

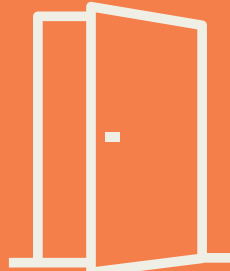
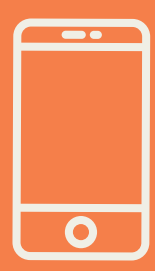
HOTEL TECHNOLOGY TRENDS : MOBILE KEY

MOBILE KEYS IN THE INDUSTRY

2021

2022

2023



Mobile key will be commonplace by 2022.

Source: [Telegraph UK](#)



Mobile keys drive an average **7%** improvement in guest satisfaction scores.

Source: [OpenKey](#)



\$1,000/mo

What mobile keys can save hotels on average in discarded RFID keycards.

Source: [OpenKey](#)

WHAT GUESTS ARE SAYING

46% of hotel guests say mobile key is an important on-property feature for them,



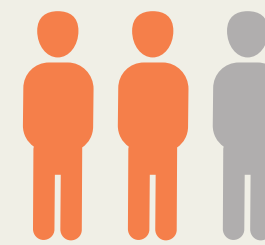
while only **16%** of hotels offer mobile key.

Source: [Hospitality Tech](#)



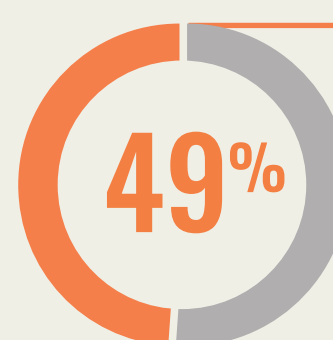
76% of travelers say that a smartphone is their most important travel companion.

Source: [Hotels.com](#)



2/3 of travelers say they want to use their smartphone as a room key.

Source: [MCD Partners](#)



of consumers say their hotel selection is influenced by high-tech features in the guestroom, i.e. mobile key.

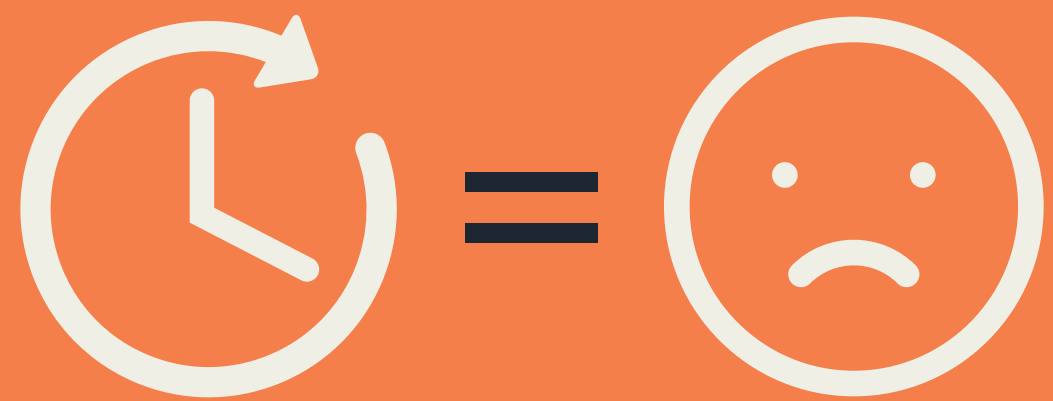
Source: [Hospitality Tech](#)



“Eliminate waiting in line at the front desk!”

A leading traveler complaint according to USA Today.

Source: [USA Today](#).



Scary Stat: Guest satisfaction **drops by 50%** with a five-minute wait at check-in.

Source: [Cornell University School of Hotel Administration](#)

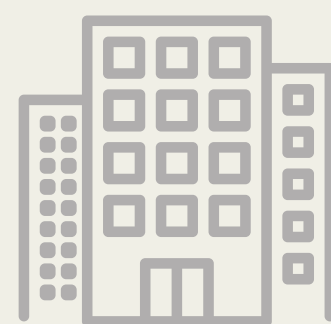
INDUSTRY UPGRADES



45%

of hotels planned on making significant tech purchases, last year.

Source: [2017 Voice of GM Survey](#)



26%

of hotels are considering upgrading door-locking systems.



The average wait time to get new digital door locks due to global demand.

Source: [Hotel Management](#)

2017

2018

2019

35,000



Number of hotel rooms **OpenKey** will provide mobile key for by the end of 2018.

Source: [OpenKey](#)

