

HotelTechReport 

The Ultimate Guide to Guest Mobile Apps for Hotels

2021 EDITION



NEW

FREE TEMPLATE INSIDE

Free RFP template to simplify your search and help you find the best fit for your hotels.

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2021 EDITION

GUEST MOBILE APPS BUYER'S GUIDE

A free and simple guide by **HotelTechReport** 

Created in collaboration with



table of contents

1 / Category Overview

What is a hotel guest app?

What are the key benefits?

What are the “jobs-to-be-done”?

2021 Look-forwards: Trends & predictions

2 / Buying Advice & Recommendations

Key features

Side-by-side product comparisons

Vendor RFP & Scorecard Toolkit **NEW**

Top Rated Vendors

What hoteliers are saying

Critical integrations

3 / Goal Setting & Expectations

Smart buyer questions to ask vendors

Pricing & implementation guidance

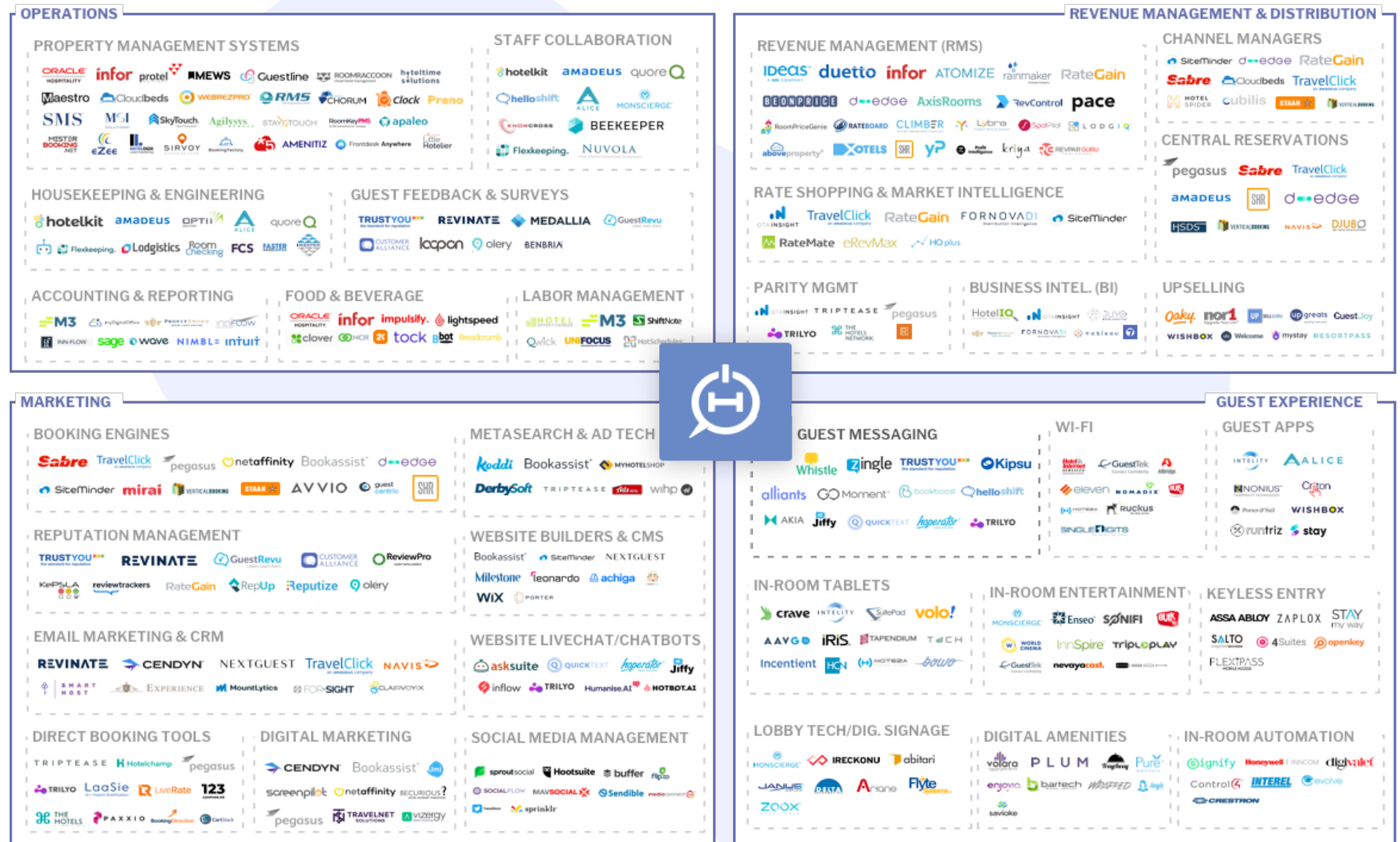
How to measure success

How to convince ownership + ROI calculator

Hotelier success stories

Recommended reading

Hotel Technology Market Map



As digital transformation continues to disrupt the hospitality industry, Hotel Tech Report aims to educate hotel owners, investors, operators and employees through engaging content, crowd sourced insights and data driven recommendations to make better business decisions, faster.



Adam Hollander
Co-Founder

Jordan Hollander
Co-Founder

WHAT IS A GUEST MOBILE APP?





Travelers are demanding more control over their stay and personalized experiences than ever before. A hotel mobile app is a downloadable digital solution for smartphones and tablets that serves as a key touchpoint for hoteliers to elevate their guests' experience during their stay. Mobile apps allow hotels to connect with their guests and expose their services and offerings through another, more direct, channel - increasing guest engagement and expanding reach with offers and hotel services. Having a mobile app also opens up a clear line of communication between hotels and guests. In addition to accessing hotel information, such as services and amenities, guests can check-in remotely, place service requests, order room service, and engage with all the hotel's offerings, all in a single place. Offering a mobile app is a key differentiator for hotel guests.

What are the **KEY BENEFITS OF A HOTEL MOBILE APPLICATION?**



1 Expansion of Service Revenue

Use your app to create upselling opportunities for in-room dining, the on-site spa, activities sponsored by the hotel, and other services to drive an increase in service revenue.

2 Real-Time Marketing

Promote special offers, guest services, events, and amenities with targeted messages sent directly to your guests' mobile devices.

3 Guest Loyalty

Capture valuable data about guests' preferences and how they spend their money. Use this data to target in-house guests with personalized special offers and promotions to fill unused capacity at your amenities while simultaneously building guest loyalty and satisfaction.

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

Market & upsell ancillary services

Offering a mobile app (instead of a web-based app) provides a richer user experience in terms of both content and functionality. Because a mobile app is downloaded directly to a guest's device, a hotel has more opportunities to increase guest wallet share by sending targeted, property-specific notifications and inducing guest spend.

Request intake, routing & dispatching

Guests want the ability to place requests through your mobile app. Whether its a request for late check-out, room service, or a simple request for extra towels, your app should be able to intake and process those requests.

Guest communication & messaging

Your guests want to communicate with your staff in real-time. Your mobile app should offer messaging functionality to accommodate that expectation, whether through an integration with a messaging service or a fully functional message management dashboard, messaging is a key function of any mobile app.



↗ 2021 Mobile App Trends and Developments

Internet of Things in Hospitality

Your mobile app should allow your guests to have full control over their stay and in-room experience. Guests should be able to use their phones to access their guest rooms, turn on the lights, adjust the thermostat, and access the TV. This is just the first step in crafting a truly smart guest experience.

Personalization

By mapping data across multiple guest touchpoints, hotel apps can utilize guest behavior data modeling to personalize guests' needs throughout their stay.

Mobile Check-In

Guests are increasingly looking for ways to streamline their check-in experience. Hotels are responding by implementing mobile check-in functionality within their apps, enabling guests to skip the front desk and go straight to their rooms upon arrival.





Features to look for

Mobile Check-In

Your mobile app isn't complete without an automated or expedited check-in solution. Mobile check-in offers your guests a frictionless way to reduce wait times at the front desk, and, in some cases, bypass the front desk completely.

Mobile Key Integration

It's important that your mobile app offers mobile key functionalities that further streamline the check-in process and reduce costs associated with plastic room keys.

Guest Messaging

Selecting a vendor that offers two-way messaging solutions will empower guests to directly interact with your staff. Whether through SMS, in-app messages, or Facebook Messenger integrations, guest messaging enables more streamlined service recovery and improved guest experience.

Service Requests

Your mobile app should allow guests to place service requests, order in-room dining, access hotel information, book appointments at your on-property spa, make reservations for your on-property restaurants, and much more.

Loyalty Program Integrations

Look for a mobile app partner that has the capability to integrate with your existing loyalty program. Integrating your loyalty program with your mobile app encourages repeat guests to keep the app downloaded on their phones and encourages increased engagement before, during, and after a stay.

Local Services & Content

Promote local services and points of interest to market your location and help guests maximize their stay.

Requests & Ticket Management

Offer guests the ability to make bookings with the concierge, arrange transportation, or request more towels right from your hotel app, and automatically create and route tickets for your team to followup and fulfill.



Want to easily compare features of top hotel mobile apps side-by-side?

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

Compare INTELITY vs ALICE (Guest) vs Nuvola (Angel)

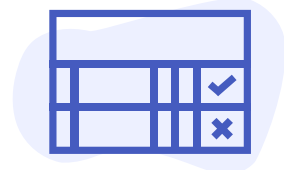
INTELITY 3 reviews | **ALICE (Guest)** 14 reviews | **Nuvola (Angel)** 8 reviews

[Get Proposal](#) | [Get Proposal](#) | [Get Proposal](#)

Ratings Summary

	INTELITY	ALICE (Guest)	Nuvola (Angel)
HT Score	70	82	75
Popularity	3 verified reviews	14 verified reviews	8 verified reviews
Likelihood to Recommend	93%	90%	96%
Ease of Use	4.7	4.8	4.7
ROI	5	4.5	4.9
Implementation	Not enough data available	4.6	4.7
Customer Support	4.5	4.5	4.8

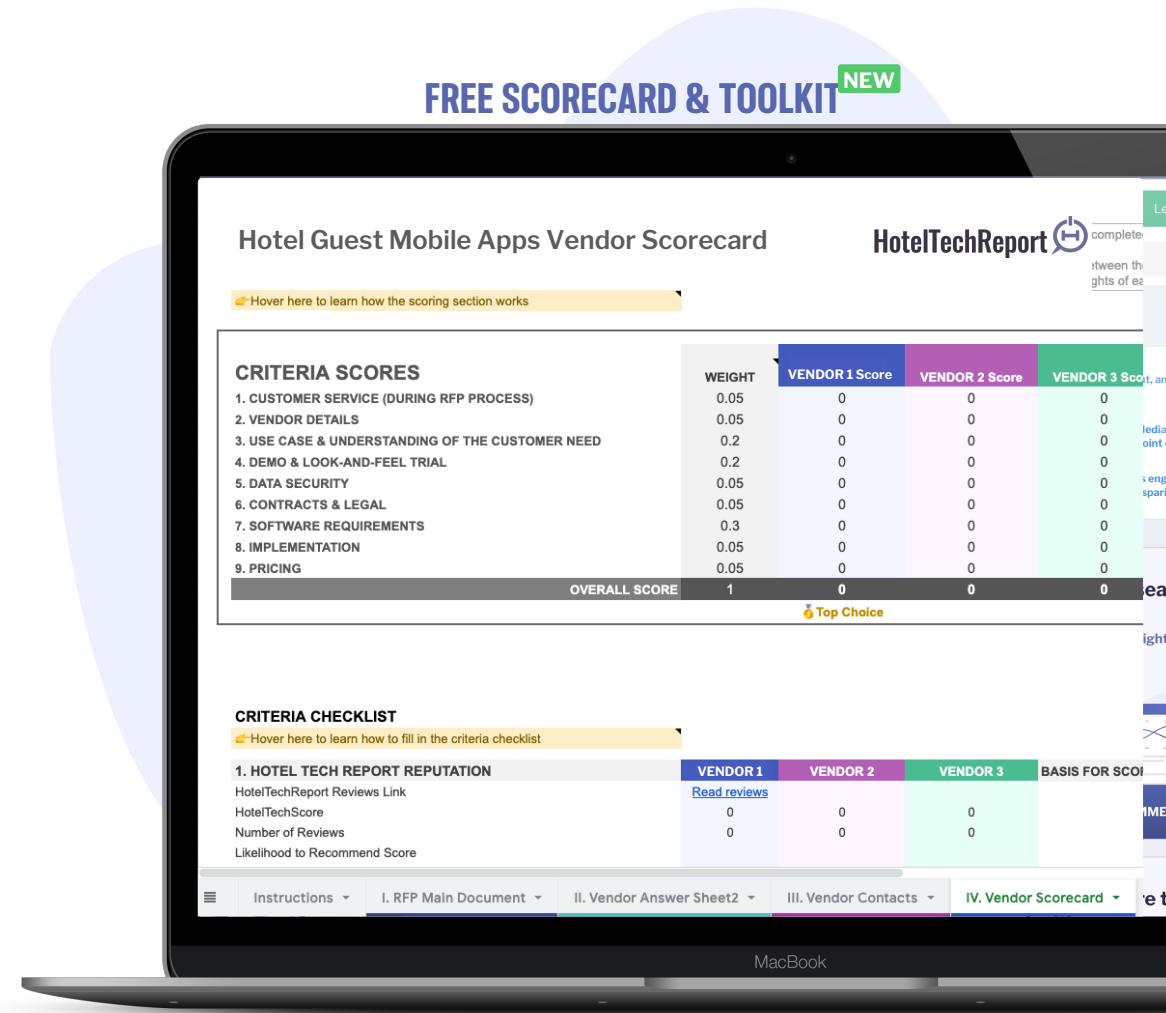
[Launch Comparison →](#)



Simplify Your Hotel Guest Mobile App Search with Our Free Toolkit

- ✓ **RFP document:** Easily map your goals and requirements by filling in the blanks
- ✓ **Vendor answer sheet:** Take your own notes or send it to vendors to fill in to get consistent information to compare
- ✓ **Vendor scorecard:** Grade vendors based on predefined holistic criteria and find out which is really your top choice
- ✓ **Team collaboration:** Invite key stakeholders and owners to share your thought process and make an aligned and informed team decision

LAUNCH THE TOOLKIT →









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Top Rated Products

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

	 INTELITY Guest Mobile Apps
	 ALICE Guest Mobile Apps
	 MyStay Guest Mobile Apps
	 Alfie Guest Mobile Apps
	 Portier Guest Mobile Apps

[View rankings and live leaderboard](#)





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

Launch software finder →

The screenshot displays the HotelTechReport 'Software Finder' interface. The main heading is 'Select the type of hotel'. Below this are three filter sections: 'HOTEL TYPE' with a dropdown menu, 'NUMBER OF ROOMS' with a dropdown menu, and 'REGION' with a dropdown menu. At the bottom of the filter section are 'Prev' and 'Next' buttons. To the right, there is a testimonial from Tamara Mims, President at Four Sisters Collection, with a 'View Matches' button and a 'IT'S A MATCH!' notification overlay. The notification overlay includes a heart icon, a lightning bolt icon, and a close icon.

Helping thousands of hoteliers make better buying decisions every month



Denihan Hospitality Group



What hoteliers like you are saying...



IT Manager from [St. Lucia](#)

“The applied cost savings while improving Guest Satisfaction. The ability to improve revenue by reaching a wider audience; ICE mobile, can help promote hotel experiences even before Guests arrive to your property.”

Review of



Director of Front Office from [New Orleans](#)

“ALICE is a wonderfully comprehensive, but all the while user friendly platform that streamlines communication between departments, maximizes the guest experience and empowers hotel associates to problem solve.”

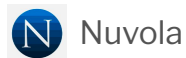
Review of



Rooms Division Manager from [Port Jefferson](#)

“The App is so user friendly and easy to use! The team was super helpful and have even assisted us with creating a flyer ad that we can provide our guests to encourage them to use the Angel features.”

Review of



IT Manager from [Greece](#)

“Intelity has great support. Providing guest experience through the app & iPad touchpoints increases our Product Value.”

Review of





Featured testimonial



“In our ‘always on’ business, it is really important that our technology provides a frictionless connection between guest and staff, which is why we chose to implement the INTELITY platform.”

Guest Service Manager
Resort in California

 Verified by Hotel Tech Report

SPONSORED

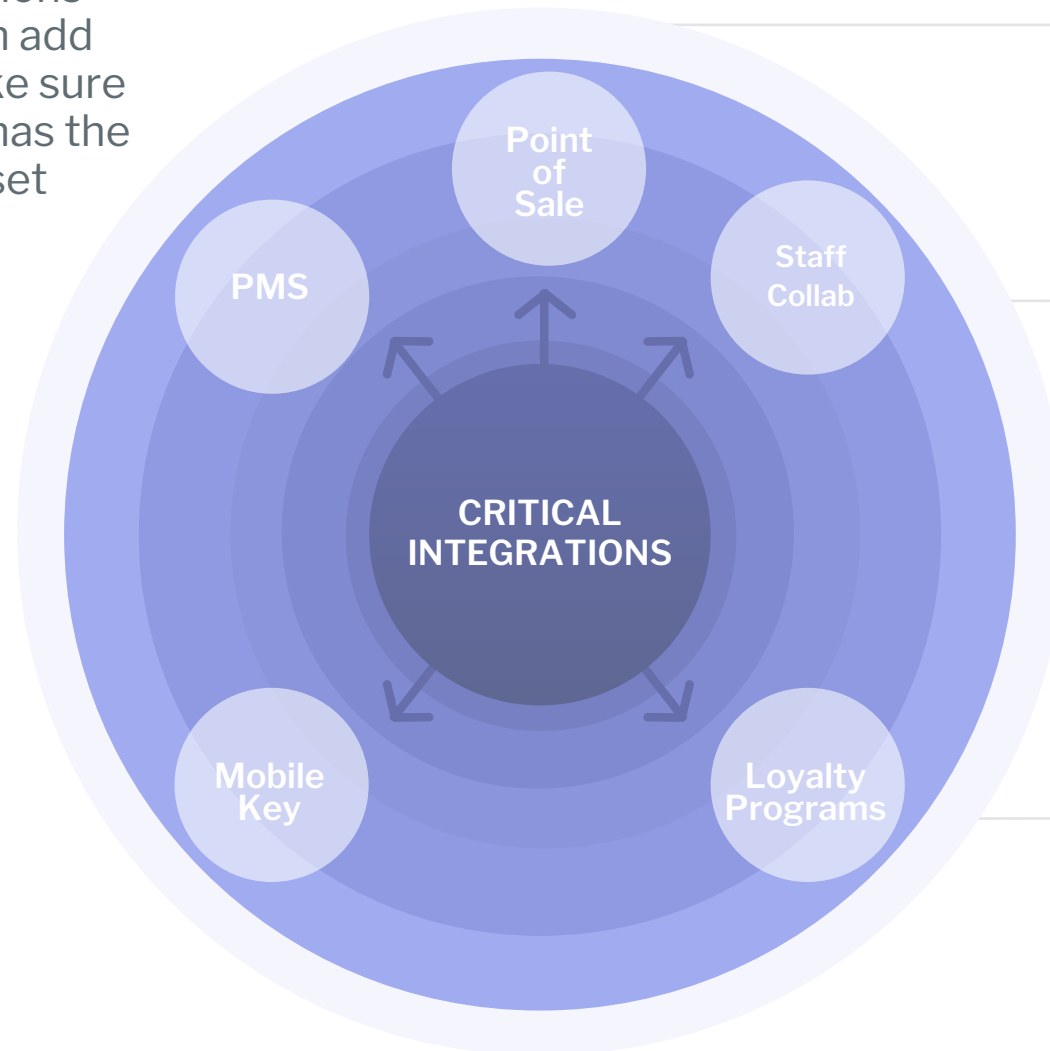


Read more reviews →

The screenshot displays the HotelTechReport website interface. At the top, the navigation bar includes the HotelTechReport logo, menu items for Categories, Free Resources, News & Analysis, and For Vendors, along with search, About, Login, and a 'Let us find your solution' button. The breadcrumb trail reads: Home / Guest Experience / Mobile Apps/Developers / INTELITY. The main content area features a hero image of a modern office with a curved desk and multiple monitors. Below this, the INTELITY logo is shown next to the text 'INTELITY Ranked 5th (out of 48) in Mobile Apps/Developers'. A green 'PRICE QUOTE' button and a green 'REQUEST A DEMO' button are prominently displayed. A 'Ratings Snapshot' section is visible at the bottom, showing a 93% recommendation rate and a 4.7 star rating based on 3 reviews. A 'Most Popular For' list includes categories like Resort (90%), Boutique (100%), Airport/conference, and Bed & Breakfast.

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

To capture and relay guest info to and from App to PMS easily and allow guests to check-in from their phone

Point of Sale (POS)

An integration between your POS system and your mobile app allows guests to make purchases within the app, either from your in-room dining menu or in-app retail store.

Staff Collaboration

For seamless ordering of service requests and to communicate effortlessly with the staff regardless of where the guest is.

Mobile Key

Your mobile app should integrate with mobile key solutions, which allows guests to use their mobile device as a room key. This streamlines the guest experience and reduces friction at the front desk.

Loyalty Programs

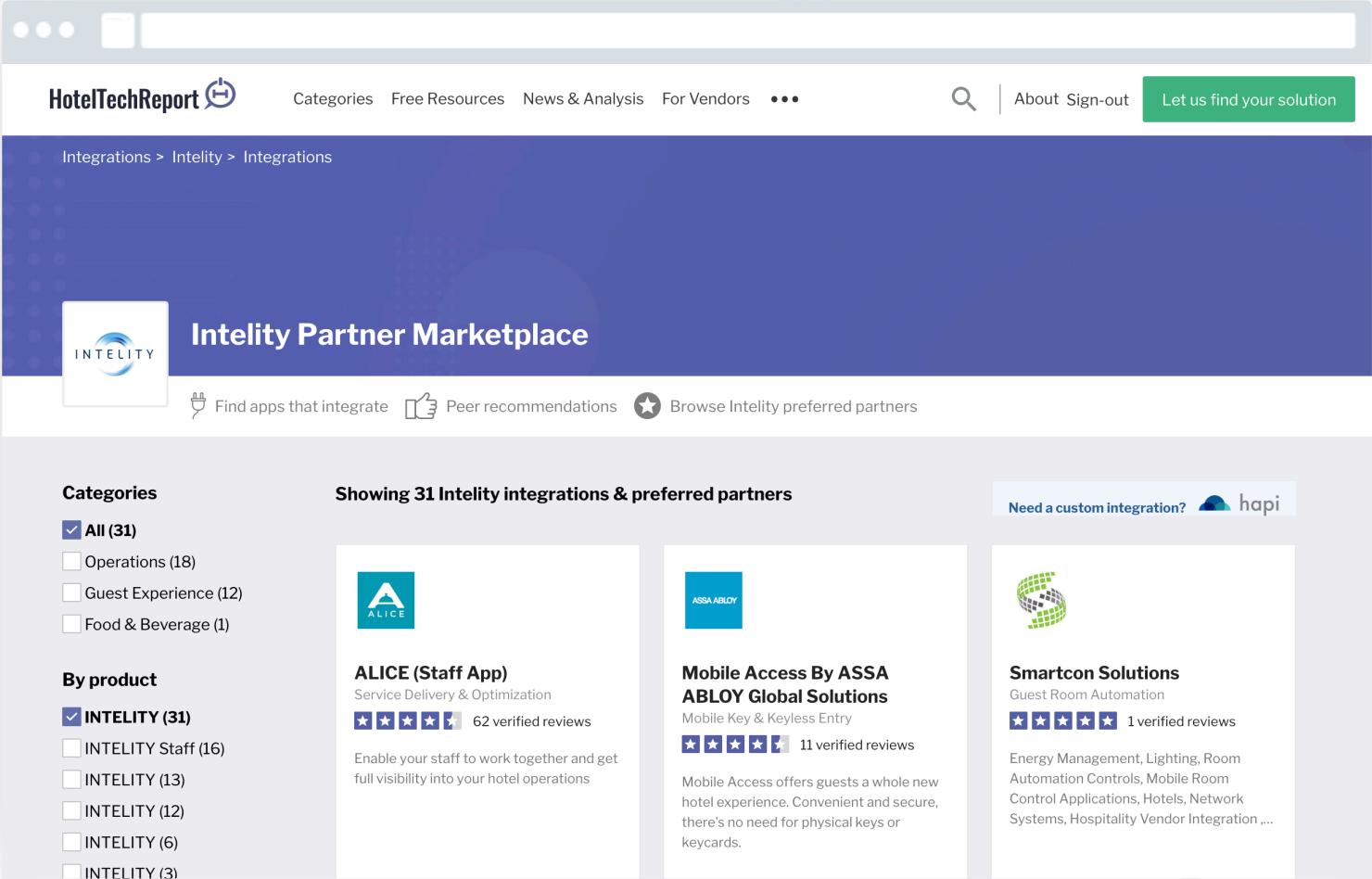
Your mobile app should integrate with your existing loyalty program and provide your loyalty members with easy access to their loyalty profiles, benefits, and points.

Sponsored by  hapi

Looking for integrations?

Browse hundreds of integrations for top rated guest mobile apps 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', 'For Vendors', a search icon, 'About', 'Sign-out', and a green button 'Let us find your solution'. Below the navigation, a breadcrumb trail reads 'Integrations > Intevity > Integrations'. The main header features the 'INTELITY' logo and the title 'Intevity Partner Marketplace'. Below this, there are three icons: a wine glass for 'Find apps that integrate', a thumbs up for 'Peer recommendations', and a star for 'Browse Intevity preferred partners'. The main content area is titled 'Showing 31 Intevity integrations & preferred partners' and includes a 'Need a custom integration?' link with the hapi logo. On the left, there are two filter sections: 'Categories' with 'All (31)' selected, and 'By product' with 'INTELITY (31)' selected. The main content displays three integration cards: 'ALICE (Staff App)' for 'Service Delivery & Optimization' with 62 verified reviews, 'Mobile Access By ASSA ABLOY Global Solutions' for 'Mobile Key & Keyless Entry' with 11 verified reviews, and 'Smartcon Solutions' for 'Guest Room Automation' with 1 verified review.

What questions should smart buyers ask vendors?



1 Do you build apps that can integrate into my hotel brand app?

Hotel brands need access to a complete SDK to make app functionality within their branded app. Some vendors also provide white-label apps that can be branded to your property, or fully customized app builds for additional functionality.

2 Can guests use your mobile app for mobile room key?

A hotel mobile app should securely create a mobile key for your guest reservations. It's critical for any hotel app to integrate with many industry-wide lock vendors and hardware partners to provide a seamless experience.

3 Will your app integrate with my existing loyalty program?

Hotel apps add the most value for repeat guests. By integrating into your loyalty program, not only will you get a higher ROI by encouraging loyalty members to download the application, but you will also be able to serve up more targeted offerings. Increased adoption and more targeted offerings combined remove friction between guests and their desires on property services while driving increased revenue uptake.

Pricing & Implementation Guidance



Pricing

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

IMPLEMENTATION EXPENSE

Installation and training included in your per-room per night fee agreed upon in signing contract

PRICE RANGE

NO ADDITIONAL

MONTHLY SUBSCRIPTION

Pricing varies widely between \$2-10/room per month. This range accounts for all property types and the functionality required by each individual hotel or hotel group.

PRICE RANGE

\$2-10/room/month



Implementation

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

There are normally three phases of implementing a mobile app at a hotel.

- 1) The vendor and the hotel should work together to identify integrations needed for a successful launch
- 2) Implementation phase – this should be about two months. This includes all app content and integration connections. More complex features such as room controls can add additional time to the project implementation.
- 3) Post-deployment transition process from app provider to the app providers customer success team.

TIMELINE

8-10 WEEKS





How do I measure success?

Guest Engagement

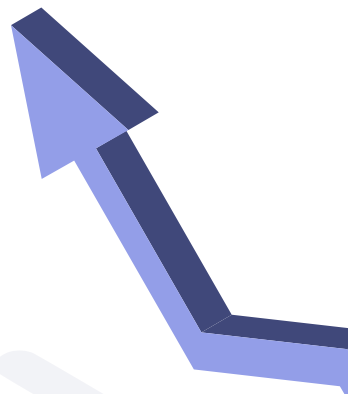
Engagement should be measured by a tangible output from guests. This can be represented by number and frequency of app opens, or in-app actions (like # of messages sent, service request submissions, dining orders, etc.) made by guests within a set time period.

Ancillary Service Profits

By introducing a mobile app, you can reduce staff overhead for guest service while simultaneously increasing revenue from those services. Profit increases can be measured by first determining the staff-hours saved due to service request automation (i.e., reduction in guest service phone call minutes x the average hourly rate for staff who would typically be taking those calls), and subtracting that from ancillary revenue (e.g. spa bookings, room service, etc.)






Cost Savings

Printing in-room collateral can get expensive. Mobile apps can reduce printing costs by hosting compendium, dining, and marketing collateral in an easy-to-use digital format. Hotels that have implemented mobile apps have experienced up to 90% in savings on printing expenses.



How can I convince ownership that its worth the investment?

INCREMENTAL REVENUE CALCULATOR

 Rooms	<input type="text" value="200"/>
 Annual guests <small>Occ=80%, LOS=2, PAX/res=2</small>	<input type="text" value="58,400"/>
 Guest download rate	<input type="text" value="20%"/>
 In-app purchase rate	<input type="text" value="5%"/>
 Avg. purchase ticket	<input type="text" value="\$50"/>

INCREMENTAL REVENUE GENERATED ▲ \$29,200



By upselling amenities, services, and ancillaries like room service, late checkout, champagne and spa treatments —hotels can generate additional revenue through their app to generate a return on their investment.



QUICK PITCH TIP

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



Featured guest mobile app success stories

Read real stories from hoteliers like you about how they leveraged hotel mobile apps to grow their business.



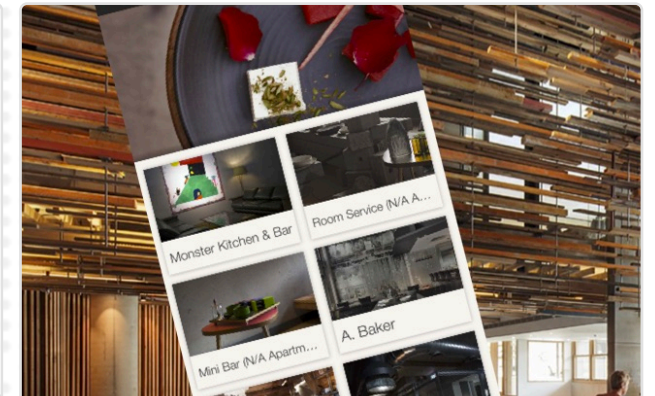
**Conrad Indianapolis
Launches INTELITY's
Guest Service Platform
to Great Success**



**Boston Harbor Hotel
Increases Revenue,
Decreases Costs with
INTELITY**



**Dream Hollywood
Reimagines Guest
Marketing**



**Intility ICE proves to be
major selling point for
Hotel Hotel Canberra**

Presented by  INTELITY

Further reading

Presented by  INTELITY

The State of Mobile Transactions in Hospitality: Mobile Pay and Keyless Entry

The “mobilization of everything” is here: consumers do everything on their mobile devices. According to Google, 46% of leisure travelers and 61% of business

Apps for Hotel Management: How to Put the Guest First

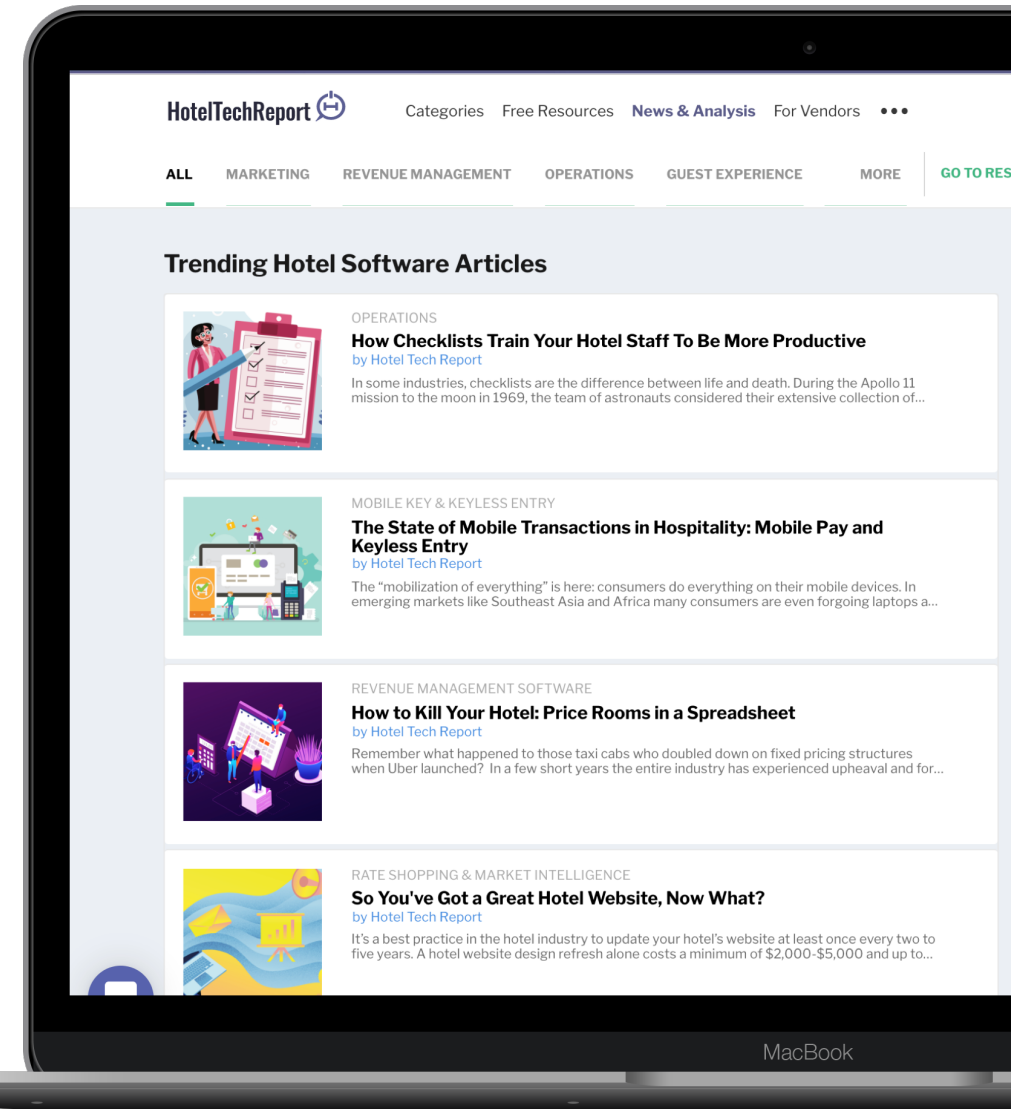
Guests are increasingly interested in communicating with a hotel before, during, and after their stay via apps for hotel management. They’re seeking an easy avenue to check-in remotely, explore amenities, and learn more about the property and surrounding neighborhood.

6 Ways to Make the Most out of INTELITY's Hotel Management App

The INTELITY platform is an extensive enterprise guest experience engagement and staff management platform for hotels, casinos, cruises, and luxury residential brands. It’s especially powerful for multi-property brands with complex operations.

The Technology Cheat Sheet for Hotel General Managers

The buck stops with the hotel’s general manager. The GM is responsible for anything and everything to do with a property’s operation. However, a hotel that manages a stellar guest experience does not necessarily make money. It may

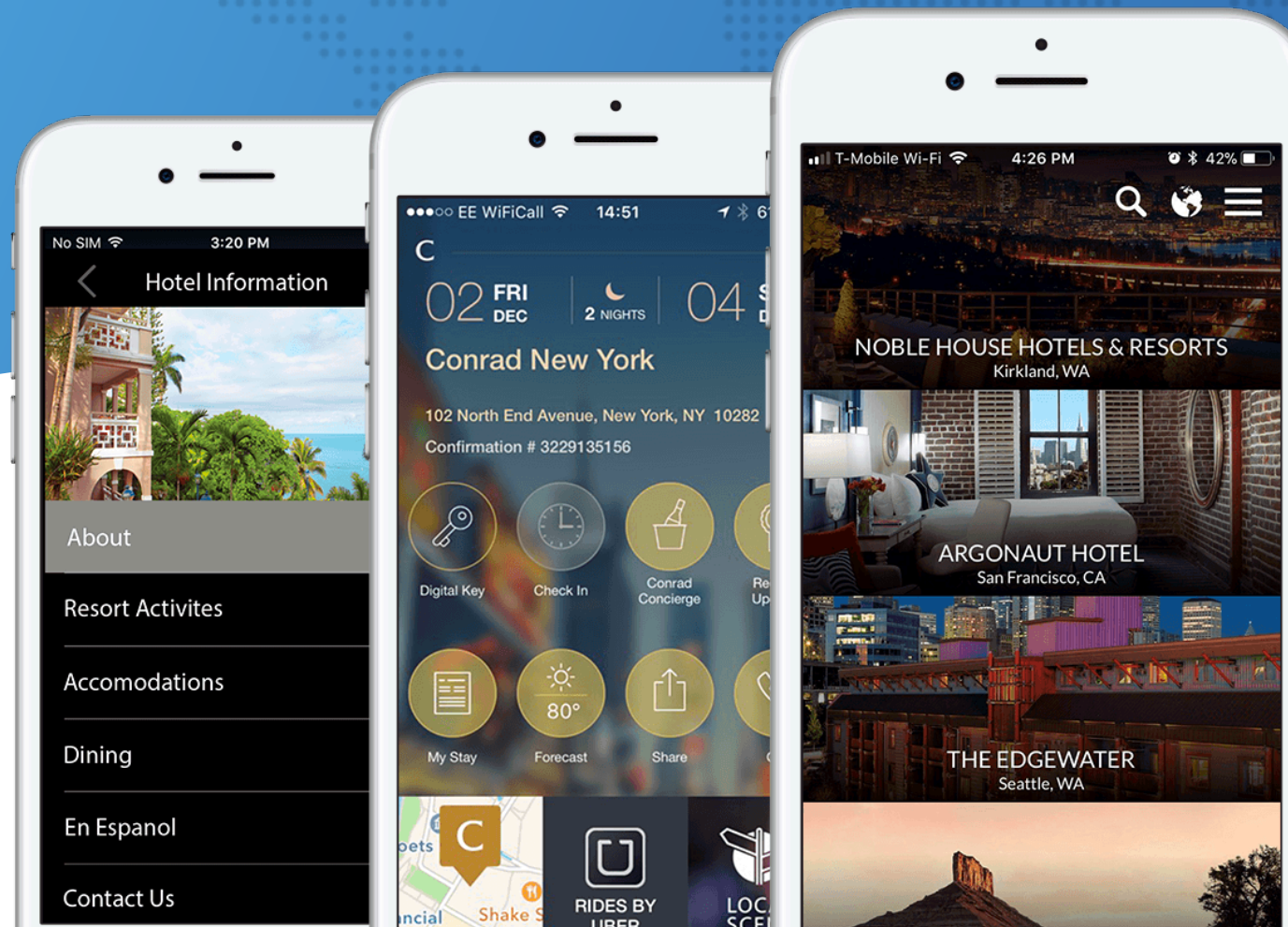


[Read more insights & advice on Hotel Tech Report](#)

SPECIAL THANKS TO OUR SPONSOR FOR MAKING THIS FREE GUIDE POSSIBLE



INTELITY's customizable mobile apps are a multi-faceted solution that provides your operations team with a direct digital connection to your guests.



Have questions?

Head to www.hoteltechreport.com for:



Custom recommendations



Unlimited reference checks



Vendor price quotes



Shortlist & compare vendors



Product demos



Premium content, guides & reports



Chat with an advisor



Find top integrations



Hi there 🙌

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

Find an answer yourself

Search for articles...



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