

# Hotel Tech Report

## 5 Ways Technology is Redefining the Hotel Guest Experience



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# 5 Ways Technology is Redefining the Hotel Guest Experience

In this article, we'll explore how innovations are transforming the guest journey from arrival to checkout, why integration across systems is critical, and what forward-thinking hoteliers must do now to stay competitive in an increasingly digital-first world.

Jordan Hollander for [Hotel Tech Report](#)  
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Imagine walking into a hotel after a long journey – no lines, no paperwork, no waiting. Your phone buzzes: your room is ready, your key is digital, and inside, the thermostat is already set to your perfect temperature.

Today's travelers don't just appreciate this level of seamlessness – they expect it. With nearly half of hotel guests now preferring to check out via smartphone and 43% of luxury guests expecting not to wait in lines ([2025 State of Guest Tech Report](#)), mobile-first convenience has become the new baseline. At the same time, technologies like AI are quickly moving from novelty to necessity, with 58% of guests believing AI can meaningfully improve their stay.

This shift isn't just changing guest preferences – it's reshaping the foundation of hotel operations. From mobile check-in and keyless entry to smart room personalization and AI-powered service, technology is now the core driver of exceptional hospitality. In this article, we'll explore how innovations are transforming the guest journey from arrival to checkout, why integration across systems is critical, and what forward-thinking hoteliers must do now to stay competitive in an increasingly digital-first world.



**Luxury Guests Expect  
No Lines**

**Wallet Keys by Vingcard**



69%

**Guests Prefer Smart-Enabled Rooms**

58%

**58% of Guests Believe AI Can Improve Their Hotel Stay**



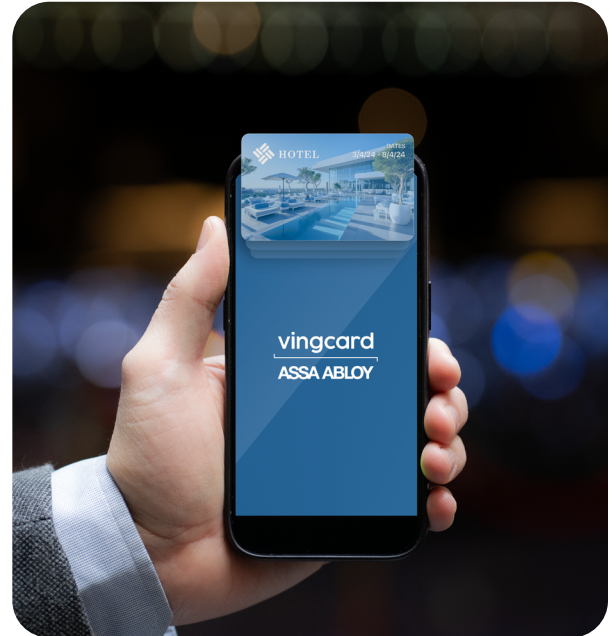
# 43% of Luxury Guests Expect No Lines

## The Shift Toward Contactless Check-In and Mobile Access

Today's guests want autonomy and speed. Self-check-in kiosks, mobile apps and contactless entry are growing fast, with nearly 80% of travelers now wanting mobile key availability. Two thirds of guests actively look for properties that allow them to use their personal device as a secure digital key.

Solutions like Vingcard's [Mobile Access](#) allow hotels to deliver digital keys via smartphone apps or digital wallets. Recent advancements include web-based provisioning, so guests can get their key via a link – no app download required.

Operational benefits are just as big: reduced lobby congestion, lower plastic keycard costs and improved staff productivity. Plus mobile keys can integrate with loyalty programs, payment systems and guest profiles for a seamless stay journey.



# 69% of Guests Prefer Smart-Enabled Rooms

## In-Room Technology Is Now Essential

Smart room experiences are becoming the new norm. From voice controlled lighting to AI-powered virtual assistants, hotels are turning guestrooms into [responsive, personalized environments](#). Guests can control lights, climate, entertainment and even drapes using voice commands or mobile apps – or let the room do it automatically based on saved preferences. Advanced PMS integrations can detect when a guest enters their room and trigger their preferred settings: temperature, lighting and even content on the TV. This level of personalization leads to higher satisfaction and repeat bookings. Virtual assistants acting as 24/7 concierges can answer questions, place room service orders and book experiences – reducing staff burden while enhancing service.





## 58% of Guests Believe AI Can Improve Their Hotel Stay

### Using Big Data and AI to Anticipate Needs

Modern hotel tech is getting more and more data driven. AI and machine learning platforms aggregate guest information – including prior bookings, reviews, loyalty activity and social media behavior – to offer predictive service and relevant upsells. Research shows that effective use of big data can increase revenue per room by up to 5%.

AI tools help hotels recommend amenities to the right guests: family travelers see game rentals and dining plans; business travelers get offers for meeting rooms or early check-in. These insights also allow for memorable touches, like celebrating a returning guest's anniversary or birthday. With 81% of travelers wanting personalized recommendations, the ability to anticipate rather than react is becoming a key differentiator.

# Optimizing Operations Through Smart Monitoring

Guest-facing tech isn't the only transformation happening. Smart sensors and IoT devices are being deployed behind the scenes to make operations leaner and greener. Motion sensors integrated with [energy management systems](#) automatically adjust lights and climate controls in vacant rooms, potentially saving a 200 room hotel over \$20,000 a year. Housekeeping, maintenance and F&B teams benefit too. Real-time occupancy data helps staff prioritize room cleanings and reduce disruptions. Asset tracking tags save employees hours searching for equipment or amenities, ensuring faster service and smoother workflows.

## Enhancing Security with Digital ID and Biometrics

The future of guest check-in is fast, secure and paperless. Digital ID platforms allow guests to submit ID in advance or verify identity through biometric scans at arrival. This not only speeds up check-in but also reduces fraud risk by up to 49%. Biometric systems – including facial and fingerprint recognition – are gaining traction, especially in high-end and tech-forward properties. When integrated with mobile keys and PMS systems these technologies form a seamless, secure check-in and access experience that today's guests expect.

## Location Based Personalization and Services

Location aware services are another rising trend. Beacons and GPS tech can trigger personalized promotions when guests pass by the spa, restaurant or lobby bar. Staff can receive task assignments based on real-time location, increasing efficiency and responsiveness. Some hotels are even using location data to predict guest movement and serve up services. If a guest is near the pool at lunchtime, the system might offer food and beverage specials or alert staff to deliver a towel.









## From Innovation to Expectation

With 69% of guests now expecting smart features during their stay, hotels have no choice but to deliver connected experiences every step of the way. From digital ID and mobile entry to AI powered personalization and green operations, hotel tech is moving fast – and so are guest expectations.

The winners in this next chapter of hospitality will be the brands that make smart tech the new normal, not the novelty. The future isn't just digital; it's seamless, personalized and here now.



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