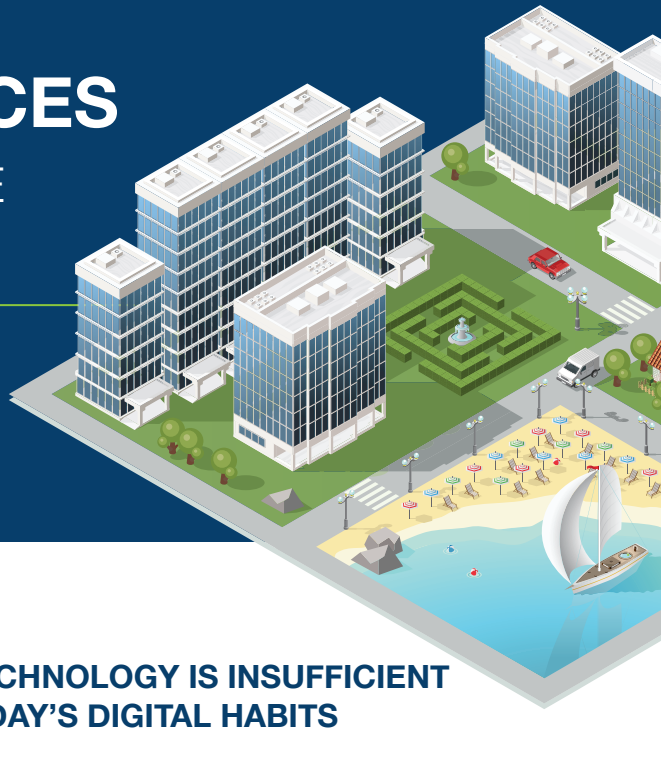


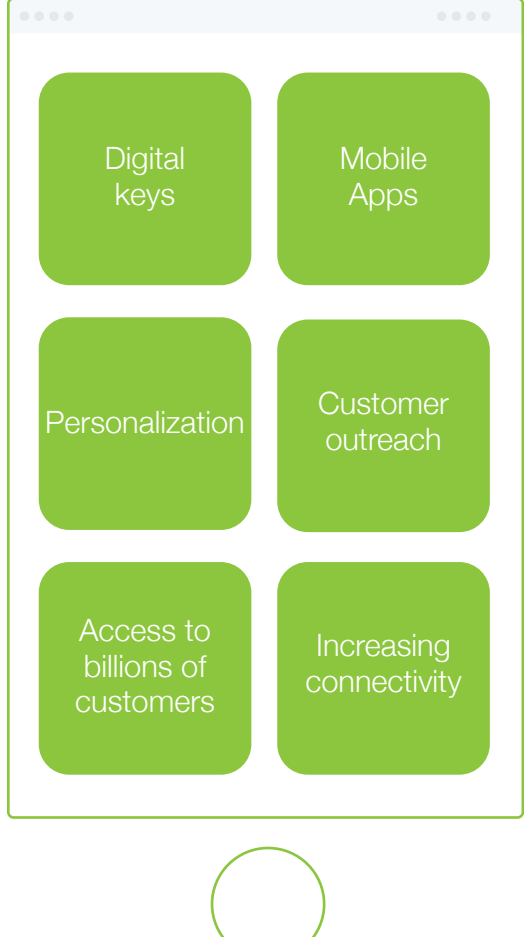
GREAT GUEST EXPERIENCES

DEPEND ON ALWAYS-ON-EVERYWHERE MOBILE SERVICE

Recent advances in hotel technology are taking the guest experience to the next level, streamlining operations, enabling marketing, and enhancing events. Mobile connectivity is the critical factor that makes it all work.



SMARTPHONE APPLICATIONS ARE TRANSFORMING THE HOSPITALITY INDUSTRY



FACTORS THAT CAN DIMINISH CELLULAR SIGNALS

- Heritage or LEED building materials
- Surrounding geography
- Too many competing signals
- Demand spikes during events that overwhelm wireless networks

WI-FI TECHNOLOGY IS INSUFFICIENT FOR TODAY'S DIGITAL HABITS

- 82%** of guests connect to in-room Wi-Fi
- 66%** are interested in an easier way to connect
- 33%** expressed dissatisfaction about ease of access

COMMON PROBLEMS WITH WI-FI

- Not working
- Breaking up
- Slow

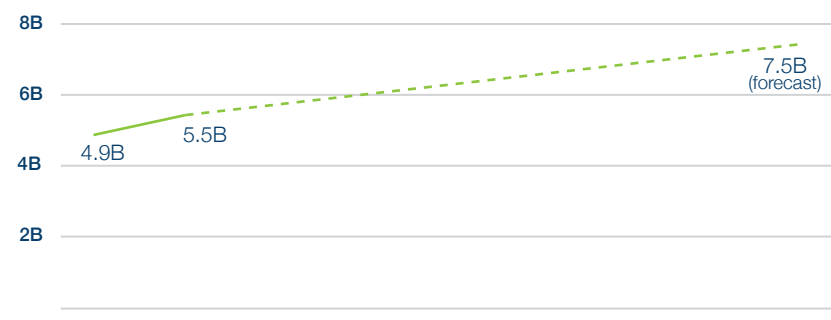
"If you provide a Wi-Fi connection in your hotel, you might think you're all set. But the reality is: you also need a strong cellular and data signal to ensure every hotel guest can connect on their terms."

WHY WI-FI IN HOTELS FAILS

- Technology isn't refreshed frequently
- Wi-Fi is over-saturated
- Slow speed when saturated

HOTEL GUESTS

GLOBAL SMARTPHONE SUBSCRIPTIONS ARE EXPLODING



ALWAYS-ON-EVERYWHERE CONNECTIVITY IS ESSENTIAL FOR A GREAT GUEST EXPERIENCE



of U.S. guests said it was "very or extremely important" for hotels to continue investing in technology to enhance the guest experience.



of business travelers and 80% of leisure travelers value the ability to use their smartphones to request service and message hotel staff.



of guests used non-hotel sources such as the internet for dinner reservations and activity recommendations.

GUESTS WANT TO USE TECHNOLOGY

- 45%** select room location
- 41%** discover things to do
- 39%** the check-in/check-out process
- 36%** in-room requests
- 33%** in-room entertainment
- 26%** customer service
- 23%** room service
- 16%** create social opportunities
- 13%** hotel bars and restaurants

TRAVELERS POST ON SOCIAL MEDIA, AND YOUR REPUTATION IS AT STAKE EVERY TIME



38% of consumers wrote an online review about a hotel they used in the last 12 months. The highest percentage - **33%** - were from millennials.

MILLENNIAL TRAVELERS REQUIRE ALWAYS-ON-EVERYWHERE MOBILE SERVICE

Millennials 18-34 are expected to represent 50% of all travelers to the U.S. by 2025 and have their own characteristics.



EVENT PLANNERS ARE INCREASINGLY ADOPTING TECHNOLOGY

Event technology is evolving quickly, enhancing event planner efficiency and boosting attendee satisfaction. Seamless connectivity across platforms and devices provides the foundation.

- 30%** Cost decrease
- 27%** Productivity increase
- 20%** Attendance increase

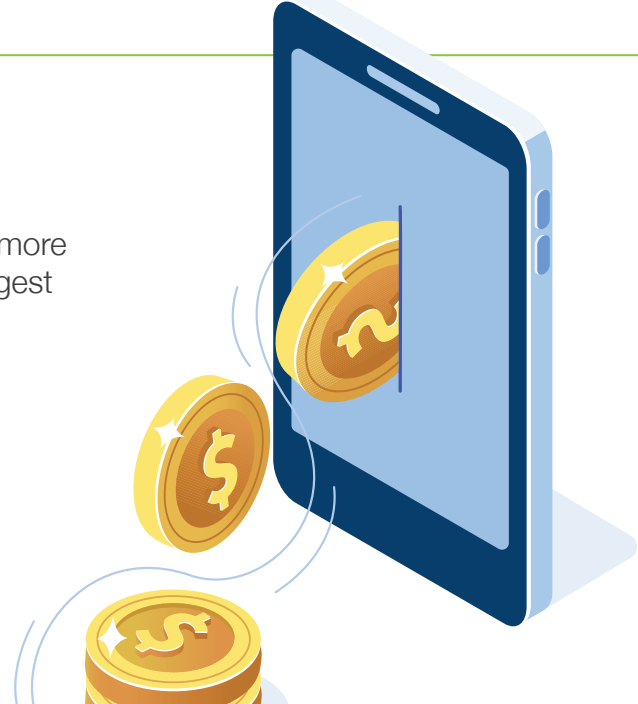
Other benefits

- Allows for better marketing
- Enables more efficient attendee management
- Gives organizers the ability to map out events in detail
- Makes it easier for management to engage with attendees in real-time
- Expedites ROI tracking

CASINOS

Happy, comfortable casino guests stay longer and make more purchases. Guest satisfaction from the smallest to the largest spender relies on technology and seamless connectivity.

"When dealing with casino players, as opposed to a hotel customer, guest service gets them to a casino as more quickly. I see guest service in a casino as buying service. The nicer we treat you, the more you buy."²



CASINOS ARE RELYING MORE HEAVILY ON TECHNOLOGY

- Face recognition ID for guest experience and security
- Virtual concierge – AI/chatbots for requests and in-stay surveys
- Rewards and loyalty apps
- IoT - wristbands or smartcards accessed securely without logging in
- RFID technology for retail and food and beverage charges

In-room service - guests control curtains, climate, lighting, do-not-disturb, or reserve a lounge chair at the pool

Apps to pay for a meal, schedule wakeup calls, order room service, buy tickets for a show or hold a place in line for the nightclub

Guest surveys to improve the experience

VENDORS AND VISITORS

PUT ADDITIONAL DEMANDS ON MOBILE NETWORKS



Vendors require POS services



Vending machines connect to report inventory



Large groups of event attendees put extreme demands on mobile networks

In-Building Mobile Solutions Are the Answer

SOLiD in-building mobile solutions provide the consistent, on-demand connectivity that creates exceptional guest experiences. Technologies like 5G and IoT are emerging, and always-on-everywhere mobile service gives your guests the access they expect.

Visit www.solid.com/us or call 1-(888) 409-9997.

SOURCES

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