The **Connected** Experience

Smarter rooms connect with your guests

SIEMENS

Hotel guests are
embracing technology

The hospitality market has never been more competitive. **Guests have more choices than ever and expect more from the hotels where they stay.** They expect better amenities, a connected environment, and a tailored experience from a brand that shares their values. Hotel managers spend each day delivering on the customer experience — **it's time to capture the opportunity to raise it even higher.**

Connected, knowledge-driven buildings are changing the way we all work, live and play. The hotel market is no exception. Smart technologies — **IoT-powered, cloud enabled, and integrated into the guest experience** — are raising service level performance and guest satisfaction. The connected experience can enable lower OpEx, new revenue growth, accelerated sustainability performance and **a lasting customer relationship.**

Connected rooms empower guests.

The U.S. hospitality market includes roughly
5.5 million
hotel rooms[1]

Short-term rentals have added another
1.4 million
listings
to the market[2]

100,000+
hotel rooms
are added to the U.S. market each year[3]

1 Source: Cushman & Wakefield
2 Source: hospitalitynet.org
3 Source: Cushman & Wakefield

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Upgrade the guest experience to
a connected experience

Whether you are building a new hotel, renovating an existing property or simply upgrading guest rooms, your objectives are the same: a better guest experience, low operating costs, better sustainability performance, and improved staff productivity. A connected experience is one where technology stays a step ahead of your guests' needs — in their room and throughout the property. For example, in a connected hotel...

• When a guest leaves their room, the elevator is automatically called to his/her floor.

• A guest can charge their EV and have it billed to their room.

• License plate recognition capabilities can signal a guest's arrival and sets the guest's room environment.

How do you create a connected experience?

Guest Room Solutions
More than an intelligent thermostat, it's an IoT hub and the brain of the guest room network.

Knowledge Management
All your building systems — HVAC, power, fire and more — work in harmony to improve productivity and the guest experience.

EV Charging
It's an important guest amenity, a hotel revenue generator, and a step to a greener future.

Happier guests.
Better performance.
Next level hospitality.

With connected building solutions and smart applications, your property can stand above the rest.

Enhance the guest experience

Providing a customized experience **increases guest satisfaction by 23%** and generates **better online reviews.** Smart technology powers more and better experiences.

- Smart guest rooms
- Smart mobile apps
- Healthier indoor environment
- Safety and security
- Always-ready EV Charging

Lower your operating costs

Hotel guest rooms account for **40% to 80% of energy use** in a hotel. With connected technology, you can **lower energy costs while maintaining guest satisfaction.**

- Lower energy bills
- Join energy demand response programs
- Improve staff productivity
- Raise the level of facility maintenance
- Enhance property resiliency

Add new revenue streams

Higher room rates can lead to lower guest satisfaction. A connected hotel offers **more ways to generate revenue.** Here's a couple.

- Revenue capture from EV charging
- Load shedding

Be more sustainable

Travelers are making more of their choices based on environmental impact — nearly **3 in 4 say they would be more likely to choose an accommodation if it has implemented sustainability practices.**

- Central plant optimization
- Guest room energy management
- Smart irrigation
- EV charging
- Renewable energy

Spend a day in the life of **a connected hotel**

Today, up to 55% of consumers are willing to pay more for a good experience. A connected hotel helps deliver one every step of the way, from booking through checkout.

55%

Booking
Guest books hotel room via app, noting room preferences.

Arrival
Guest arrives, parks car, charges at EV station – room billed.

Check-in
Guest bypasses check-in counter and goes directly to room.

Signage
Guest notices ad from favorite retailer via digital signage.

Ionization
Guest attends conference and ionization technology decontaminates shared space.

Sanitization
Guest leaves room and UV lighting automatically sanitizes bathroom.

Comfort
Room lighting, temperature, shades, etc. already set perfectly to guest preferences.

Unlock
Guest unlocks hotel room using mobile phone.

Alert
Guest receives weather alert on mobile phone.

Guidance
Guest returns from dinner and energy-saving pathway lighting provides guidance.

Sleep
Guest falls asleep and room conditions are set to preferred sleeping conditions.

Checkout
The elevator has been called to the guest's floor at time of checkout.

Creating the ultimate guest experience requires the right partner to co-create a hospitality environment that best aligns today's guest expectations. This requires a keen eye for melding technology with the guest experience and operations productivity.

Siemens delivers better outcomes
for guests, hotel staff, and management

At Siemens, we have the people, experience, domain knowledge and technology that will enhance the guest experience and your hotel's competitiveness.

• A broad portfolio including guest room automation, EV charging solutions, safety and security offerings, and energy distribution and management.

• One of the largest energy services practices in the country including sustainability programming, alternative energy solutions and energy storage/resilience solutions.

• Global leader in smarter, more predictable, buildings.

To learn more about improving the guest experience and hotel operations at your hotel reach out to your local Siemens account representative.

Information in this publication is based on
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