



With GDPR Compliance Looming, Top Hotel Managers **Rank Security as Their Number 1 Priority**

We have interviewed over a 100 General Managers of London's Top 4 and 5-star hotels. This infographic presents the highlights of our findings and provides their view on improving the guest experience.

> Hotel managers rank the following topics as the most important when it comes to improving the guest experience:









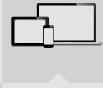
















Loyalty programme

Offers and incentives

Support for guest mobile devices

In room automation

Centralised contact centres



of hotel managers see room for improvement when it comes to their guest experience offering.

How hotel managers are looking to monetize services further:



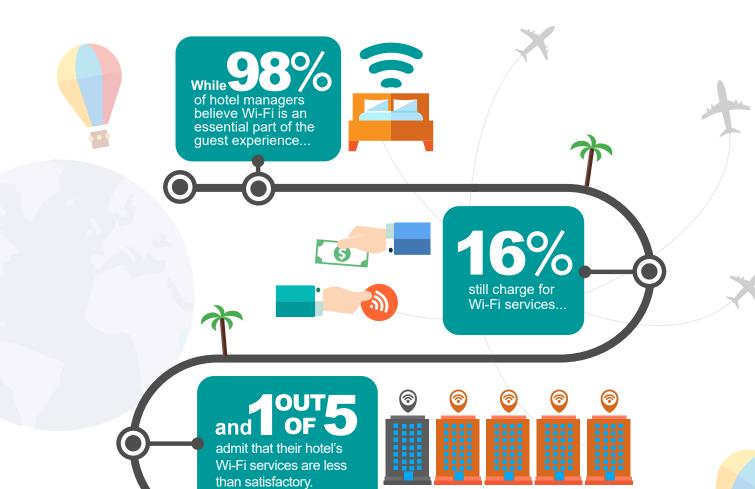






see smartphone advertising as the most interesting option.







still see the value of having a phone

in each room.

ONLY of the hotels have

recently upgraded their switchboard. have not upgraded for a number of years.



of hotel managers say taking control of IT operational costs is one of their top priorities for 2018.

