

HotelTechReport 

**2020 BUYER'S GUIDE**

# Guest Room Tablets



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2020 EDITION

# GUEST ROOM TABLETS BUYER'S GUIDE

A free and simple guide by **HotelTechReport** 

Buyers guide created in collaboration with



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# WHAT IS A GUEST ROOM TABLET?





Every hotel has a different layout, different amenities and different room controls, so its no wonder guests of hotels with in room tablets frequently comment in their TripAdvisor reviews about the convenience of having a familiar device to access all of the information they need during their stay, on demand at their finger tips. Guest room tablets allow hoteliers to decrease the amount of friction between a hotel's staff and services and it's guests delivering increased satisfaction and unleashing new revenue opportunities. By placing devices with intuitive UI and sleek design within the guest's line of site, hotels are able to deliver a more seamless guest experience by consolidating functions and amenities like temperature, lights, entertainment controls, blinds, meal delivery, spa services and more into one easy to navigate (and easy to purchase) interface. Beyond making the guest experience more seamless, tablets provide operators with a unique ability to unlock a real time direct marketing channel to guests to capture ancillary revenue and smooth out low demand periods for on property outlets.

# *What are the* **KEY BENEFITS OF GUEST ROOM TABLETS?**



## **1 Reduce Operating Costs**

Remove the need for your staff to print and manually distribute content updates to hundreds of guest rooms every season or time you have a new menu update and easily make changes in real time.

## **2 Less Friction = More Revenue**

Guests rarely know all of the services a hotel has to offer— tablets give them easy access to quickly discover the information they need and what's most appealing to them. More importantly, tablets give guests the ability to manage their stay and purchase ancillary goods and services seamlessly with no download, phone call, or login reducing purchase friction and increasing revenue. Best in-class providers even offer features to dynamically price and yield ancillary services like room service and mini-bar like an RMS.

## **3 Automated Request Management**

Other than saving guests from waiting on hold when they call the front desk, tablets also offer the benefit of integrating with your existing staff task management/work order management ticketing system creating a seamless workflow that saves staff time and lowers room for error.

# *What are the* **3 MOST IMPORTANT JOBS-TO-BE DONE**

## **Drive Food & Beverage Revenue**

Amazon made 1-click ordering mainstream with its Prime service. When there's less friction between the buyer and a desired good any retail outlet naturally sees an increase in sales. Guest room tablets should drive material gains in F&B revenue.

## **Real Time Marketing & Promotions**

Whether it's a slow period at your spa or you're hosting a community event - it's difficult to engage guests with real time marketing that actually works. Guest room tablets deliver these critical messages and show real time data on who viewed those messages.

## **Guest Room Controls**

Firms like Crestron and Sonos have brought digital controls into the homes of mainstream consumers. Hotel guests are used to easy and intuitive control, guest room tablets deliver on that expectation.



# ↗ 2019 Trends and Developments

## **D**ynamic Pricing

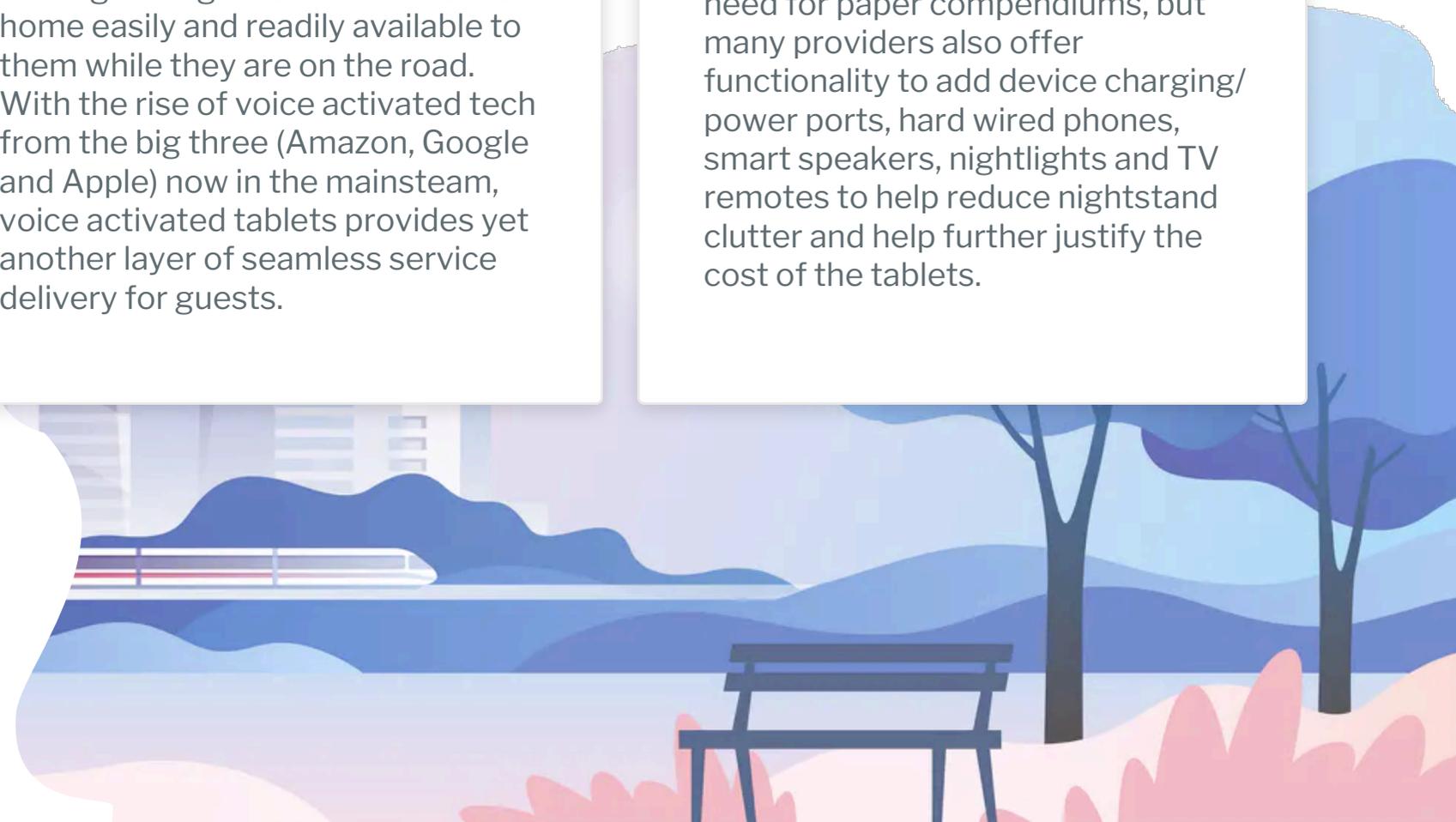
If you thought yielding was only for your revenue management team, think again. By digitizing services (eg. F&B, mini-bar, spa, etc) hotels unlock the ability to dynamically price items based on factors like need periods and guest profiles.

## **V**oice Activation

The ultimate guest experience lies in making what guests are used to at home easily and readily available to them while they are on the road. With the rise of voice activated tech from the big three (Amazon, Google and Apple) now in the mainstream, voice activated tablets provides yet another layer of seamless service delivery for guests.

## **R**eduction of Clutter

In-room tablets not only replace the need for paper compendiums, but many providers also offer functionality to add device charging/power ports, hard wired phones, smart speakers, nightlights and TV remotes to help reduce nightstand clutter and help further justify the cost of the tablets.



# 2020 Trends & Themes

## TREND

### **Increasing focus on growing wallet share as market softens**

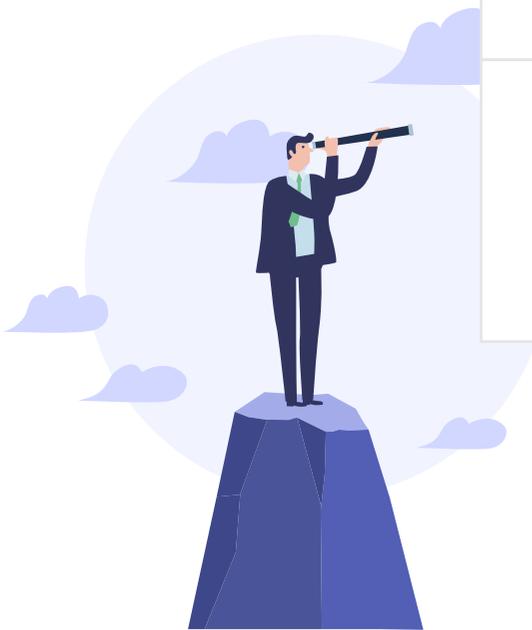
As the market nears a recession and the hotel market begins to soften, identifying new ways to capture revenue to offset shrinking ADR and occupancy compression will become a key focus for top hoteliers.

### **Automation becoming more mainstream**

With Amazon, Google and Apple all investing in smart home devices, the cost of hardware continues to decrease opening up new opportunities to digitize their rooms and control all devices from a single unit.

### **Real time offers as a way to offset OTA commissions without breaking parity**

Saavy hoteliers have long since used in-room tablets to send real-time targeted offers to both fill unused capacity (eg. free spa attendants) and drive incremental revenue. Hoteliers who systematically test offers and segmentation methods to their captive audience via in-room tablets will find new ways to off-set OTA commissions, capture wallet share and increase profitability.





# What features to look for

 **Hardware consolidation**

Ability to consolidate charging/power ports, phone capabilities, smart speakers and more to reduce clutter and help further justify the cost of the tablets.

 **Dynamic price yielding**

The ability to dynamically price items based on factors including need period and guest profiles.

 **Integrations**

Does the in-room tablet have a help button? Is it intuitive to use. An easy to use user interface is absolutely key to improving the guest experience.

 **Bespoke hardware**

Only bespoke hardware designed for Hotel room should be considered at in-room tablets. Consumer devices are not fit for purpose in a Hotel bedroom. There are few suitable docking devices, charging options are often stolen and they include external ports to encourage hacking. Also - designs change too often.

 **Personalized taxes, fees, and policies**

Customize taxes, fees, and cancellation policies in the combination that best suits your business.

 **Language translation**

The ability to offer multiple languages and live message translation for international travelers.

 **Ease of use**

Does the in-room tablet have a help button? Is it intuitive to use. An easy to use user interface is absolutely key to improving the guest experience.

 **Analytics dashboard**

Tablets can provide a window into the guest activities so effective statistics and reports by your chosen vendor is extremely important.

 **Remote support**

Remote monitoring & remote software update capability is imperative when choosing a vendor. Imagine being asked to send someone to every room to update the tablets software? When tablets are "hidden" in a hotel room they are not easy to access by hotel staff if they need to be updated. Your vendor must therefore have developed Android OS and remote support capability.

 **Reporting**

Reporting enables management to have transparency into their operations to make decisions based on data instead of intuition.



# Want to easily compare features of top guest room tablets side-by-side?

**Ratings summary** | Features | Customers | Pricing | Reviews | Screenshots | Integrations | Recent News

**Compare Crave Interactive (Tablets) vs SuitePad vs Volo**

Feature	Crave Interactive (31 reviews)	SuitePad (26 reviews)	Volo (8 reviews)
Digital directory	✓	✓	✓
Bedside alarm	✓	✓	⊘
Digital Menus	✓	✓	✓
Dynamic pricing	✓	✓	⊘
Local city guides	✓	✓	✓
Group & conference offerings			✓

[Launch Comparison →](#)

# Top Rated Products

Top rated vendors in the category to add to your shortlist.

 <b>Crave</b> Guest Room Tablets
 <b>SuitePad</b> Guest Room Tablets
 <b>INTELITY</b> Guest Room Tablets
 <b>iRiS</b> Guest Room Tablets
 <b>iQ Tab (Betterspace)</b> Guest Room Tablets

FEATURED



[View rankings and live leaderboard](#)



# Want custom recommendations for your hotel in under 2-minutes?

Launch software finder →

The screenshot shows the HotelTechReport 'Software Finder' interface. The main heading is 'Select the type of hotel'. There are three filter sections: 'HOTEL TYPE' with a dropdown menu, 'NUMBER OF ROOMS' with a dropdown menu, and 'REGION' with a dropdown menu. Below these filters are 'Prev' and 'Next' buttons. On the right side, there is a testimonial from Tamara Mims, President at Four Sisters Collection, with the text: 'Deciding to switch our entire portfolio to a new PMS was a really difficult decision. Hotel Tech Report and helped us find the perfect solution for the unique needs of our portfolio.' Below the testimonial is a call to action: 'Take the quiz, get your FREE hotel software recommendations. Custom advice based on data from thousands of verified reviews. Free demos & price quotes. Connect with top rated vendors.' A notification card in the top right corner says 'IT'S A MATCH!' with a 'VIEW MATCHES' button and icons for a heart, a lightning bolt, and a red X.

Helping thousands of hoteliers make better buying decisions every month



Denihan Hospitality Group



starwood Hotels and Resorts

# What hoteliers like you are saying...



**Regional Director** from **Cancun**

“The tablet has helped us to have an additional income for services or products that we provide to our guests. This additional income helps to continue investing in new technologies that facilitate the stay of our clients that translates into unforgettable experiences and above all to place our brand as one of the best in the world.”

Review of



Crave



**eCommerce Manager** from **Germany**

“The SuitePad backend allows information to be quickly adapted. Another point is the communication with our guests. Push messages can be used to present specific information and place offers.”

Review of



SuitePad



**Managing Director** from **Boston**

“They were easy to work with. Their sales promised turned out to be accurate. Their product has been easy to use and trouble-free for us. It has also improved revenues.”

Review of



INTELITY



**Hospitality Consultant** from **San Jose**

“The combination of a quality tablet/fast processor with highly intuitive software that was so snappy that it almost seemed to anticipate the information I was thinking of finding next. That can only come from very thoughtful UX design and content.”

Review of



Crave



# Featured review



“A great partner to help innovating our resorts. When we met Crave a few years ago, they listened and worked with us to achieve our business goals and provide a great solution to increase our in room satisfaction ratings and add more revenue for our hotels. We have worked for so many years that we considered them part of our family.””

**Director of IT**  
Luxury Hotel in Quintana Roo, Mexico

 Verified by Hotel Tech Report

SPONSORED



[Read more reviews →](#)

## Ratings Snapshot

- Overview
- Pros & Cons
- Features
- Clients & References
- Reviews
- Pricing
- Integrations
- News coverage

## Ratings Snapshot

 Certificate of Excellence [Read 31 reviews](#)



Recommend

### REVIEWS SUMMARY

**4.6**  **31 reviews**

**89**  
HT Score 

Ranked #2 out of 20 in Guest Room Tablets

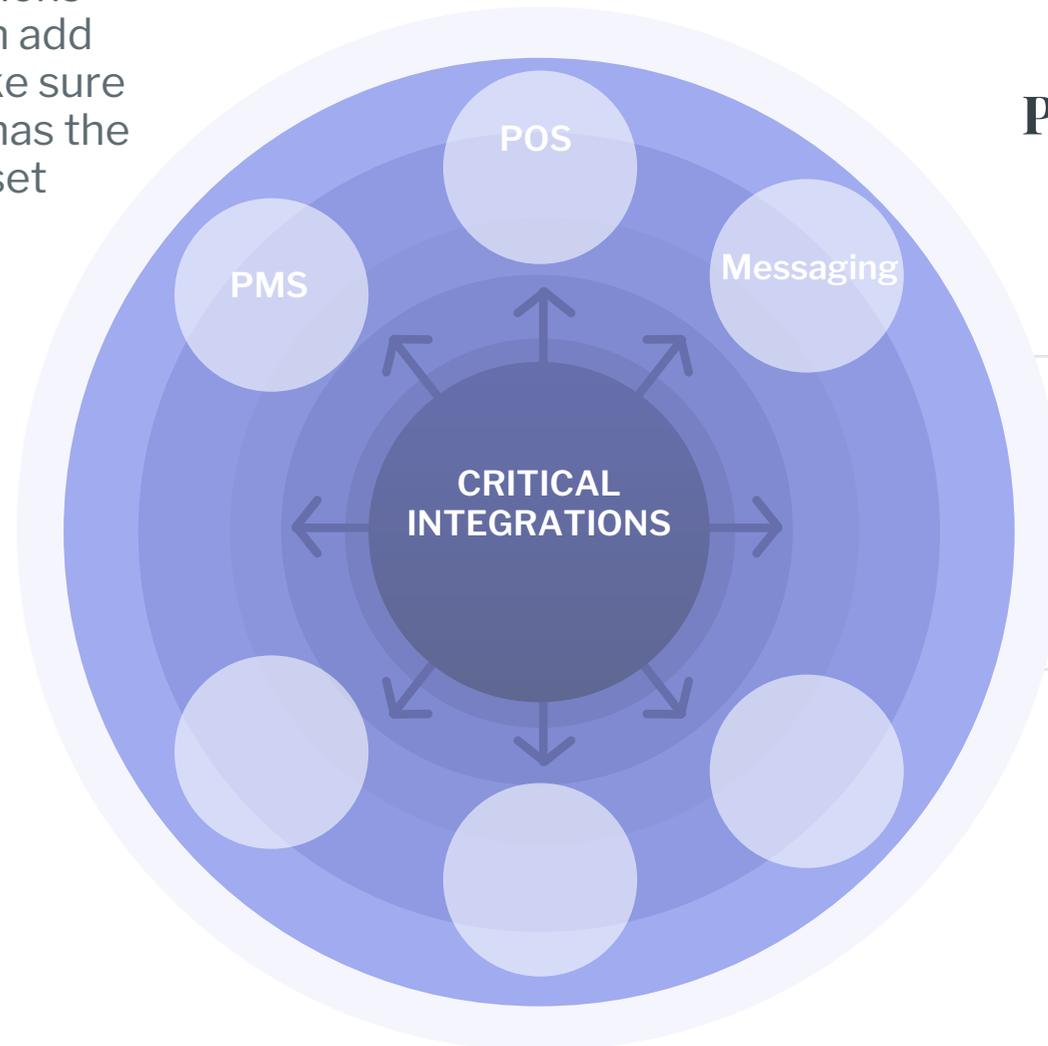
Ease of Use		4.6/5
ROI		4.2/5
Implementation		4.3/5
Customer support		4.5/5

### MOST POPULAR FOR

- 1. Boutique**  **94%**  
9 verified reviews
- 2. Resort**  **94%**  
8 verified reviews
- 3. Branded**  **94%**  
6 verified reviews
- 4. Vacation Rental**  **100%**  
1 verified reviews
- 5. Airport/ conference**  n/a

# Critical integrations

Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.



## Property Management System

PMS integrations are not normally required unless it's imperative to allow the guest to view their bill on a tablet. Some vendors can generate personalised content on their tablets without the need for a full PMS

## Point of Sale

Having a POS integrated directly into the tablet allows hotels to greatly optimize their revenue streams and staff. For example room service orders are processed more efficiently, and up selling options are easily added to boost revenues.

## Guest & Staff Messaging

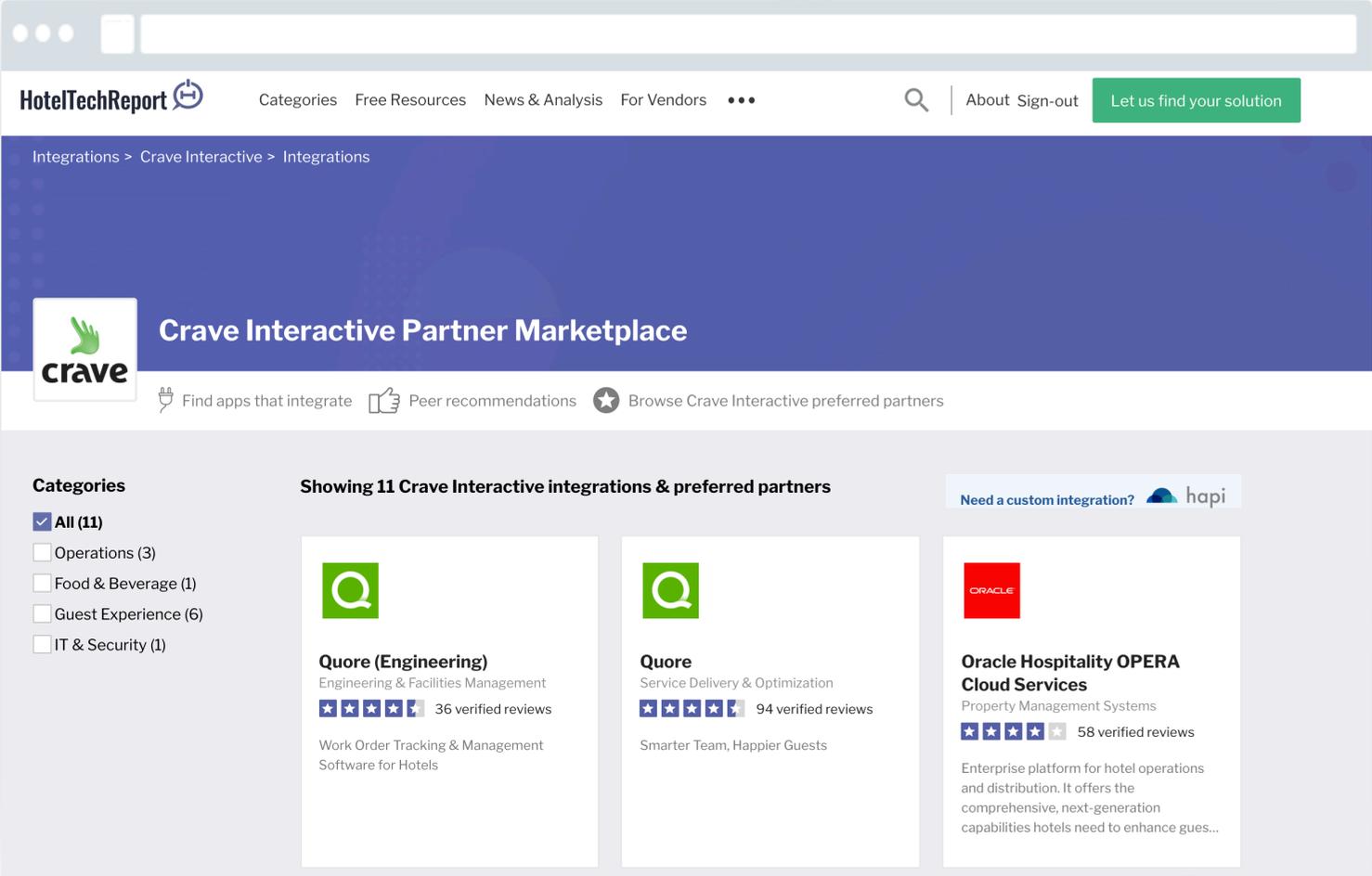
Allowing guests to quickly and easily make requests is a major benefit of in-room tablets. Integrating guest messaging services and ticketing request system allow managers to better optimize staff, reduce costs and increase guest satisfaction.

Sponsored by  hapi

# Looking for integrations?

Browse hundreds of integrations for top rated guest room tablets to save time, drive revenue and automate your workflows

[Browse top integrations](#)



The screenshot shows the HotelTechReport website interface. At the top, there's a navigation bar with 'HotelTechReport' logo, 'Categories', 'Free Resources', 'News & Analysis', and 'For Vendors'. A search bar and 'About Sign-out' link are on the right, along with a green button 'Let us find your solution'. Below the navigation, a breadcrumb trail reads 'Integrations > Crave Interactive > Integrations'. The main header features the 'Crave Interactive Partner Marketplace' title and the Crave logo. Below this, there are three icons: a hand holding a tablet, a thumbs up, and a star, with labels 'Find apps that integrate', 'Peer recommendations', and 'Browse Crave Interactive preferred partners' respectively. A sidebar on the left lists 'Categories' with checkboxes for 'All (11)', 'Operations (3)', 'Food & Beverage (1)', 'Guest Experience (6)', and 'IT & Security (1)'. The main content area is titled 'Showing 11 Crave Interactive integrations & preferred partners' and includes a link 'Need a custom integration? hapi'. Three integration cards are visible: 'Quore (Engineering)' for 'Engineering & Facilities Management' with 36 verified reviews, 'Quore' for 'Service Delivery & Optimization' with 94 verified reviews, and 'Oracle Hospitality OPERA Cloud Services' for 'Property Management Systems' with 58 verified reviews. Each card includes a brief description of the software.

# What questions should smart buyers ask vendors?



## 1 What type of hardware do you use?

It is important to install tablets with the guests in mind, as well as keeping costs low. Using consumer tablets such as iPads or other consumer tablets make it difficult to run a truly customized software on top of an existing OS, and cameras on the tablets are intimidating to guests. They can also be more expensive per unit compared to companies that manufacture their own hardware that is built specifically for the hotel room.

## 2 How is your support in case something goes wrong?

Make sure your chosen supplier can offer you full 24/7/365 support and that they have the tools to remotely monitor and manage your hotel tablets.

## 3 What sort of ROI should I expect?

The ROI can vary based on the type and size of hotel as well as services offered, but nearly all hotels that have installed inroom tablets report a positive and measurable ROI, typically in excess of 300%. The combination of in-room cost savings, optimization of staff and expanded revenue streams all great contribute to the ROI of in-room tablet systems.

## 4 Are the tablets hard to set-up and maintain

Make sure that you choose an in-room tablet solution that is easy to install. Some companies will deliver tablets ready to be plugged in and connected to the wifi. It is best to choose a tablet supplier that offers their services via the cloud and 24/7 remote support for the rare occasions there is an issue with the system.

## 5 Can we change the content ourselves?

Hotels need to be in control of the content, once it has been setup by the vendor. It's imperative that hotels can update their own content on the tablet when the need arises.

# Pricing & Implementation Guidance



## Pricing

What are the typical pricing models and ranges that I should budget for?

### IMPLEMENTATION EXPENSE

There shouldn't be any implementation costs at all unless you require custom integrations.

PRICE RANGE

### MONTHLY SUBSCRIPTION

Hoteliers should expect prices to vary based on integrations and other complex functionality requirements. Some hoteliers choose to purchase hardware but it is becoming more popular to rent.

PRICE RANGE

\$5-\$10/tablet/mo



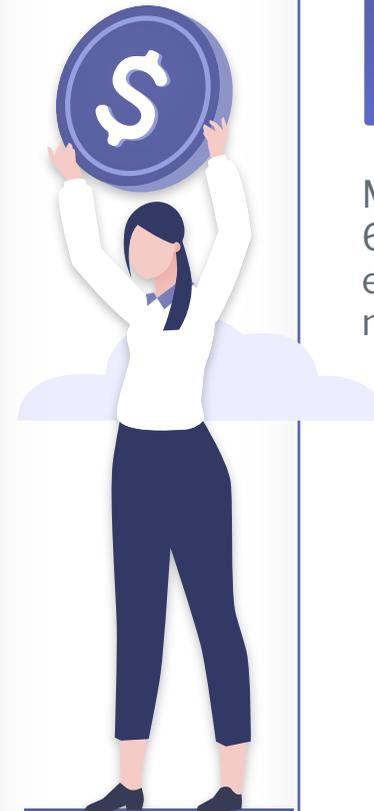
## Implementation

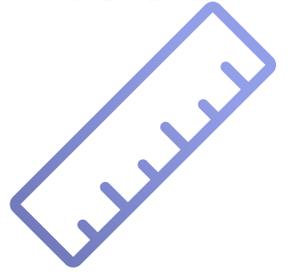
What does the typical implementation timeline and process look like to go live?

Most Hotels would expect to have a system installed 6-8 weeks after signing contracts, they are obvious exceptions, as some larger properties may include a lot more content to setup.

TIMELINE

6-8 WEEKS





# How do I measure success?

## Increased Incremental Revenue

Being able to instantly offer upgrades, menu options, special offers and packages, late checkouts / extended stays increase revenue significantly. Adding new revenue streams such as sponsored offers and paid games / entertainment features boost the bottom lines with little to no operating costs.

## Reduced Operating Costs

Hotels no longer need to print any in room collateral. Tablets replace alarms and TV controllers, so maintenance / equipment expenses are lowered as well. No more delivery of paper messages to rooms.

## Improved Guest Satisfaction Scores

Hotels will see a positive increase in guest feedback, reviews and loyalty. Most hotels see explicit and direct TripAdvisor reviews raving about their experience with top guest room tablets.



# How can I convince ownership that its worth the investment?

## INCREMENTAL REVENUE CALCULATOR

 Rooms	<input type="text" value="200"/>
 Annual Room Nights <small>Assumes 80% occupancy</small>	<input type="text" value="58,400"/>
 Offers made per day	<input type="text" value="1"/>
 Average offer value	<input type="text" value="\$50"/>
 Guest purchase rate	<input type="text" value="1%"/>

**INCREMENTAL REVENUE GENERATED** ▲ \$29,200

With only 1 offer per day at an average offer size of \$50 and conversion of only 1% of guest rooms, tablets would help this room generate \$29,200 in additional incremental revenue for this hotel through targeted offers alone.



Sending real time targeted offers is one easy way to offset the cost of adding guest room tablets at your property. If you can also replace other in-room hardware like alarm clocks, charging stations and thermostats the decision starts to become no brainer.



### QUICK PITCH TIP

Need an easy way to think about ROI convince ownership to invest in this software?

# Featured guest room tablets success stories

Read real stories from hoteliers like you about how they leveraged guest room tablets to grow their business.



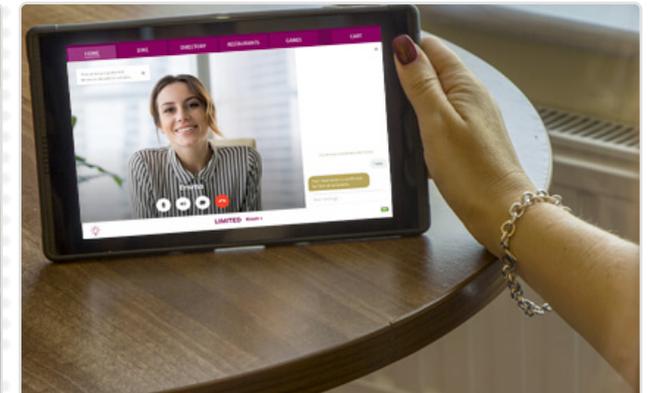
**Crave Interactive Adds Modern Touch to Hotel Sorella CITYCENTRE with Installation of Its Award-Winning In-room Tablets**



**The Death of the Paper Directory Continues: AMResorts® to Install Crave In-room Tablets Across 13,000 Rooms**



**Crave Interactive Lands Investment to Accelerate Global Expansion and Roll Out Game-Changing Hotel Rental Model**



**Crave Interactive Empowers Hoteliers and Guests with 24/7 Video Service Platform**

Presented



# Further reading

Presented by  Crave

## 5 Common Myths About Hotel Room Tablets

Guest tablets are not just fancy digital compendiums, they're your ticket to profitability during need periods and they actually don't cost that much anymore.

## The definitive guide to ITB Berlin 2019: 5 key trends that every hotelier must know

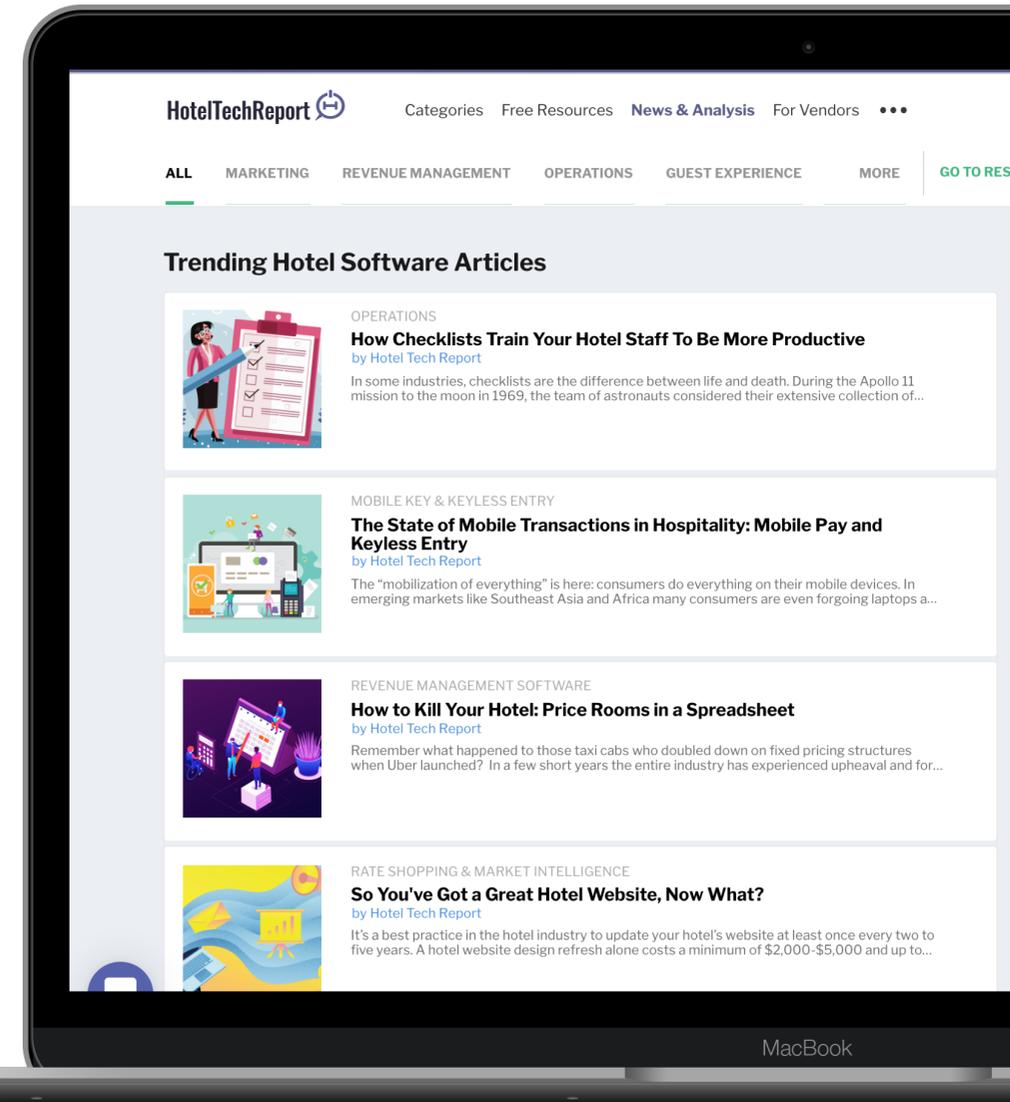
With the amount of times mobile comes up in conversation and the media, you might think BYOD (bring your own device) is the only way to go but the reality is there are lots of occasions where hotels just simply don't have the ability to get a guest's contact info or get

## How to Destroy Guest Relationships: Make them Download Your Hotel App

The majority of app usage (i.e. time on device) goes to social media, music, video and gaming. Hotel apps do none of these things yet somehow the lion's share of hoteliers still believe their properties need a dedicated mobile app.

## The Hotel In-Room Tablet Isn't Dead, It May Even Be Evolving

That's the technology's greatest attribute. This is really about removing barriers between the consumer perusing the available products and the decision to purchase. That, more than anything, is why the tablet information is provided in multiple languages.



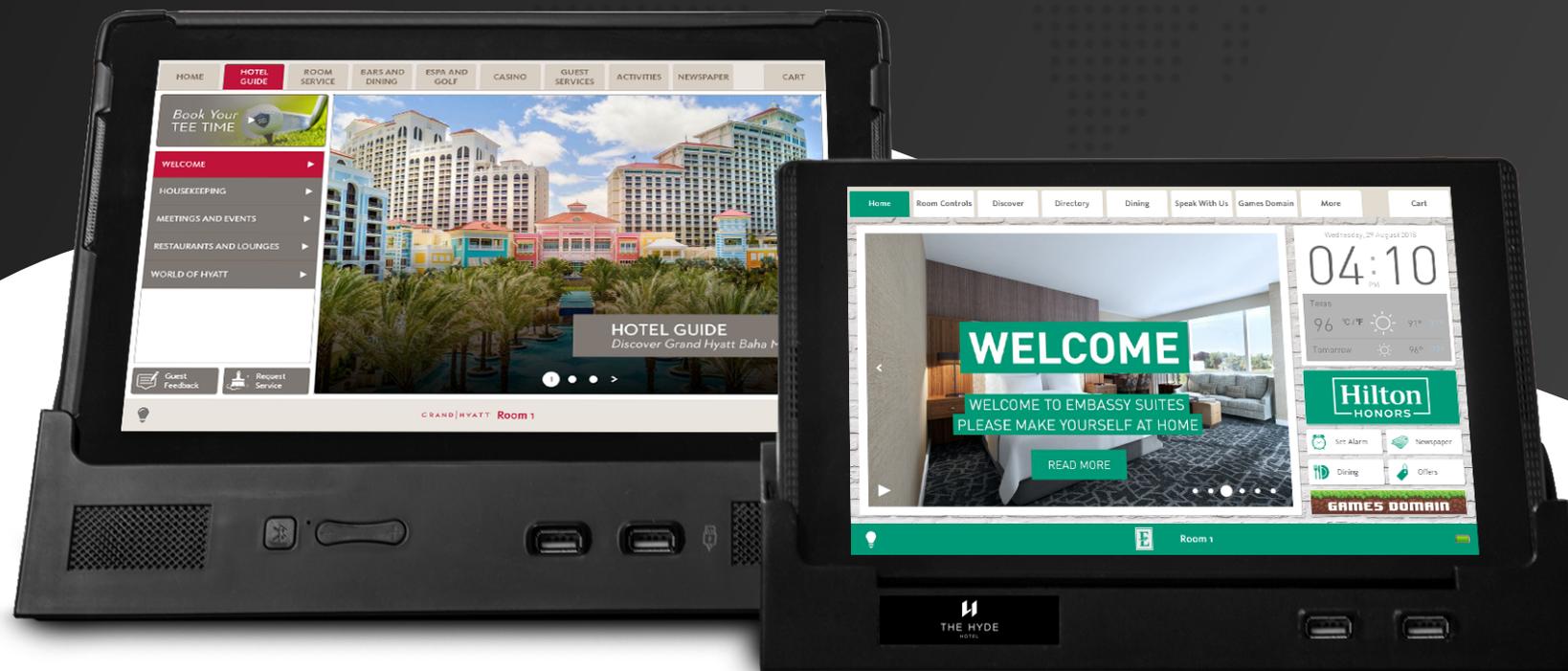
[Read more insights & advice on Hotel Tech Report](#)

SPECIAL THANKS TO OUR SPONSOR FOR MAKING THIS FREE GUIDE POSSIBLE



Crave In-Room Tablets deliver an in-room experience that guests enjoy and remember, and are flexible to suit any hotel from limited service to ultra-luxury. Designed specifically for hotels, Crave tablets replace all the paper in rooms and are highly appreciated by guests, as proven by 95% guest engagement. Not only that, you can expect increased revenues of ancillary services including F&B, spa, extended stay and late check-out that more than justify the modest cost.

With their low cost rental plan, there is no capital required and no long term commitment, so it's never been easier to upgrade to great digital services.



# Have questions?

Head to [www.hoteltechreport.com](http://www.hoteltechreport.com) for:



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Unlimited reference checks



Vendor price quotes



Shortlist & compare vendors



Product demos



Premium content, guides & reports



Chat with an advisor



Find top integrations



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Hotel Tech Report makes it fun, easy and accessible for hoteliers like you to discover the perfect technology solutions to grow your business.

### Start a conversation

The team typically replies in a day.



[New conversation](#)

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