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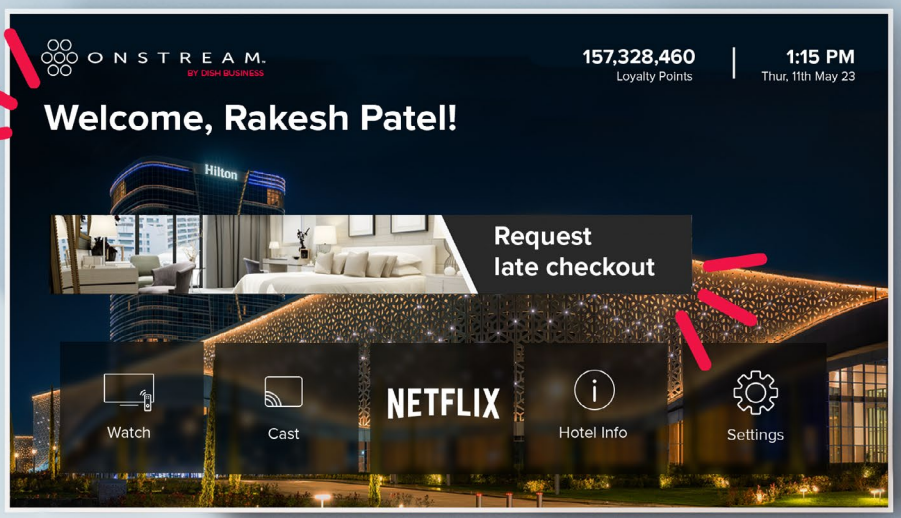
Transform guest entertainment from a cost center to a value-driver



Guest entertainment has transformed over the years

In the last few decades, the perception of in-room TV has **shifted from an exciting amenity to a table-stakes offering**.

1947

The first hotel with in-room TVs opens in New York City.

1980

“Free HBO”—a network that most households did not have access to at home—begins to appear on roadside signage to draw guests in.

2010s

Popularity of streaming skyrockets, making premium networks more accessible to viewers at home.

2020s

With broad accessibility to dozens of streaming platforms, the at-home viewing experience now outpaces most in-room offerings.

Today, although TV isn’t typically a draw for guests in its own right, hoteliers can’t afford to go without it. **Guests have grown so accustomed to TVs in hotel rooms that most hoteliers won’t book rooms if the TV is out of commission**—booking an “incomplete” room can tarnish the guest’s brand perception. This, in turn, impacts revenue.

Still, guest entertainment doesn’t have to be a sunk cost. With the help of new and emerging technology, **it can once again become a compelling amenity for guests and a unique value-driver for hotels**.

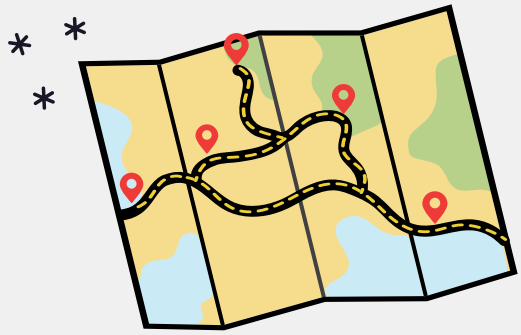
A look at the landscape

New technologies play an important role in travelers' decision-making.

73%

73% of travelers agree that they're more likely to stay at a hotel that offers self-service technology.[2]

Many hotels are already taking note of this—and rising to the occasion.



166,272

There are 166,272 hotel and motel businesses in the US as of 2023.[3]

81.7%

81.7 % say they have already started implementing new technology.[4]

78%

78% of hotels expect their technology investment to increase in the next three years.[5]

Still, there is a fear of the unknown when it comes to in-room technology, in particular. Things like the **cost of equipment, additional labor, and rooms being out-of-commission during installation are perceived barriers to entry** that prevent hoteliers from upgrading.

However, maintaining the status quo isn't going to be enough in the years ahead. To stay competitive, hotels need to become more tech-enabled. And there's an excellent opportunity in high-value digital and entertainment experiences that **enrich guests' stays, boost profitability, and deepen brand loyalty**.

Let's explore the areas of value you may not have considered.

The value of exceeding expectations

The customer experience has become increasingly important, as guests today want more from their stay. Elevating in-room technology is a great way to deliver—and prepare for even higher expectations in the future.

And what are these expectations, exactly? **Your hotel's technology should be reliable, easy-to-use, and create value for guests and employees alike**. At the same time, it shouldn't result in more complexity for your staff.

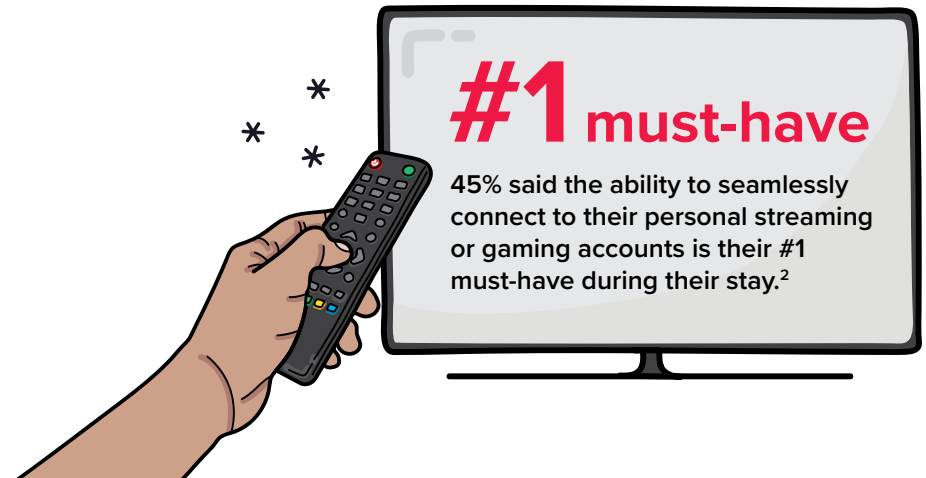
When implemented correctly, an in-room entertainment platform can deliver unexpected value across all your properties.

- Improve guest satisfaction
- Personalize the guest experience with loyalty integrations
- Increase bookings for paid onsite services through in-room advertising
- Support employee workflows and reduce turnover
- Streamline hotel operations

The value of a modern entertainment experience

If your current in-room entertainment experience is driven by live TV, new technology can integrate with your existing in-room TVs to unlock lots of opportunity—with relative ease:

- Casting capabilities make it easy for guests to watch content from their own devices on in-room TV screens.
- Third-party streaming on in-room TVs gives guests options beyond live TV lineups.



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- Universal search helps guests find content across multiple sources with one query.
- IP-based technology allows guests to enjoy the hotel TV lineup—including content unique to the hotel—anywhere on-property through their personal devices.

Options like these don't just help to raise guest satisfaction—**they can also fuel loyalty and boost revenue**. One reason? Tech-enabled experiences are highly prized by Millennial and Gen Z demographics. Both generations are hyperconnected—they've been raised alongside emerging technology and have become accustomed to its conveniences. Plus, their buying power is enormous—and not likely to shrink anytime soon.

$2.5 trillion

As of 2023, the spending power of Millennials is $2.5 trillion.[6]

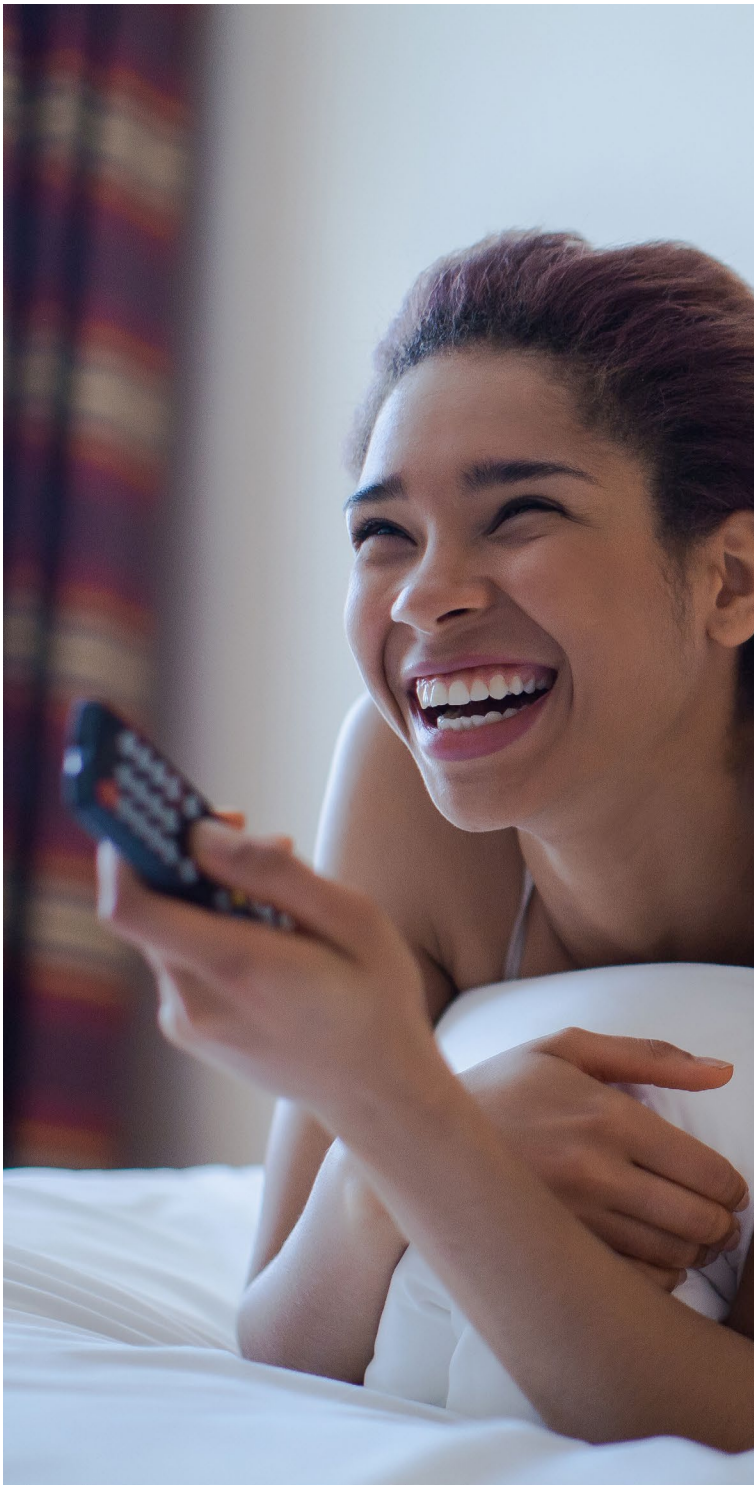
$360 billion

Gen Z's total disposable income exceeds $360 billion.[7]

So, it's no surprise that hoteliers are making moves to appeal to these audiences through technology.

45%

45% of hotel executives said they're planning to upgrade their in-room entertainment by 2025.[2]



The value of enhanced customer loyalty program execution

Customer loyalty programs are a great way to reward guests for their repeat business.

Loyalty program members contribute between 30-60% of room revenue and tend to pay higher rates than non-members.[8]

But, if it's difficult to access or utilize those rewards, customers don't always see the value of the program.

In-room TVs can help to bolster the loyalty experience. By connecting guest TVs to back-end systems that facilitate your loyalty program, you can open a loyalty portal in each and every room.

Not only can this serve as a constant reminder that your business values loyal guests—**making rewards easy to access through in-room TVs increases the likelihood that guests will use them during their stay**, increasing their perceived value of your loyalty program as a whole.

Value of revenue from on-property amenities

Guests are spending more time and money outside their rooms while on-property. Amenities like the spa, bars and restaurants, dry cleaning, and concierge services are driving major revenue for hotels.

49%

49% of hotel executives expect non-room revenue to represent an increasing share of their hotel's revenue over the next three years. In 2021, this figure was 23%.[9]

39%

39% of hotel guests want to order room service digitally.[2]

Just like with your loyalty program, integrating in-room TVs with request, booking, or reservation software **makes it easier for guests to find and utilize paid on-site services and experiences**. And when guests can use their TV to easily book a massage, a dinner reservation, or a guided tour from the comfort of their freshly turned-down bed, that means more opportunities for your hotel to earn revenue from those services.

In 2022 alone, a major hotel brand piloted Digital Dining using in-room TVs at two of their properties—and generated over $420,000 in additional revenue.

Value of employee experience and operational efficiency

Advanced in-room entertainment platforms don't just benefit your guests—they can also ease workflows for your employees. In a competitive labor market, it's hard to overstate the value of tools that support and empower workers.

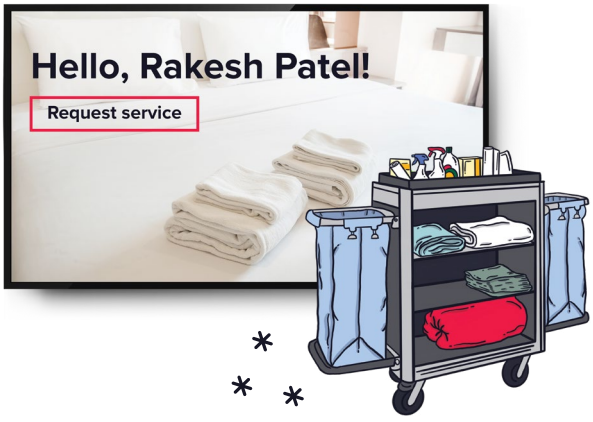
34%

34% of guests said slow service resulting from a staff shortage would be their #1 deterrent to rebooking a hotel.[2]

65%

65% of hoteliers said "incorporating new technologies for staff" best describes their strategy to weather labor shortages and attract new talent.[2]

Using guest TVs to deliver self-service options for housekeeping requests, checkout, maintenance, and other services reduces time-consuming tasks for your front desk staff, who'd otherwise have to field those requests manually.



54%

54% added that their highest priority is to adopt tech that improves or eliminates the need for the front desk experience between now and 2025.[2]

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If you're worried that these efficiencies will impact the guest experience, you'll be relieved to know that self-serve options are something travelers don't just enjoy, but prefer. **Guests crave contactless experiences that limit the need to contact staff**—something that benefits staff and guest health and wellbeing, while helping alleviate staff workloads and increase operational efficiency.

52%

52% of guests prefer digital experiences over in-person encounters with staff.[10]

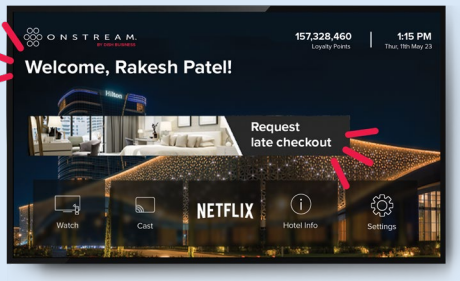
77%

77% of travelers are interested in using automated messaging or chatbots for customer service requests at hotels.[2]

39%

39% of guests said they want a fully contactless experience for all basic hotel transactions (check-in/out, food & beverage, room keys, etc.).[2]

It pays to transform guest entertainment



All of this considered—there's a clear financial incentive to invest in modern guest entertainment technology.

With DISH Business, hoteliers can elevate entertainment, streamline hotel operations, and stay ahead of evolving guest and employee expectations.

Our technology powers efficient self-serve experiences across your entire property and is designed to evolve with hotelier needs while providing the best value for your business. With DISH Business, your hospitality technology will never be behind the times, and your guests will always find something to delight in.

Learn more about how you can elevate your hotel experience while unlocking new revenue streams with DISH Business.

Visit

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