

# North American Hoteliers See Continued Growth Through 2019

10 Key areas that digital signage give guests a stay they'll remember



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Smart Platform Digital Signage - 55SM5KD

“the best performing hotels will offer customers a personalized experience across their entire guest journey”<sup>(3)</sup> *John Hach, Senior Industry Analyst, TravelClick*

## INTRODUCTION

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As hotel operators strive to provide a differentiated and personalized stay experience, they are quickly realizing the important role digital technologies play in this endeavor. In fact, recent study revealed that 65% of those surveyed indicated that they like to use innovative and new technology when they interact with a hotel and are willing to pay more.<sup>(1)</sup>

Digital signage is another key technology hotel operators can employ to help provide a more engaging, memorable stay.

In the recently released Digital Signage Future Trends Report, published by Digital Signage Today, 61% of all respondents listed “customer experience” as the top reason companies will invest in digital signage in the next two years, followed by “increased customer engagement” at 49.3% and “branding” at 45.8 percent.<sup>(2)</sup>

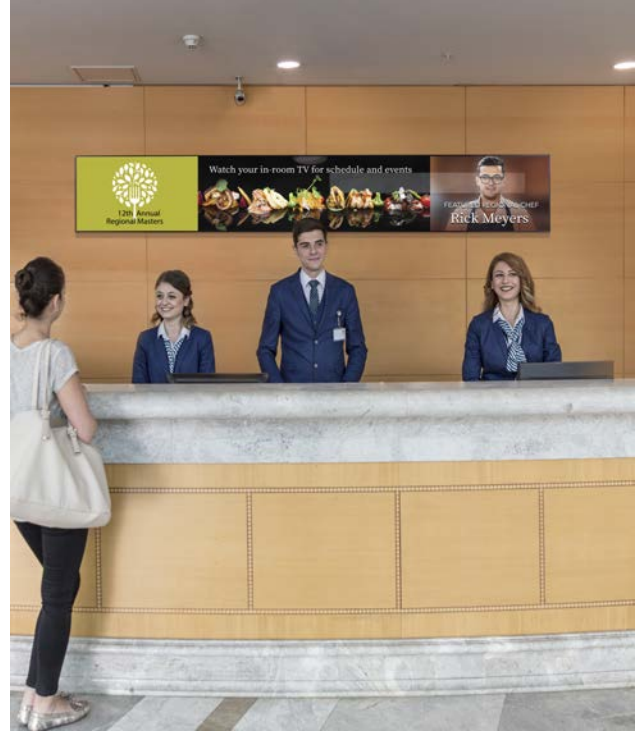
While hotels have been using digital signage to communicate on-site activities and local attractions to their guests, many of them are now looking for additional ways to deploy digital signs throughout their property to improve customer service and provide a complete, satisfying experience. John Hach, senior industry analyst, TravelClick, notes that “the best performing hotels will offer customers a personalized experience across their entire guest journey – giving them a reason to book the hotel initially and stay again as repeat, loyal guests.”<sup>(3)</sup>

# 1 WELCOME GUESTS WITH PERSONALIZED GREETINGS

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Digital Signs in hotel lobbies can welcome groups, display event schedules and promote on-site and local activities, dining options and special promotions.

Ultra-Stretch or Large Format digital signs, located in lobbies can serve to greet guests with personalized messages and other important information



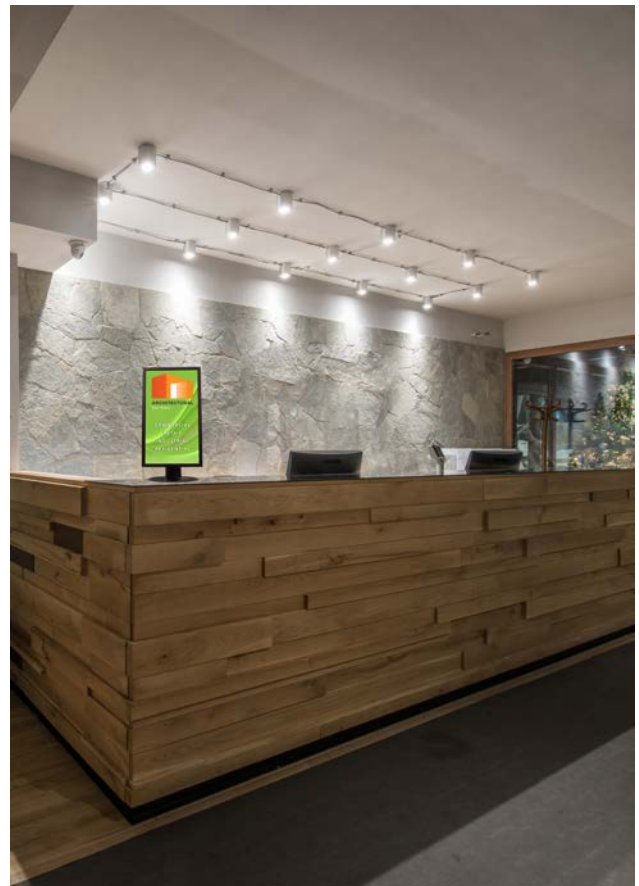
Ultra-Stretch Signage- 86BH5C

# 2 SPEEDY AND SECURE SELF-SERVE CHECK-IN

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Guests will appreciate the shortened wait times and enhanced privacy provided by small format self-serve check-in displays. This personalized experience increases revenue by letting guests control their stay with selections like upgrading their room, scheduling spa treatments or other on-site amenities. Guests then download a virtual room key on their smartphone to open their room's door.

The efficiencies continue when the guest turns on LG's Pro:Centric® in-room TV. All of the selections they chose are displayed along with their personalized schedule.



Small Signage - 22SM3B

# 3 MAKE WAYFINDING EASY

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Guests will also appreciate how digital signs can display maps to make it easy for them to find their way around large properties.

Interactive touchscreen digital kiosks located throughout the property are an excellent means of providing wayfinding. Best of all, they're easy to update in real-time.



Ultra Stretch Display - 88BH7D

# 4 PROVIDE A PERSONALIZED CONNECTED-ROOM EXPERIENCE

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Provide guests today's with the ability to stay connected and be entertained. LG's Pro:Centric® Direct technology can deliver personalized messaging to individual guest room TVs, push real-time information like weather, hotel events and guest amenities, and streamline in-room activities such as check-out, message retrieval, in-room dining and program selection. Guests can also be provided smart apps to keep them connected with family, friends, and business associates.

Digital Displays featuring Pro:Centric technology provide a premium smart solution with UHD content delivery.



Wallpaper LG OLED Display - 55EJ5C

## 5 DELIVER NEWS AND WEATHER INFORMATION

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Local/national news and weather forecasts will also be appreciated by busy travellers, and can be displayed in the lobby and on in-room TVs. The ability to quickly change content on digital displays makes it easy to update and edit information, ensuring that your content stays fresh and relevant for increased guest engagement.

Large format displays in high traffic areas deliver relevant news, announcements, and property events in real-time, encouraging daily interaction.



Commercial Lite Ultra High Definition TV - 65UX340C

## 6 DIGITAL CONCIERGE STATIONS ENGAGE GUESTS

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Interactive touch-screens located throughout the hotel encourage visitors and guests to get information such as local events and dining options, including the ability to book reservations or purchase event tickets. Guest can conveniently check their flight information, print travel itineraries and boarding passes\*, freeing them up to discover more about the hotel's amenities .

Digital concierge stations also reduce a hotel's additional labor costs allowing employees to concentrate on other tasks or services.



Smart Platform Digital Signage - SM5KD Series

\* Printing from touch screens are an add-on function provided by a property.

# 7 INVITING LOUNGE AREAS

Hotel guests, many of whom travel alone, will certainly appreciate the opportunity to relax, enjoy a beverage and watch a sporting event or popular show in the hotel lounge. Digital signs can also multitask in lounge areas,

displaying food menus and beverage options, as well as highlighting on-site activities and amenities. Video walls display sporting events, news programming and popular shows while also serving as menu boards.

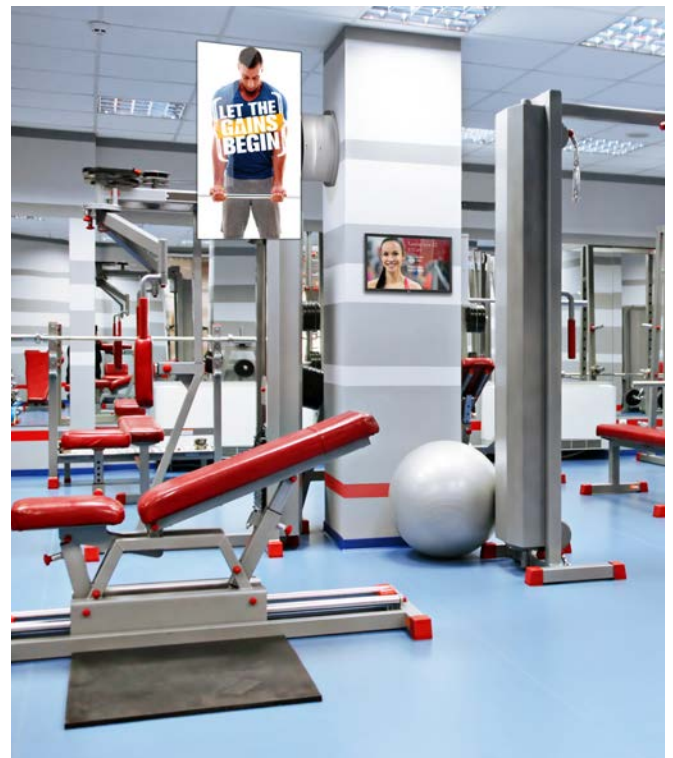


Super Narrow Bezel Video Wall - 55VH7B-H and Multiple Screen Split-Ultra HD Signage - 75UH5C

# 8 THE SELF-SERVICE FITNESS CENTER

A survey conducted by American Hotel and Lodging Association found that the average number of hotels with free fitness facilities has risen to 85%<sup>(5)</sup>. Digital signs displaying interactive content, such as Fitness On Demand™, can transform the typical hotel gym into an exciting, dynamic fitness center that can provide an immersive environment for individual or group workout sessions. Best of all, workout sessions can be made available 24-hours a day to accommodate early risers and night owls.

Large Format Digital Signs can be synchronized or configured as individual fitness stations, allowing guests to program a “one-on-one” workout.



Dual-View LG OLED Display - 65EE5PC

# 9 INCREASE REVENUE

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Digital signage can also be used to increase revenue opportunities throughout the property. In hotel gift shops, digital signs can highlight key items or special promotions that catch the attention of shoppers. They can also be used as menus in dining areas to increase sell-up and simplify the order process for greater efficiency. Hotels that offer live events will benefit from an attention-grabbing digital sign that can morph into a brilliant show marquee.

# 10 SAFETY FIRST

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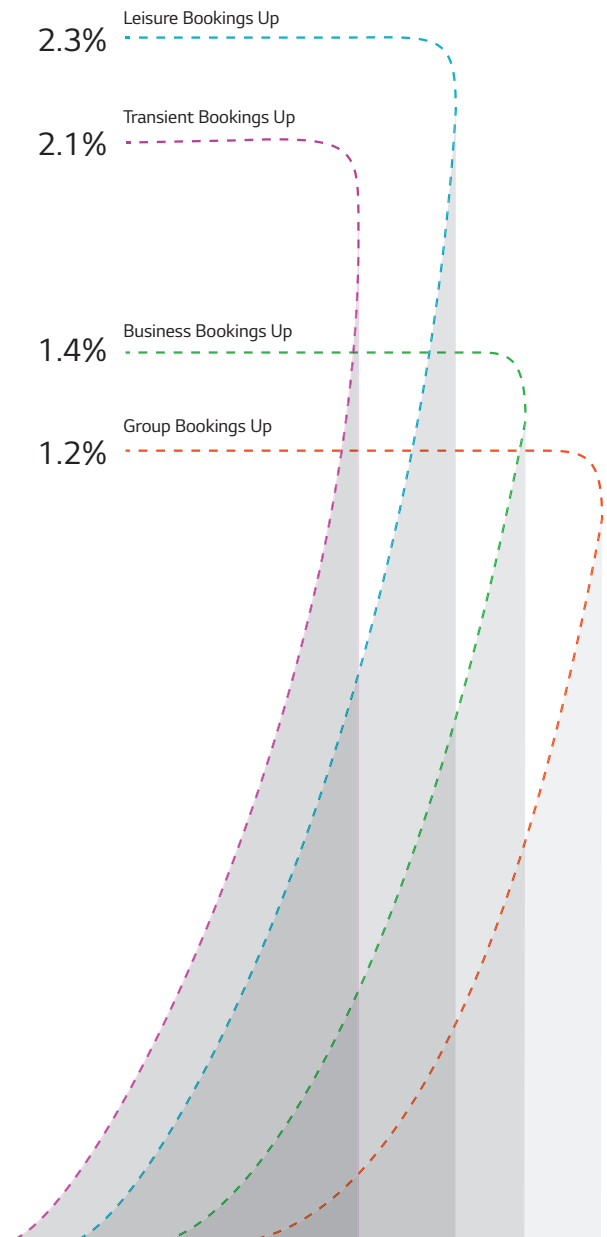
Insuring the safety of everyone on property is a top priority. In the event of an emergency a digital signage network can deliver critical information without delay and provide necessary directions to insure the safety of everyone on the property all in real-time.

# PUTTING IT ALL TOGETHER

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The complexity of managing the operations of a hotel and focus providing an outstanding customer experience to each guest is no easy task. A fully integrated digital signage network can deliver real value-added benefits that guests will appreciate, while reducing staff labor demands by creating efficiencies from check-in to check-out, and eliminating the need to constantly replace outdated printed signs.

## HOTEL BOOKINGS THROUGH MARCH 2019<sup>4</sup>





## CONSUMER OR COMMERCIAL GRADE DISPLAYS?

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### **Durable Design Delivers Lifetime Value**

While the initial cost of consumer displays may be lower than commercial-grade displays, they are not built to withstand the demands of commercial environments, nor are they intended to be used 24/7. They also have shorter life spans, meaning they are more likely to require replacement sooner, which could end up costing more in the long run. Commercial-grade displays are far more durable, built to withstand high user rates, and provide the feature-set and flexibility required for dependable performance over an entire network. Consumer-grade digital displays also have limited warranties, which in many cases are actually void in a commercial environment.

### **Optimized Feature Set For More Intuitive Network Management**

Commercial displays are optimized with features for each specific use. LG hospitality displays feature LG's Pro:Centric solution that provides property wide communication from a central location on-site or remotely. It can integrate with current property management systems to control content, deliver personalized messaging, push real-time information like weather, hotel events and amenities and streamline in-room activities, such as check-out, message retrieval, in-room dining and program selection. LG Hospitality displays also feature Pro:Idiom, to prevent any illegal copying of content by the widely used DRM (Digital Right Management).

### **webOS Smart Signage Platform Simplifies Content Management**

LG Commercial displays also include the webOS Smart Signage Platform, giving operators powerful multimedia capabilities and the critical management tools needed to address enterprise-class requirements from a central location or remotely, to monitor and control each display around the clock.

<sup>1</sup> HT's 2018 Lodging Technology Study from Hospitality Tech.com's Customer Engagement Technology Study 2018 <https://hospitalitytech.com/2018-customer-engagement-technology-study-plugging-digital-minded-consumer>

<sup>2</sup> Digital Signage Today from Digital Signage in the Hotel Industry Guide [https://nmgprod.s3.amazonaws.com/media/filer\\_public/d9/41/d941ed39-5bb0-483b-ba2b-d18eacdbc14b/lg\\_electronics\\_guide\\_2017\\_final.pdf](https://nmgprod.s3.amazonaws.com/media/filer_public/d9/41/d941ed39-5bb0-483b-ba2b-d18eacdbc14b/lg_electronics_guide_2017_final.pdf)

<sup>3</sup> Hotel Business from In Q2, Hoteliers See Continued Growth in North America Article <https://www.hotelbusiness.com/report-in-q2-hoteliers-see-continued-growth-in-north-america/>

<sup>4</sup> Hotel Interactive Hotel News from North American Hoteliers Spring Into Second Quarter Of 2018 With Continued Growth <http://www.hotelinteractive.com/article.aspx?articleid=41320>

<sup>5</sup> The 2016 Lodging Survey Hotel Trends: An inside Look At Popular Amenities and Guest Services [https://www.ahla.com/sites/default/files/1128\\_AHLA\\_RandomFacts.pdf](https://www.ahla.com/sites/default/files/1128_AHLA_RandomFacts.pdf)

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