

# THE ULTIMATE GUIDE TO GUEST ROOM TABLETS

2019 Edition

Underwritten, in part by:



Buyers guide created in collaboration with Crave Interactive

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# WHAT ARE GUEST ROOM TABLETS?





Every hotel has a different layout, different amenities and different room controls, so its no wonder guests of hotels with in room tablets frequently comment in their TripAdvisor reviews about the convenience of having a familiar device to access all of the information they need during their stay, on demand at their finger tips.

Guest room tablets allow hoteliers to decrease the amount of friction between a hotel's staff and services and it's guests delivering increased satisfaction and unleashing new revenue opportunities. By placing devices with intuitive UI and sleek design within the guest's line of site, hotels are able to deliver a more seamless guest experience by consolidating functions and amenities like temperature, lights, entertainment controls, blinds, meal delivery, spa services and more into one easy to navigate (and easy to purchase) interface.

Beyond making the guest experience more seamless, tablets provide operators with a unique ability to unlock a real time direct marketing channel to guests to capture ancillary revenue and smooth out low demand periods for on property outlets.

# WHAT ARE THE KEY BENEFITS OF GUEST ROOM TABLETS?



In other hotels where they've done the installation, Crave has seen **15-20% incremental sales on in-room orders when the system is used**, on a per-check average...**I'm also really excited about the potential for our spa services and amenities because we can target off times to drive bookings**



**Shannon McCallum**  
Aria Resort & Casino Las Vegas  
Executive Director of Hotel Operations

1

## REDUCE OPERATING COSTS

Remove the need for your staff to print and manually distribute content updates to hundreds of guest rooms every season or time you have a new menu update and easily make changes in real time.

2

## LESS FRICTION = MORE REVENUE

Guests rarely know all of the services a hotel has to offer—tablets give them easy access to quickly discover the information they need and what's most appealing to them. More importantly, tablets give guests the ability to manage their stay and purchase ancillary goods and services seamlessly with no download, phone call, or login reducing purchase friction and increasing revenue. Best in-class providers even offer features to dynamically price and yield ancillary services like room service and mini-bar like an RMS.

3

## AUTOMATED REQUEST MANAGEMENT

Other than saving guests from waiting on hold when they call the front desk, tablets also offer the benefit of integrating with your existing staff task management/work order management ticketing system creating a seamless workflow that saves staff time and lowers room for error.

# THE INSIDE SCOOP

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Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.





## VERIFIED USER REVIEWS

[Read reviews →](#)

IT Manager from Kyoto

"In a word? It's slick! The combination of a quality tablet/fast processor with highly intuitive software that was so snappy that it almost seemed to anticipate the information I was thinking of finding next. That can only come from very thoughtful UX design and content."

Read the full review on [HotelTechReport](#)



Front Office Manager from New York

"[I really like] how the rooms can be controlled from the tablet and how easy and convenience is for the guest to place any requests from the comfort of their room."

Read the full review on [HotelTechReport](#)



General Manager from California

"allows our small independent hotel to keep up with the major box brand hotels in terms of smartphone technology and allows guests to receive more streamlined modern guest service experience (with no paper necessary!)..."

Read the full review on [HotelTechReport](#)



General Manager from United Kingdom

"Good reliability. Friendly and practical for users. The new features related to turning the tablet into a remote control for TV gives another extra option to add convenience for clients. Customer service from support is excellent, quick and efficient."

Read the full review on [HotelTechReport](#)



# TREND WATCH

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Read predictions from domain experts and learn about the state of the category.



## WHAT'S NEW AND INTERESTING IN THE SPACE?

### PERSONALIZATION AND DYNAMIC PRICING

If you thought yielding was only for your revenue management team, think again. By digitizing services (eg. F&B, mini-bar, spa, etc) hotels unlock the ability to dynamically price items based on factors like need periods and guest profiles.

### VOICE ACTIVATED

The ultimate guest experience lies making what guests are used to at home easily and readily available to them while they are on the road. With the rise of voice activated tech from the big three (Amazon, Google and Apple) now in the mainstream, voice activated tablets provides yet another layer of seamless service delivery for guests.

### REDUCE CLUTTER AND GET MORE FOR YOUR MONEY

In-room tablets not only replace the need for paper compendiums, but many providers also offer functionality to add device charging/power ports, hard wired phones, smart speakers, nightlights and TV remotes to help reduce nightstand clutter and help further justify the cost of the tablets.

### SUPPLEMENT TO BYOD

The BYOD (bring your own device) movement isn't going anywhere anytime soon; however, seamless purchasing and messaging with guests still requires hotels to get guests to download an app or opt into messaging. Having tablets in every room enable hotels to reach ALL of their guests ALL of the time.



In the age of smartphones and smart homes, guests increasingly expect their hotel rooms to be smart, too. Tablets not only provide a seamless user experience for guests upon arrival but have been proven to drive increased ancillary revenue and incredible ROIs.

# BUYING ADVICE AND RECOMMENDATIONS



Critical  
Features



Top rated providers  
& comparisons



Key  
integrations



Questions to  
ask vendors



## WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

### ✓ Ease of use

Does the in-room tablet have a help button? Is it intuitive to use. An easy to use user interface is absolutely key to improving the guest experience.

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### ✓ Dynamic price yielding

The ability to dynamically price items based on factors including need period and guest profiles.

### ✓ Language translation

The ability to offer multiple languages and live message translation for international travelers.

### ✓ Hardware consolidation features

Ability to consolidate charging/power ports, phone capabilities, smart speakers and more to reduce clutter and help further justify the cost of the tablets.

### ✓ Analytics dashboard

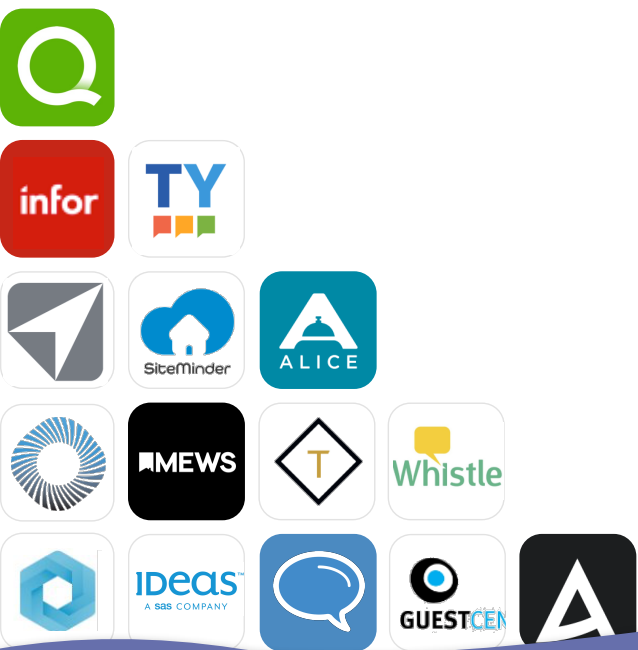
Tablet's can provide a window into the guest activities so effective statistics and reports by your chosen vendor is extremely important.

### ✓ Bespoke Hardware

Only bespoke hardware designed for Hotel room should be considered at in-room tablets. Consumer devices are not fit for purpose in a Hotel bedroom. There are few suitable docking devices, charging options are often stolen and they include external ports to encourage hacking. Also - designs change too often.

### ✓ Remote Support

Remote monitoring & remote software update capability is imperative when choosing a vendor. Imagine being asked to send someone to every room to update the tablets software? When tablets are "hidden" in a hotel room they are not easy to access by hotel staff if they need to be updated. Your vendor must therefore have developed Android OS and remote support capability.



# WHO'S WHO...

See which players are trending in the market and launch Hotel Tech Report compare to compare them side-by-side.

★ Most recommended by hoteliers



## Crave Interactive

[View profile >](#)

Crave's tablets are designed for a hotel room, with no camera, protective covers, and bespoke charging docks that come with the added benefits of USB charging ports for Hotel guests to use for their own devices. Crave provides a huge range of benefits to hotels and their guests...



[View profile >](#)

The iRiS product suite brings guest services to life and greatly improves communication with multi-lingual translations and instant two-way messaging. Supporting all major devices, operating systems and browsers, the GXP's open APIs ...



## Aavgo

[View profile >](#)

AavGo is a provider of Software-as-a-Service (SaaS) based hospitality operations management solutions. It gives hoteliers a unique way to deliver an enhanced guest experience that deepens engagement and loyalty to take back the guest relationship...



## Intelity

[View profile >](#)

A More Modern Guest Room Provide your guests with greater control by giving them direct digital access to your staff, without standing in line or waiting on the phone. Design a unique, interactive menu to give your guests access to all types of different services...



## Tuch Tablets

[View profile >](#)

With an extensive suite of web-based administrative tools, Tuch tablets are easy to manage. Whether you have 1 tablet or 1000, you can update and change your menu from the same, easy to use web app. Our site handles the tools so you don't have to.



## Roxy

[View profile >](#)

Roxy is a speech enabled device that provides fully customizable in-room concierge services. Roxy can also replace in-room items such as the phone, alarm clock and guest booklet. The device is built from the ground-up for the hotel industry.



Want to compare products side-by-side with screenshots, reviews, features and more?

[Launch comparison tool](#)

# “



Crave Interactive review verified by Hotel Tech Report

“A great partner to help innovating our resorts. When we met Crave a few years ago, they listened and worked with us to achieve our business goals and provide a great solution to increase our in room satisfaction ratings and add more revenue for our hotels. We have worked for so many years that we considered them part of our family.”

**Director of IT**

Quintana Roo, Mexico

Luxury Brand Hotel



# READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about Crave >



Crave Interactive is a leading provider of in-room hotel tablet solutions to the hospitality industry. Our solution is designed specifically for hotels. There is no camera, they are easy to install, and we take care of all the management remotely. Crave tablets enhance the guest experience and improve the service hotels offer.



GRAND  
HYATT

MGM RESORTS  
INTERNATIONAL

Hilton

AUTOGRAPH  
COLLECTION®  
HOTELS

amRESORTS

# STAY CONNECTED

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- **PMS** — PMS integrations are not normally required unless it's imperative to allow the guest to view their bill on a tablet. Some vendors can generate personalised content on their tablets without the need for a full PMS integration.
- **POS**— Having a POS integrated directly into the tablet allows hotels to greatly optimize their revenue streams and staff. For example room service orders are processed more efficiently, and up selling options are easily added to boost revenues.
- **Guest & Staff Messaging**—Allowing guests to quickly and easily make requests is a major benefit of in-room tablets. Integrating guest messaging services and ticketing request system allow managers to better optimize staff, reduce costs and increase guest satisfaction.



MOST INTEGRATED  
VENDOR



32 verified integrations

Browse integrations



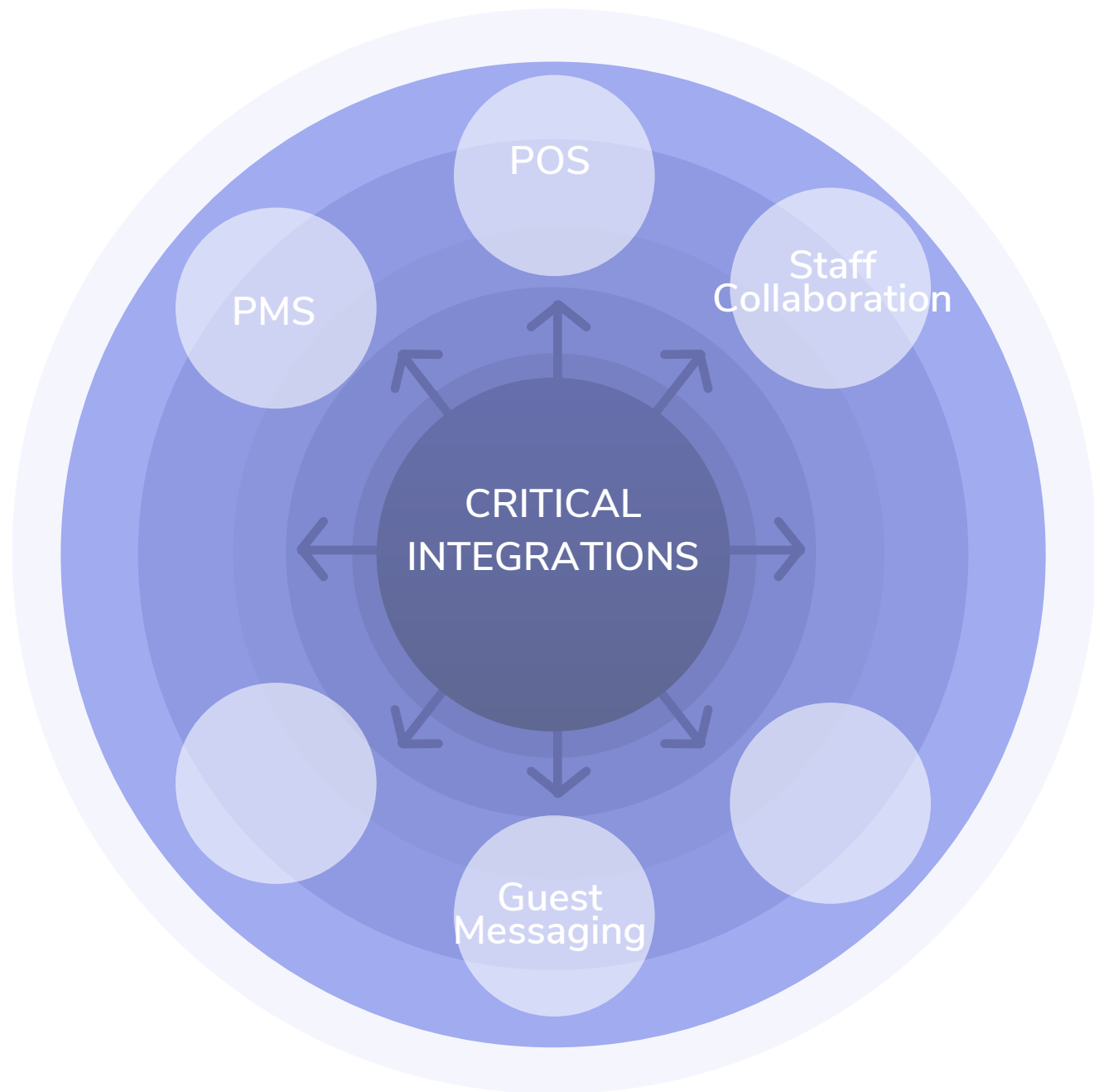
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

[View integrations >](#)



Need an integration built for your hotel?

[Connect with Hapi](#)



# WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS





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## WHAT TYPE OF HARDWARE DO YOU USE?

It is important to install tablets with the guests in mind, as well as keeping costs low. Using consumer tablets such as iPads or other consumer tablets make it difficult to run a truly customized software on top of an existing OS, and cameras on the tablets are intimidating to guests. They can also be more expensive per unit compared to companies that manufacture their own hardware that is built specifically for the hotel room.

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## HOW MUCH DOES IT COST?

Pricing is a chief concern for potential buyers. Many tablet installations are viewed as a capital expense, and require many approvals for consideration. Software licensing fees are also an important part of the equation. If the capital outlay is a problem why not look at a finance agreement requiring little to no money down. Your tablet will offset a lot of your existing expenditure, make you more dynamic as an organisation as making changes is so easy, and you can use it to generate new income.

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## WHAT SORT OF ROI SHOULD I EXPECT?

The ROI can vary based on the type and size of hotel as well as services offered, but nearly all hotels that have installed in-room tablets report a positive and measurable ROI, typically in excess of 300%. The combination of in-room cost savings, optimization of staff and expanded revenue streams all great contribute to the ROI of in-room tablet systems.

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## ARE THE TABLETS HARD TO SET-UP AND MAINTAIN?

Make sure that you choose an in-room tablet solution that is easy to install. Some companies will deliver tablets ready to be plugged in and connected to the wifi. It is best to choose a tablet supplier that offers their services via the cloud and 24/7 remote support for the rare occasions there is an issue with the system.

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## CAN WE CHANGE THE CONTENT OURSELVES?

Hotels need to be in control of the content, once it has been setup by the vendor. It's imperative that hotels can update their own content on the tablet when the need arises.

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## WHAT IF SOMETHING GOES WRONG?

Make sure your chosen supplier can offer you full 24/7/365 support and that they have the tools to remotely monitor and manage your hotel tablets.

# WHAT TO EXPECT



Pricing &  
budgeting



Implementation  
timeline



Success  
metrics



Success stories and  
additional resources

## PRICING GUIDANCE

**What are the typical pricing models and ranges that I should budget for?**

TYPE	Price range
Company setup in cloud system	Upfront
Customized integrations	\$/room
Hardware costs	Included
Hardware rental fees	Optional
Monthly SaaS subscription	Varies by property
Training	Varies by property
Ongoing support	Varies by property

## IMPLEMENTATION GUIDANCE

**What does the typical implementation timeline and process look like to go live?**

Most Hotels would expect to have a system installed 6-8 weeks after signing contracts, they are obvious exceptions, as some larger properties may include a lot more content to setup.

Approximate implementation timeline

**6-8 weeks**

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# SUCCESS METRICS





## HOW DO I MEASURE SUCCESS?

**1**

### INCREASED INCREMENTAL REVENUES

Being able to instantly offer upgrades, menu options, special offers and packages, late checkouts / extended stays increase revenue significantly. Adding new revenue streams such as sponsored offers and paid games / entertainment features boost the bottom lines with little to no operating costs.

**2**

### REDUCED OPERATING & LABOR COSTS

Hotels no longer need to print any in-room collateral. Tablets replace alarms & TV controllers, so maintenance / equipment expenses are lowered as well. No more delivery of paper messages to rooms.

**3**

### IMPROVED GUEST SATISFACTION SCORES

Hotels will see a positive increase in guest feedback, reviews and loyalty.

# **SUCCESS STORIES AND FURTHER READING**



## CASE STUDY: ARIA RESORT AND CASINO

Largest installation of in-room guest tablets in the world. 4,004 total rooms, including the 442 luxury suites of the AAA Five Diamond rated ARIA Sky Suites.

## CASE STUDY: AM RESORTS

AMResorts installs Crave's new T-Mini 8" tablets in all 13,000 rooms of the Zoëtry® Wellness Resorts & Spas brand as well as the Secrets®, Breathless® and Dreams® Resorts & Spas branded properties - as a brand standard.

## CASE STUDY: GRAND HYATT BAHA MAR

Full service luxury resort and casino installs Crave's 10" T-2 tablets in all of its 1,800 contemporary guest rooms

## CASE STUDY: CENTRAL HOTELS TO GO PAPERLESS IN ROOMS WITH CRAVE INTERACTIVE

In addition to serving as a digital guest service directory, Crave Interactive will be useful in providing a wide range of services such as wake-up calls, restaurant reservations, dining menus, housekeeping requests, guest notifications, and guest feedbacks.

## THE HOTEL IN-ROOM TABLET ISN'T DEAD, IT MAY EVEN BE EVOLVING

In a forty or even four hundred room hotel, in-room tablets are nice, but almost always feel like overkill. When you're talking thousands of rooms they may be the best way to communicate with the modern hotel guest.

## HOTEL HARDWARE & WHY HOTEL IN-ROOM TABLETS ARE THE NEXT BIG THING

The iPad was released in 2010, and it was a revolutionary moment for mobile technology.

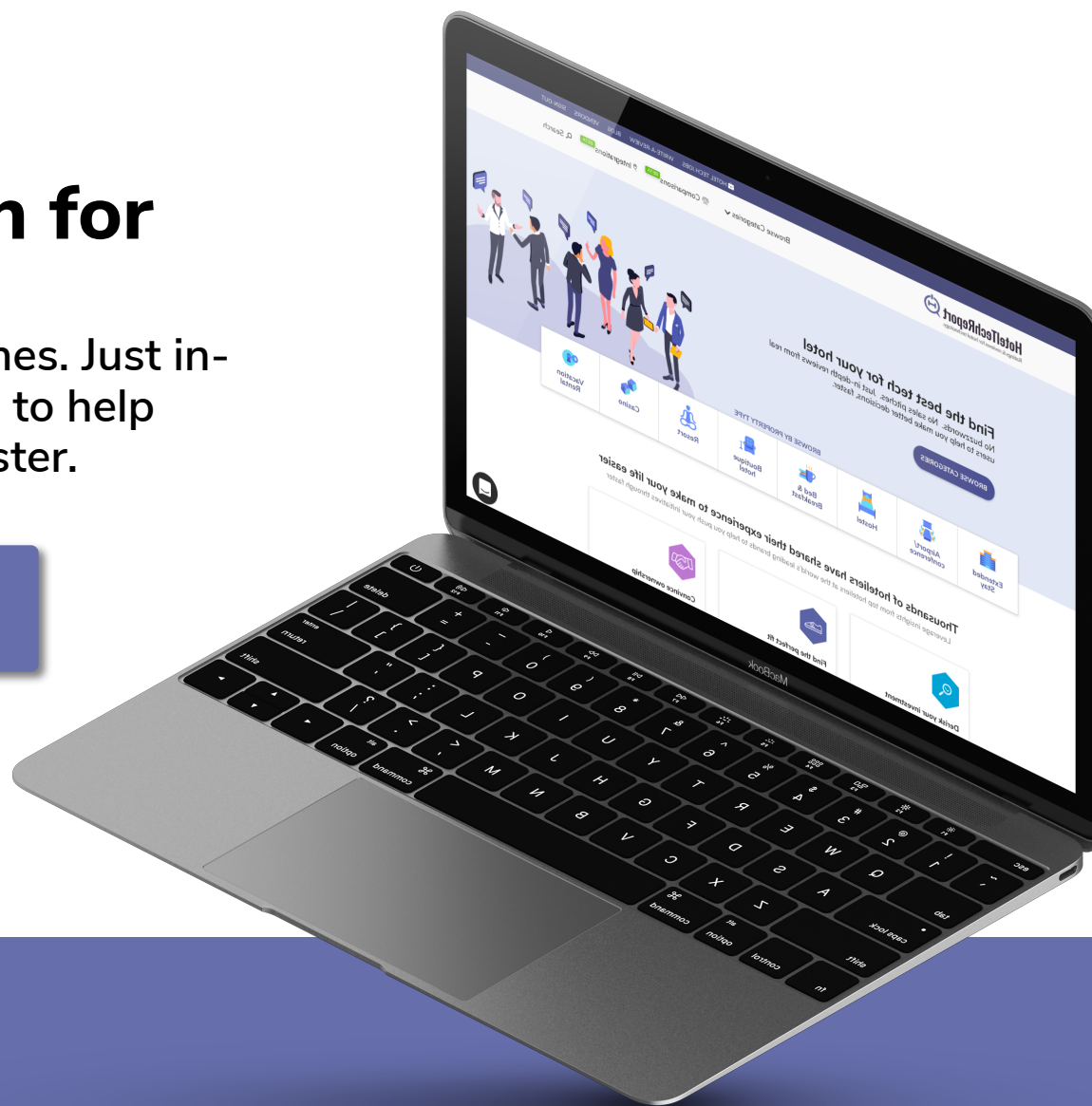
## CRAVE INTERACTIVE NAMED 2018'S TOP RATED GUEST ROOM TABLET PROVIDER IN THE HOTELTECHAWARDS

Hotel Tech Report names Crave Interactive 2018's top rated Guest Room Tablet provider based on data from thousands of hoteliers in more than 40 countries around the world. Over 100 of the world's elite hotel technology products competed for a chance to win this prestigious title.

# Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to [HotelTechReport.com](https://www.hoteltechreport.com)



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