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# Hotels' Digital Divide

New Research Reveals Modern Hotel Guests' Changing Expectations  
for More Personalized Experiences and Offerings



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Modern hotel guest expectations are evolving - the days of hotels serving as just a place to sleep are long gone. Travelers are drawn to lodging accommodations that provide unique and personalized experiences. With these changes, come a new and improved set of standards for hotel staff to deliver a superior guest experience.

Hotel guests pay close attention to staff friendliness and attentiveness, and hoteliers cannot afford to forget the art of

hospitality and how to personalize experiences. No hotel guest is the same. If hotels don't want to be viewed as a commodity, then they need to stop treating their guests like one. The biggest brands in the world are looking across their entire customer journey to create experiences and hotels should do the same. A guest is so much more than their reservation. Guests deserve to be treated like family. Once they are, meaningful relationships will not only forge, but flourish.

What do guests\* REALLY care about?

# FRIENDLINESS

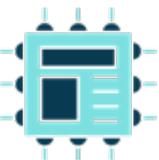
49% of guests care most about staff friendliness.

When booking hotels, almost half (49%) of guests care most about friendly hotel staff. No surprise here, as almost **two-thirds of guests (62%)** with complaints said **unfriendly staff are the most frustrating part of their stay**.

When discussing the most frustrating experiences about hotel stays:

38% 

said the **front desk is taking too long**  
to complete requests

34% 

said **outdated technology** in rooms

 31%

said **delays in service from hotel staff**

ALICE Insight: Hotel staff members can often be bogged down by administrative tasks that eliminate time spent with guests, which has an unfortunate impact on guest happiness. Knowing that a majority of guests **pay the most attention to staff friendliness and attentiveness**, hoteliers must not lose sight of their hospitable roots and deliver the most meaningful guest experiences.

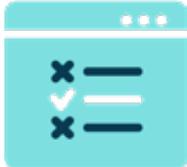
What irritates guests?

# BAD COMMUNICATION.

Every generation has a different need and an alternative way to communicate - but all want to be heard by the hotel.

Of those guests who have complaints, more than **1 in 6 (17%)** are frustrated by **the difficulty of communicating their needs** to hotel staff AND guests of different generations had different communication preferences when making special requests from hotels – indicating hotels should provide a diversity of communication channels.

**15%**  **of millennials** (ages 18-34) want to **text message** with hotels when making special requests

**17%**  **of 35-54 year-olds** want an **email survey** from the hotel before they arrive

 **66%** of those **55 and older** prefer to **call hotels directly**

ALICE Insight: It's more important than ever before for hotels to provide the utmost hospitality to create lasting impressions with guests. **By prioritizing direct and open communication options** for guests, hotel staff can establish themselves as a reliable and trusted resource, which in turn will improve guest loyalty over time.

What delights most guests, most of the time?

# LOCAL FOOD, FUN, & FESTIVITIES.

Nearly every guest seems open to a concierge-like suggestion. It just might be the quickest way to please everyone, all the time.

A sweeping majority (81%) of consumers said they would like to receive local experience and hotel upgrade recommendations from their hotels.

Consumers are most interested in experiences such as:



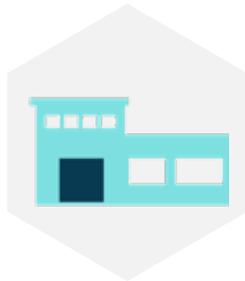
**40%**

Food tastings/food tours  
of local cuisine



**36%**

Guided tours of the town  
they are visiting



**33%**

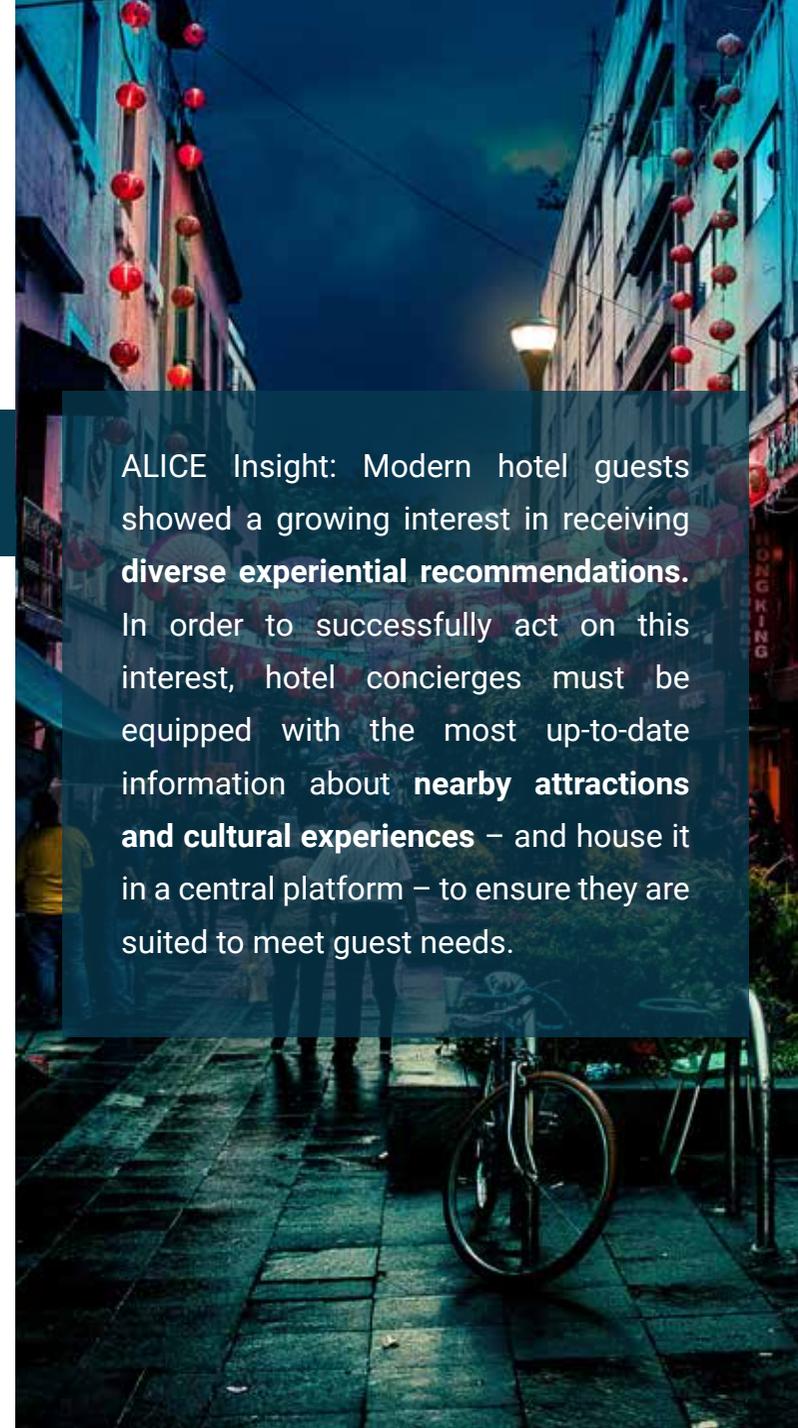
A learning center to learn  
more about the culture/life  
of the city they are visiting



**27%**

Spirit/wine/beer tours  
of local distilleries/  
wineries/breweries

ALICE Insight: Modern hotel guests showed a growing interest in receiving **diverse experiential recommendations**. In order to successfully act on this interest, hotel concierges must be equipped with the most up-to-date information about **nearby attractions and cultural experiences** – and house it in a central platform – to ensure they are suited to meet guest needs.



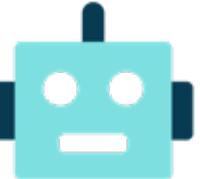
It's not *what* tech - but where!

# ROOM-TECH, not ROBOTS

Guests love their devices and want them to integrate seamlessly into their rooms.

Consumers noted a preference for hotels with more advanced [and even entertaining] technology, but not all tech was desired at the same level.

52%  would be interested in **touring the hotel in AR or VR**

56%  said they **did not want to interact with robots** during their stay

43%  want in-room technology that can be integrated with **their personal devices**

The desire for in-room technology was so strong, that many consumers would be willing to give up other amenities in exchange for it, including:



A business center (34%)



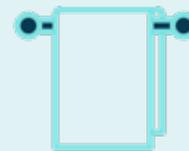
A fitness center (27%)



A spa (24%)



Room service (15%)



Fresh towels delivered daily (11%)



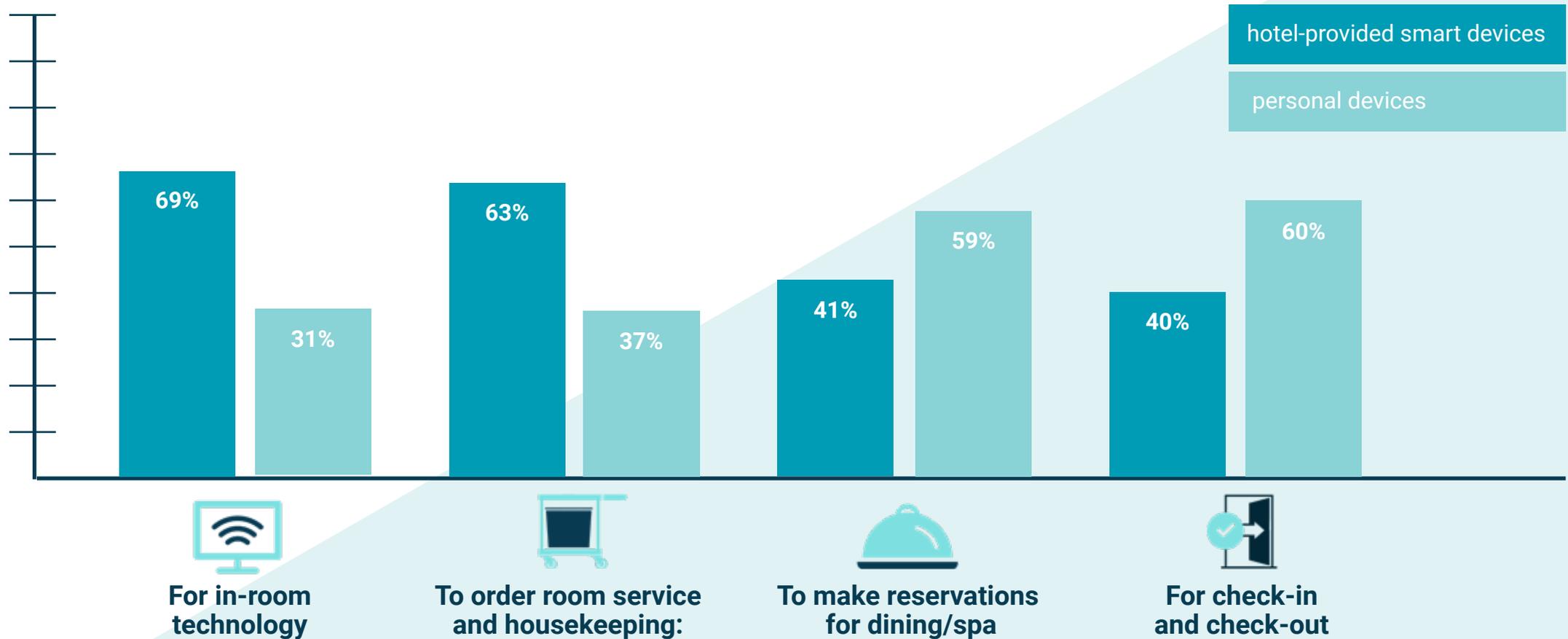
Later check out times (11%)

ALICE Insight: The digital revolution is at the forefront of the hotel industry – but not all guests need to be wowed by the latest and greatest technology like robots at the front desk. Hotels should focus on providing **technologies that can be used to elevate their staff's ability to provide hospitality – not replace it.**

Guests want tech that gives them control

# WHATEVER IT IS, GUESTS WANT IT AT A TOUCH OF A BUTTON

Guests' preferred devices vary, but their core concern doesn't - they want their hotel at their fingertips.



ALICE Insight: When it comes to using technology to aid the hotel experience, what matters most is that hotels make it as easy as they can for guests to communicate their needs and have their requests met in a timely, efficient and friendly manner.

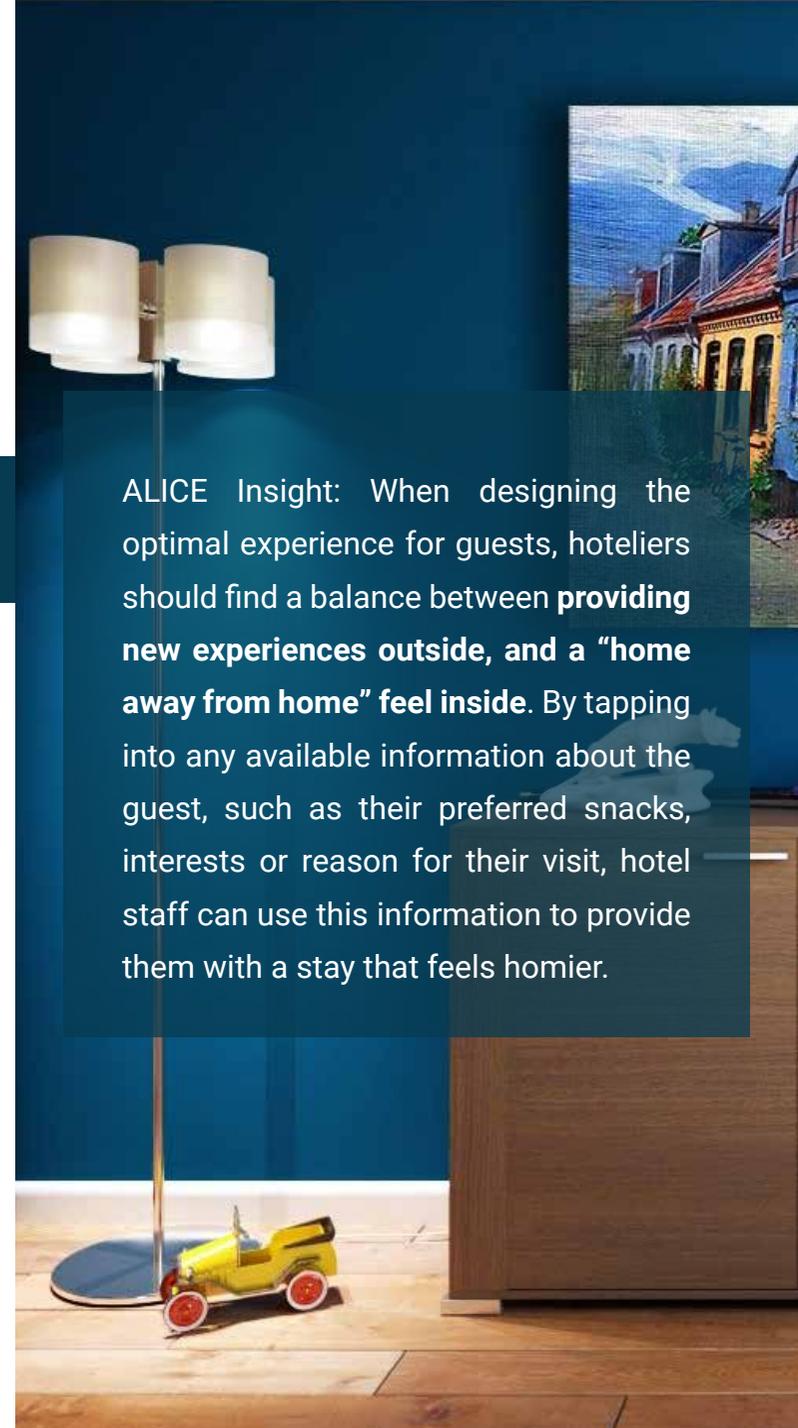
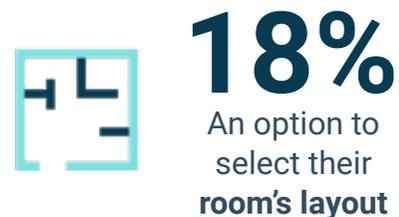
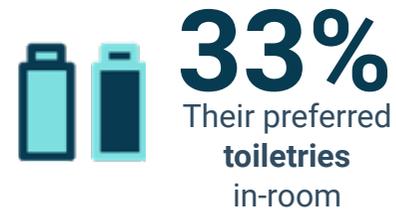
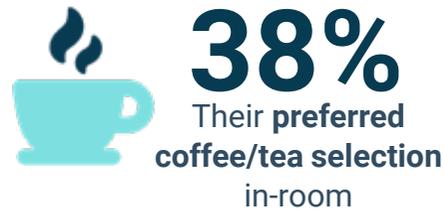
# Home away from Home

# PERSONALIZATION, SOPHISTICATION, SERVICE

Guests seek the same relaxation they enjoy at home.

Consumers seek lodging experiences that feature a level of comfort that's close to their home lives – from additional blankets in-room to the ability to select bedding and more

Top amenities of interest to those looking for a “more like home” experience include:



ALICE Insight: When designing the optimal experience for guests, hoteliers should find a balance between **providing new experiences outside**, and a “**home away from home**” feel inside. By tapping into any available information about the guest, such as their preferred snacks, interests or reason for their visit, hotel staff can use this information to provide them with a stay that feels homier.

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# Research Methodology

ALICE commissioned YouGov – a third party, professional research and consulting organization – to conduct two polls among US adults:

Poll 1: Fieldwork was undertaken between December 12-13, 2018 among 1,222 adults.

Poll 2: Fieldwork was undertaken between January 3-4, 2019 among 1,208 adults.

Both surveys were carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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# About ALICE

ALICE is a hotel operations platform that empowers operational excellence and meaningful guest experiences. By bringing all hotel departments together with a single operations platform for internal communication and task management, ALICE helps hotel staff act as a team to provide consistently excellent service. Since the company was founded in 2013, ALICE has gained serious traction in the industry, working with many of the world's leading hotel brands, including Two Roads Hospitality, Dream Hotel Group, Grupo Posadas, SIXTY Hotels, NYLO Hotels, and Leading Hotels of the World. The company acquired concierge technology provider GoConcierge in 2017. ALICE is the Forbes Travel Guide Brand Official Staff Operations Technology Platform and the winner of Best Place to Work in Hotel Technology, Best Concierge Software, Best Engineering & Facilities Management, Best Guest App and Top Staff Task Management & Collaboration Platform at the 2019 HotelTechAwards.

**For more information, visit <https://www.aliceplatform.com>.**

