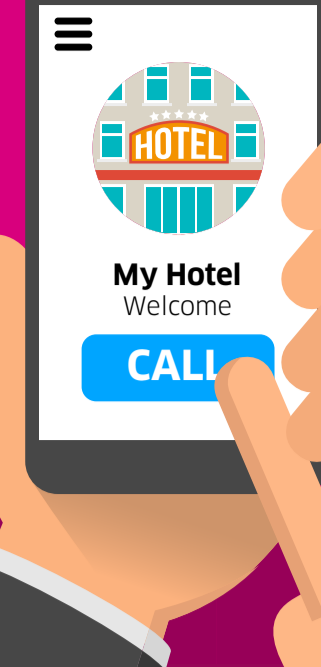




Hospitality Tech Trends for 2020: Trajectory, challenges & objectives for digital transformation

Download the full report

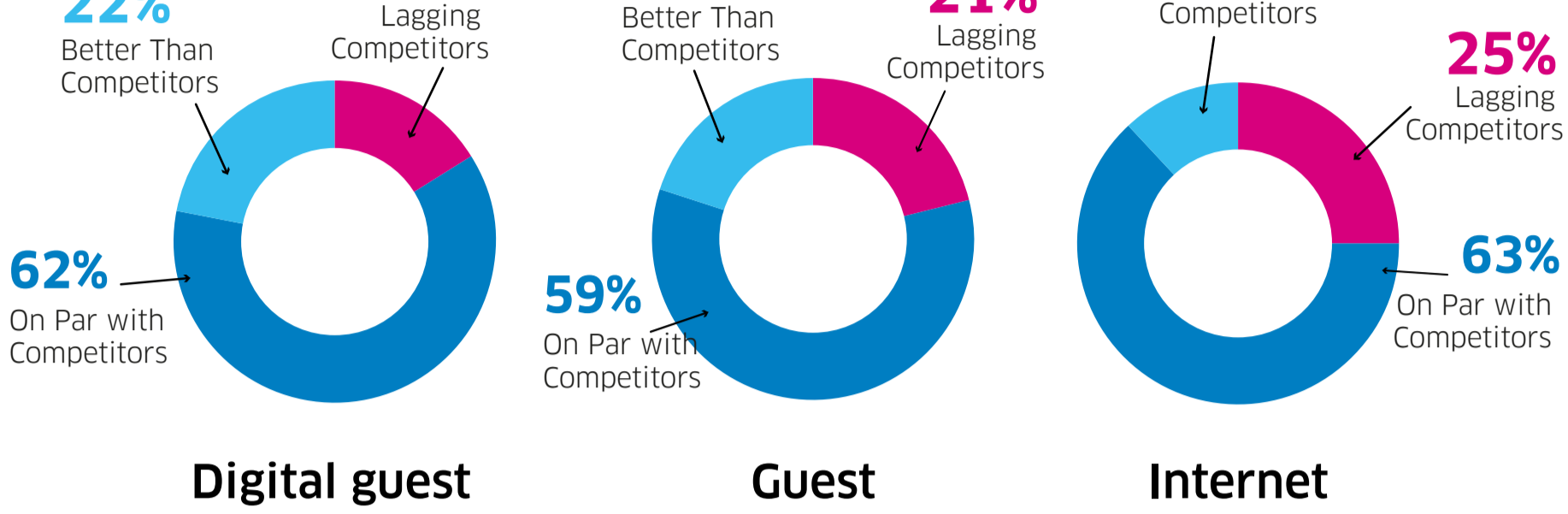


1 The 3 pillars of digital transformation



- CONNECTIVITY
- DIGITAL ENGAGEMENT
- MOBILITY

2 Digital Hotel leaderboard : a competitive comparison



3 Top allocations for IT budgets

1/ Security, 2/ Digital guest engagement, 3/ Networks



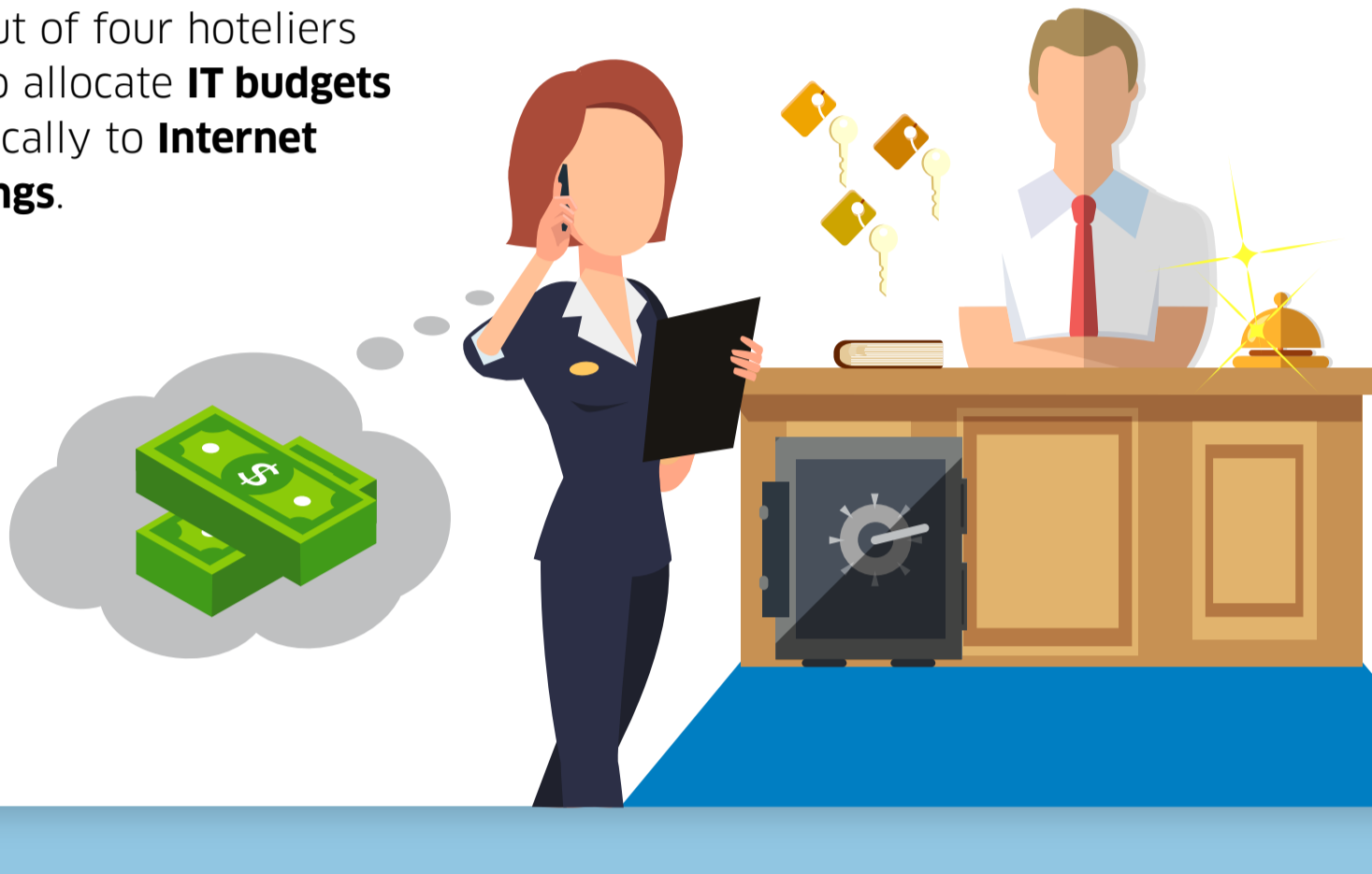
Top tech upgrades supporting digital transformation

CRM/loyalty, Guest Wifi, Customers mobile apps, Smart TVs/Streaming services.



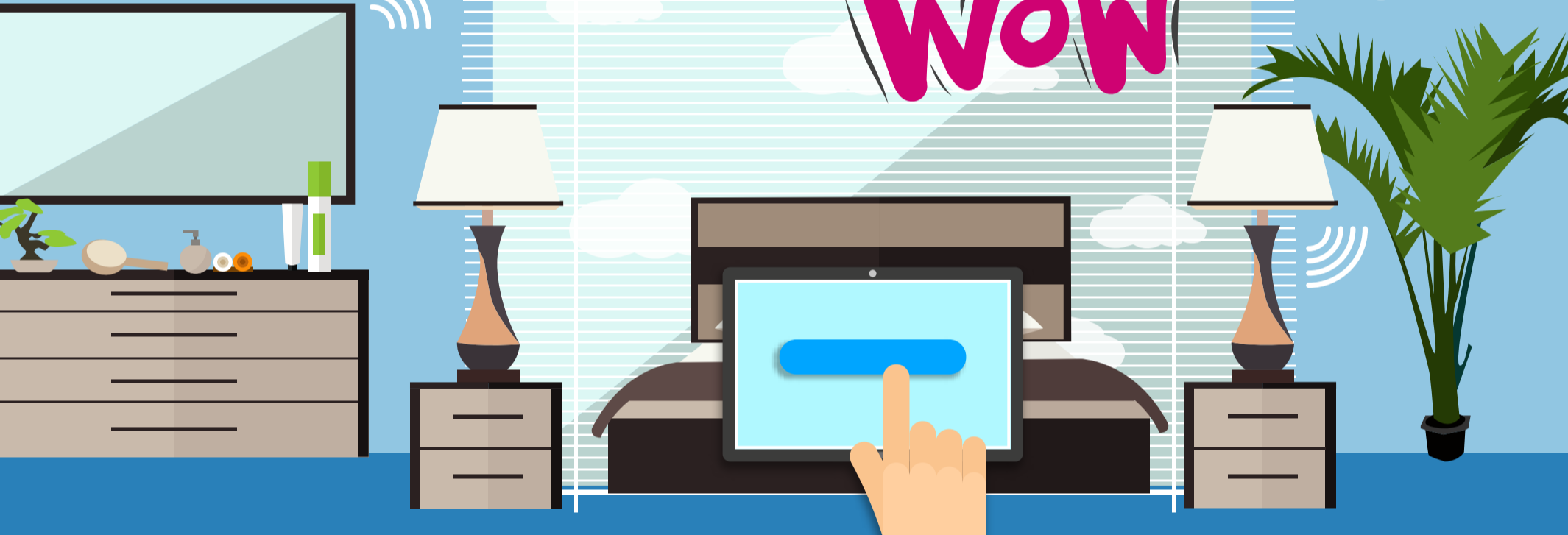
4 IoT investments

One out of four hoteliers plan to allocate IT budgets specifically to Internet of Things.



5 The comeback of in-room automation

The main drivers : the 'wow' factor for guests and providing a frictionless experience.

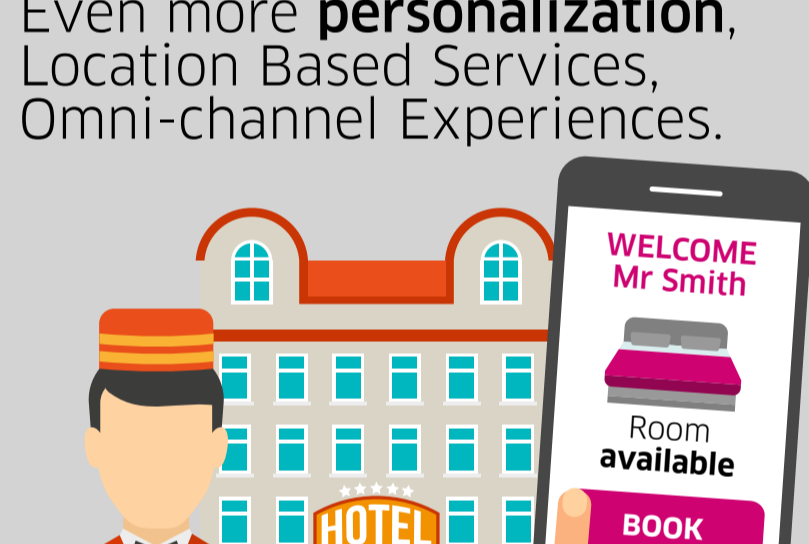


6 What differentiates the hospitality leaders now?

- Speed of integration
- New revenues streams
- New services

What will differentiate the hospitality leaders in 2020?

Even more personalization, Location Based Services, Omni-channel Experiences.



7 What about A.I?

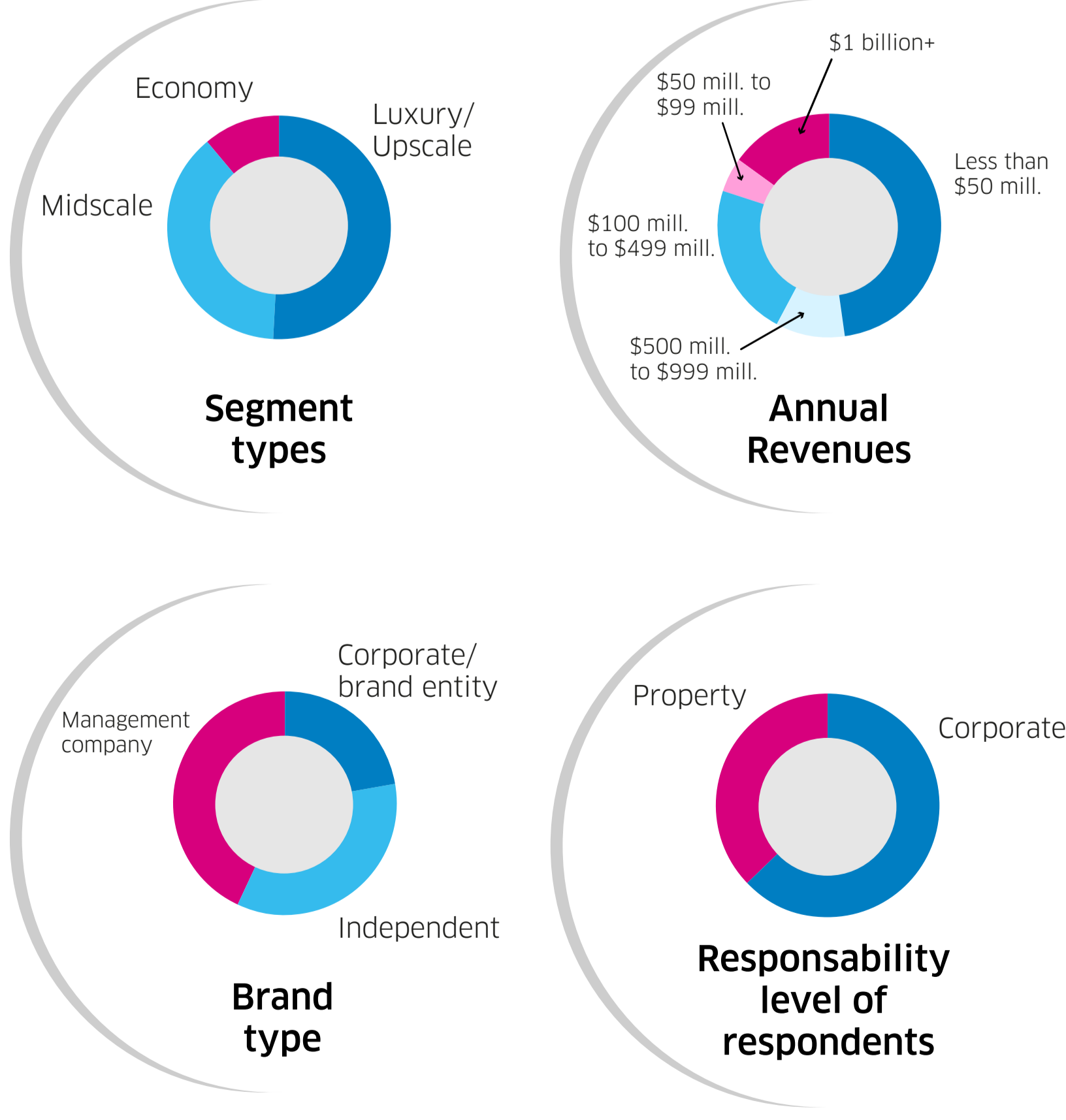
45% of overall hotels expect to have a First Artificial Intelligence/voice activated systems in place by 2020.



8 What keeps hoteliers up at night?



9 Survey participants



Why choose ALE for your digital transformation?



Digital engagement = Happy Guests