



Hospitality Technology Challenges

Top 5 Trends

- 1** Hyper-personalization driven by real guest data.
- 2** Unified tech stacks that eliminate friction.
- 3** Real-time decisions that boosts revenue.
- 4** Stronger privacy and cybersecurity standards.
- 5** Cohesive guest-engagement platforms.

Top 4 Challenges

- Labor Shortages**
~65% of hotels face staff shortages, an average of 6-7 vacancies per property.
- Cybersecurity**
82% of North American hotels were hit by cyberattacks last summer, and more than half were targeted five or more times.
- Operational Costs**
Since 2021, insurance costs have jumped by over 100%, utilities by 30%, and maintenance by 25%.
- AI Readiness**
40% of hoteliers are "not ready at all" for AI due to a lack of data infrastructure.

Source: Hotel Moment podcast

The Bleisure Opportunity

60% to 70% of business travelers extend at least one work trip per year for personal leisure.

~35% of bleisure travelers bring family or partners along on their trips.

The average bleisure trip is about six days, **3x longer** than the average work trip.

Global bleisure market valuation—over \$849B in 2026—is projected to hit **\$2.2T by 2034**.



5 Key Takeaways

- Technology is the common thread running through most of these issues.
- Strategic use of technology — back-end AI, automation and convergence, and customer-facing apps, experiences and services—will differentiate winners.
- ROI of tech investments will be the primary measure of success.
- Properties must have a solid ROI-based tech strategy that is adaptable to changes in the economic environment and customers' lifestyles.
- The on-property wireless network will play a major role in hoteliers' ability to deliver on both customer expectations and operational efficiency.



"The era of passive data collection is over, and the properties that harness their data in real time will set the pace for 2026."

Karen Stevens, Revinate

Technologies to Address Hospitality's Challenges

Current Challenge	Existing Technology Tools
Labor Shortage, Staff Burnout	Agentic AI and robotics automate routine multi-step and transactional tasks and physical tasks.
Siloed Systems	Open APIs and unified stacks integrate disparate systems into PMS - enabling centralized management.
Rising Operational Costs	Predictive maintenance and smart energy management can reduce repair costs 25% - 35% and cut energy costs by up to 30%.
Customized Guest Environment	By referencing booking data, smart rooms can pre-set room temperatures, pillow types, etc., prior to check-in.
Sustainability	AI tracks and optimizes resources in realtime to meet ESG targets.

Does Your Network Have the Capacity, Security, and Performance Needed?

Approximately 85% to 90% of all guest-facing data is now transmitted wirelessly.

- 90%** of surveyed guests cite wireless service as their #1 amenity.
- 90%** of business travelers demand in-room Wi-Fi.
- 2-3** mobile devices per guest, on average.
- 70%** of guest responses are now handled by AI-enabled technologies.

Wi-Fi Alone is Not Enough

- More wireless staff and operational applications require high-reliability, low-latency performance.
- Increasing transmission of high-priority, sensitive wireless data requires carrier-grade encryption.
- Guests increasingly expect seamless coverage from the parking garage, to the elevator, to the room.
- Data from more devices and applications threatens to overwhelm existing Wi-Fi networks.



While Wi-Fi excels at tasks like 4K streaming, smart hotel wireless use now includes mission-critical operational apps. AI automation, and hundreds of IoT devices. While guest Wi-Fi was once the only wireless concern, the modern hotel "tech stack" requires a complementary eco-system of wireless technologies.

How DAS Fixes the Tech Stack

Ubiquitous Coverage	Capacity Management	Mission-Critical Safety	Carrier Neutrality	Seamless Handoffs
Low-power antennas inside the building eliminate dead zones (elevators, stairwells, parking garages).	During data spikes, DAS offloads Wi-Fi traffic to prevent network overload.	Redundant, direct links to carrier networks maintain Public Safety Radio and E911 communications in emergencies.	Guests can receive calls and texts seamlessly without having to log in.	Guests continue their active calls from the parking garage, to elevator, to room without dropping.

Rise of the Hybrid Wireless Solution

In today's smart hotels, Wi-Fi and DAS are not competing technologies but complementary layers of a single, unified wireless ecosystem. Together they ensure that every guest, staff member, and IoT device stays connected, regardless of building materials or high-traffic demands.

Hotel Wi-Fi

- 4K Streaming
- Smart Controls
- Staff Operations
- Guest Access

Cellular (DAS)

- Cell Calls
- Public Safety
- Mobile Key
- Communication Redundancy

A SOLiD Investment in Your Property's Future

Going forward, the hotel tech stack will resemble a four-legged stool.

- Wi-Fi for guest networks, smart room controls, and the hotel's routine operational tasks.
- Public cellular connects guests before they log onto hotel Wi-Fi, providing communication redundancy if Wi-Fi is unavailable or out of range.
- Private cellular backbone supports security, IoT, sensors, robotics, and Wi-Fi off-loading.
- Public Safety, ERCES, and E911 networks enablement.

With a SOLiD DAS solution, you can support most of your tech stack and take your operational efficiency, staff productivity, and guest experiences to a whole new level.



In-Building Mobile Solutions are the Answer

SOLiD in-building mobile solutions provide consistent, on-demand capacity, giving guests and staff immediate access to information and communication.

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