ORACLE Hospitality

2021 Mobility in Hospitality Benchmark

Hong Kong Perspective



Stage in guest journey

Pre-arrival

Offer highly personalized pre-arrival guest communications.

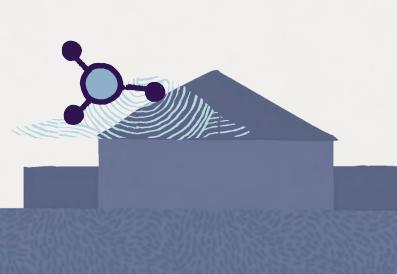


Engagement

Allow guests to interact with staff via their mobile devices to improve their stay experience.



Allow guests to request amenities, make reservations, and book experiences on their mobile devices.





Key global observations

Hospitality executives see mobility as a prime opportunity to trim costs and increase guest satisfaction.



The COVID-19 response accelerated the shift to mobility.



Mobility simplifies tasks for staff and enhances their work experience.



Owners and GMs may overestimate how effectively their properties use mobile technology.



Want to learn more?

Visit www.oracle.com/goto/mobility-report/ to get the full report







