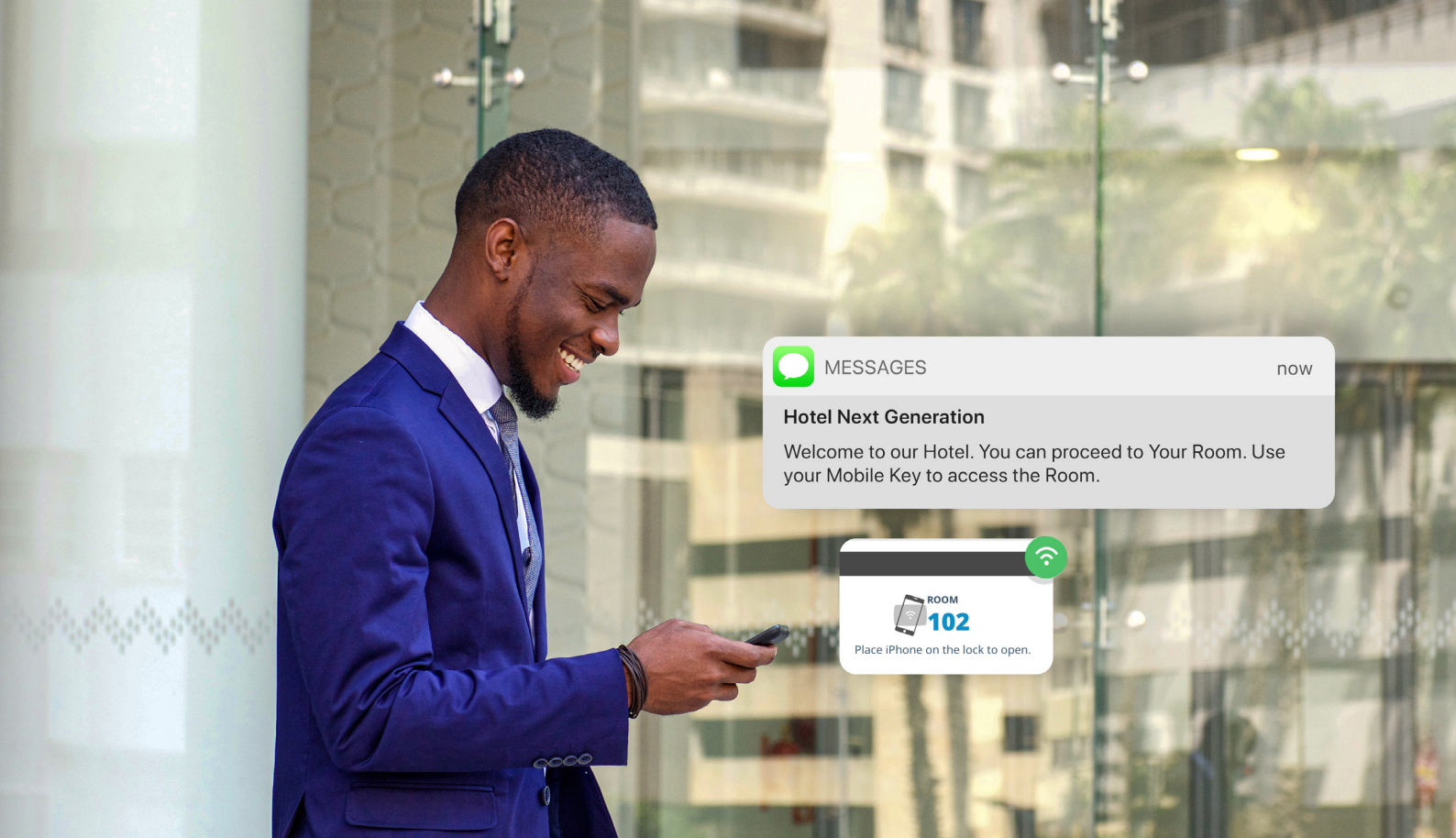


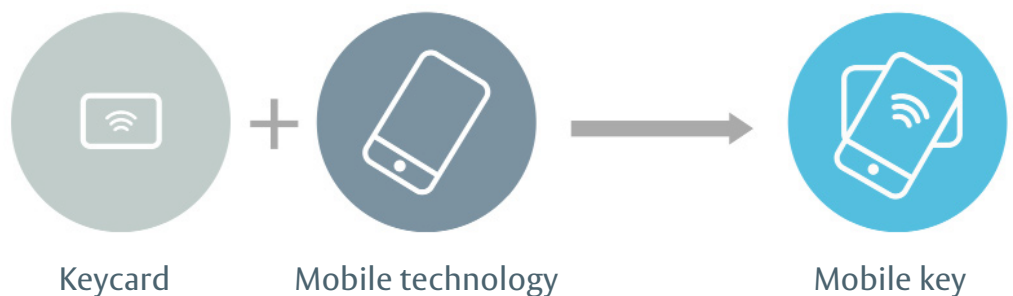
Mobile Access

Preparing Hotels for the New Normal
of **Contactless Guest Service**



Preserving the Health, Safety and Convenience of Hotel Guests With Mobile Access Technology

Digital key and self check-in technologies have increasingly become a mainstream feature at hotels around the world, with industry research projecting that such services will become standard amenities by 2022.¹ Yet while initially designed and sought after for the ability to cater to guests demands for enhanced convenience, mobile access functionality is now proving to be a crucial tool in a hotel's ability to provide guests with safe service alternatives that limit their exposure to bacteria and viruses. As hotels and resorts look forward to recovery once the global health pandemic subsides, contactless technologies such as mobile access are now increasingly being identified as playing a central role in regaining the trust and business of guests.

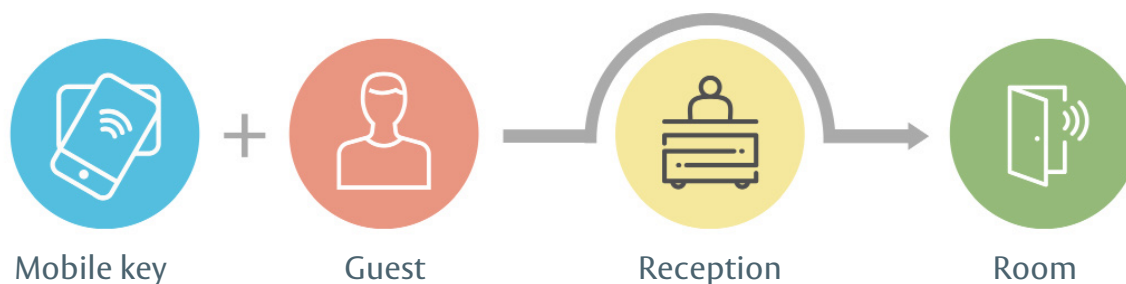


1) [The Telegraph](#)

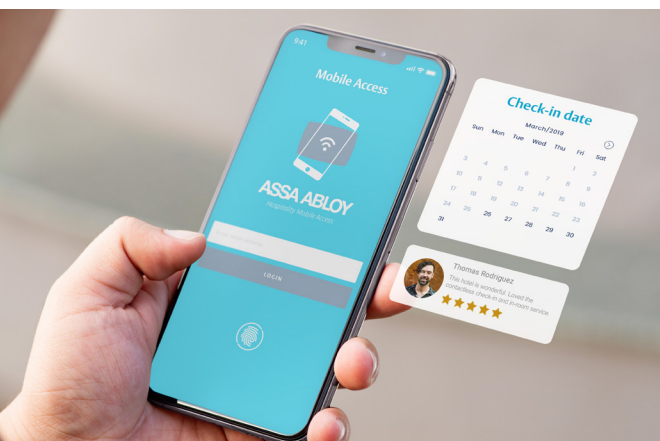
Enhancing Guest Contactless and Distancing Abilities from Check-in to Check-out

Since being first introduced, mobile access technology has risen to be adopted by thousands of properties and major hotel brands due to its ability to provide guests with instant access to their guestrooms from the moment that they arrive by using personal devices as a digital room key. However, the convenience-enhancing benefits that the technology provides are now simultaneously being used by hotels as a means to offer safer service options that guests will now come to expect.

By first allowing guests to check-in to a hotel using their own smartphone device for example, mobile access technology provides the ability to completely sidestep the need to visit the front desk to receive a guestroom key. For guests concerned over social distancing needs, this advantage eliminates the previous requirement of having to wait in line in close proximity to others and therefore risking germ exposure. Instead, such guests can proceed directly to their guestrooms assured of their ability to minimize any unnecessary personal contact.

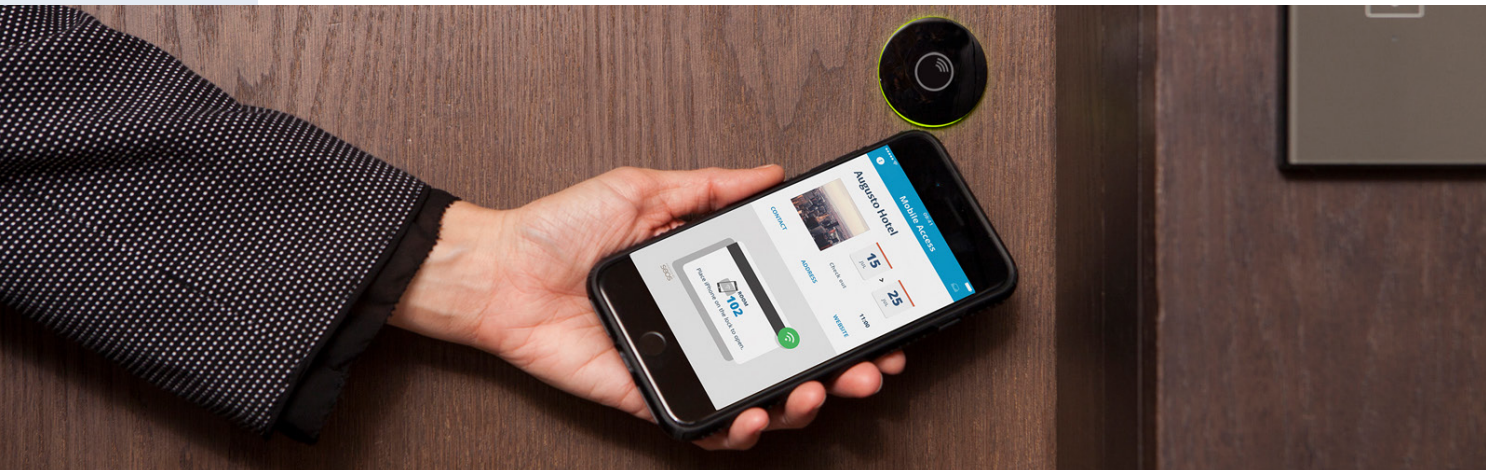


As a solution that provides guests with a digital key as an alternative to physical keycards, mobile access technology is also being identified as a way to reduce contact with surface areas. Traditional plastic keycards can frequently be handled by multiple individuals, with each instance of physical contact potentially representing an opportunity for bacteria and viruses to be transmitted to others. By its very nature of serving as a fully digital solution, mobile access functionality eliminates this threat altogether, with each guest only having to touch their own personal device in order to gain room entry.

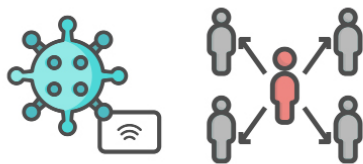


Setting a New Global Standard for Enhanced Hotel Safety Initiatives

Thanks to its contactless and social distancing enhancing abilities, it is unsurprising that mobile access technology is now experiencing an even greater adoption rate than ever before.



Not only enhancing abilities to safeguard personal health, mobile access can serve as a constant visible reminder to guests that their safety is always a top priority, with more and more hoteliers increasing efforts to implement the technology as a result. While several major hotel brands had previously begun to implement digital key rollout initiatives for their properties, for example, many such as Hilton Hotels & Resorts, Hyatt Hotels and Marriott International are now intensifying plans to quickly provide the service at all of their locations as part of newly enacted cleanliness programs.² With the American Hotel & Lodging Association likewise publishing its Safe Stay guidelines that include a recommendation for properties to adopt contactless technology measures, mobile access services will no doubt continue to be included within more hotel cleanliness initiatives as they are developed.



Virus exposure risk



Safe access with Mobile Key

In order to maximize the ability to protect guest health, properties and hotel brand cleanliness programs are not only seeking to provide guests with digital key room entry abilities for guestrooms, but are also working to make the service available for safer access to various on-site locations throughout a hotel. From a property's main entrance to fitness centers, garages, spas and swimming pool areas, guests are able to leverage the same mobile access functionality to gain entry to such areas without ever having to request or use a physical keycard that may represent a virus exposure risk.

2) [Hotel Technology News](#)

A Growing Trend in Addressing Guest Preferences and Needs

While increasingly gaining attention due to its contactless and social distancing abilities and potential to alleviate guest concerns over possible health hazards, mobile access technology has nonetheless consistently remained a highly sought after service by guests since its introduction. Even prior to seeking out a safer means of checking-in and gaining access to guestrooms,



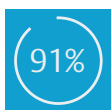
more than 68 percent of guests already expressed a desire to avoid the front desk by using personal devices as an alternative check-in method.



71 percent of business travelers and 64 percent of overall travelers had also indicated their preference to use smartphones as a guestroom key.³

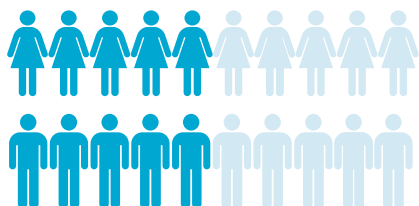


Industry research further demonstrated that guests provided with the option of using digital keys were on average likely to score a hotel seven points higher than properties only offering physical keycards.⁴

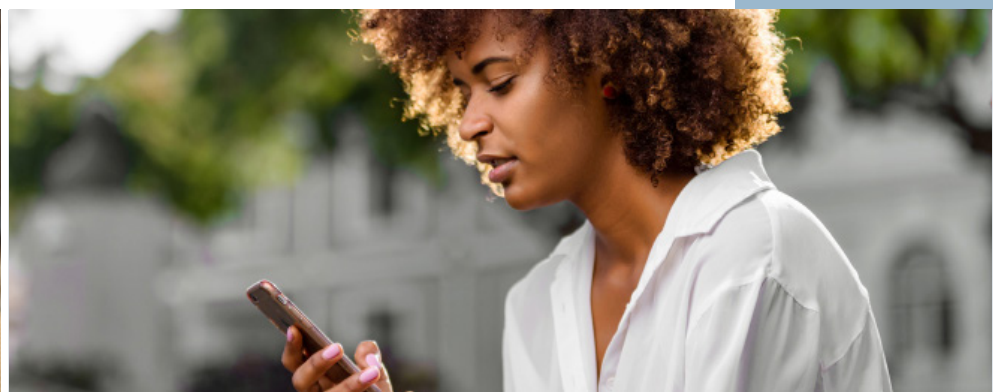
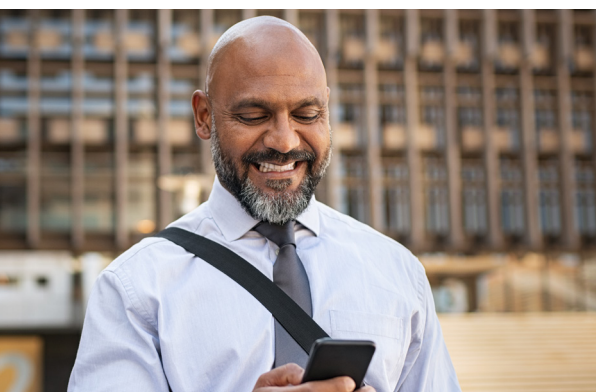


Hoteliers for their part also recognized the significant value of mobile access technology in enhancing guest satisfaction, with 91 percent agreeing that the service is critical to improving guest experiences and loyalty.⁵

As hotels look forward to resuming operations and welcoming back guests, such statistics will be sure to increase as guests place a greater importance on the availability of self check-in and digital key services to safeguard their physical wellbeing while still desiring a means to make their hotel stay more seamless. Likely faced with a more competitive market when reopening where it will be critical to differentiate themselves from competitors, hoteliers will therefore ultimately need to ensure that they have the means to simultaneously address growing demands for both enhanced safety and instant convenience.



With 49 percent of guests stating that their hotel booking decisions are influenced by the availability of high-tech features such as mobile access⁶, the presence of such technology will certainly play a crucial role in a hotel's ability to recover and begin earning back revenues.



Preparing Your Hotel for the Future of Hospitality With Mobile Access

Today's hospitality industry seemingly continues to be faced with a new set of challenges each day that hoteliers must address to ensure the satisfaction of guests and ongoing success of their businesses. From ensuring the ability to deliver on new expectations in maintaining guest safety and health, to still needing to cater to traditional guest demands for enhanced convenience and faster service response times, hospitality professionals can easily become overwhelmed over how to simultaneously approach each pressing need with success.



Yet contactless solutions such as mobile access technology are equipping hotels with the ability to adapt to new market conditions and requirements in a way that still provides guests with the opportunity to experience a seamless and hassle-free hotel stay experience. By working to implement such platforms, hospitality professionals can demonstrate to guests that their wellbeing is always a top concern while also addressing the rapidly growing trend towards instant self-service that is certain to continue growing in the years to come.

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For additional details on the advantages of mobile access technology.

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