

Your hotel technology blueprint



The hospitality industry expects 2025 to be a year full of hotel dealmaking, with record levels of new hotel construction and long-delayed property improvement projects.

According to Hospitality Technology Next Generation (HTNG), **technology** is the single most powerful force driving the future of hospitality.¹ As new hotels are built or existing properties renovated, keeping technology top of mind is key to success. Keep and share this blueprint as a handy reference.

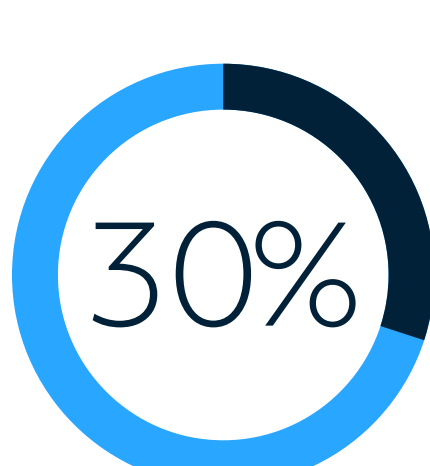
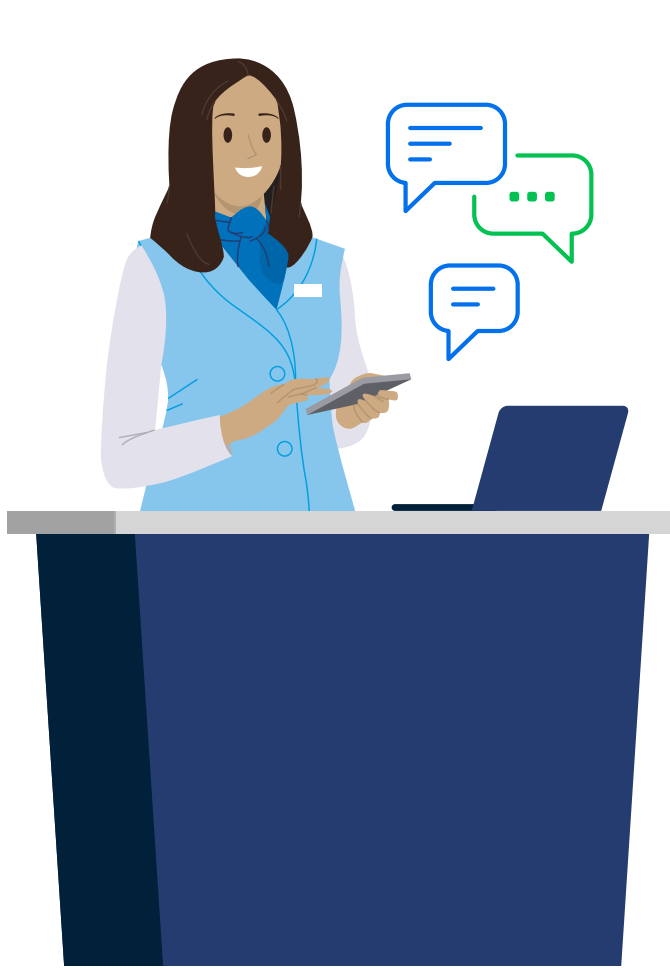
>600K
rooms in the U.S. hotel pipeline were in the planning or final planning stages in September 2024, up 38.4% year over year.²



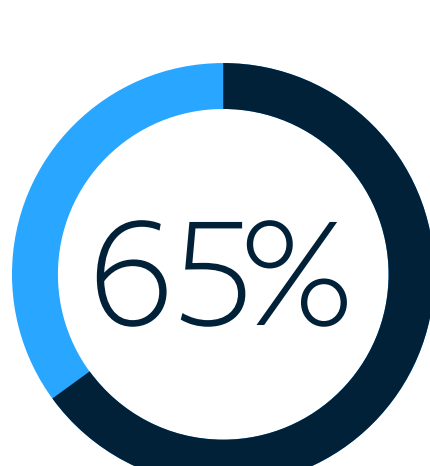
Your blueprint

Design with connectivity demands first

Diverse, reliable, scalable connectivity is just as important as your load-bearing walls. As the foundation of modern hotel tech stacks, hoteliers need secure and stable connectivity to keep operations continuously running, fuel digital transformation such as AI, delight guests, retain staff and drive better financial outcomes. Plan now for connectivity that is scalable and flexible to meet the bandwidth demands of new technologies to incorporate in the future.



of hotel IT budgets are allocated to new implementations, including digital transformation.³



of hotel executives say incorporating new technologies to attract and retain staff best reflects their 2025 labor strategy.⁴

73%
of hoteliers believe AI will have a significant or transformative impact on hospitality.⁵

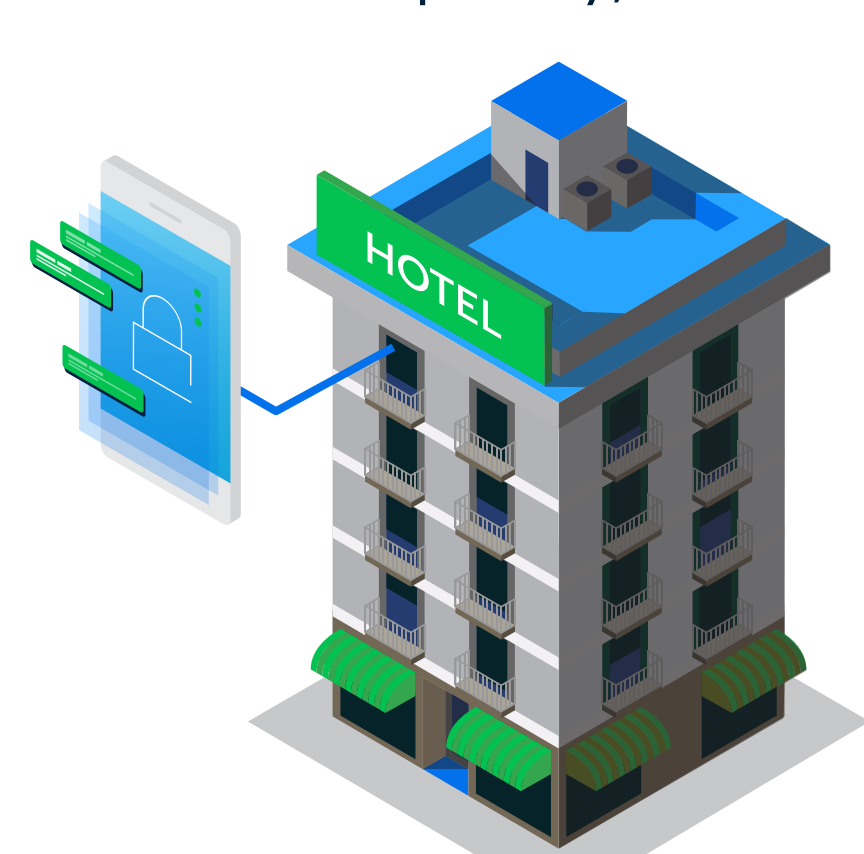
77%
of hoteliers plan to allocate between 5% and 50% of their IT budgets to AI tools in the coming year.⁶

Incorporate WiFi everywhere

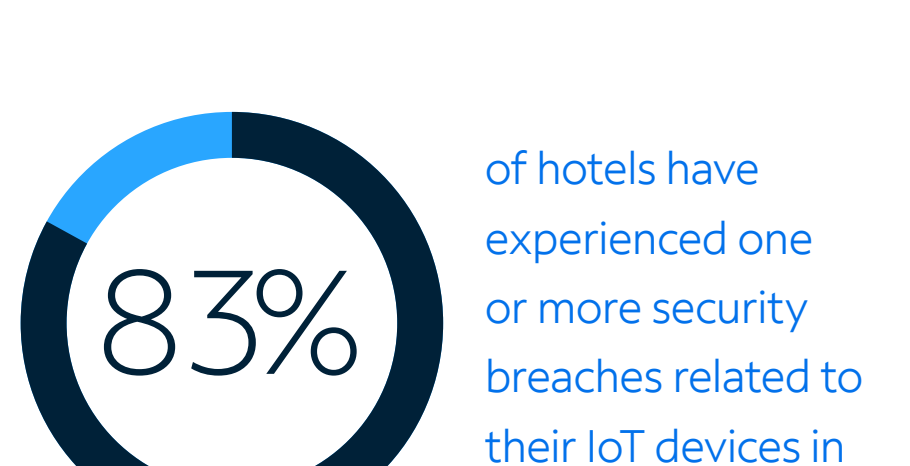
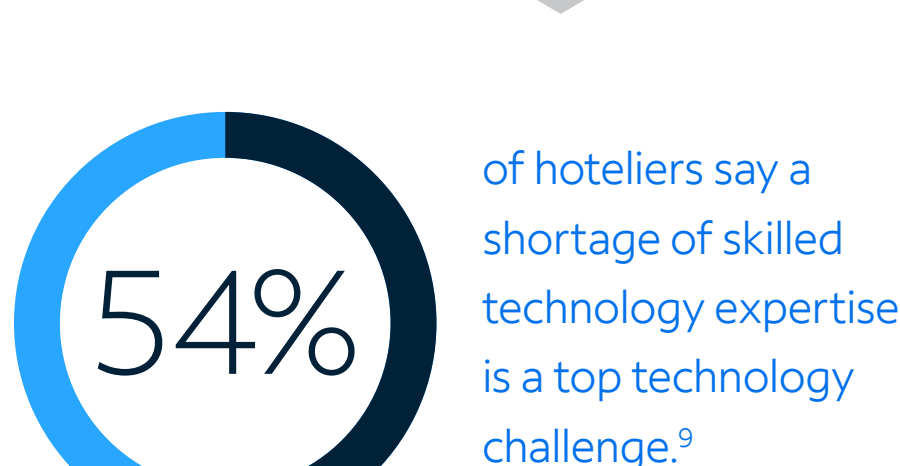
As the number one guest-facing tech amenity, WiFi is crucial to the guest experience and guest review scores. Offering flawless connections directly impacts bookings, especially when attracting lucrative business and group travelers.



Plan for simplicity, security and savings



Hotel networks are getting more complex, costly and challenging to keep secure. Hoteliers are turning to turnkey network-as-a-service (NaaS) solutions that include equipment, connectivity, professional IT management, advanced security — and even guest WiFi support services.



Make in-room entertainment the cornerstone of spectacular guest experiences

Convenient access to entertainment is paramount to travelers. Modern and intuitive in-room entertainment platforms can help create personalized and seamless entertainment experiences for your guests. Many modern platforms offer other conveniences guests want, like contactless checkouts and folio reviews.

80%
of U.S. travelers watch video content in their rooms, about five hours of streaming per stay.¹¹



Use your blueprint to build out hotel tech with the right partner

Ready to reshape your hotel for the next era of travel? It all starts with the right technology partner. With a range of hotel-specific technologies, from secure connectivity and networking platforms to property-wide WiFi, advanced network security and next-generation in-room entertainment, Spectrum Business® can help you build the network you need for the future, today.

Learn more

Call 1-844-537-2251 or visit enterprise.spectrum.com/hospitality

Sources
¹"Our Vision," Hospitality Technology Next Generation, 2025.
²"2025 State of the Industry Report," The American Hotel and Lodging Association and Accenture, January 6, 2025.
³"2024 Lodging Technology Study: Digital Transformation and ROI," Hospitality Technology, 2024.
⁴"Hospitality in 2025: Automated, Intelligent, and More Personal," Skift and Oracle Hospitality, June 2022.
⁵"New Study Finds 73% of Hoteliers Believe AI Will Transform Hospitality," Canary Technologies, January 15, 2025.
⁶Ibid.
⁷Rachel MacDonald, "Top 9 Business Travel Trends," Booking.com, January 28, 2025.
⁸"2024 Customer Engagement Technology Study: Unlocking Loyalty," Hospitality Technology, 2024.
⁹"2024 Lodging Technology Study," Hospitality Technology, 2024.
¹⁰Ibid.
¹¹"The Next Road of Digital Transformation in the Hospitality Industry," PhocusWire, November 15, 2024.