

2021 Mobility in Hospitality Benchmark

UK Perspective



Stage in guest journey

Check-in

68% Allow guests to access their room with mobile devices.

Engagement

73% Improve speed of service with the adoption of mobile applications.

Stay

65% Communicate with guests via mobile to limit contact with staff.

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

