

Contactless Mobile Access Technology is Not Just for Large-Scale Hotel Operations

How Hoteliers with Smaller Properties Can Benefit from Contactless Mobile Access Technology to Ensure a Safer, More Efficient and Profitable Business.

For smaller-sized hotels consisting of anything from 50 to 100 guestrooms, the need to invest in upgrading to digital key and self-check-in technologies has often been a subject of lesser consideration when compared to large-scale properties and hotel brands. Due to the more limited scale of their operations, many such hoteliers can place themselves in the mindset that upgrading to instant mobile access abilities is either unnecessary or financially out of reach. Yet when making this determination, small-scale properties often overlook the fact that they share many of the same check-in and check-out needs and concerns that are associated with their larger-sized counterparts. Both types of locations, for instance, essentially serve as public spaces where guests may have concerns over social distancing, germ exposure and unnecessary physical contact with surfaces. Should something occur that affects the perceived health and safety of guests, both types of properties are likewise exposed to legal liabilities and perhaps even worse, can suffer a severe drop in reputations and future business.

Yet with advances continuing to be made in making digital key and self-check-in technology more widely available to a range of hotel types, small and midscale hoteliers are being provided with the means to cater to guests' demands for a convenient and safe service alternative that limits their exposure to bacteria and viruses. For example, hotels with limited budgets are able to invest in a future-proof door lock solution that is Mobile Access compatible and that allows for feature upgrades and cost to be split into separate stages. For properties lacking their own guest-facing app, options also exist to provide guests with a standalone digital key app or the ability to partner with a third-party vendor to offer additional app functionalities. By leveraging these available opportunities, such hotels are able to implement mobile access technology in a way that best suits the needs of their specific operations while contributing towards regaining the trust and business of guests post global health pandemic.

As with large properties, mobile access technology provides guests staying at smaller-sized hotels with the ability to completely sidestep the need to visit the front desk to receive a guestroom key by allowing guests to check-in to a hotel using their own smartphone device. For guests concerned over social distancing needs, this technology eliminates the requirement of having to wait in line in close proximity to others and therefore risk germ exposure. Instead, guests using mobile access can walk directly to their guestroom assured of their ability to minimize any unnecessary personal contact. Not only does this advanced technology eliminate contact with others, it is also being identified as a way to reduce contact with surface areas. Traditional plastic keycards are often handled by multiple individuals before landing in the hands of a guest. This leads to multiple instances of physical contact potentially representing an opportunity for bacteria and viruses to be transmitted to others. Mobile access eliminates this threat as each guest only has to touch their own personal device in order to gain room entry.

Beyond minimizing surface contact while enhancing social distancing abilities, the benefits of mobile access technology also extend to increasing the potential to maximize guest convenience and satisfaction for smaller hotels. With many guests now expecting instant service regardless of the type of hotel they are staying at, digitized self-check-in technology can in fact provide smaller locations with an ability to compete with large properties in delivering immediate results. This includes providing instant, convenient and safer access to an array of onsite locations in addition to guestrooms, such as fitness centers, garages, building entrances, spas and swimming pool areas without the need for guests to visit the front desk to receive a new key.

As hotels look forward to resuming operations and changes in guest preferences continue to arise more rapidly than ever before within the hospitality industry, small-scale hotels are by no means immune to the need to adapt in order to preserve the success of their business. Yet as the above described points demonstrate, they are also not without the ability to keep pace with larger-sized properties. By dispelling the notion that advances in digital key and self-check-in technology are not relevant to their needs or are financially beyond reach, such hoteliers can in fact find that they are able to maintain a much more convenient and efficient operation; one that rewards guests with the safety and full satisfaction that they deserve while enhancing the ability to make resources and revenues stretch further.