

# Travelers Are Back.

Is Your Connectivity Up to the Job?



# Guest Expectations Are High



Returning travelers are highly digitally savvy and used to remote life and work.

Do you offer the connectivity they expect?



of Americans will travel more in 2021 than they did in 2019.



# Wi-Fi Often Disappoints



**82%** of guests connect to in-room Wi-Fi

**66%** are interested in an easier way to connect

**33%** expressed dissatisfaction about ease of access

# Your Building May Be Blocking Cellular Service

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The very features that make your hospitality venue attractive could be causing your guests problems with their mobile service.

Architectural features, building materials, and surrounding geography can block outside cellular signals.



# Events Overload Wi-Fi and Service Suffers



Wi-Fi has limited capacity. When you have a major business or entertainment event and a full house, it is easily overwhelmed. This leaves guests frustrated, and frustrated guests do not return. They also share their experience.





# Gen-Z and Millennials Are Redefining Travel



The newest adult generations grew up digitally connected. These early adopters of technology travel a lot. This group of travelers wants to be connected everywhere they go.

**82%** feel distressed if they're away from their phones

**72%** spend at least two hours daily on YouTube

**66%** use more than one device at a time

**62%** won't use a website that is hard to navigate or slow to load

**40%** say they're phone-addicted (but it's not a problem)



# Workcations Are Booming



Many people with online-capable jobs worked from home in 2020. Many realized they could work as easily from a beach as they could from home...as long as they had reliable connectivity.



128%

increase in mentions of relocation, remote work, and new neighborhoods on Airbnb.

# Your Reputation Rests on Social Media

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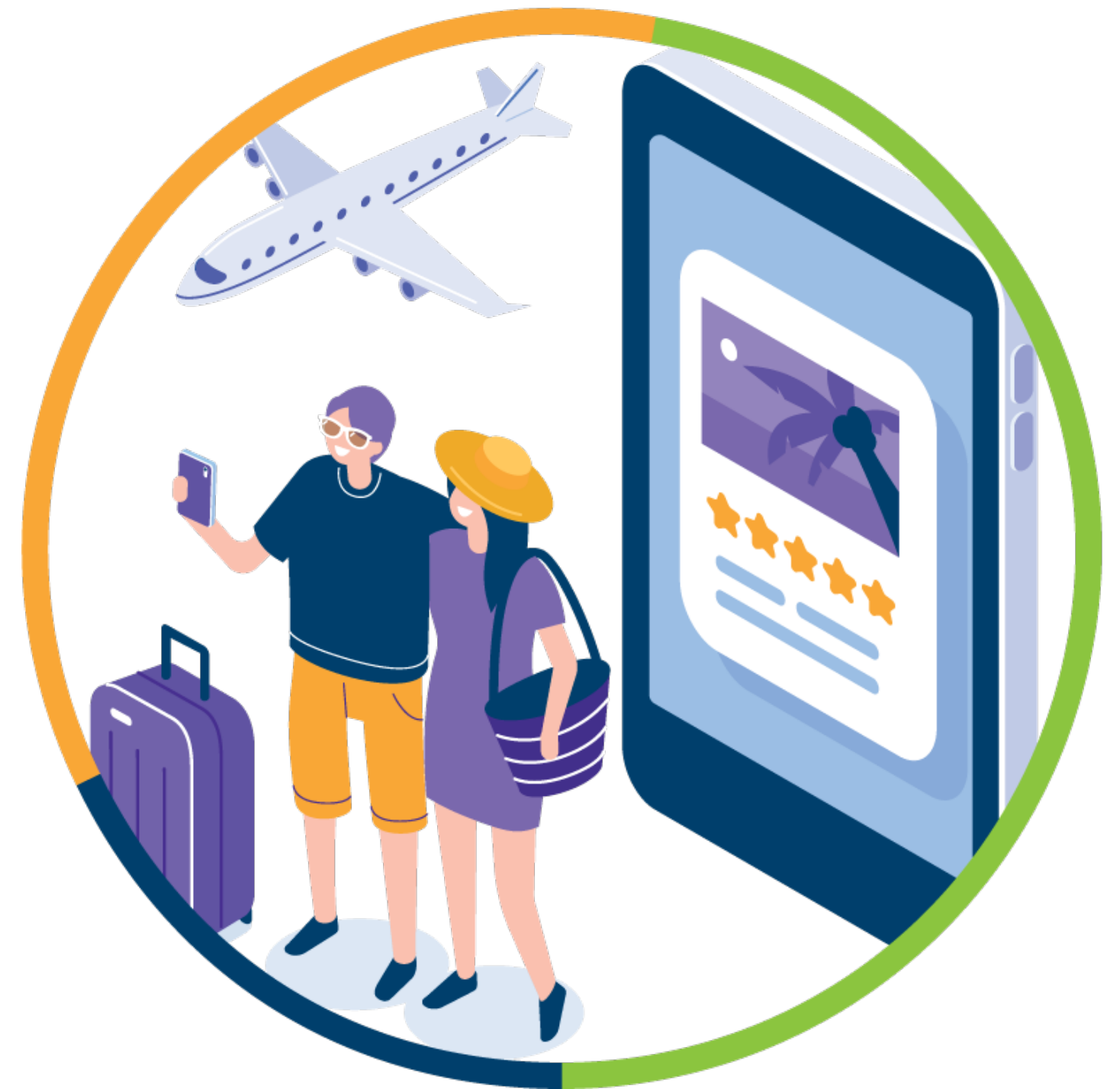
Business and leisure travelers need to connect, often for different reasons. What is common is that they share what works, but more frequently, what doesn't.

**Travelers have their say:**

**35%** Post during their stay

**47%** Post after their stay

**35%** both





# Get Always-On-Everywhere Connectivity



SOLiD ALLIANCE 5G Distributed Antenna System (DAS) gives you the seamless connectivity your business and leisure guests expect.

Our edgeROU is a fiber-to-the-edge DAS remote with a low profile, great aesthetics, and the highest output power in its class. Stay ahead of your competition by offering the connectivity your guests expect.

Visit [www.solid.com/us/](http://www.solid.com/us/) or call 1-(888) 409-9997

