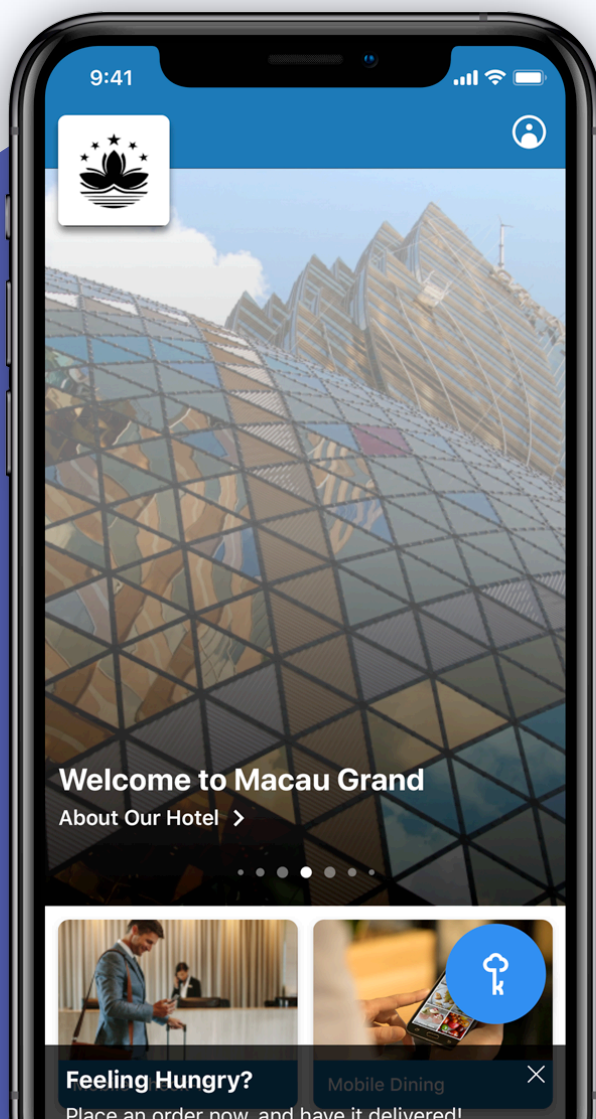


# The Ultimate Guide to Guest Mobile Apps for Hotels

2022 EDITION

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# What is a Guest Mobile App?

Sponsored by  INTELITY



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's inside this buying guide?

- ▶ Introduction
- ▶ Key Benefits
- ▶ Trends & Developments
- ▶ Key Features
- ▶ Critical Integrations
- ▶ Pricing & Implementation
- ▶ Questions to Ask Vendors
- ▶ ROI Calculator
- ▶ Curated Resources

Want to easily compare features of top guest mobile app products side by side?

[Launch Comparison →](#)

Compare INTELITY Mobile App vs ALICE Guest App			
	INTELITY Mobile App 42 reviews	Duve App 36 reviews	ALICE Guest App 80 reviews
<b>Ratings summary</b>			
HT Score	91	89	100
Popularity	42 verified reviews	36 verified reviews	80 verified reviews
Likelihood to Recommend	91%	93%	93%
Ease of Use	4.5	4.7	4.8
ROI	4.4	4.8	4.8
Implementation	4.5	4.8	4.8

# Guest Mobile Apps Benefits and Business Value

## What it does

**1**

### Expansion of Service Revenue

Use your app to create up-selling 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.

**90% of guests prefer that the hotel they visit has a mobile app offering the ability to completely manage their stay without having to interact with a person.**

## How it adds value

- **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 it is 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.

Special thanks to our sponsor for making this guide possible



## INTELITY

Top Rated Hotel Guest App

Reviews	Recommend	Integrations
<b>42</b>	<b>91%</b>	<b>25</b>

Visit Website

Read reviews

### EXECUTIVE LETTER

# Driving Digital Guest Experiences and Personalization

Presented by  INTELITY

As a result of the global pandemic—and its effects on hospitality—having a digital guest experience has evolved, more rapidly, from a nice-to-have to a need-to-have. This need-to-have cuts across both guest expectation and operational necessity.

Hoteliers are now hosting guests well-educated in using their phones to conduct their everyday life in a health and safety sensitive manner—it became a must for many things, from looking up a restaurant’s menu to paying for fuel at a gas station. Shying away from offering just the basics through any form of digital guest experience will put a hotel at a disadvantage.

There are many ways a digital guest experience through a mobile app can help your staff, as well. A lean hotel staff can cover a lot of ground by offering guests an always-on way to communicate—via chat or push messaging—and direct access to regular services and amenities. Through mobile technology, hoteliers can offer their guests a more personalized experience, improve communication between staff and guests, and anticipate their needs ahead of time. It really opens up possibilities as we move out of a post-pandemic world and into 2022 and beyond with travel at the top of mind of billions of potential guests globally.

*Robert Stevenson*  
CEO @ INTELITY



# Trends & Future Predictions for Guest Mobile Apps

Brought to you by



## ↗ 2021-22 Trends

**Mobile-optimized Guest Experience.** The secret's out: The world is more mobile-friendly than ever. As a society, we were heading in this direction for a while. But, as the world responded to the COVID-19 pandemic, the process sped up dramatically. The need for people to perform everyday tasks on their smartphones became as much of a necessity as it was a convenience. Guests will look for that same experience in their travel. Does your hotel offer contactless check-in through an app? Can guests order food directly to their room, the same way they can at home? Can they message back and forth with your staff the same way they can with their friends and coworkers? Enabling guests to interact with your property via a mobile device will continue to play a more central role in the modern guest experience.

**Customization, Personalization, and Familiarity.** What's more personal than a guest experience driven by the guest's phone? Providing digital access to your services and amenities creates a choose-your-own-adventure for guests to interact with your property in their own way. Here's the catch: Not all properties offer the same services and amenities, and not all users will choose the same adventure. Even within a large brand, individual properties have unique personalities with their own secret sauce that makes that location unique. Finding a solution that can provide a consistent feel throughout the app and across multiple properties but offers a flexible user experience when it makes sense will ensure users find what they need when exploring your app.

**Mobile Payments.** Hotel guests are already familiar with the tried and true experience of charging to their room. After the last year, many people now expect to use their smartphone as either a form of payment itself—think Apple Pay or Google Pay—or pay for goods and services within an app. Combine those experiences, and you've got a clientele primed, willing, and able to make payments in the moment and through a mobile app—dining orders, incidental purchases, room upgrades, etc. While introducing new ways for guests to engage digitally, nearly endless possibilities emerge once you can accept mobile payment.



# Key features to look for when choosing a guest mobile app solution

## 1 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.

## 2 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.

## 3 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.

## 4 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.

## 5 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.

## 6 Local Services & Content

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

## 7 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 follow-up and fulfill.

# Top Rated Guest Mobile App Products

FEATURED



**INTELITY**  
Top Rated Guest Mobile App

Reviews **42**    Recommend **91%**    Integrations **25**

[Demo](#)

[Read Reviews](#)



**ALICE**  
#2 Rated Guest Mobile App

Reviews **80**    Recommend **93%**    Integrations **11**



**Duve**  
#3 Rated Guest Mobile App

Reviews **36**    Recommend **93%**    Integrations **10**



**Criton**  
#4 Rated Guest Mobile App

Reviews **21**    Recommend **92%**    Integrations **15**



**NexGenGuest**  
#5 Rated Guest Mobile App

Reviews **6**    Recommend **91%**    Integrations **2**



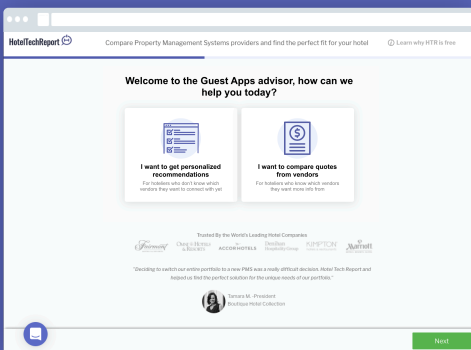
**neorcha**  
#6 Rated Guest Mobile App

Reviews **3**    Recommend **93%**    Integrations **8**



**Crave**  
#7 Rated Guest Mobile App

Reviews **3**    Recommend **90%**    Integrations **0**



Want to find out which guest mobile app solution is best for your hotel in under 2-minutes?

[Take the quiz →](#)



# What hoteliers are saying about their guest mobile app providers



Review of 

Director of Marketing from United States

“The INTELITY mobile app platform provides a flexible, cost effective product offering which is extremely important for the hotel industry as it seeks to provide more contactless technology options to guests. The platform delivers a solution to better serve guests and provide both back of house and front of house efficiencies for hotel operations. “



## Game Changing Products

I have now installed this product at 2 different properties I have worked for.

Director  
Casino in Ferndale



## The Drake Partnership

Love the marketing component to the platform, we're utilizing tablets and the

CSO  
Boutique in Toronto



## Only good things to

So far my experience w team has been top-not

Owner  
Boutique in Miami Bea

## ools and service!

and housekeeping k orders. One

ark City



## Guest Love this!

The tablets are a piece of tech that is now expected in Hotel Rooms, our

Director of Rooms  
Resort in Westlake Village



## Great Customer Service!

Enables our guests to check in without waiting in line. Ease of use, our guests

IT Manager  
Casino in Stateline

[Read more reviews on www.hoteltechreport.com](http://www.hoteltechreport.com)

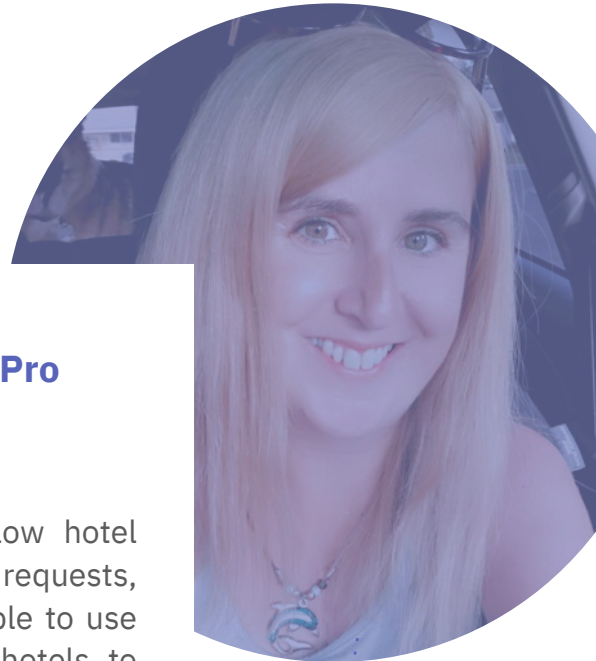


# What industry experts are saying about INTELITY

**Sarah Duguay**

**Marketing & Communications Specialist, WebRezPro Property Management System**

“INTELITY's guest engagement mobile app solutions allow hotel guests to access concierge information and make service requests, and engage with staff via sms and in-app messaging. Simple to use for both guests and staff, INTELITY makes it easy for hotels to implement and manage contactless check-in and services.”



**Jessica Jerrick**

**EVP, Digital Distribution & Platform Partnerships, iHeartMedia | iHeartRadio**

“Intility delivers an elegant tech solution to seamlessly connect hotel guests to the services and amenities most important to their stay. As a content partner, Intility makes it effortless to connect guests to their favorite radio, music, and podcasts from iHeartRadio.”



**Micarl Hill**

**SVP of Brand Development, Forbes Travel Guide**

“INTELITY provides solutions that completely change the way guests experience and engage with a property, which is the kind of innovation we're looking for from Brand Officials.”

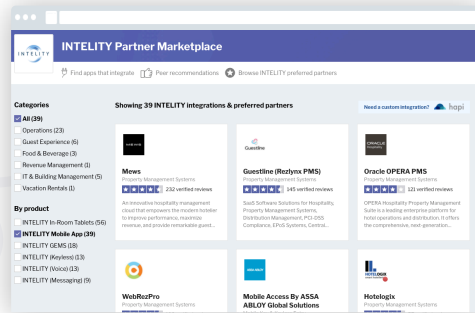


● Want to save time and money on integrations?

Learn more about  hapi

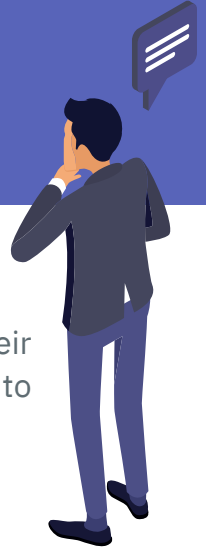
## Critical integrations

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.

# 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.

## What success metrics (KPIs) should you focus on?

- ▶ **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 number of messages sent, service request submissions, dining orders, etc.) made by guests within a set time period.
- ▶ **Website Conversion.** By introducing a mobile app, you can reduce staff overhead for guest service while simultaneously increasing revenue from those service. 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.



# Pricing & Implementation Guidance

## PRICING

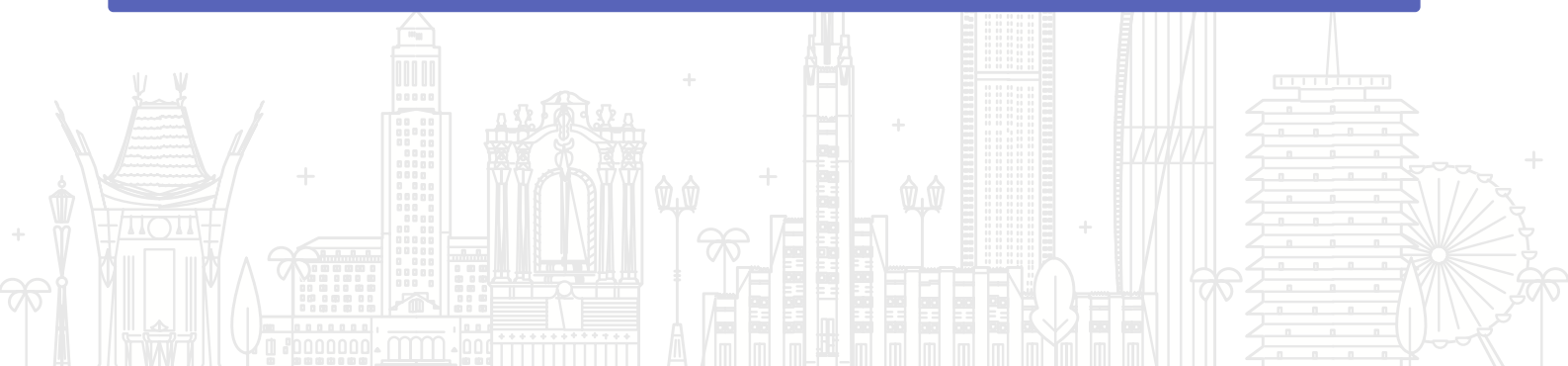
What are the typical pricing models and ranges that I should budget for?

- **Implementation Expense.** Installation and training included in your per-room per night fee agreed upon in signing contract.
- **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.

## IMPLEMENTATION

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

- **8-10 Weeks.** 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 provider's customer success team.



# Further Reading & Success Stories

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

## SUCCESS STORIES



**Dream Hollywood Reimagines Guest Marketing**



**Live! Casino & Hotel Wins the Guest Engagement Game with INTELITY**



**Find Out How the George Sees Contactless Impacting the Recovery**

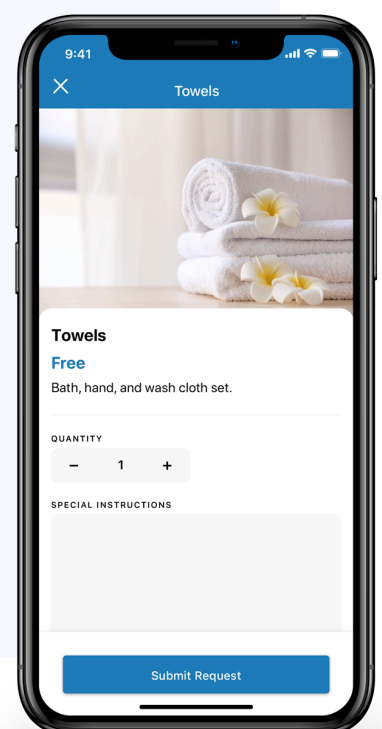
## FURTHER READING

- [The State of Mobile Transactions in Hospitality: Mobile Pay and Keyless Entry](#)
- [100 Hotel Trends You Need to Watch in 2021 & Beyond](#)
- [The Future of Hotel Design](#)
- [Research: Nearly 90 Percent of Travelers Would Rather Interact with a Mobile App than a Human to Manage Their Hotel Stay](#)

SPECIAL THANKS TO OUR SPONSOR FOR MAKING THIS FREE GUIDE POSSIBLE



INTELITY is the global leader in contactless guest experience technology, uniting mobile, in-room, and operational tools into one fully integrated hospitality platform. Built for the hotel, casino, and luxury residential markets, INTELITY has been named the “Official Mobile and In-Room Technology Provider” by the distinguished Forbes Travel Guide for five consecutive years. Boutique properties, casino resorts, and global hotel brands—including Marriott, Fairmont, Hard Rock, and more—use the INTELITY Platform to manage their guest experience and optimize their day-to-day back-office operations.



# About Hotel Tech Report

HotelTechReport.com is a next gen B2B media platform that empowers hotel owners and operators from the world's leading hotel companies to find the best digital products to run and grow their businesses.

Each month 140,000+ hoteliers across 150+ countries research and discover new ways to leverage technology to drive revenue, increase operational efficiency and improve the guest experience.

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