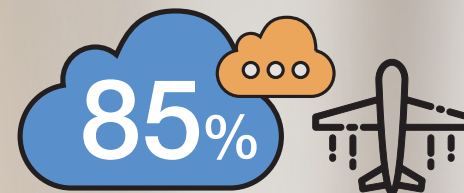
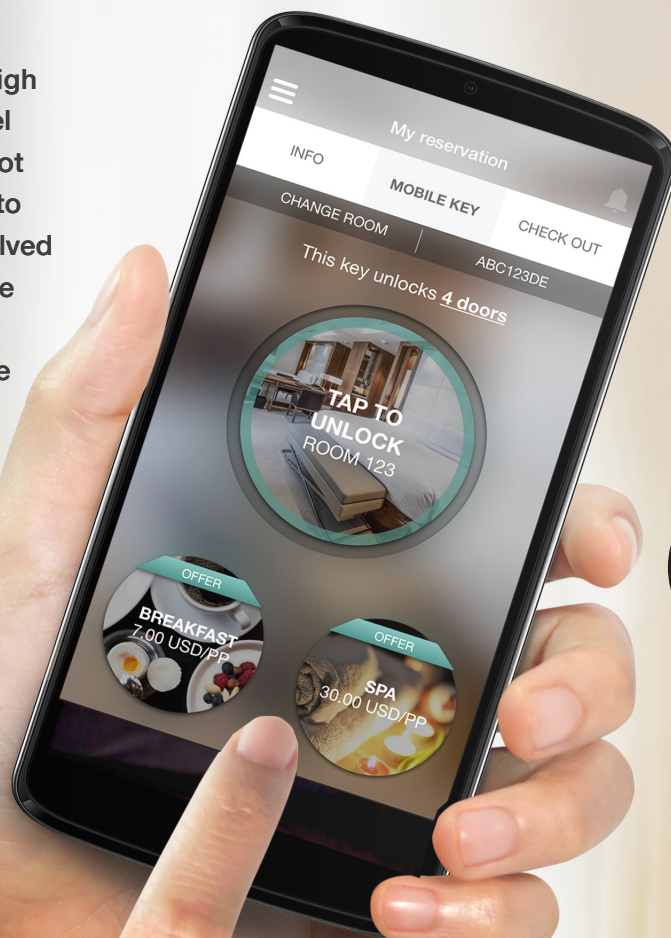


ZAPLOX

MOBILE GUEST JOURNEY

The modern guest has high expectations for your hotel — expectations that, if not met, will likely lead them to a competitor who has evolved their offering to meet those demands. Perhaps the most integral aspect of the guest journey currently taking the hotel industry by storm is the mobile guest journey.



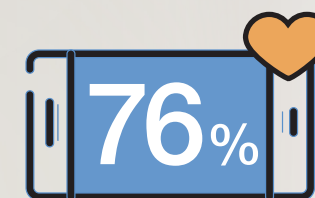
of travelers bring a mobile device of some kind with them on their trip. *(Frederic Gonzalo)*



Guests who download and use a hotel's mobile app are more satisfied and have greater loyalty to that brand. *(JD Power)*



Simplification of tasks is cited as the most important factor in the mobile travel experience. *(CMO)*



of travelers prefer to receive special offers & discounts via mobile. *(Smith Micro)*



of guests want to be able to see offered hotel amenities via mobile. *(MCD Partners)*

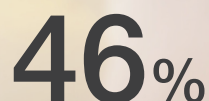
Guests spend 20% more, on average, when ordering via mobile. *(QikServe)*



of consumers prefer texting over voice as a service channel *(OneReach)*

Hotel guests see mobile as the future of the guest experience. *(Hotel News Now)*

51% of the travellers use text or messaging to get in touch with a travel or hospitality provider. *(Hotel Speak)*



of travelers purchase extra activities and services via smartphone or tablet. *(iSeatz)*



of guests would be persuaded to make a purchase of relevant offers from mobile push notifications *(Future Traveller Tribes 2030)*

