

Solution for the Hospitality Industry



INDUSTRY BRIEF

The situation

The U.S. hotel industry has continued to see steady growth, with a total revenue increase of \$66 billion between 2009 and 2016.¹ Hotels are constantly exploring new ways to **improve their guest experience**. Amenities once considered to be elite upgrades, such as Wi-Fi internet access and flat-screen televisions, are now standard at many properties.² Ensuring that every stay **delivers the conveniences of home** has become a priority.

DIRECTV's full suite of free-to-guest solutions have become popular additions to hospitality establishments nationwide, as properties look to **reduce their service costs** and **provide the ultimate entertainment experience** to all their guests.

Best practices to maximize occupancy

In the hospitality industry, every vacant room is a missed opportunity. Hotels need to excel in critical areas to meet expectations and ensure a pleasant stay. Wireless connectivity is now an essential amenity for guests.³ They seek the same "smart" amenities they experience at home. The goal is to minimize the rigors and inconvenience of travel by providing all the comforts of home and perhaps some added perks that elevate the experience beyond existing guest expectations.⁴



DID YOU KNOW?

In a recent study conducted by AHLA, high speed in-room Internet plus wireless access is now an industry norm, expanding to 98% of hotels. In addition, they found that only 9% of hotels charge for room internet.²

Checking in on 3 current trends



A room with an HD view

Hotels are focusing on elevating the in-room experience with bigger, better TVs that interface easily with guest mobile devices for a great viewing experience. About one in four hotels will upgrade flat screens and enhance their HD content.⁵



Mobilizing for convenience

From mobile bookings, to check-in options, to room access — mobile dominates the list of top technology rollouts. 84% of hotels are planned to have the technology by early 2018.⁵



Stepping up energy conservation

Energy usage is a top-three cost for a majority of hotels. Thus, a big initiative has been implementing intelligent technologies, such as ENERGY STAR[®] appliances and LED lighting. Partnering with DIRECTV can help reduce energy consumption. With efficient designs for hardware and services, DIRECTV has received recognition as an ENERGY STAR[®] Partner of the Year for Sustained Excellence.



3 challenges giving hotels reservations

Meshing technology with design

With guests sporting their own mobile devices, delivering standout guest room and mobile experiences is now about delivering robust, secure and accessible infrastructure. Hoteliers are increasing their coverage and updating their networks to accommodate these demands—adding bandwidth has become a top priority.⁵



Emerging tech-driven competitors

Home sharing apps or peer-to-peer rentals have grown in popularity, putting a dent in bookings for traditional hotel properties. Though personal properties rented through online lodging businesses don't come with the services or security, they still decrease the demand for hotels in high-tourist areas.⁶



Extending the entertainment

Hotels have had to turn their attention to the out-of-room guest experience. Simply offering a well-equipped room full of convenient features is no longer enough to appease the discerning guest. There is pressure for hotels to offer lounges and restaurants, as well as tours and outdoor activities, to deliver a more well-rounded stay.³



Booking more business with DIRECTV

For many hotels, there's room for improvement with in-room entertainment. With DIRECTV, hotels can impress every guest by offering a wide variety of programming, including access to the latest movie releases on demand.



56%
The percentage of hotels that said upgrading guest-room technology was currently top priority.⁵



65.5%
The occupancy rate of the U.S. hotel industry for 2016.¹

1 Something for every guest

CHALLENGE

For many hotels, the biggest problem in terms of enabling that seamless home-to-hotel experience is streaming media, particularly subscription services.⁴

SOLUTION

With DIRECTV's streaming solution, guests can easily stream movies and shows from apps on their mobile devices to their in-room television. Add'l equipment and fees apply.

2 A solution for any size hotel

CHALLENGE

About one in four hotels is seeking an easy, right-sized solution for upgrading to flat screens and enhancing its HD content.⁵

SOLUTION

DIRECTV streamlines the HD upgrade process with scalable, cost-effective solutions and advanced equipment that's ideal for properties of any size. With technology that's easy, flexible and compatible with most TVs, hotels can offer a far more robust TV experience that helps exceed expectations.

3 Meeting escalating demands with On Demand

CHALLENGE

According to the *Hospitality Tech* 2016 Lodging Technology Study, guest expectations are on the rise. To keep guests coming back and to attract new ones, 54% of hotels spent more in such areas as guest-room technology.⁵

SOLUTION

One way DIRECTV elevates in-room entertainment to meet growing guest expectations is with DIRECTV CINEMA® with On Demand. DIRECTV CINEMA® with On Demand offers guests the highest quality viewing experience without straining hotels' bandwidth. Guests can access the entire content library of HBO®, CINEMAX®, SHOWTIME® and STARZ ENCORE® on demand movies and original series at no additional cost—and without having to subscribe or log in. [†]Requires a subscription to HBO®, CINEMAX®, SHOWTIME® and STARZ ENCORE®. Ask

how. DIRECTV CINEMA also requires DRE Plus.