

# 2021 Mobility in Hospitality Benchmark

Hong Kong Perspective



## Stage in guest journey



Pre-arrival

61%

Offer highly personalized pre-arrival guest communications.



Engagement

76%

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



Stay

56%

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/](https://www.oracle.com/goto/mobility-report/) to get the full report

