

# Build a legacy of innovation

## Strengthening family ownership through technology

In many ways, a **family-owned hospitality business is like a family**. It lives to see the world around it—the people, the places, the ways of doing things—change.

As you plan to pass ownership on to children or grandchildren, it can be hard to imagine the world they'll work within. But with one enhancement, the TVs you already have in every guest room can be your key to looking—and staying—ahead.



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**I'm pretty sure one of my daughters is going to follow in my footsteps...and maybe create a legacy. I'm excited."**

— Ankit Panchal, AAHOA Board Member & CEO of Three 65 Hospitality

# Enhance the guest experience

Guest expectations of hotels are shifting rapidly. And, as visits from digitally savvy Millennials and Gen Z guests increase, modern in-room entertainment technology can help you catch up to expectations while positioning the next generation of owners for continued success.



Streaming on in-room TVs ensures that the **83% of consumers who subscribe** to streaming services can enjoy them on-property.<sup>1</sup>



**Casting from guest devices** makes it easy for guests to watch their favorites.

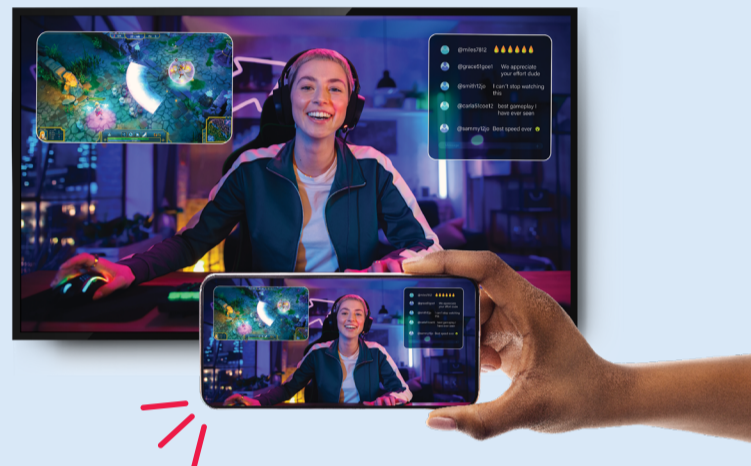


**Displaying personalized greetings** on in-room TVs makes guests feel valued.

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**It's always that one series on that one app you don't have that the guest wants to cast...I honestly believe that can be the reason a guest stays with you."**

— Sanjay Patel, AAHOA Board Member & President of Baron Hospitality



## Guest reviews are powerful.

So powerful that, in one study, **91% said prior guests' experiences were the #1 most important factor in deciding where to stay.**<sup>2</sup>



**It pays to invest in guest experience.**

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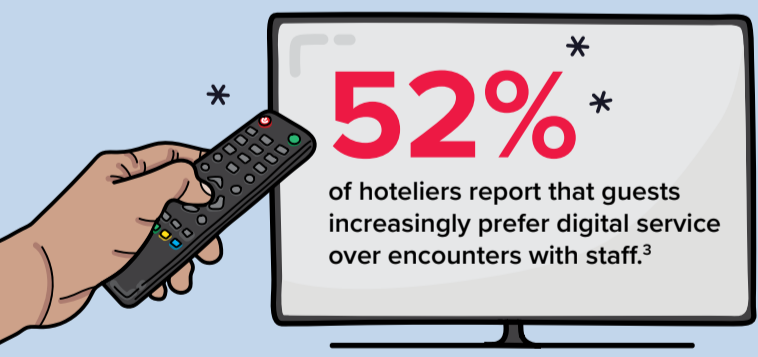
# Streamline operations

In an industry where staffing and retention challenges are constant, powering operational efficiencies that streamline work is as much a necessity as it is a perk.

**Power self-serve checkout** with the click of a remote to turn rooms faster.

**Streamline guest requests** and route to housekeeping or facility teams with self-serve options on in-room TVs.

**Display property information** in-room and push communication alerts to guests at scale.



In hospitality, people are your most valuable asset. Showing employees that you're invested in making their jobs easier and more efficient helps build a foundation for excellent, empowered service in the future.

# Unlock new revenue streams

Maintaining margins is growing harder due to forces like rising competition, cut-rate booking sites, and increasing costs of doing business. Still, when evaluating a technology investment, Panchal noted the importance of looking beyond cost to consider additional value potential.

Use guest TVs to increase earnings by promoting paid onsite services.

Generate earnings from third-party advertising in rooms.

Amenities that once drove income—in-room dining, for instance—are losing value as the industry evolves. Being proactive about new sources of revenue will help safeguard against the impact of these sorts of changes moving forward.

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**You need to be ready to adapt to new technology. This industry is so volatile, and there's so much competition."**

— Ankit Panchal

# Invest in your future

DISH Business technology is one innovation that unlocks the potential for countless more in the future, sustaining your family business in the generations to come.

Watch what's possible with **DISH Business.**

Visit \*  
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<sup>1</sup> "Share of consumers who have a subscription video-on-demand (SVOD) service in the United States from 2015 to 2022," Statista, October 14, 2022, <https://www.statista.com/statistics/318778/subscription-based-video-streaming-services-usage-usa/>.  
<sup>2</sup> "International Journal of Heritage, Tourism and Hospitality Vol. (14), No. (3)," Higher Institute for Tourism and Hotels, December 2021, [https://jaauth.journals.ekb.eg/article\\_196684\\_c3812bcd6b9c11e9e338627281288c46.pdf](https://jaauth.journals.ekb.eg/article_196684_c3812bcd6b9c11e9e338627281288c46.pdf).  
<sup>3</sup> "2022 Lodging Technology Study: Redefining the Guest Experience," Hospitality Technology, 2022, <https://hospitalitytech.com/2022-lodging-technology-study/>.