



OREA introduces Wallet Keys stored directly in guests' digital wallets through direct cooperation with Vingcard..

Customer:

OREA Hotels & Resorts is the largest Czech hotel group. Its portfolio includes city hotels, resorts, spa hotels and apartment accommodations.

Challenge:

With a goal of providing seamless convenience from the moment of arrival, OREA aimed to ensure that its guests no longer need to search for a key card in their wallet, worry about leaving it in the room or deal with losing it while moving around the hotel.

Solution:

OREA is among the first hotel brands in the European Union to introduce digital wallet compatible hotel keys through direct cooperation with Vingcard, with support for devices running on either iOS or Android. The new solution is currently available at OREA Place Seno in central Prague and OREA Resort Sklář. OREA is introducing the new feature gradually at each hotel to ensure compatibility with existing lock systems, the necessary technology upgrades and integration with internal systems.

After making a reservation, guests access the MyOREA web app, enter the required information and complete the online check-in process. Once a room has been assigned, they can download and add the key directly to a digital wallet. Guests can unlock their room using the device on which they have stored the digital key, typically their mobile phone or smart watch. The plastic key card can therefore stay in the room, for example to activate the electricity.

Initial operational data confirms the positive feedback from guests. Although OREA has not yet actively promoted digital keys, approximately 15% of guests who have had access to the feature have used it since the pilot program began. For OREA, this is a better-than-expected result and confirms that guests are ready to embrace digital solutions of this kind.

- Guests using Wallet Keys can simply tap their smartphone or watch near a door lock reader for secure and instant room entry.
- Wallet Keys functions without requiring Wi-Fi or mobile network connectivity.

"At OREA, we do not see digitalization as a replacement for personal service, but as a way to make our guests' stays easier and free our teams from unnecessary administration. MyOREA and digital keys are a natural next step towards a modern hotel service that is convenient and secure while remaining personal."

- Gorjan Lazarov, CEO of OREA Hotels & Resorts

