

The ultimate upgrade

Investing in a seamless guest experience with sophisticated display solutions



SAMSUNG

Chapter 1

The transformation of travel

After a tumultuous year for hospitality, signs of recovery are on the horizon as leaders in the industry seize a new opportunity to enhance the guest experience.

Despite challenges like travel restrictions, labor shortages, and lockdowns, the industry is bouncing back as people feel increasingly comfortable venturing back out into the world. According to a survey from the Global Business Travel Association, ¹willingness to travel among employees continues to grow—and six in ten companies (60%) report that their business travel spending has increased from “somewhat” to “a lot” in recent months.

Many Americans are returning to leisure travel in large numbers too—with select vacation destinations even busier than they were pre-pandemic. Remote workers in particular are eager to spend the money they’ve saved in reduced commuting expenses on longer vacations. A GlobalData poll² revealed that more than one in four (26%) respondents now prefer to take a leisure trip of 10-plus nights.

However, long-term industry challenges remain. It is likely travelers will be increasingly selective with where and how they spend their travel budgets, seeking more elevated experiences with higher safety standards and seamless digital connectivity.

The question now is: how can hospitality leaders deliver thoughtful sophistication balanced with meaningful health and safety measures in the most guest-friendly way?

The answer: An investment in digital display solutions that offer efficient high-end connectivity will allow you to deliver impeccable service and communication from check-in to check-out and beyond, while driving guest loyalty along the way.



Honing in on hotel enhancements

With over 84,000³ businesses in the U.S., hotels comprise a major portion of the hospitality industry, and leaders are eager to increase occupancy, drive sales, and rebound to pre-pandemic success. Yet the world we left behind looks very different than the one we've entered, and so does customer behavior. Indeed, it is no longer enough to offer “free cable” on in-room TVs—the future lies in robust digital connectivity across hotel properties.

A study by Zebra Global Hospitality⁴ shows 70% of guests prefer smartphone check-in for efficiency and speed. Guests increasingly associate an elevated experience with consistent, intuitive digital connectivity and fast response times. What does a luxurious, digitally transformed hotel experience look like then?

Envision a guest who arrives at a hotel exhausted from a long day of travel. They are greeted by outdoor LED signage that makes a bold, exciting statement as they park their electric vehicle at an advanced charging station to power up. As a loyalty member, the guest then bypasses lines in the lobby by checking in via their mobile hotel app or simple touchscreen kiosk. Before retiring to their room, Samsung's digital displays show them essential information about COVID protocols, happy hour specials, spa events, and more—updated in real-time.

When the traveler comes to their room, they unlock the door with their app. An in-room virtual assistant helps them book amenities, play music, and adjust the lighting using voice technology. The in-room TV offers a just-like-home experience with 4K resolution, smart connectivity, and site-specific interactive features. From the lobby floor to the moment they hit the pillow, the guest is immersed in convenience and customization.

While this contact-free technology is powerful, some guests still crave a more personal touch. Customer service, in-hotel restaurants, and other amenities are critical opportunities to impress customers, though labor shortages⁵ continue to pose challenges for hoteliers. The key is striking a balance between high-tech and human⁶—using technology to enhance rather than replace personal connection.

Balance is also increasingly relevant as more guests blend business and leisure travel. They seek experiences that support relaxation alongside streamlined work connectivity. This comes through in hotels with fully functioning co-working spaces, but can also be seen in the design rethink of conference-centered hotels.

Though some have predicted the end of corporate travel post-pandemic, it is more likely we'll see new forms of business travel emerge that emphasize small group interaction and hybrid meetings—bringing remote and in-venue teams together—in addition to the massive gatherings the industry relies on.

Hotels seeking this balanced approach can look to Samsung's partnerships with Logitech and Webex as a means of reimagining how people work by offering seamless video conferencing solutions that allow small groups to gather and connect with larger teams over video. These smaller groups get the best of both worlds—in-person creativity and team building, balanced with practical long-distance connectivity—with fewer challenges related to logistics, cost, health and safety, and scheduling. Fully-remote teams can schedule more frequent informal gatherings to build camaraderie and solve problems without the planning involved in typical corporate retreats and annual events. Global teams can hold hybrid gatherings with regional groups connecting to one another digitally across continents.





Chapter 3

A digital future for casinos and cruises

Delivering a seamless guest experience looks different under casino lights or on the ship deck—but it is not entirely dissimilar from the hotel experience. In the same way that hotel guests want to be informed and entertained, display solutions in casino and cruise environments are important opportunities to educate and inspire guests.

Outdoor marquee's are essential to elevating the casino experience. The best displays for outdoors now feature brilliant resolution in rugged, all-weather designs to ensure guests feel that immediate wow factor when they arrive.

Once inside, the key is to give guests more information about restaurant options, promotions, events, and health protocols, which can drive revenue from the lobby, to high-traffic zones, across casino floors, and on deck.

Look to indoor LED solutions to make sports books more riveting and profitable, keeping guests informed on the latest scores and stats while highlighting key gameday moments in vivid detail. Such display packages are also essential for modernizing theatrical venues and nightclubs into full sensory experiences that immerse guests in expressive artistry.

Casino guests want consistent updates about big wins, current table wait times, promotions, and daily events. Cruise guests are more concerned with shore arrival and departure times, activities, ship maps, and promotions. Either way, strategically-located digital displays keep guests happy by directing them to gaming tables and restaurants without wait times, informing them of exciting happenings, and guiding them on the shortest routes to their next activity. Guests will wonder what they did without convenient displays to simplify their journey.

Chapter 4

Display solutions: More than just screens

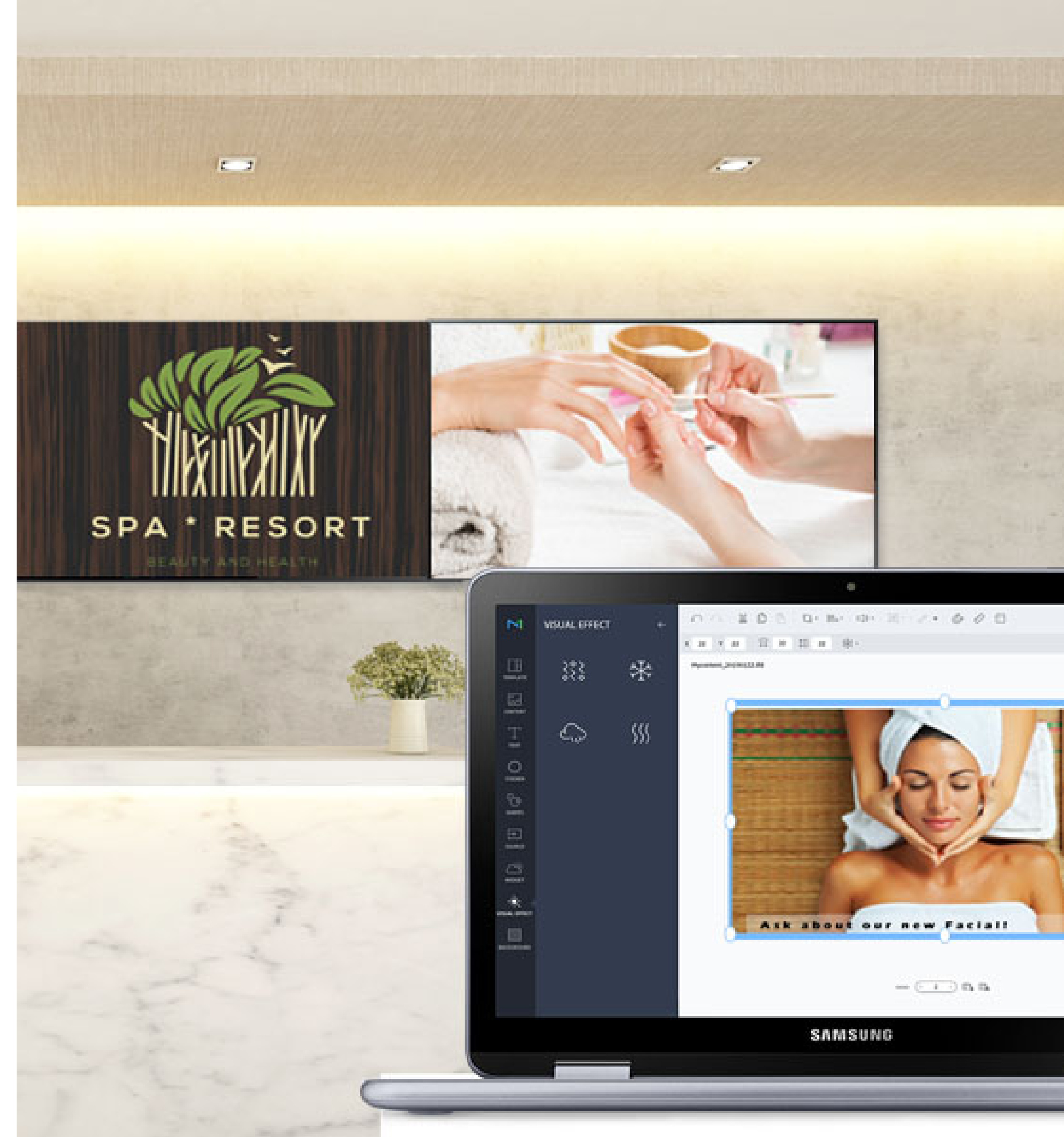
Though no one can predict the next big industry disruption, change is inevitable—and the businesses that focus on adaptability will be more likely to thrive in the long-term. An investment in a comprehensive and flexible digital display solution that elevates your brand and excites guests today will pay off in the future no matter how the market shifts.

Many resellers offer a vast array of screen options, but displays alone are not enough. When planning for a digital upgrade, it's important to think holistically about a complete solution with which to bring your brand to life in a way that balances simplicity and sophistication. Look to pair high-quality displays with effective content delivery to ensure the ability to tell your brand story and delight guests at scale while driving true ROI from your investment.

An all-in-one content management system like Samsung's MagicINFO⁷ enables hotels, casinos, and cruise lines to create a cohesive

digital signage hub that can be used to target, schedule, and share content to thousands of screens across properties. Bold, interconnected digital signage translates to brand continuity—think of it as a canvas with which to create immersive and personalized brand experiences. This sense of a complete brand vision can drive guest loyalty and incremental revenue, considering that, on average, loyal guests spend 82%⁸ more than new ones.

For the personalization component, a platform like Samsung's LYNK Cloud⁹ can act as an all-in-one command center hospitality leaders can use to analyze guests' in-room content interactions and deliver targeted messages and promotions—which leads to increased revenue. Centralized management gives administrators control of displays around the world. From Hong Kong to New York City, guests can expect consistent messaging, high-quality service, and that sought after wow factor.



Chapter 5

Samsung: Leading the tech first hospitality revolution

For the hospitality industry to thrive in the post-pandemic future, hotels, casinos, and cruise lines need end-to-end display solutions that enable convenience and customizability, create that wow factor for guests, and inspire unforgettable experiences.

The key point to keep in mind when pursuing a digital upgrade is strategic planning—it's more than just a few high-res screens. This comes through in pairing sophisticated displays with comprehensive technology that responds to key aspects of each guest's experience, from the moment they arrive to check-out time, to bring your brand to life in arresting new ways. **Create truly memorable experiences for your guests—and drive revenue and brand loyalty in the process. Step boldly into the future of hospitality with Samsung.**



Get in touch today to learn how Samsung's comprehensive digital display solutions help hospitality leaders modernize their properties and wow more customers.

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Footnotes

- ¹ Global Business Travel Association, <https://www.gbta.org/blog/gbta-study-finds-more-than-half-of-companies-considering-resuming-travel-in-near-future/>
- ² Global Data, <https://www.globaldata.com/longer-trips-look-set-boom-post-covid-19-says-globaldata/>
- ³ IBIS World, <https://www.ibisworld.com/industry-statistics/number-of-businesses/hotels-motels-united-states/>
- ⁴ Hotel Business, <https://www.hotelbusiness.com/normal-2-0-how-a-tech-first-response-is-shaping-the-travel-hospitality-sector/>
- ⁵ <https://skift.com/2021/04/13/travels-labor-problem-as-surge-in-demand-leaves-operators-scrambling/>
- ⁶ <https://www.hospitalitynet.org/opinion/4093171.html>
- ⁷ <https://insights.samsung.com/2020/05/14/samsungs-magicinfo-is-an-all-in-one-content-management-system/>
- ⁸ Hotel Business, <https://www.hotelbusiness.com/create-positive-first-re-impresions-as-travelers-return/>
- ⁹ <https://displaysolutions.samsung.com/hospitality-display-solution/lynk-cloud>

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