



TRANSFORMING GUEST EXPERIENCE

HOSPITALITY IN TODAY'S DIGITAL WORLD



MOTOROLA SOLUTIONS



THE RIGHT TECHNOLOGY INVESTMENTS CREATE AN EXCEPTIONAL GUEST EXPERIENCE

DIGITAL WORLD



HOTEL OPERATORS REQUIRE SMART STRATEGIES TO MEET CUSTOMERS' EXPECTATIONS. DIGITAL TECHNOLOGIES ENABLE MORE EFFICIENT MARKETING, IMPROVE GUEST EXPERIENCES, INCREASE OPERATIONAL EFFICIENCY AND SECURITY, AND CREATE COMPETITIVE DIFFERENTIATION.

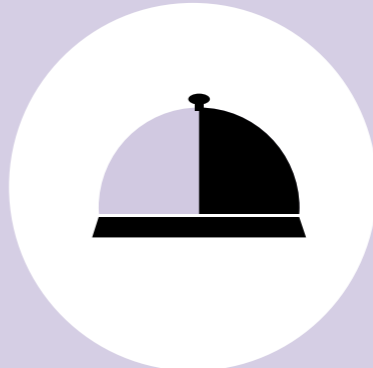
HOSPITALITY TRENDS

MARKET RESEARCH REVEALS THREE KEY TRENDS THAT HELP DELIVER EXCEPTIONAL GUEST EXPERIENCES. THESE TRENDS SHOULD BE CONSIDERED FOR FUTURE STRATEGIES TO MAXIMISE GROWTH.



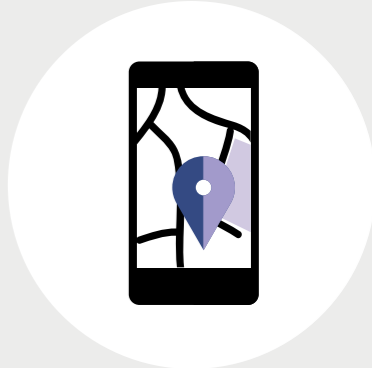
CHANGING COMPETITIVE LANDSCAPE

The increasing popularity of the sharing economy, where companies like Airbnb provide private lodgings, are disrupting and diversifying hospitality options. Hotels must work smarter than ever before in this dramatically broadened competitive field. "Hospitality" is now the hotel's primary point of difference. Hotels must become part of the destination by creating and delivering unique customer-focused experiences.



PEOPLE CREATE AND DELIVER EXPERIENCE

At the heart of the hospitality industry is its people. The best staff anticipates guests' needs. Guests remember the intangible nature of service above all else which is almost entirely reliant on customer-facing employees. In an industry which typically suffers high staff turnover, the successful hospitality leader is one which retains its best staff and empowers them to deliver exemplary service.



USING INTELLIGENCE TO CUSTOMISE GUEST EXPERIENCES

Rising mobile usage means there is an extraordinary amount of information available for hotel operators to personalise and monetise guest services. "Smart" hotels are optimising these data streams to interact with guests in ways which enhance their experience while generating new revenue streams. The challenge is harnessing the information which exists within the hotel environment and delivering it to the right staff, at the right time in a useful way which is actionable. Technology investments today must consider how the future guest's experience will be defined.

Sources: Travel and Hospitality Industry Outlook 2016, Deloitte and "10 Hotel Trends that will Shape Guest Experience in 2017", www.skift.com

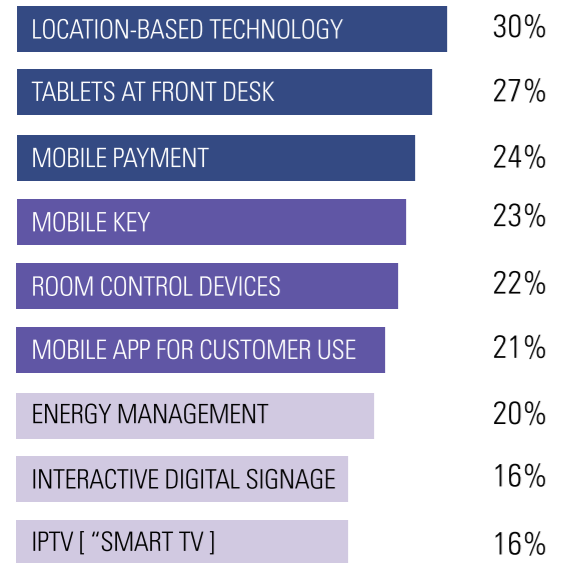


HOW HOTELS ARE INVESTING TODAY

In 2016, 54% of hotels increased investment in technology. The average hotel technology budget reached 6% of revenue.

A comprehensive evaluation of technology adoption revealed the top 10 new projects for hotels. Mobile technologies dominated the list. Hotel employees are mobilised with information to support guests in any location, at any time – not limited to the front desk.

HOTELS MAKING CAPITAL INVESTMENTS IN TECHNOLOGY



Sources: 2016 Annual Lodging Technology Study, Hospitality Technology

ASIA PACIFIC HOSPITALITY OUTLOOK AND CHALLENGES

SUCCESSFUL HOTELS, RESORTS AND OTHER LODGING ESTABLISHMENTS TRACK PERFORMANCE IN OCCUPANCY RATES, COST SAVINGS AND GUEST EXPERIENCES THAT IMPACT PROFITABILITY.

Source: RevPAR Growth for Hotel Industry in Asia Pacific Region for February 2017, Hospitality Trends 2017, www.htrends.com

REVENUE PER AVAILABLE ROOM (REVPAR) INCREASED BY 2.6% TO US\$70.67

OCCUPANCY RATE INCREASED BY 8% TO 68.7%

AVERAGE DAILY RATE (ADR) DECREASED BY 5% TO US\$102.95



Emerging markets are forecasted to grow faster than mature markets

HOSPITALITY IN EMERGING MARKETS FORECASTED GROWTH RATE: 5%

Hotel operators focus on the physical product such as rooms, facilities, and service quality. In emerging markets such as India, the significant rise of the middle class is generating increased demand for business and leisure travel.

However, with an average staff turnover at 31%, hotel operators face the challenge of recruiting qualified and skilled employees.

THERE IS A STRONG CORRELATION BETWEEN STAFF RETENTION AND GUEST SATISFACTION.

HOSPITALITY IN MATURED MARKETS FORECASTED GROWTH RATE: 3%

The rise of the affluent, time-rich and travel-hungry Baby Boomer generation aged from 45 to 64 will evolve and grow. To tap into this consumer segment, hotel operators can focus on the upscale and luxury market, while the growth of branded mid-market and budget hotels aim at domestic travellers.

Hotel operators face the challenge of efficiently engaging with consumers and clearly differentiating their offering from competitors.

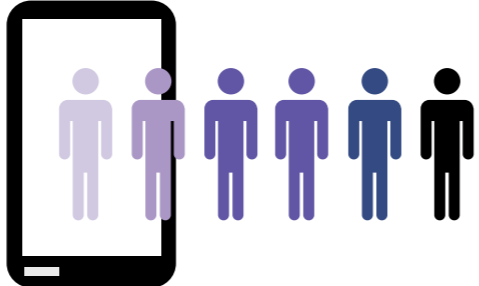
THERE IS A STRONG EMPHASIS ON CREATING MEMORABLE EXPERIENCES TO RETAIN AND REWARD REPEAT CUSTOMERS.

Sources: Deloitte Hospitality 2015

INNOVATION DEFINES THE FUTURE OF HOSPITALITY

GUESTS WANT MORE THAN A PLACE TO SLEEP; THEY SEEK EXPERIENCE. HOSPITALITY TECHNOLOGY SOLUTIONS ENSURE EVERY GUEST IS HOSTED WITH UNWAVERING CUSTOMER SERVICE WHILE STAYING SAFE AT ALL TIMES. DELIVERING NEW WAYS FOR GUESTS TO INTERACT WITHIN THE HOTEL ENVIRONMENT ENSURES EVERY GUEST'S EXPERIENCE IS "CUSTOM-MADE" WHILE DELIVERING NEW FORMS OF REVENUE TO THE ESTABLISHMENT.

TECHNOLOGY ENABLES SUBSTANTIAL TRANSFORMATION IN CREATING AN EXCEPTIONAL CUSTOMER EXPERIENCE



EMPOWERING EMPLOYEES

With tight operating margins, high employee turnover and seasonal demand affecting operational costs, hotel operators must better manage staff efficiency to achieve consistently high productivity which maintains customer service levels.

Digital voice and data communications create a real-time flow of information between personnel. From valet services to housekeeping, connected staff are better equipped to respond to guests' needs.

**IMPROVING THE WAY
STAFF WORK TOGETHER.**



ENSURING SECURITY & SAFETY

Security is an ever-increasing concern in any lodging establishment.

Instant, clear communication is essential in incident management of any scale.

Technologies including GPS-enabled location tracking indoors and across remote sites ensure help can be dispatched quickly with greater accuracy.

**ASSURING SAFETY AND
SECURITY AT ALL TIMES.**



ENGAGING GUESTS

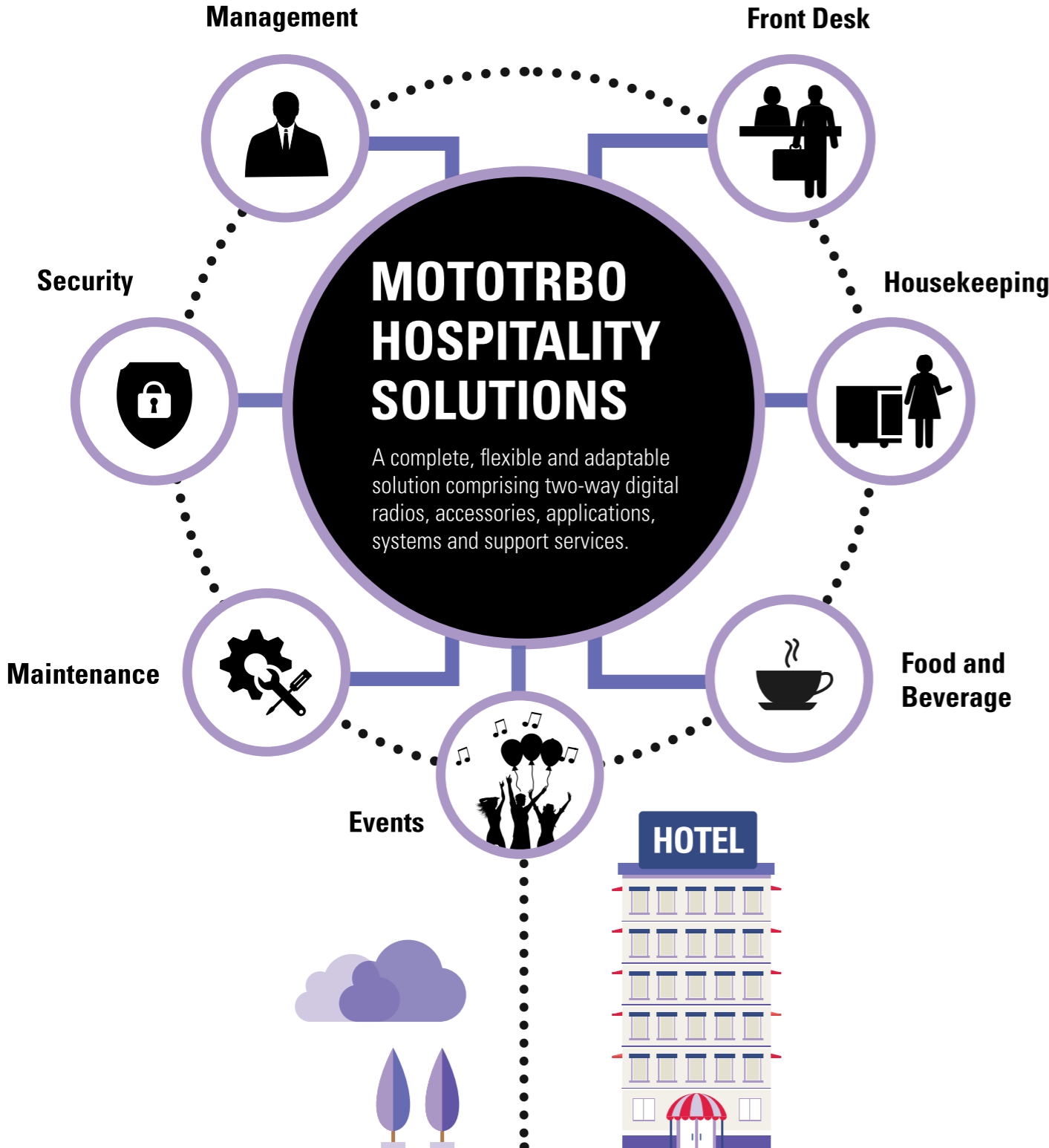
Mobile technology innovation is shaping the "intelligent hotel" of tomorrow and opening the door for new revenue opportunities.

Purpose-built applications with seamless integration into backend systems increase a hotel's competitiveness by enhancing customer engagement and providing new ways for meeting customer expectations which also contribute to the bottom line.

**CREATING EXCEPTIONAL GUEST
EXPERIENCES WHICH GENERATE
NEW REVENUE STREAMS.**

NEXT GENERATION COMMUNICATION FOR HOSPITALITY BUSINESSES

FROM THE FRONT DESK TO HOUSEKEEPING, MOTOROLA SOLUTIONS' MOTOTRBO™ IS EMPOWERING HOTEL EMPLOYEES TO DELIVER EXCEPTIONAL GUEST EXPERIENCE.



CONNECTING STAFF INSTANTLY AND EFFICIENTLY

MOTOTRBO digital radios and accessories integrate voice and data to help organisations of all sizes operate more productively and efficiently. At the touch of a button, real-time communications connects you instantly to guests, be it between buildings, across a multi-storey complex or with a branch at a different location. MOTOTRBO connects everyone seamlessly, improving security levels.



VOICE AND DATA SOLUTIONS

Enhanced data applications make workflows more efficient and staff more productive, keeping guests happy. With **Work Order Ticket Management**, front desk personnel can enter job repair orders the minute a guest calls to report an issue. Staff whereabouts can be monitored with **GPS and Indoor location tracking** and the nearest security personnel can be deployed to the scene instantly when an emergency arises.

Features such as text messaging and **Intelligent Audio** allow for clear and discreet communications, while **Extended Range Direct Mode** can stretch coverage without incurring additional cost for essential radio communications.



PURPOSE-BUILT APPLICATIONS

Thanks to a robust eco-system of third-party software developers, hotel applications can be purpose-designed for a diverse range of roles, departments and objectives. For example, a fire alarm system integration that can send alerts to a mobile phone, tablet or two-way radio.

Gathering and analysing data on guest bookings, preferences and occupancy patterns across multiple touch points and applications can also drive more effective pricing options and promotions. Whether it is developing new solutions or bridging backend systems, you can count on Motorola Solutions and its developers to improve your hotel's hospitality services.



ONE PLATFORM, MANY USERS

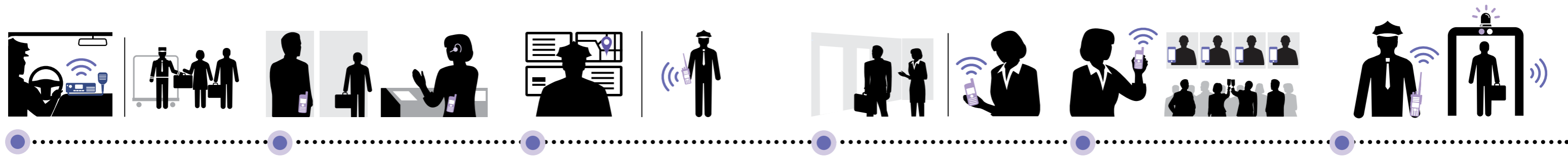
Today, push-to-talk (PTT) can connect virtually anyone - from the smallest hotel to the largest resort - with immediate spontaneity.

WAVE Work Group Communications allows staff to connect radio systems with their current broadband devices (consumer-grade smartphones, deskphones, and PCs) and achieve seamless communication using push-to-talk. Whatever the device or available network, WAVE has applications that can meet the needs of all types of users.



MOTOTRBO INTEGRATES IT ALL TO TRANSFORM EXPERIENCE, SERVICE & SECURITY

LEARN HOW MOTOTRBO DIGITAL TWO-WAY RADIOS, COUPLED WITH DATA APPLICATIONS AND DISCREET ACCESSORIES, EMPOWER YOUR EMPLOYEES AND TRANSFORM YOUR OPERATIONS.



The hotel limo driver uses his smartphone to call the hotel manager's two-way radio. He is en route with their VIP guest.

At the front desk, the hotel manager receives the call via her Bluetooth® earpiece paired to her slim and light radio. She ensures all staff are ready, assigning tasks using a **Work Order Tickets** application.

The security controller sweeps the CCTV monitors and spots a photographer in the hotel grounds. His **GPS console** shows the location of the guard closest to the photographer and dispatches a discreet text message instructing him to investigate.

The hotel manager shows the VIP guest to his room. She uses the wireless network to dynamically create a talkgroup with housekeeping and concierge to relay the VIP guest's requests, ensuring all staff remained informed with the same information.

The VIP guest's party requires many external contractors. The hotel manager equips each contracting group with the **WAVE Mobile Communicator** application on their smartphones which ensures they remain in direct contact with the hotel staff's two-way radios at all times.

The security team continuously monitors the alarm system status via their two-way radio throughout the party. Close coordination ensures the event was a great success.

CUSTOMERS AROUND THE GLOBE



MOTOROLA SOLUTIONS' HOSPITALITY SOLUTIONS ELEVATE SERVICE AND IMPROVE PRODUCTIVITY FOR HOSPITALITY BUSINESSES, LARGE AND SMALL, AROUND THE WORLD.

EXCELSIOR HOTEL HONG KONG

“ We have had positive experiences using Motorola’s two-way analog radio solutions. It has been the backbone of employee communications for many critical functions. Since our radio user base is growing, we thought it would be a perfect opportunity to consolidate our communication platforms. With MOTOTRBO, we could offer two-way text messaging with voice communications and telemetry function all rolled up in a single device. ”

JW MARRIOTT UNITED STATES OF AMERICA

“ We were looking for new technology that would increase the efficiency of hotel staff – to call all employees with the push of a button. And we wanted radios that would integrate with the software and technology we are using. ”

CLARIDGE'S LONDON

“ The SL Series radios are the biggest step forward that I’ve seen as a radio user. They’re much more advanced in how light they are, very user friendly and the menus and the displays are very easy to use. ”

JW MARRIOTT MARQUIS DUBAI

“ The MOTOTRBO system provides us with a critical communication tool that is quick, reliable and easy to use where the right people are connected at the right time and guests are provided with the levels of service they come to expect from the JW Marriott Marquis brand. ”

MGM RESORTS INTERNATIONAL UNITED STATES OF AMERICA

“ We knew we needed the most advanced, state-of-the-art radio system as well as a broadband solution. MOTOTRBO did all of that for us. ”



For more information, contact us:
motorolasolutions.com/contactform

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