

5 trends to know in hospitality tech

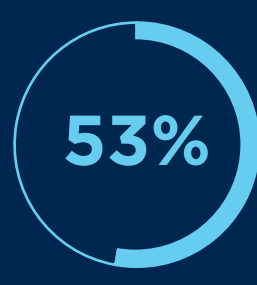
Hoteliers understand that tomorrow's bookings depend on today's investments. They continue to align their technology spending around evolving guest expectations, risk management and measurable ROI.

Sentiment among industry leaders points to several IT trends with the potential to grow revenue and competitiveness in the years ahead. Here are five of the most compelling:



Reliable WiFi and connectivity remain essential

With a substantial share of travelers working remotely and checking in with more devices than ever, hotels face increasing strain on their bandwidth. About half of guests check in with two devices, and nearly one-third bring three or more.¹ That means WiFi has become akin to hot water and air conditioning — if it doesn't work, guests won't come back. Guests need a reliable, professionally managed network for uninterrupted collaboration with colleagues and a stress-free stay.

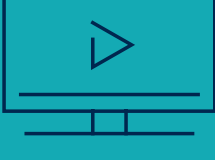


53% of guests say they're unlikely to return if a hotel's WiFi doesn't meet expectations.²

8 in 10



8 in 10 guests use hotel WiFi to work remotely.³



Guests want entertainment on their terms

Hotel guests continue to seek out the same digital comforts they find at home, and the industry's ongoing expansion of immersive in-room entertainment shows no signs of slowing. Hotels increasingly rely on their technology partners to deliver an array of on-demand content, casting and streaming capabilities that match the expectations of guests. Live sports, events and news have also become a compelling perk for many and an expectation for luxury or business travelers. To compete effectively, hoteliers need to continue to invest in both streaming and casting technology.



72% of guests prefer to cast entertainment from personal devices to the in-room TV.⁴



88% of guests watch live television when traveling.⁵



Cyberattacks are a persistent threat

Today's hotels must protect not only their properties but also their data and that of their guests. In fact, eight in 10 hoteliers surveyed say that cybersecurity is highly important.⁶ New threats emerge constantly, requiring diligent network management and maintenance to prevent intrusions by bad actors that have made hospitality a frequent target for attacks. Ransomware, for example, has the potential to lock hotels out of keycard systems, guest rooms and critical data, with potentially devastating effects to revenue.

\$4.54M

average cost of a ransomware attack.⁷



14.9 days

average recovery time for a cyberattack in the hospitality sector.⁸



Automation offers more potential for efficiency

A tight labor market coupled with guests' desire for convenience continues to drive demand for automation in hospitality. Yet nearly a third of hotels say a lack of internal IT expertise remains a key technology challenge.⁹ Managed services can help free resource-constrained IT teams to focus on initiatives that reduce the workload of front desk staff, increase efficiency and create the personalized experiences guests want.



45% of organizations plan to partner with a managed security service provider.¹⁰



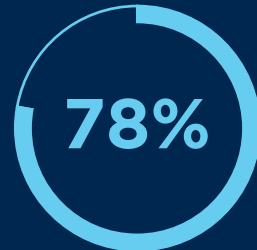
81% of hoteliers believe it's very likely that technology will be more important for their success in the next five years.¹¹



Hoteliers seek to maximize technology ROI

Hospitality leaders expect their technology investments will continue to grow in the years ahead. At the same time, they are challenged to show how those investments drive revenue and guest loyalty. To make — and justify — the best decisions for their technology adoption, hotels will need to innovate in the ways they quantify and track the value of their spending.

Leaders in hospitality can free up capital in a period of rising interest rates by shifting technology funding from CapEx to OpEx using managed services. The right investments can also enhance guests' stays and streamline operations for increased profitability. For instance, more than half of hotel executives cite marketing offers personalized by AI as an example of how they plan to prioritize the guest experience in the next few years — differentiating themselves from competitors by better understanding their guests.¹²



78% of hospitality leaders expect technology investment to increase in the next three years.¹³

7 in 10



7 in 10 hotel technology leaders say it is not easy to measure ROI from technology.¹⁴

Find a technology partner that understands hospitality

As a trusted solutions provider for more than 18,000 hotels, Spectrum Enterprise knows just how essential a reliable network has become for your profitability and guest experience. Our services stand apart thanks to our nationwide fiber network, 24/7/365 U.S.-based support and a collaborative approach to finding connectivity, networking, voice and security services that match your organization's goals.

[Learn more](#)

Sources

1. "Exceeding Guest WiFi Expectations in the Hospitality Technology Gold Rush," Hotel Internet Services, 2022.
2. Ibid.
3. Ibid.
4. Ibid.
5. Ellen Meyer, "Homestyle' In-Room Media: Replicating the Options Hotel Guests Enjoy in Their Daily Lives," Lodging, February 7, 2023.
6. "Exceeding Guest WiFi Expectations in the Hospitality Technology Gold Rush," Hotel Internet Services, 2022.
7. "Cost of a Data Breach 2022," Ponemon Institute and IBM Security, July 2022.
8. Chuck Brooks, "Cybersecurity Trends and Statistics: More Sophisticated and Persistent Threats So Far in 2023," Forbes, May 5, 2023.
9. "Lodging Technology Study 2021," Hospitality Technology, 2021.
10. "Trends reshaping the managed services industry," Manage Engine, 2023.
11. Jordan Hollander, "75+ Hospitality Statistics You Should Know (2023)," HotelTechReport, May 17, 2023.
12. "Hospitality in 2025: Automated, Intelligent... and More Personal," Skift and Oracle Hospitality, June 2022.
13. "Research: 78% of Hoteliers Will Increase Their Investment in Hotel Technology in the Next Three Years," Hotel Technology News, March 8, 2022.
14. Mehmet Erdem and Robert Firpo-Cappiello, "2023 Lodging Technology Study, Embracing Mobility and Self-Service," Hospitality Technology, 2023.