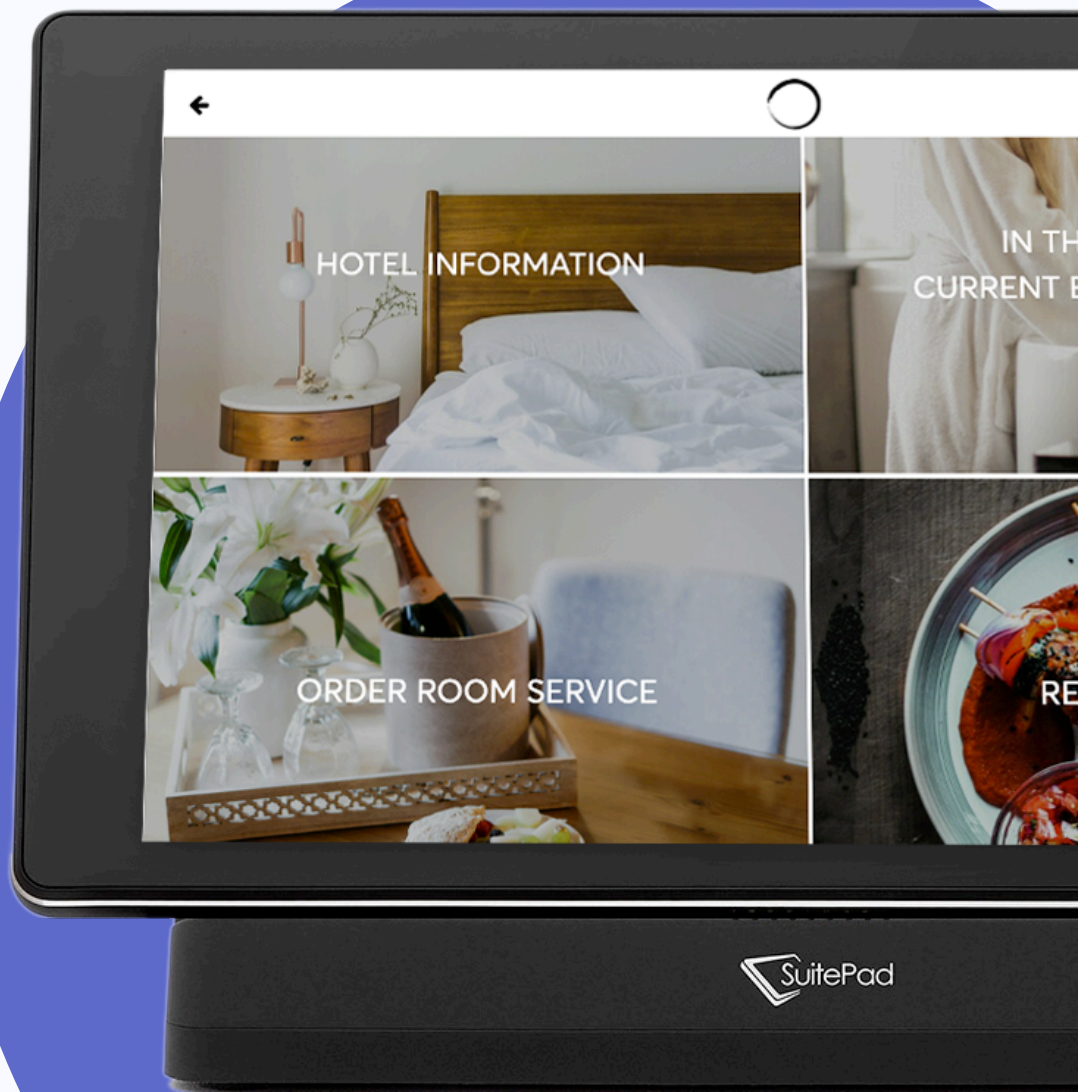# HotelTechReport

The Ultimate Guide to Guest Room Tablets

2022 EDITION

Sponsored by SuitePad

What is a Guest Room Tablet?

Sponsored by ◇ SuitePad

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's inside this buying guide?

Guest Room Tablets
Benefits and Business Value

What it does

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.

> **Over 80% of hotel guests in hotels with SuitePad installations use guest room tablets on a daily basis**

How it adds value

➤ **Drive Food & Beverage Revenue.** Amazon made 1-click ordering mainstream with its Prime service. When there's less friction between the buyer and a desired good any retail outlet naturally sees an increase in sales. Guest room tablets drive material gains in F&B revenue.

➤ **Real Time Marketing & Promotions.** Whether it's a slow period at your spa or you're hosting a community event - it's difficult to engage guests with real time marketing that actually works. Guest room tablets deliver these critical messages and show real time data on who viewed those messages.

➤ **Guest Room Controls.** Firms like Crestron and Sonos have brought digital controls into the homes of mainstream consumers. Guest room tablets deliver the same level of convenience that guests have come to expect at home.

SuitePad

#1 Rated Guest Room Tablets

Reviews	Recommend	Integrations
122	**94%**	**22**

Visit Website

Read reviews

Features

Learn about key functionality within the SuitePad products
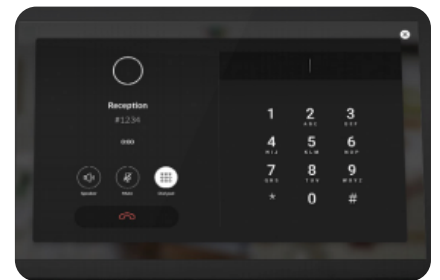
SUITEPAD TABLET

Digital guest communication in the hotel room

SUITECAST

Guest content on the big screen

SUITEPAD PHONE

Replacing the guest room telephone

FEATURED REVIEW

"At first, we thought about working with another partner for in-room tablets. But we already found out during our research, that the alternatives do not provide such flexible solutions in terms of individuality. In addition, the customer service is incredible. Fast, helpful, always available and solutions are always found. But it's not just the high-quality standard in terms of customer service, it is the individual application. In terms of the requirements for the covid-19 pandemic, we were able to keep our guidelines very easily."

Trends & Future Predictions for
Guest Room Tablets

Bought to you by

SuitePad

📈 2021-2022 Trends

Socially distanced service. The pandemic has changed the psychology of many hotel guests who are now aware of the risks that come with close proximity to hotel staff or other guests. Once the pandemic is over, these fears will continue to linger in many people's minds, and so hoteliers will need to offer more socially distanced and socially aware services at their hotels. Guest room tablets will form a critical part of this end-to-end solution, being the main interface for hotel guests to connect with hotel staff in real-time in a socially distanced way. Similarly, these forms of technology will help protect hotels from the risks that come with global pandemics like the one we've all just lived through.

Using ditigalization to drive sustainability. Hotels are traditionally very unsustainable establishments—there are high levels of energy output for washing and cleaning, spas, pool, and activities, and they often use paper collateral in the hotel rooms. But with climate change posing an even bigger threat than the global pandemic, hotels will need to act now to make real changes that will protect the planet's future. Digitalizing processes in hotels helps create more end-to-end visibility, and as more hotels realize the sustainable benefits of digital technology, they will implement solutions such as SuitePad's Green Option in their hotels. By offering ways to make hotel guests' stays more eco-friendly through digital technology, the hotel industry can contribute to preserving the longevity of our planet and the natural environment.

Operations management technology. Hotel technology is making it easier for hoteliers to drive processes at their hotels, but we are also seeing an increase in the ability to integrate different solutions. Operations management solutions are great for ensuring that hotel processes can run as smoothly as possible, and by integrating them with customer-facing solutions such as guest room tablets, hoteliers will be able to reduce human errors or complex staff processes that so frequently hinder a positive guest experience. A good example of this type of integration is SuitePad's recent announcement that they are partnering with hotelkit to provide an integration between hotelkit's collaboration and service optimization solution and their housekeeping management solution with SuitePad's guest room tablet solution.

Key features to look for when choosing a guest room tablet solution

1 **Hardware consolidation**

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

2 **Dynamic price yielding**

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

3 **Integrations**

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.

4 **Bespoke hardware**

Only bespoke hardware designed for hotel rooms should be considered. 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 that are prone to hacking. Also, designs change too often.

5 **Personalized taxes, fees, and policies**

Customize taxes, fees, and cancellation policies in the combination that best suits your business.

6 **Language translation**

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

7 **Ease of use**

The more difficult or confusing your tablets' design the less guests will use them. The same is true when it comes to how your staff makes changes in the software.

FEATURED CONTINUED

8 **Analytics dashboard**

Tablet's can provide a window into the guest activities, so effective statistics and reports by your chosen vendor are extremely important.
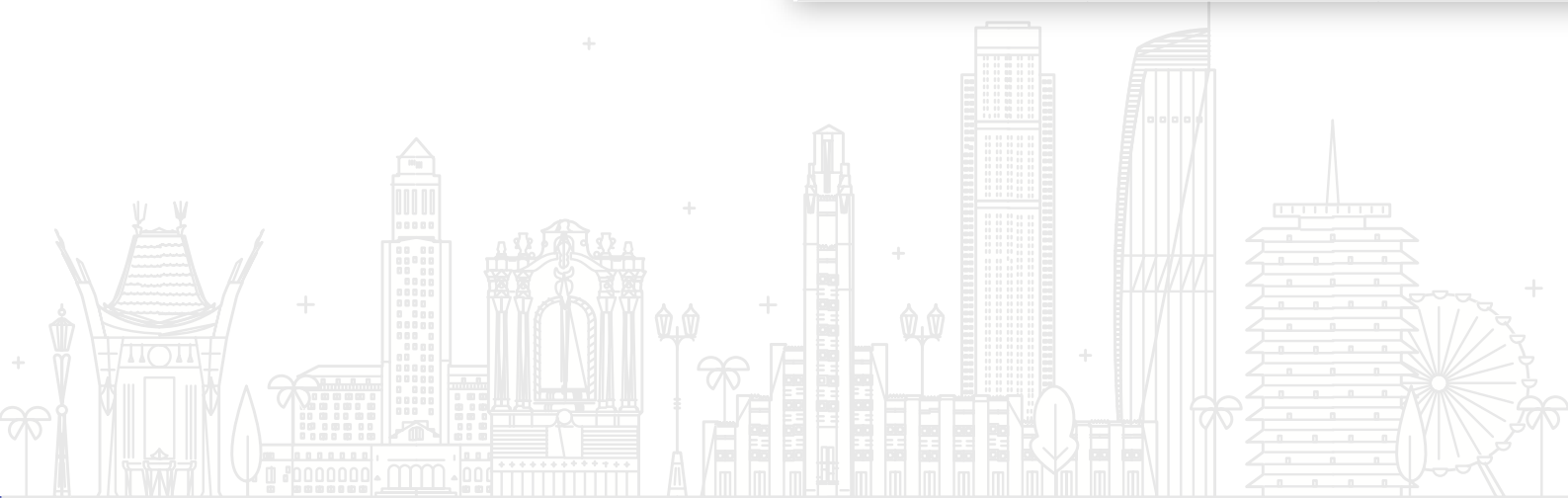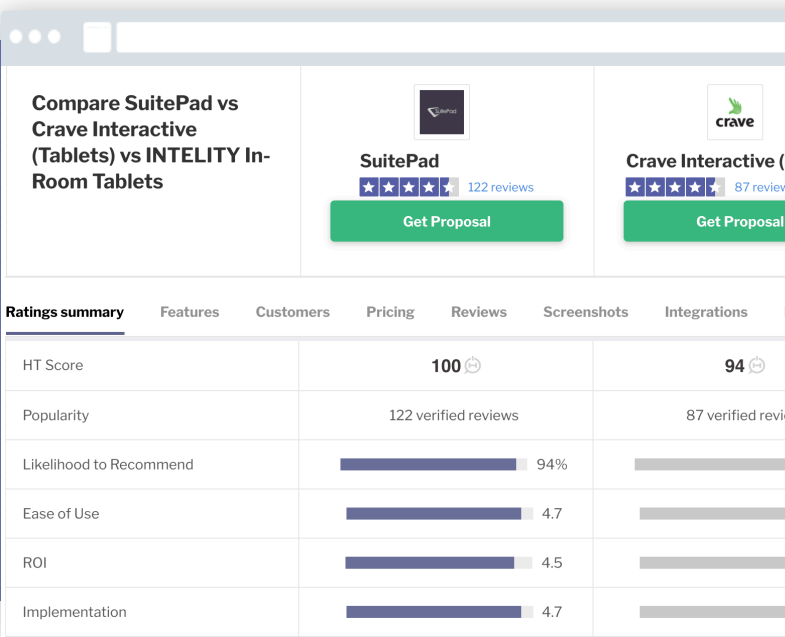
9 **Remote support**

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.

10 **Reporting**

Reporting enables management to have transparency into their operations to make decisions based on data instead of gut feeling.

Want to easily compare features of top guest room tablet products side by side?

Launch Comparison →

Compare SuitePad vs Crave Interactive (Tablets) vs INTELITY In-Room Tablets	**SuitePad** ★★★★½ 122 reviews Get Proposal	**crave** Crave Interactive ★★★★½ 87 revie Get Proposal

Ratings summary	Features	Customers	Pricing	Reviews	Screenshots	Integrations
HT Score		100 ☺			94 ☺	
Popularity		122 verified reviews			87 verified revi	
Likelihood to Recommend		94%				
Ease of Use		4.7				
ROI		4.5				
Implementation		4.7				

Top Rated Guest Room Tablets Products

FEATURED

SuitePad
Top Rated Guest Room Tablet

Reviews	Recommend	Integrations
122	94%	22

Demo

Read Reviews

Crave Interactive
#2 Rated Guest Room Tablet

Reviews	Recommend	Integrations
87	89%	15

INTELITY
#3 Rated Guest Room Tablet

Reviews	Recommend	Integrations
43	92%	31

Volo
#4 Rated Guest Room Tablet

Reviews	Recommend	Integrations
31	95%	19

better.tab
#5 Rated Guest Room Tablet

Reviews	Recommend	Integrations
11	92%	19

BOWO
#6 Rated Guest Room Tablet

Reviews	Recommend	Integrations
9	95%	10

Manet
#7 Rated Guest Room Tablet

Reviews	Recommend	Integrations
3	100%	3
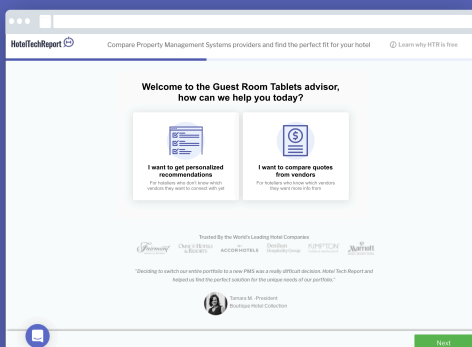
Want to find out which guest room tablet solution is best for your hotel in under 2-minutes?

Take the quiz →

What hoteliers are saying about their guest room tablet providers

★★★★★   Review of   SuitePad

Managing Partner from **Hotel in Germany**

"With SuitePad it is easier to understand what your guests need and what you need to develop to have better service. It makes the connection faster and easier with your guests. Also in our lounge Suitepad helps our guests to track their flights, read news, give feedback and communicate with the front desk without moving out from their beds."

★★★★★

he best solution for us

At first we thought about working with another partner for in room tablets. But

Owner
Hotel in Dinkelsbühl

★★★★★

Easy to use in-room tablets

Safe and hygienic - Interactive and user-friendly - Environmentally friendly

General Manager
Resort in Cork

★★★★★

User-Friendly Guest

The SuitePad team are helpful, obliging, and so

Marketing Associate
Hotel in Cork

akes life easier

sier to understand d and what you

Turkey

★★★★★

Very good tool

Possibility to post all our news and offers - No more paper in room -

Marketing & Front Office Manager
Hotel in Arlon

★★★★★

Excellent technology and service

Suitepad is the perfect information interface to our guests. It allows us to

Manager
Resort in Lagundo

Read more reviews on www.hoteltechreport.com

Pointers from industry experts

Tilmann Volk
Managing Director, SuitePad

"The last 18 months have shown the vulnerability and the resilience of global travel as a whole to pandemics. With this one not yet over and more of its like probable in the future, hoteliers must find ways to keep operating under harsher circumstances. Part of the solution to this equation will be the ability to minimize personal contact. As well as enabling socially distanced service, guest room tablets also enable hoteliers to quickly and flexibly update information."

Jakub Czerwinski
VP Sales, Adyen

"All-in-one, hassle free and user-friendly. The best selection of services for an inroom tablet and new lineup of tools on the roadmap. Dynamic team behind the wheels keep pushing their flagship product ahead of the game."
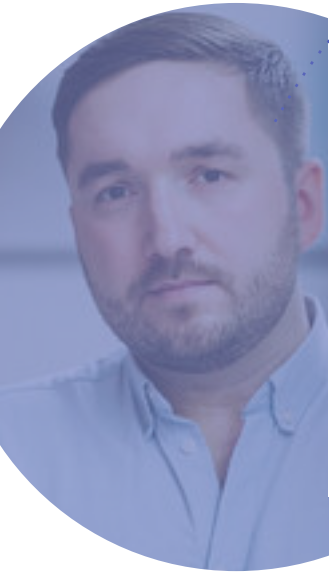
Charis Brousalian
Sales & Marketing Manager, GTP

"Reducing cost, support travel sustainability, innovating product for upsales within the room. Also helps travelers to maximize social distancing while traveling that nowadays is really important. "
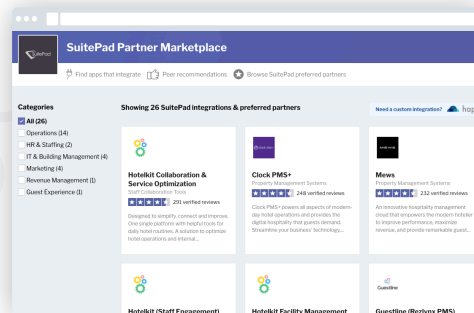
● Want to save time and money on integrations?   Learn more about ▲ hapi

Critical 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.

➤ **Property Management System.** 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.

➤ **Point of Sale.** 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 systems allow managers to better optimize staff, reduce costs and increase guest satisfaction.

What questions should smart buyers ask vendors?
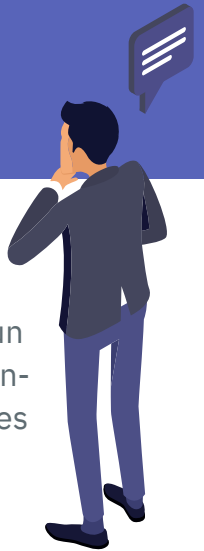
#1 **What type of hardware do you use?**

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.

#2 **How is your support in case 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.

#3 **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 greatly contribute to the ROI of in-room tablet systems.

#4 **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.

#5 **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.

What success metrics (KPIs) should you focus on?

▶ **Increased Incremental Revenue.** 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.

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

▶ **Improved Guest Satisfaction Scores.** Hotels will see a positive increase in guest feedback, reviews and loyalty. Most hotels see explicit and direct TripAdvisor reviews raving about their experience with top guest room tablets.

Pricing & implementation guidance

💵 PRICING

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

▶ **Implementation Expense.** There shouldn't be any implementation costs at all unless you require custom integrations.

▶ **Monthly Subscription.** Hoteliers should expect prices to vary based on integrations and other complex functionality requirements. Some hoteliers choose to purchase hardware but it is becoming more popular to rent.

⏱ IMPLEMENTATION

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

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

Furthering Reading & Success Stories

Read real stories from hotels like yours about how they leveraged guest room tablets to grow their business.

SUCCESS STORIES

The Kingsley Hotel – Successfully Operating a Hotel During a Pandemic

Avaton Luxury Hotel & Villas – How to offer room service in style

The Mere Golf Resort & Spa: Streamlining the Guest Ordering Experience

How the Mondorf Parc Hotel Drove Sales with Digital In Room Tablets

## FURTHER READING

- Hotel Tablets: Here's What to Look For When Buying (+Free Guide)
- What is a Digital Phone System and Why Should You Replace Your Current Hotel Phone System with One?
- Netflix Casting, Digital Games, and the Future of Digital Entertainment in the Hotel Room
- 5 Ways to Boost Revenue with Suggestive Selling

SPECIAL THANKS TO OUR SPONSOR FOR MAKING THIS FREE GUIDE POSSIBLE

SuitePad

SuitePads are tablets that are specifically designed for use in the hotel room. They provide a centralized service that uses digital communication to bring hoteliers and their guests closer together. Apart from providing general information about the hotel, its services, and the surrounding area, SuitePads also serve as central booking tools for services such as hotel restaurants, shops, and spas, and each one is integrated with an in-room telephone and TV remote—helping to effectively declutter the hotel room and provide a modern and hygienic experience for guests. SuitePad recently launched its SuiteCast hotel room TV casting solution and its SuitePad Lobby Screen solution.
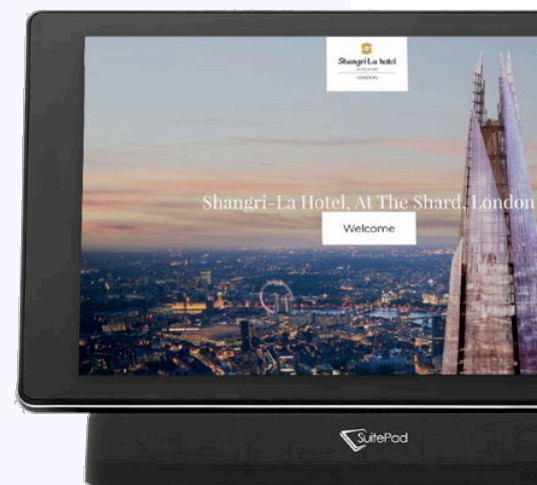
About Hotel Tech Report

HotelTechReport.com is a next gen B2B media platform that empowers hotel owners and operators from the world's leading hotel companies to find the best digital products to run and grow their businesses.

Each month 140,000+ hoteliers across 150+ countries research and discover new ways to leverage technology to drive revenue, increase operational efficiency and improve the guest experience.

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