



.....: **THE**
CONTACTLESS
EXPERIENCE... ..

CHECK IN TO COMFORT AND LUXURY



DIRECTV
HOSPITALITY



THE WORLD HAS CHANGED

As we move towards post-pandemic recovery, businesses are adapting to accommodate new consumer behavior and desires. Technology-based efficiencies have become the norm—and hotel guests crave a new level of service via **contactless experiences**.

Contactless experiences are about enhancing service, not replacing the personal connection that's essential to the hospitality industry. While face-to-face contact may no longer be required, providing great service has never been more vital.

Hoteliers can offer choices and cater to the needs of guests in exciting new ways. Guests can use their phones and in-room TVs to craft their perfect experiences with ease. In this new contactless world, luxury and comfort are only a click away.





HOTELIERS

are in luck, as they already have the means to bring the contactless experiences their guests demand, to fruition:

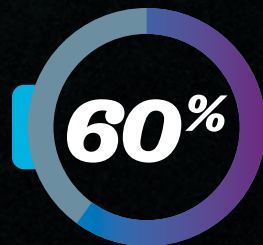


9 out of **10** guests believe the in-room TV is suited to at least one contactless experience.

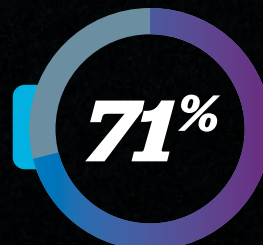


The in-room TV set is valuable not just for meeting guest entertainment needs, but also for supporting pandemic-inspired contactless services.

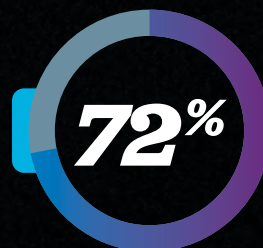
PERCENTAGE OF PEOPLE WHO BELIEVE CONTACTLESS EXPERIENCES HAVE IMPROVED THEIR STAYS



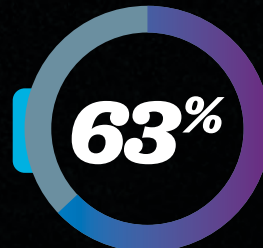
OF GUESTS



OF BUSINESS TRAVELERS



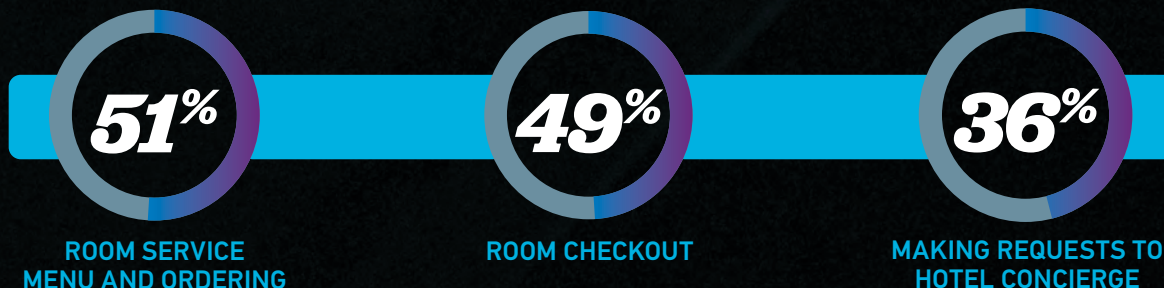
OF LEISURE TRAVELERS
UNDER 50



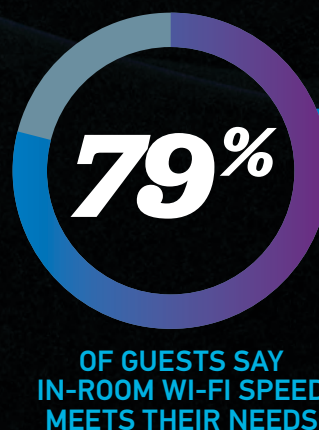
OF LOYALTY MEMBERS



GUESTS' PREFERENCE FOR USING THE TV FOR CONTACTLESS EXPERIENCES



WI-FI
CONNECTIVITY
***IS CRUCIAL IN
ALLOWING GUESTS
MULTIPLE CONTACTLESS
EXPERIENCE OPTIONS***



DID YOU KNOW?

DIRECTV's Advanced Entertainment Platform Property Information app allows hoteliers to share information with guests such as the location of exercise facilities or other property amenity information, enabling an additional contactless experience for your guests.



HOW DO GUESTS FEEL ABOUT CONTACTLESS SERVICES IN HOTELS?



CONTACTLESS CHECK-IN

79%

LIKE SOMEWHAT
/ A LOT

68%

SAY TO CONTINUE
POST-PANDEMIC

80%

LIKE SOMEWHAT
/ A LOT

65%

SAY TO CONTINUE
POST-PANDEMIC

CONTACTLESS CHECKOUT

KEYLESS ENTRY

77%

LIKE SOMEWHAT
/ A LOT

65%

SAY TO CONTINUE
POST-PANDEMIC



DIRECTV's
ADVANCED ENTERTAINMENT PLATFORM

gives you the option to enable your own customized guest experience. DIRECTV provides the content and cloud technology platform—you are in control of your guest's unique in-room entertainment.

Call 1.855.423.6137 to learn more.

Source: HUB ENTERTAINMENT RESEARCH Survey conducted April 2022 with 1,200 U.S. consumers who stay three or more nights per year in a hotel.
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