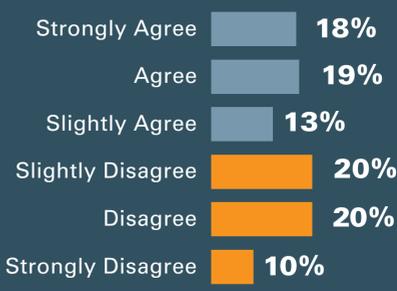
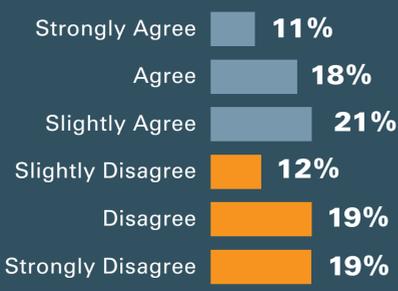


Though reporting high adoption of mobile technology, hotel professionals still fear disruption by more mobile-friendly competitors

Hotel professionals feel anxiety about the future—fear of being outpaced by technological change and displaced by more agile competitors.

50% expressed doubts over their ability to keep up with the speed of mobile technology changes.

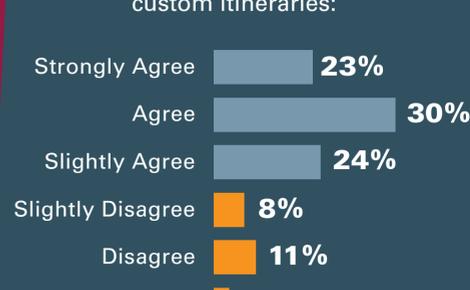
50% of hotel executives agree that their company is not investing quickly enough in technology to enhance the guest experience.



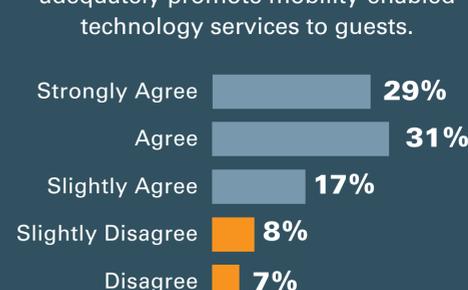
The areas hospitality executives are concerned about are largely centered around further improving guest experience and providing personalized service via mobile.



23% disagree that their mobile solution empowers guests to plan custom itineraries:



23% disagree that their employees adequately promote mobility-enabled technology services to guests.



The most successful hotel executives are investing in mobile technology to meet an ever more competitive and demanding landscape. Companies need to step up their investment in mobility to give guests the autonomy they demand while building brand loyalty and delivering exceptional guest experiences.

Take the 2019 Hospitality Mobility Benchmark Assessment and see how you compare to your peers!

[Learn more](#) about Oracle Hospitality

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