

SKIPPING THE FRONT DESK

10 Stats That Prove The Mobile Guest Journey Unlocks Guest Satisfaction

2/3

of guests want to use their smartphone as their room key. (MCD Partners)

Mobile check-in is the method with the highest satisfaction.

(Hotel Management)

61%

of travelers want to pay their hotel bill via mobile. (MCD Partners)

93%

of guests who used digital check-in were satisfied or extremely satisfied.

(Digital Commerce)

60%

of guests are likely to choose a hotel that allows mobile check in.

(Software Advice)

76%

of people say that check-in via mobile minimizes frustration.

(Opinion Research Corporation)

80%

of guests prefer to self-serve to get information.

(TechRadar)

Guest satisfaction drops

50%

with a 5-minute wait at check-in. (Cornell Hospitality Research)

70%

of guests want to use their smartphone to speed up check-in and services.

(Zebra Global Hospitality)

There's an

18%

increase in room service orders when made via mobile.

(Hotel Executive)

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