



Design a **Five-Star** Guest Experience

Digital Signage, Content Management & Back-of-House Solutions for Hospitality

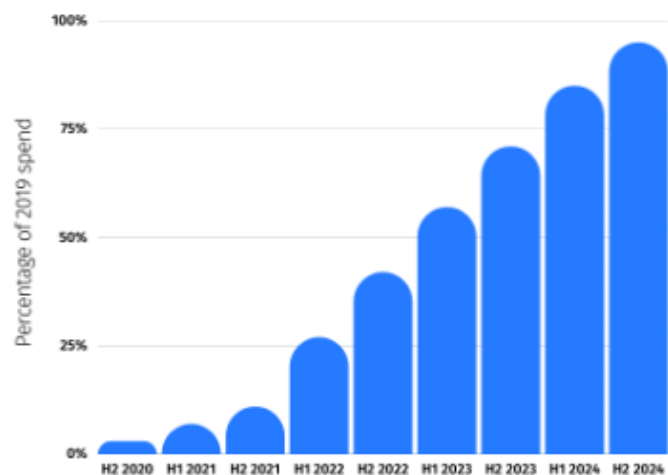
Introduction

The hospitality industry is recovering from the pandemic: Thanks to consumer confidence in travel safety, evolving public health outlooks, and a healthy work-from-anywhere movement, Deloitte reports that demand for travel and lodging surpassed half its pre-pandemic level as of late 2022 and is expected to fully recover by 2024.¹ This rebound rekindles opportunities for hospitality brands, but higher customer expectations than ever come with that.

With 60,000 hotels in North America alone, creating a compelling guest experience is essential to remaining competitive, bolstering reputation, maintaining loyalty, and keeping guests coming back.² Decision-makers must strive to create wow-worthy first impressions, streamline logistics and touchpoints, and personalize experiences.

Customer experience is primarily measured in terms of customer satisfaction ratings or NPS – but the determinants of those scores are a culmination of countless tiny factors, many of which are out of the customer's sight.

Corporate travel spend is projected to recover to pre-pandemic levels by 2024



Source: "2023 Travel Industry Outlook." Deloitte. 2023.

As evident in reviews on Google, TripAdvisor, Yelp, and Facebook, customers form and report their opinions based on the big picture, evaluating how the efficiencies, amenities, and resources available during their stay improve their overall experience. Improving the customer experience at this scale requires expert staff and top-of-the-line technology systems. In fact, almost three-quarters of guests are more likely to return to a hotel that meets their technology needs.³

The right content management software (CMS) can help hospitality managers design a five-star experience for guests and their employees alike. Deployed with well-executed interactive signage for events, amenities and promotions, a strong CMS can extend your hospitality in guest-facing contexts and serve as a sturdy backbone for back-of-house communications.

¹"2023 Travel Industry Outlook." Deloitte. 2023. <https://www2.deloitte.com/us/en/pages/consumer-business/articles/travel-hospitality-industry-outlook.html>

²"Independent Hotels in the U.S. Pressured by the Big Brands." Skift. March 1, 2023. <https://skift.com/2023/03/01/independent-hotels-in-the-u-s-pressured-by-the-big-brands/>

³"Customer Engagement Technology Study 2022: Embracing Digital Transformation." Hospitality Technology. 2022. <https://hospitalitytech.com/customer-engagement-study-2022?from=gate>

Guests won't always know how the CMS supports their experience. Still, they will sense that the hotel experience is better because the system prioritizes their needs – creating personalized, dynamic touchpoints, managing spaces, optimizing services, and ultimately delivering a seamless experience that keeps visitors coming back.

Today's Connected Guests Crave Service on Demand

Technology has become an essential aspect of the guest experience, and hotels that prioritize it can improve guest satisfaction and loyalty. To remain competitive and meet guest expectations, hoteliers cannot afford to wait to raise the standard. 78% of hotels anticipate a rise in technology investments in the next three years.⁴ Simultaneously, a significant number of hotel managers (35%) are considering upgrading their guest messaging technology in the future, while nearly 50% already did this before or during the pandemic.⁵



Among these upgrades, hospitality experts and guests alike report that contactless technology, work-from-anywhere accommodations, and space management tools are the most likely to enhance the customer experience.

Hotels must adjust their infrastructure to accommodate guests' needs, especially as remote and hybrid work maintains its footing. Face-to-face meetings, business travel, and events are once again driving growth for the industry: A survey found that 58% of event planners and traveling professionals prefer hotels that offer online meeting space booking.⁶ Hotels that make it easier to do business onsite have a significant advantage with this powerful customer vertical, and implementing a robust CMS that accommodates these demands is essential to remaining relevant and competitive.

Simultaneously, the content remains key. Consistent, engaging, automated visuals and messaging are among the most potent influences on audience decision-making and loyalty – yet the most challenging to master.⁷ A cohesive guest engagement strategy must seamlessly align content, technology features, and branding across all touchpoints and channels.

Keep Guests Informed with Ease

The latest developments in plug-and-play CMS solutions make it easy for screens throughout a hotel to be updated in real-time. When integrated into a robust content management tool,

⁴“Re-booting Revenue: Refreshing Strategies for 2022 and beyond.” Duetto. March 8, 2022. <https://www.duettocloud.com/special-reports/rebooting-revenue-2022>.

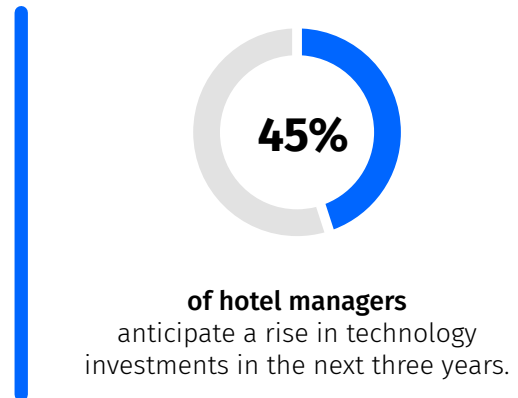
⁵“Hospitality in 2025: Automated, Intelligent...and More Personal.” Skift; Oracle Hospitality. 2022. <https://www.oracle.com/hospitality/hospitality-in-2025-report/>

⁶“2022 Cvent Planner Sourcing Report for North America.” Cvent. 2022. <https://www.cvent.com/en/resource/hospitality-cloud/2022-cvent-planner-sourcing-report-north-america>

⁷“State of Marketing 2023.” Hubspot. 2023. https://www.hubspot.com/state-of-marketing?__hstc=20629287.d7f786f2b04b2f0cafbfbde96ed5db79.1684777552116.1684777552116.1684777552116.1&__hssc=20629287.1.1684777552116&__hsfp=1136147948

reader boards and room signage are especially helpful in supporting the guest experience. Hotels have an opportunity to captivate guests with attention-grabbing visuals or widgets that enable guests to interact and explore the local area or learn more about the hotel's amenities.

Providing guests with accurate and timely information is necessary, but automating content updates within these systems can also improve operational efficiency and reduce the need for continuous staff involvement. This is especially important for workplace satisfaction: 45% of employees report less stress and burnout when their companies allow them to automate repetitive tasks.⁸ A strong CMS candidate should enable instant multi-screen control and content distribution: the ability to easily design, update and deploy messages, visuals, and schedule updates across all signage within the facility.



By integrating meeting space and event scheduling systems from top software providers – such as DELPHI, EMS, Micros, Envision, Tripleseat, Ungerboeck, Hyatt Envision, Opera and more – real-time updates and precise schedules can be automated across event signage.

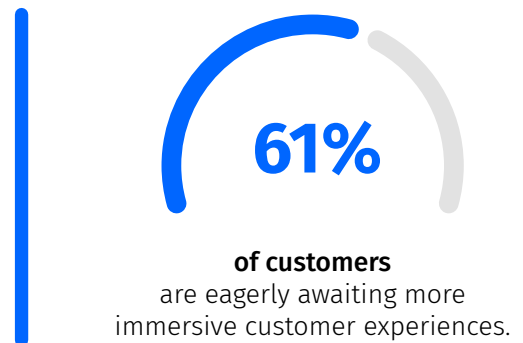
At the same time, the CMS should help to automate insights for existing platforms and streamline management into a single dashboard. Integrations with robust space management provide on-demand insights into meeting space status, including event destinations and information on which spaces are available for ad-hoc huddles. This eliminates the need for employees to switch between platforms or follow complex processes to update signage networks. This automation reduces upgrade and operational costs for hoteliers while ensuring guests stay informed and connected at every touchpoint.



⁸Zapier Report: Marketers lead the pack in automation at work." Zapier. 2021. <https://zapier.com/blog/report-marketers-lead-automation-use/#advantages>

Make an Impression that Sticks

Going above and beyond to create a great first impression matters: 56% of guests report higher satisfaction when the hosting facility creates moments that exceed their expectations.⁹ A positive greeting is crucial for encouraging repeat business. A guest's first touchpoint with their accommodations is often preceded by a long day of travel, paired with strong emotions from fatigue, frustration, or excitement to hit the ground running. As visitors enter the building, their first encounter is with the lobby. This initial impression sets the tone for their entire visit, making it crucial to get it right. The goal is to greet guests, provide them with directions, and inform them about the amenities available on the property.



An immersive experience employs visually engaging content and visuals that inform, entertain and guide customers as they begin their journey. Studies show that customers want more than just the basics: Nearly 61% eagerly anticipate more immersive, interactive experiences.¹⁰ Dynamic content also improves the retention of information, with studies demonstrating that interactive digital displays are 24% more effective in creating memorable experiences.¹¹

The emergence of contactless technologies also allows hotels to impress: 58% of industry experts report that contactless check-in, check-out, and mobile guest experiences are among the most popular guest-facing technology upgrades.¹² These technologies offer several advantages: For one thing, they enable guests to maintain control of their time – accelerating the logistics of their experience with a familiar, accessible interface. Self-service technologies also allow employees to prioritize urgent customer service requests, such as solving problems. Prioritizing these services is highly favorable for the hotel's reputation: Guests are 40% more likely to share positive reviews when a problem is fixed quickly.¹³

Immersive digital signage and virtual concierge experiences give hotels, conferences, and events a unique opportunity to captivate guests from the first touchpoint. With attention-grabbing visuals, dynamic information, and interactive widgets, guests can explore itineraries, learn about the local area, and receive directions on what's next. When unified with a robust CMS, hotels can align and deploy content across video walls, kiosks, reader boards, concierge boards, and more to ensure guests receive messages loud and clear, with consistent branding, elegant templates, and interactive features tailored to their needs.

¹⁰CX Trends 2023." Zendesk. 2023. <https://cxrends.zendesk.com/trends/introduction>

¹¹"DOOH expert cites neuroscience: 'Make it memorable.'" Digital Signage Today. Nov. 11, 2022. <https://www.digitalsignagetoday.com/articles/dooh-expert-cites-neuroscience-make-it-memorable/>

¹²"Hospitality in 2025: Automated, Intelligent...and More Personal." Skift; Oracle Hospitality. 2022. <https://www.oracle.com/hospitality/hospitality-in-2025-report/>

¹³Next-gen hotel guests have checked in: The changing guest experience." Deloitte. 2022. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-hotel-guest-experience-strategy.pdf>

Delight with Interactive Wayfinding & Virtual Concierge



Customers love convenience. Zendesk reports that 70 percent of customers expect a company to have a self-service portal or content available to them.¹⁴ As a result, self-service is emerging as a guest-favorite technology in the hospitality sector: 85% of travelers opt to use self-service tools for convenience and efficiency.¹⁵ While the availability of self-service solutions streamlines operations and provides direct service, a versatile CMS empowers hospitality managers to go beyond check-in and design a truly interactive virtual concierge. Kiosks, reader boards, and signage interfaces can enhance and personalize customer experiences by equipping guests with direction, information, and entertainment.

A robust CMS can improve guest wayfinding experiences with interactive integrations and functionalities. Guests expect a seamless communication solution that meets their needs, but engagement is also critical to ensuring a positive experience. An integrated system enables them to see unified content and receive the support they need from device to device – on any screen, kiosk, or tablet in the lobby or corridors.

With a feature-rich CMS and dynamic floor plan mapping, guests can enjoy additional interactive features, including ChatGPT-enabled conversations, that improve confidence and comfort while navigating the facility. Fastest-route generators, ADA-accessible routing, and dynamic map pop-ups to notify guests of nearby events and amenities. Custom overlays for your visual communications network can effectively showcase the area's attractions, restaurants, and amenities. You can further enhance the user experience by integrating OpenTable or similar websites to streamline booking. Adding integration with Google Maps can provide direction and local points of interest – from nearby attractions to top restaurants – as well as travel information and LEED information to serve as a one-stop, on-demand concierge for anything your guests may need throughout their stay.

Interactive and user-friendly navigation makes it simple for guests to locate their desired destinations within the hotel premises. When unified into the hotel's CMS, wayfinding apps and signage can also be a platform for real-time updates and customization. This not only eases staff workload by minimizing the need for constant assistance and directions but also improves operational efficiency by reducing congestion and streamlining guest flow. As travel conditions fluctuate, the signage network can drive revenue by providing an accessible medium to promote amenities, encourage in-house dining reservations, and advertise hosted events, excursion deals, and upcoming programs.

¹⁴Customer Satisfaction Score. Zendesk. 2022. <https://www.zendesk.com/blog/customer-satisfaction-score/>

¹⁵Next-gen hotel guests have checked in: The changing guest experience." Deloitte. 2022. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-hotel-guest-experience-strategy.pdf>

Efficient wayfinding is crucial for events, as it helps hotel guests to locate essential areas quickly and easily, such as exhibit halls, meeting rooms, concession stands, and other facilities. To ensure this process is as smooth and effective as possible, it is important to plan routes that can navigate area closures, construction, one-way routes, heightened security protocols, and setup. Additionally, displaying the shortest and most accessible routes to event destinations, complete with distance and estimated travel time, can help guests to make their way quickly and easily around the event space. It's important to ensure that all guests feel welcome, and a great way to do that is by incorporating translations and multilingual data into every aspect of the map. To help guests easily access the information they need to navigate the event space, hospitality managers should also seek a CMS that enables guests to transfer turn-by-turn directions from signage to mobile devices through simple QR code scans.

Wayfinding is essential for hospitality managers and event organizers to understand better and connect with their audiences throughout their journey. Using analytics provided by an interactive wayfinding system, organizers can gain insights into attendee traffic patterns, optimize show service hours, and pinpoint the ideal locations for event features in future shows. Moreover, data on search terms can offer significant insights into the attendees' interests and preferences based on the date and location, enabling event organizers to assess any missed opportunities or vital elements. By collaborating with the conference organizers and sharing top-level analytics, the hospitality venue can enhance the attendee experience and become a reliable partner.

Support the Guest Experience with Back-of-House Upgrades

Great guest experiences require an orderly back of the house and an informed and satisfied workforce. The global travel industry recovered in 2022, but a labor shortage crisis emerged due to employees finding work in other sectors after being laid off during the pandemic.¹⁶ Technology is essential to the hospitality industry's improvement plan: Sixty-eight percent of hospitality executives reported that incorporating new technologies to attract and retain staff best reflects their 2025 labor strategy.¹⁷



¹⁶"Global Hotel Review Benchmark: The Year in Reviews." Shiji ReviewPro. 2022. <https://reviewpro.shijigroup.com/education/data-report-q4-2022-reviews>

¹⁷"Hospitality in 2025: Automated, Intelligent...and More Personal." Skift; Oracle Hospitality. 2022. <https://www.oracle.com/hospitality/hospitality-in-2025-report/>

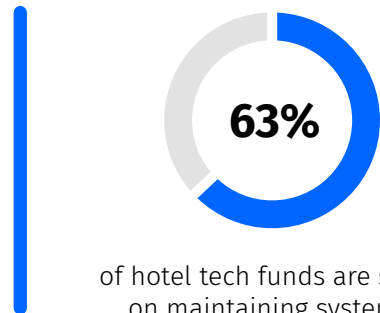
Outdated technical systems are commonly cited as barriers to employee success: 47% of hotel operators report difficulty integrating new technology experiences with their legacy solutions, leading to fragmented, outdated experiences.¹⁸ Being behind the times can lead to significant frustration and negatively impact employee satisfaction: 57% of employees report feeling restrained by legacy technology.¹⁹ This frustration can spike when new technologies do not work with existing infrastructure, and training needs to be more straightforward and adequate. Year over year, studies report that employee dissatisfaction correlates with customer satisfaction, so it's essential to support employees with a robust technology solution that modernizes outdated technology and makes it easy to stay informed, feel appreciated, and be prepared to help guests.²⁰

A user-friendly CMS helps you train, organize, and retain your staff without breaking the bank. It should be compatible with legacy systems and new technologies to simplify content distribution across devices. Your CMS should compile its functionality into a centralized dashboard to notify staff of hotel operations in real-time, such as staffing changes, room availability, event schedules, and more, keeping everyone on the team up to date at a glance. The CMS should also deploy workforce development tools, displaying training materials and tips and enabling employees to improve their knowledge and skills.

Digital signage for hospitality in the back-of-house and employee break rooms can impact hotel guest experiences by improving employee engagement, productivity, and satisfaction by up to 25%.²¹ These signs broadcast essential information to employees, such as new policies, training updates, and safety reminders. They can also recognize, reward and engage employees by displaying kudos for excellent customer service, celebrating birthdays and holidays, and providing interesting facts and updates that excite them. Employees who are engaged and satisfied are more likely to provide high-quality service to guests, resulting in a better overall guest experience.

Keeping Content Fresh

One common concern with implementing a new CMS is content upkeep: The management of signage and software can be challenging and costly for teams whose dedicated IT staff is already spread thin. In a typical hotel's technology budget, 63% of funds are spent on maintaining systems.²² Time and money can be saved by simplifying content management.



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¹⁸"2022 Lodging Technology Study." Hospitality Technology. 2022. <https://hospitalitytech.com/2022-lodging-technology-study>

¹⁹"State of Workplace Technology." Freshworks. April 2022. <https://www.freshworks.com/resources/reports/workplace-tech/>

²⁰"State of the Global Workplace" Gallup. June 2022. <https://www.gallup.com/workplace/393497/world-trillion-workplace-problem.aspx>

²¹"The social economy: Unlocking value and productivity through social technologies." McKinsey & Company. 2022. <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-social-economy>

²²"2022 Lodging Technology Study." Hospitality Technology. 2022. <https://hospitalitytech.com/2022-lodging-technology-study>

Hospitality brands should deploy a CMS that efficiently distributes personalized and consistent touchpoints across all digital platforms, starting with a content design that can quickly deploy and transfer to any device. Plug-and-play, low-code templates enable hoteliers to update information across facility signage with minimal design edits – making the feature especially suitable for hospitality spaces hosting several events annually. With fully customizable integrations and the ability to align designs, branding, and messaging across multiple deployments, the possibilities for creating unique content experiences are endless.

The availability of robust APIs can facilitate communication between different systems and enable modern systems to access vital data to improve the content and keep businesses running without interruption. Many CMS providers can assist in implementing integrations and designing custom APIs to work with existing systems.

Streamlining content management into one convenient interface enables administrators to customize the look and feel of every sign, kiosk, and video wall and keep content consistent across the entire facility so messages are received loud and clear. The system can also support multiple users for content management and system updates, with pre-approved templates and automation features to ensure unity across visuals and granular access control and oversight options.

Take Action

Piecemeal visual communications ecosystems will no longer suffice: Customers want their experience to be as smooth, seamless, and unified as possible. That's why the 22Miles CMS is the preferred solution for Hilton, IHG, Loews, Four Seasons, Hyatt, and more: The 22Miles CMS allows hotel managers to customize every project's look and feel, creating memorable and lasting experiences for guests. Powered by our robust, easy-to-use content management software, developing, managing, and enhancing any designed content has never been more accessible.

The 22Miles CMS integrates with the hospitality industry's most popular tools, programs, and data feeds, including DELPHI, TripleSeat, Hyatt Envision, Ungerboeck EMS, Micros/Opera, and more. Native integrations blend our software directly with your existing scheduling systems, providing flexibility in resource management and enhanced communication without any complex backend programming. Our system can efficiently operate digital signage, provide immersive 3D wayfinding technology throughout a facility, and streamline building usage through data-driven space management. Our expert team is equipped to help your hotel embrace these groundbreaking technologies and design efficient solutions that can unify workforces like never before.

[Join the growing number of forward-thinking hotels already benefiting from our services.](#)