

Hotel services & amenities

Upgrade Guest Experience

mastering the screen media



Hotel services & amenities

Building Awareness

Automate your messages
Manage your Screens

[my panel TV.com](http://mypanelTV.com)

Upgrade with **PANEL**^{TV}

Ancillary services: A Revenue Opportunity

will your guests
experience MORE ?

? are you
promoting
all revenue streams



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What's next ?

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let's spend some.. \$€



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FOCUS on ancillary services

Revenue split

Revenue Center (per room night)	Direct—hotel website and voice
ADR	\$260
Length of stay	4.07
Room Revenue	\$1,058
Total Revenue	\$1,896
Golf	\$388
Fitness/Spa	\$214
Recreation	\$34
Retail	\$50
Dining	\$152

*Example from a typical upscale,
independent resort on the East Coast of the US*

Ancillary services
may account for..

80%

additional revenue

Upgrade with ..Panel TV's InfoChannels

in Room or Apartment

- A relaxing moment to promote !
pool events, dinning specials, well-being packages..
- ..with your Hotel's own **Men's or Woman's "TV channels"**
sport or gossip news, rent-a-car, excursions programs
dancing lessons, guided tours, gym & spa proposals..



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Reputation & Previous Experience > 35%

Reasons for selecting a hotel

	Guest Residence							
	North America		Europe					Japan
	Canada	United States	France	Germany	Italy	Spain	United Kingdom	Japan
Convenience/Location	35% (1)	40% (1)	40% (1)	42% (1)	31% (1)	37% (1)	43% (1)	51% (1)
Price	25% (2)	29% (2)	19% (2)	22% (2)	16% (3)	17% (3)	29% (2)	37% (2)
Previous experience	20% (3)	23% (3)	18% (3)	22% (2)	15% (4)	19% (2)	25% (3)	16% (4)
Reputation	13% (4)	14% (5)	18% (3)	15% (4)	22% (2)	16% (4)	20% (4)	12% (5)
Recommended by someone	5% (6)	5% (6)	9% (5)	12% (5)	11% (5)	14% (5)	9% (5)	5% (7)
Rewards program member	9% (5)	16% (4)	9% (5)	9% (6)	3% (7)	7% (6)	9% (5)	6% (6)
Corporate policy	1% (9)	1% (8)	2% (7)	2% (9)	3% (7)	2% (8)	1% (8)	2% (8)
Package deal	5% (6)	3% (7)	2% (7)	5% (7)	8% (6)	4% (7)	6% (7)	17% (3)
Environmentally friendly	2% (8)	1% (8)	2% (7)	3% (8)	3% (7)	2% (8)	1% (8)	1% (9)

This table shows the percentage of guests from each country who select the reason listed when choosing a hotel. The number in parentheses reflects the rank order of these percentages.

Percentages do not add up to 100% as guests could select multiple reasons.

Sources: J.D. Power 2011 North America Hotel Guest Satisfaction Index Study™

J.D. Power 2011 European Hotel Guest Satisfaction Index Study™

J.D. Power 2011 Japan Hotel Guest Satisfaction Index Study™

Reasons for selecting a Hotel...

Target perceived value



Looking into popular amenity rankings

Overall

1. Complimentary breakfast
2. Restaurant
3. Internet/Free Wi-Fi
4. Parking
5. 24-hour front desk service
6. Smoke free hotel
7. Swimming pool
8. Bar
9. Air conditioning
10. Coffee/tea in lobby

In Room

1. Internet/Free Wi-Fi
2. Bathroom shower
3. Room size
4. TV
5. Air conditioning
6. Coffee/Tea
7. Non-smoking rooms
8. Premium bedding
9. Daily housekeeping
10. Mattress type

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Improve Operations --> Increase Satisfaction

Reception

check-in waiting times
impact
guest satisfaction



Minutes until guest satisfaction index drops by 50 points

Improve Communication --> Better Experience

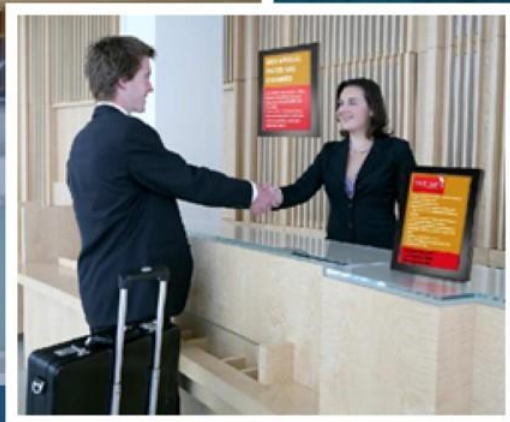
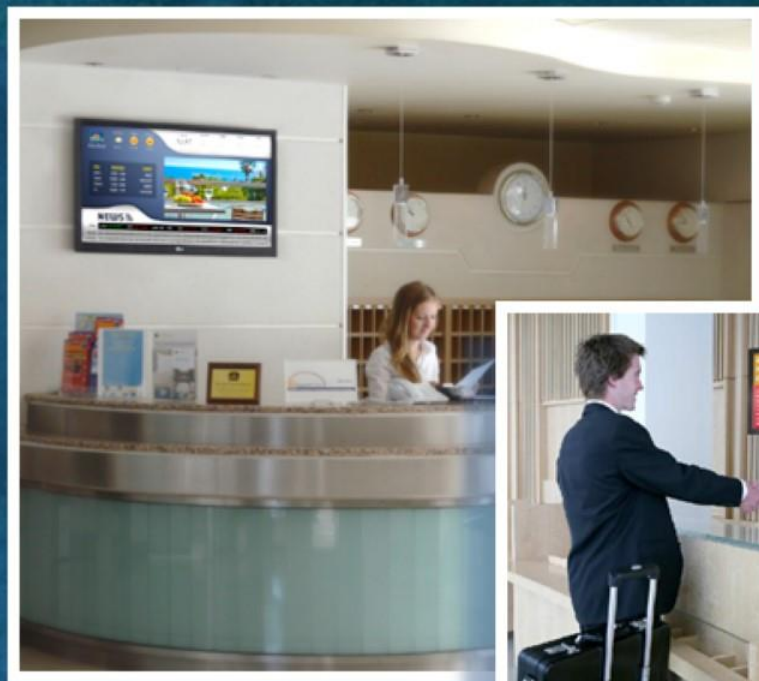
Reception /
Lobby

Guidelines on the fly

Avoid repetitive Q&As

Provide useful information

Show your best available and Up-Sell!

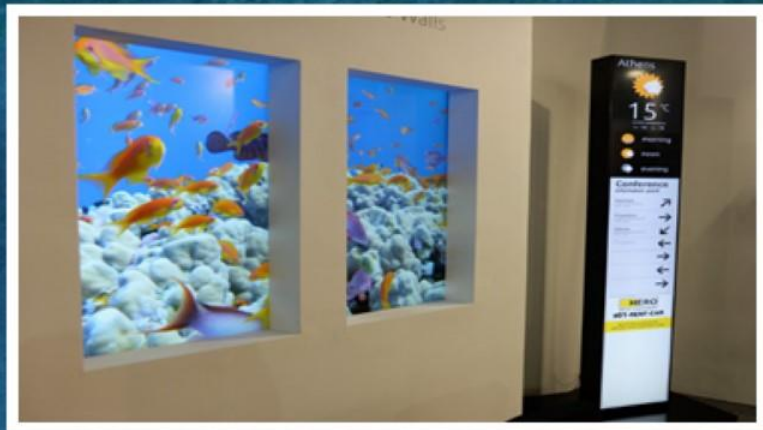


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Modern Aesthetics --> with a digital flavor

create opportunities for
Unique Experiences

..have you seen this!



Panel TV is working for
“a greater perceived **guest** experience”

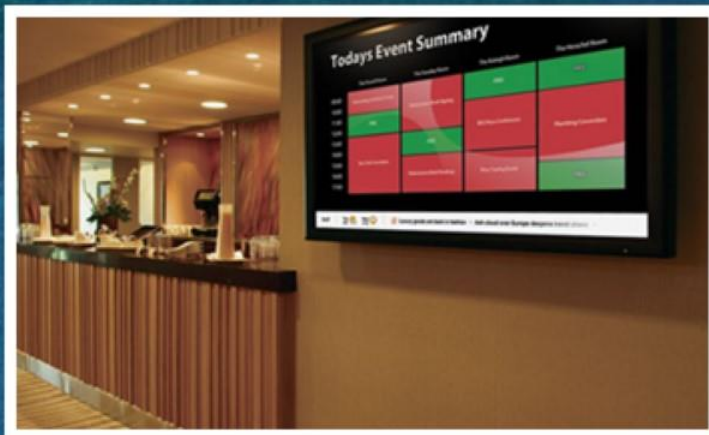
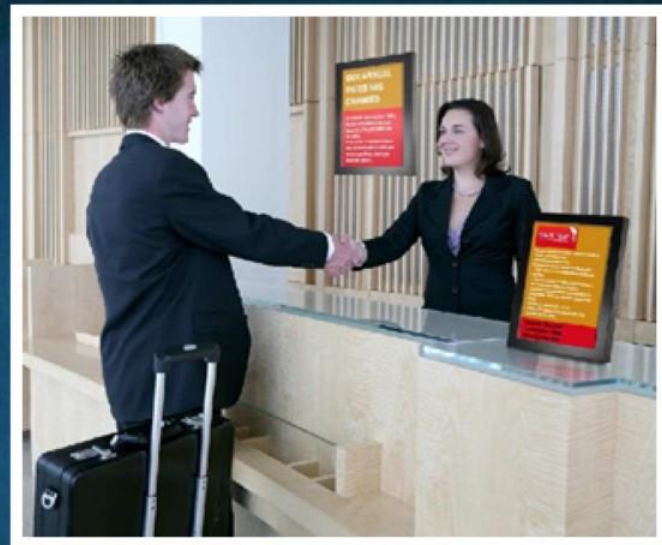
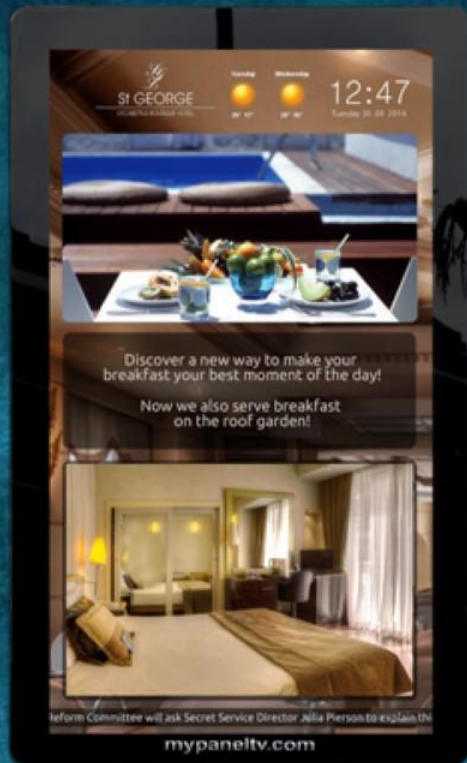
G - Great and
U - Unique
E - Experience leads to
S - Satisfaction &
T - Trust



Reception

Centrally manage
any message on
any type of screen

Wall monitors, TVs, Tablets



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Lobby, cafe

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Customize Lobby TVs



! wow kids & parents

Pool, restaurant, gym..

Update menus
Show your Hotel App

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Change the view

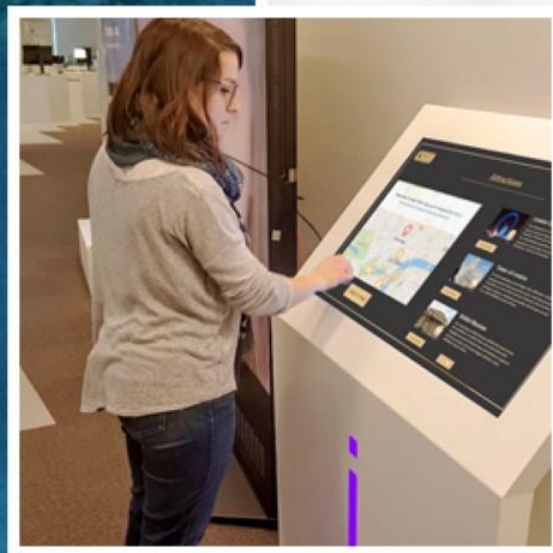
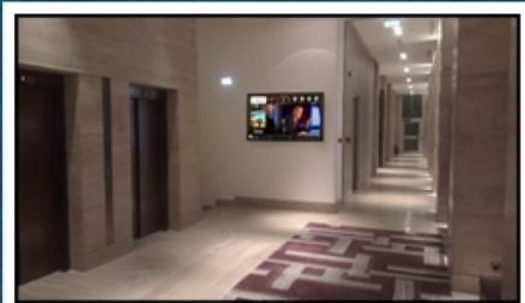


Reveal specials



meeting points, elevators,
conference rooms

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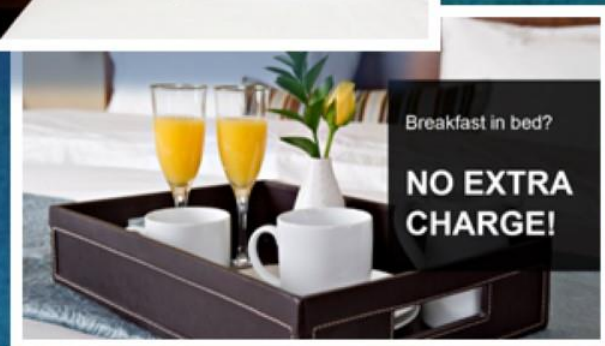
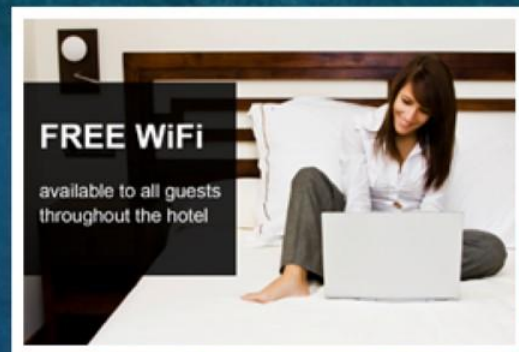
**Give Directions
Promote services**



in Room or Apartment

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Directory on any TV
Services promotion
Location opportunities



Architectural
transformations

UpSale Tools

Provide Directions
& Timetables

Digitally Renovate

infoChannels & screens in multiple roles

Eliminate
Reception FAQs

Touristic Guidance

On Screen
Directory Services

For a Better Guest experience
and Services Profitability

Automate your communication
through out your Hotel or Chain

It is time to Select your Screen Media Partner

14 years expertise on



Design & Built of InfoChannels,

Dynamic Digital Signage and Interactive Experiences

my Panel TV .com



we understand your business

The roles, the services, the systems, client habits

delivering experiences - NOT screens

value adding: we design & prepare the content

can think different & deliver more than expected

comprehensive approach - hands on experience

Content Creation, Media Programming, MM Ergonomics, Technology, Media Operation

Experts in

[my panel TV.com](http://mypanelTV.com)

Dynamic Digital Signage
Hotel InfoChannels