



**HOTEL
MANAGEMENT**

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Extras, Reimagined: How Amenities Are Driving Loyalty



dish business

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Luxury travelers expect upscale room extras and exclusive experiences. Business travelers expect convenience-focused appointments that make work activities more efficient. Some leisure travelers seek out features that will keep their kids and pets happy on the road. Budget travelers' needs may be simple and straightforward, but they appreciate that "something extra" that will add comfort and a human touch to their stay. Even with that conventional wisdom still in play, however, the amenities zeitgeist has shifted in the past decade.

According to a recent study from HBX Group, a global B2B travel-technology company and marketplace, guests spanning hotel tiers are increasingly responsive to hyper-personalization and technology such as keyless room access, AI-powered lighting and air conditioning, IoT room technology and contactless services. Surface material producer LX Hausa released its "Hospitality by the Numbers: A Market in Transition" report, which ties hospitality interior design to amenities guests seek out, from flexible spaces that can be adapted to both work and relaxation, to immersive environments capturing authentic local flavor beyond the hotel and catering adapted to sustainability and wellness trends.

The evolution of amenities, however, isn't all about how many bells and whistles a property can implement. Guests are motivated by feeling more connected to the location where they are visiting. AI and other technologies, when used correctly, can further personalize a stay based on the guest's travel goals. It is important to family travelers that their kids and dog feel included rather than tolerated. Health-conscious guests want to maintain their daily routines and practices, and the sustainability-minded want to be sure everything they are in contact with was implemented with respect for the environment.



At properties such as Wyndham Alltra Samana, all-inclusive offerings were expanded to include high-quality à la carte offerings.

Amenities can do a lot, but it is now up to hotel, resort and hospitality group-decision makers to intuit which ones will make a big difference between a single stay and regular patronage.

CURATED EXPERIENCES

The increasing importance of guest experience is one shift touching most of the hotel categories. "Experience" and "curated" are shared goals, with amenities selected specifically to set one property from its competitors. Products from local businesses, such as baked goods, roasted coffee, in-room and spa grooming products, bathrobes, and decorative blankets, make customers feel welcome and put them at ease. While sustainability and well-being remain important touchstones, technology—IoT and AI particularly—continues to gain prominence.

"[Hotel amenity trends] are increasingly centered on technology, wellness, and sustainability, from smart room features and personalized stays to sleep-focused amenities and refillable bath products," observed Danielle Minninger, marketing manager at Le Meridien St. Louis Clayton, St. Louis. "Many of these elements are already in place, including a premium fitness center, rooftop pool and locally inspired design. Yet we are continuing to evolve with a focus on deeper digital personalization and expanded wellness offerings to enhance the guest experience. Guests don't just stay. They engage with the property, whether enjoying a rooftop pool activation or savoring our French-inspired café offerings."

Carina Radonich, owner and CEO at Magic Moment Resort & Kids Club-Dazzler/

Select by Wyndham in Orlando, believes that the future is not standardization, but contextualization. She described it as “emotional hospitality,” where the most powerful amenity is not found in a room or on the grounds, but in the connection forged between the property and the guests.

“We operate with a core amenity philosophy rather than a rigid checklist,” she said. “Our baseline includes high-speed Wi-Fi, complimentary breakfast, family-oriented room configurations and transportation to major attractions. We adapt [each property] based on the destination as well as the category. We see us as a ‘boutique smart value property,’ bridging value and emotion.”

Radonich said the “touch of luxury” the amenities bring into the “smart value” resort is not about cost, but design intelligence that incorporates clean, well-designed environments, seamless digital communication and sense of care and intention”

“Facilities are being reimagined as experience hubs,” she continued. “The key shift is going from facility to emotionally engaging space. This is where the biggest disruption is happening. Our kids’ clubs’ environments are built around creative storytelling and memory-making. The pools are social and aesthetic focal points. Gyms are designed as wellness ecosystems rather than equipment rooms, and our concierge is AI plus human/hybrid service.”

“Today’s resort guest is looking for something more immersive, wellness-driven and rooted in a sense of place,” said Janet Galippo, director of marketing for Tommy Bahama Miramonte Resort & Spa in Indian Wells, Calif., outside of Palm Springs. “Our amenities are rooted in the ‘Tommy Bahama’ lifestyle to create a more seamless, immersive experience. By anticipating needs and layering in thoughtful details, we allow guests to settle into ‘island time’ and focus on simply enjoying their stay. In a resort setting like



Magic Mountain Resort’s owner sees the resort as a “boutique smart value property.”

Miramonte, that means prioritizing leisure, outdoor living and wellness, with thoughtful touches that reflect the desert environment and encourage guests to truly unwind. We extend the brand experience in our suites with touches like branded yoga mats, flip-flops and enhanced bath amenities.”

“With a strong demand for indoor-outdoor living and wellness-driven experiences, we focus on elevating the spaces guests use most, like our pool, which serves as a true destination with cabanas, Chiki Palm service, curated food and beverage and Spa Rosa,” agreed her colleague, Patrick Bardenett, director of rooms. “A 24-hour fitness center and elevated in-room dining allow guests to move at their own pace. Rather than offering every traditional facility, the emphasis is on delivering a more refined, high-touch experience where it counts most.”

According to the Hugo Reyes, senior director of guest experience and strategic

operations at Davidson Hospitality Group, the experience the guest is looking for takes precedence over the number of features that can be packed into a property. With personalization allowing guests to customize their stay, these extras create reference points which trigger positive emotions and feedback while influencing the guest’s perception of the value they are getting at a Davidson property.

“About 10 years ago, amenities resembled what a hotel offered,” said Reyes, who finds increasingly detail-oriented guests in higher-end properties has led to a much higher degree of personalization with the greater expectation that comes with a higher price point. “Today, they resemble what guests expect to feel and experience. They are not so much insisting on a gym being in their hotel but rather if the gym features Peloton equipment, for example. They look to justify their emotional needs that made them choose a given hotel and set their expectations around this. They now

expect their hotel stay to feel completely personalized and are aware that technology enables this to take place. We see clear examples of this across our resorts that cater to the younger people and families, with amenities that often result in positive emotional imprint for parents that lead to repeated stays and added spending.”

INTENTIONAL LUXURY

“I am a hotel guest, and this is how I decide on trends,” said Steven Paul, Hollywood film producer and the new owner of the 17-room Casa Marela in Miami, aimed at affluent travelers in creative fields seeking longer stays. “I need to have pride of ownership, and want to create the kind of property I would want to live in. I want to feel like this hotel hugs me, and I feel at home immediately.”

While the rooms are plushly decorated, and “the best pool in the world”—the Atlantic Ocean—is two blocks away (the hotel provides its guests with beach gear), his associates explain that in addition to high-end mattresses, bedding, robes and so on, other amenities such as microwave ovens can be brought in and used during the stay to ensure every room is an individualized home away from home.

Other properties, meanwhile, find creative ways to balance the posh and the pragmatic.

In the wake of Napa Valley’s Silverado Resort completing room renovations and adding a new premium room category in 2025, refreshed amenities were implemented with geography-inspired details that established a clear sense of place, according to Vice President and GM Jay Rocha. From his standpoint, the changes are less about amenities disappearing and more about them evolving, which is achieved by management leaning into what their property does best—particularly food, wine and wellness—and bringing those experiences to the next level.

“Guests arrive more informed and with higher expectations than they did a



The Allison Inn & Spa focuses on delivering amenities that fit a boutique property.

decade ago,” he said. “They want to feel like insiders, not hotel guests, as they are seeking out experiences that feel personal and specific rather than formulaic. Wellness has moved from a nice-to-have to a central expectation. Dining must reflect the destination. A sense of place matters enormously, so guests want to feel the location in everything, from the design of the spaces to what’s on the menu.”

In a similar manner, the Allison Inn & Spa in Oregon’s Willamette Valley focuses on delivering amenities that fit a boutique property. General Manager Tessa Peterson pointed to a growing appetite for “experiential learning” for its guests, who are increasingly drawn to activities that engage them more deeply with the wine country surroundings through winemaker fireside chats, an annual honey harvest or hands-on experiences like winery walks and cocktail classes.

“It’s about participation, not just observation,” Peterson continued. “Guests today are looking for more ways to explore, connect and unwind without leaving the property. We’ve responded by enhancing our grounds with elements

like art installations, fire pits and bocce ball courts, while continuing to evolve our programming. The focus is on creating spaces and experiences that invite discovery, relaxation and a sense of community.”

Pilar Stewart, senior vice president at Aimbridge Hospitality’s All-Inclusive Division, said basic all-inclusive offerings were recently expanded to encompass luxury-level inclusions and experiences at its Wyndham Alltra Punta Cana and Wyndham Alltra Samaná in the Dominican Republic in response to elevated guest expectations. Basic all-inclusive offerings were expanded to include high-quality à la carte and gourmet dining and select premium-brand liquors. Wellness-focused programming at both properties was also enhanced, with complimentary yoga classes led by professional instructors from Fit Bodies.

Seamless technology—such as Wi-Fi, a digital concierge app or keyless entry—is balanced with “personalized and authentic touches” via cultural activities, local excursions, and private beach/lounge zones. Further customization for family



Davidson Hospitality focuses on creating reference points which trigger positive emotions.

and multi-generational groups bolsters the interactive kids' clubs, water parks and age-specific programs.

“Butler service is emerging as a popular enhancement to meet the discerning tastes of guests seeking anticipation, exclusivity and attentive personalization,” said Stewart. “At Punta Cana, we now offer upgraded cabanas with full beach and pool butler service for added luxury and convenience. All of it, including special pricing on romantic beach dinners and upgraded cabanas, are all part of our commitment to delivering premium, experience-driven inclusions that align with modern traveler expectations in the Dominican Republic’s all-inclusive market.”

SELECT-SERVICE AND MID-RANGE FOR THE SELECTIVE

Walter Peseski, senior vice president and hotel asset manager for Dallas-based Garfield Public/Private, said that as the branded hotels in its portfolio cater primarily to business and other large groups, the foundation for success is not skimping on quality to deliver the highest value for business and bleisure travelers. The entirety of the portfolio is branded, and Peseski said his team works with the brands to adapt what they see in their specific market. As the hotels in the portfolio have

significant meeting space, even select-service brands are appointed in such a way that meeting attendees are motivated to return.

“By being the nicest hotel in a respective brand, we’ve often been the nicest hotel in its market,” he said. “Common threads within hotels we develop and asset manage include generously sized and appointed fitness facilities and stylish, but right-sized pool decks. Most of our hotels have motion-activated bed baseboards, so if a guest wakes up in the middle of the night, the room is dimly lit. Although they vary by city, we consider local products (e.g. in-room snacks, bathroom amenities, coffee purveyor, goods sold in the market) when possible, and adjust outdoor amenities depending on climate. Our select-service hotels add up to being considered at the top of a brand’s portfolio, and guests find value in only paying \$20 to \$50 more to stay at our hotel compared to a competitor.”

Matt Patel, executive vice president and co-founder of Columbus, Ga.-based Ram Hotels, said among its 36 open hotels and 17 under construction, the portfolio consists of Marriott, Hilton and IHG. Within those brands, some of the partners leaning into a “lifestyle” format like Marriott’s AC Hotels, have expanded their offerings. He

acknowledges, especially with the advent of lifestyle brands like Marriott’s AC, Tribute and Autograph Collections, the power of a commercial engine helps those hotels ramp up a lot faster and lead to more properties. However, it opens opportunities to build properties other categories, like select service, which has a built-in audience of guests looking for function over frills.

Even with this development, however, he finds significant opportunities remain for developing “select service and midscale hotels, which cater to a strong, built-in audience, adding his company’s select service hotels have stronger cash flow than mid- and upper-midscale properties. While Ram’s lifestyle properties’ amenities are determined by location and audience, it can be easy to deliver what select-service and mid-scale customers want. What makes the difference is an attentive staff and consistency that add to the experience of a stay. Or, as he puts it, value is “all about the experience, no matter what the price point is.”

“The biggest difference between a select-service or a branded hotel is that free breakfast, a well-maintained room and everything else is included in a [select-service] rate, whereas with boutique and lifestyle, you have a more elevated dining in those hotels that are not included in the room rate,” he explained. “Added amenities [in a lifestyle property] generates revenue and profit which really makes it appealing to work with] those brands and those hotels. However, when booking budget, consistency and service counts. The traveler knows what he is looking for. Cleanliness needs to be the most important thing, followed by staff service, breakfast, strong internet and a just-updated hotel room. Or, as a Ford driver is not looking for a Mercedes experience, select-service guests are looking for function.”

To ensure quality standards are being maintained, Patel said he and his team regularly look at Google reviews and other online reviews and internal systems where there is feedback. “We talk to our general

managers and associates and ask them what works for their guests. They also track industry trends to see what can be added or changed to facilitate a better experience above and beyond certain amenities.”

Iowa-based Kinseth Hospitality’s 100 hotels in the Midwest are a mix of select-service, extended-stay, midscale and upper-midscale properties under the Hilton, Marriott and IHG umbrellas. Jeff Schrader, the company’s director of new business development, said that adding local touches can help make guests’ trips more experiential across categories. While made-to-order in-house pizzas have been added to available amenities at some of Kinseth’s full-service hotels with great guest enthusiasm (especially those attracting families and youth sports teams), Schrader said Kinseth has been experimenting with locally made sandwiches and salads and coffee machines that dispense locally roasted fresh-brewed coffees at some of its limited-service hotels based on guest requests.

“If we can add just that little touch [to] make it a little bit more experiential—what’s local, what’s a little bit different—this will help set us apart from the rest of the crowd,” said Schrader, noting that great service and a friendly staff elevates this success further. “If we can take care of our guests, we’re ahead of the game. They’ve been asking us



to [sell] fresh, locally produced food items in the kiosks or gift shops, and [these are extras] that don’t break the bank but do add to the experience.”

Better utilization of space, especially in extended-stay and mid-level hotels, expands Kinseth’s ability to elevate guest satisfaction and revenues. In some cases, business centers have been phased out with improved Wi-Fi and workspaces in the guestrooms. That space can be repurposed into a gift shop with more storage and display space with a more visible location near the lobby. Ways the pool areas can be used have also expanded.

“We have a lot of usage of our indoor swimming pools in the upper Midwest in the winter for parties, birthday parties, get-togethers, staycations and more space for guests who have ordered our pizzas to enjoy them. We want to capture more of that business internally and provide a better service for our guests.”

THE INS AND (PHASE) OUTS

Like consumer products and services, amenities have a life cycle curve.

Several insiders said amenities that are losing their relevance include excess printed materials, business centers (with the exception of some business- and convention-center adjacent hotels), and overly standardized toiletries without a connection to the location. They are being replaced with digital-access adaptable multifunctional spaces.

Kevin Rohani, founder and CEO of CAMO Hospitality, observed that traditional room service has been in decline for years due to high overhead and low margins. As hotels pulled back on it entirely, guests began relying on consumer delivery apps. He found that the emerging middle ground is outsourced F&B infrastructure: hotels contracting with platforms to provide food delivery without running their own kitchen. Select-service and budget properties typically have no F&B offering at all. “A platform like ours allows them to offer delivery options to guests without the capital cost of a kitchen buildout, and it can generate revenue that a non-existent F&B department otherwise wouldn’t,” he said.

DO CHANGE THAT DIAL

While travelers appreciate large flatscreen televisions, what appears on the screen can be engineered to be a multifaceted amenity in its own right. Furthermore, it can shed light on the amenities across the property that sets it apart from comparable lodging.

Peter Feeney, vice president of DISH Business, detailed what guests want in terms of amenities and what hotels want to offer:

Staycation: Use your TVs to highlight exciting paid amenities and local experiences while earning ad dollars from ad revenue.

Bleisure: TV becomes a tool that needs to support both sides of the bleisure traveler: from live streaming a presentation to the room to keeping up with their favorite shows when the work day is wrapped. Plus, high-quality Wi-Fi for remote work and virtual meetings.

Hurkle-Durkle/Self-Care Day: Deliver the in-room entertainment options guests expect, including live TV, streaming and casting—all through a single interface.

Premium Traveler: Deliver a premium experience that includes modern entertainment options, a custom TV screen that greets guests by name and modern digital signage to promote high-end amenities like spa and dining services.

“We’ve seen a return to the basics,” Peseski remarked. “There was a time when we started to see desks go away along with complicated, advanced energy-saving systems that required an instruction manual to use. They are being replaced with simple light control, abundant outlets, blackout shades, comfortable beds and reliable



Jory Restaurant at The Allison Inn & Spa in Newberg, Ore.

climate control. [I predict] irons, ironing boards, alarm clocks and in-room coffee machines should be on their way, though some things can be available on request. We have also found concierges are often most appropriate for upper/luxury/uber-luxury properties. Furthermore, the advent of rideshares like Uber, Seatgeek and restaurant reservation apps like Resy have enabled guests to do much of this work on their own.”

“Guests are moving from consumption to intention,” Radonich said. “We are intentionally moving beyond traditional amenities into what we call ‘memory-driven’ features that are branded and story-driven, family-centered room design with connecting spaces and playful layouts, curated in-room moments rather than just functional items that may involve fun activities like scavenger hunts. We don’t see them as ‘extras’ but ‘experience accelerators.’ This underscores such trends as hyper-personalization through AI, experiences over objects, and well-being integration that includes sleep quality, lighting, and emotional comfort. The whole family feels recognized, not just upgraded.”

Based on customer preferences, Aimbridge All-Inclusives’ guests are shifting away from traditional all-you-can-eat buffets as the

primary dining option for dinner in favor of specialized, elevated a la carte experiences with different global cuisines. While buffets remain available at breakfast and lunch, one main all-day dining venue is sufficient. Stewart sees this evolution reflecting changing preferences for personalized, gourmet dining over unlimited but less differentiated buffet options.

Le Meridien St. Louis Clayton’s Minninger said that while a small refrigerator is essential in the guestrooms, stocked minibars are no longer as popular as they once were, as many guests prefer more flexibility and personalized options. Not surprisingly, single-use plastics and generic amenities are being phased out in favor of more sustainable, high-quality alternatives that align with evolving guest expectations.

Rivera said that space limitations inside the LUMA hotel Times Square make a business center difficult to implement. This is mitigated with rooms set up with work areas and services like printing documents at the front desk on request. Rather than have a gym, the hotel issues guests passes to a nearby Crunch Gym or an in-room fitness kit to guests preferring a private workout. While some hotels are adopting concierge apps, he acknowledges that many guests are Instagram-, TikTok- and

influencer-savvy and use these as tools to find things to do during a short stay. As the front desk agents are local, they can also fill the function of a concierge and help with ticket purchases, reservations and other assistance.

“AI is going to change a lot of the market,” Rivera said. “With the way travelers even look up reservations now, they can have AI assist them. They may receive a text message or email alerting them that they can upgrade their room without calling the front desk or modify their reservation. They can leave us notes about what they want in their room. The [information] goes into our system and our team will be notified. We can field requests for early check-in or a specific request for a higher floor.”

AI and other tech improvements not only make rooms more comfortable and better lit but also provide better access to amenities throughout a property and food and retail beyond its front door.

For example, CAMO is a white-labeled room service and F&B-ordering platform designed for hotels with or without an on-site kitchen. Rather than a one-size-fits-all solution, the platform is configured to each property, reflecting the property’s brand, menu and operational setup. “Guests interact with the hotel’s identity rather than a third-party app, and its property-wide delivery function means that orders can be fulfilled to guestrooms, the front desk, meeting rooms, pool areas, and bar areas,” said Rohani.

Because CAMO integrates with hotel operations directly, it avoids the common issue of third-party drivers navigating unfamiliar properties or leaving orders at the front entrance. “It combines the ordering experience of a delivery app with the fulfillment process they’d expect from in-house room service,” Rohani continued. “For hotels, the bigger draw is operational: When guests order through third-party apps independently, the hotel has no visibility into that transaction, no data, no revenue, no brand presence. A hotel-native

platform keeps that relationship intact and creates a revenue-sharing opportunity on orders.”

BLURRING LINES BETWEEN PROPERTY AND DESTINATION

Sheraton Grand at Wild Horse Pass outside Phoenix is a textbook example of how property amenities can expand the visitor’s experience of the locale. They revolve around the heritage and traditions of the Pima (Akimel O’otham) and Maricopa (Pee-Posh) peoples through its architecture, art and guest programming. Outdoor activities are also cultural immersion, ranging from guided horseback rides through the desert landscape at the Koli Equestrian Center, to guided nature walks on the Interpretive Trails, daily “Land of the Mustangs” experiences where guests learn about the cultural impact of wild mustangs. This extends to the Aji Spa, which incorporates indigenous wellness practices, and KAI, a AAA Five Diamond/Forbes Five-Star restaurant integrating Native American agriculture into the menus.

Napa-inspired details from the room to the golf, spa, dining and astute service reinforces guests’ stay will overdeliver on expectations, according to Rocha. This translates to programming that plays into the resort’s strengths prompting guests to get outside and explore the landscape of the region. The Allison Inn & Spa’s room and property amenities are highly localized through Oregon wine-country-centric products and packages from various local producers and businesses. Guestrooms have locally made products—from handmade soaps to regionally produced hair and body care—designed to reflect the character of Oregon wine country and create a strong sense of place. “We focus on amenities that feel both personal and experience-driven,” said Peterson. “Guests can enjoy stocked picnic baskets for a day of wine tasting in the valley, as well as custom-blended bath soaks in every room.”

Stewart adds that the upgraded resort amenities are shaped by their respective locations. Wyndham Alltra Punta Cana is



STATISTICS YOU CAN COUNT ON

Mood Media released new research examining how guest expectations around hotel amenities, particularly atmosphere and sensory experience, are evolving across segments. According to Jaime Bettencourt, SVP of North American sales and brand strategy, hotel management should consider the following numbers to help inform what should be added, phased out, or replaced.

52 percent of guests say hotels are comfortable, but not memorable.

60 percent have recommended a hotel for its atmosphere or design, and 62 percent have extended their stay because of it.

Over 70 percent rank sensory elements like scent, music, and digital displays as highly impactful.

Four in five say digital enhancements—such as personalized content, way-finding, and curated audio—would improve their stay.

52 percent say atmosphere strongly influences their perception of a hotel brand.

“Across hotel categories, the focus

is shifting away from the presence of amenities to how they shape the guest experience,” she said. “Many hotel stays meet guest expectations for comfort, but fewer leave a lasting impression. Atmosphere continues to influence both choice and loyalty, which puts pressure on amenity strategies to do more. The opportunity for hotels is to design and implement experiences that influence the guests’ stay positively.”

The takeaway of the survey is that the execution gap with amenities is not always about adding more, but rather how existing ones contribute to the overall atmosphere of the guest experience. Properties must get the basics right in a way that aligns with guest expectations if they want to stand out in a crowded market.

“When a hotel acknowledges why guests are there, whether for a wedding, conference, or family gathering, it creates a stronger sense of connection,” she continued. “Simple personalized touches like a welcome message at check-in, visible itineraries in high-traffic areas, or signage promoting social events in the bar or restaurant all reinforce that awareness. These small details signal that the hotel understands and supports the guest’s experience.”



designed to be a vibrant, large-scale family fun on a secluded, palm-lined beach, with activities such as kayaking, snorkeling, daily cultural experiences such as Dominican dance, cooking classes, and live theater. Nature-oriented Samana is differentiated through a quieter, luxury-driven focus Dominican's local food, direct beach access and a dedicated beach team to serve the guests and outdoor activities.

Rivera notes that in the urban hotel setting of LUMA Times Square, "thoughtful, personalized, and curated activity packages" are designed to provide guests with New York City-specific experiences tied to its distinctive culture. These include a "Glam Photoshoot Package," a Bigelow and Bliss wellness package, and a "Romance Package" incorporating desserts and prosecco, and views of the iconic

BOOSTING REVENUE WITH IN-ROOM TVs

A hotel TV not only welcomes the guest to the room upon arrival, but provides information on the amenities that add substance, style and support to a stay. It lets management highlight everything the area has to offer, freeing up space in the lobby by eliminating the need for brochure racks or concierge desks.

"The OnStream entertainment platform by DISH Business features a content management platform that lets hoteliers customize TV screens across their properties or portfolios and deploy changes in minutes," said Peter Feeney, VP of DISH Business. "Hotels can showcase paid amenities on in-room TVs, helping guests get the most out of their stays while boosting non-room revenue."

The DISH Business OnStream platform is already bolstering the earning potential for corporate and independently owned hotels and resorts across all categories. The technology was designed to adapt to a client's current and future needs without replacing existing wiring or requiring downtime for tech updates. The OnStream platform is delivered through SmartBox2—a head-end distribution system that delivers live TV to every room in the property from a single box, eliminating the need for a bulky SMATv rack. With OnStream, hoteliers can customize TV screens and deploy changes across their properties or portfolios without any tech expertise.

"Hotels that don't keep up risk falling short, making it crucial for hoteliers to understand their guests' demographics and preferences," Feeney cautioned. "A strong, live TV lineup with news, sports and lifestyle channels is essential at all hotels, including limited-service hotels and motels. Streaming and casting capabilities become even more important at extended-stay brand properties, since guests are more likely to use the in-room

TV and expect the same comforts they enjoy at home."

Location also plays a big role, Feeney said. Management for hotels in rural areas, where guests have fewer entertainment options outside the property, should invest more in live TV and streaming. Higher-end, full-service hotel brands must meet guest expectations for premium entertainment and service.

The platform also works to assist with group bookings on-property.

"Customizable TV screens help bring that vision to life, welcoming guests with branded interfaces, sharing event schedules, and adding thoughtful details that reflect the couple's celebration," he said, "With OnStream, you can customize on-screen experiences at the property, room block, common area, and individual guestroom level. These guest-centric details help elevate your offering, differentiate your property, and drive group bookings."

Feeney shared a few statistics that reflect the value and utility of customizable programming and screens:

- Hospitality Financial and Technology Professionals said linear TV accounts for up to 78 percent of all in-room viewing.
- According to a Medallia Research study, 61 percent of consumers are willing to spend more for a customized experience.
- The World Economic Forum reported that 76 percent of travelers want more sustainable options. With more digital signage and fewer paper handouts, OnStream helps management—especially those with sustainability messaging—to reduce waste, promote green tips, or highlight property-specific sustainability efforts.



city skyline. One of its most customizable and original packages is the “Broadway Concierge Package.” Guests are paired with Broadway expert Laura Heywood who assists with selecting a show and provides insider tips. The experience also includes a Broadway-themed gift, a three-course pre-theater dinner, and a 20 percent discount for Roundabout Theatre Company tickets.

Waldorf Astoria Orlando Hotel Manager Anthony Fabiano said the newly-opened Park Avenue Cafe designed for both families and other guests. It is an embodiment of why it found success as a “bleisure” destination property with conference participants bringing their families. While the Instagrammable Disney-themed pastries get a lot of buzz, it is designed in such a way that one can attend a business meeting there and not feel knee-deep in Disney. At Waldy’s Kids Club (named for

the property’s peacock mascot) there are curated amenities for the kids and different activities that change week to week.

“Our approach is understated luxury, so doing the fundamentals exceptionally well and not really relying on novelties is a priority,” he explained. “However, as we are located on the Disney property, having balconies that face the Disney fireworks is a unique amenity. Families staying with us want to be immersed in that part of the central Florida that we’re in. We also give them an escape as an oasis in Central Florida is a little bit rare in this area. We want to make the destination and (access to the rest of) the state feel effortless and immersive at the same time. We really want to make sure that we’re not only building on our association with Disney but also being true to (Waldorf Astoria) brand and Central Florida, and everything they offer.”

Wyndham Alltra Samaná offerings now high-quality à la carte and gourmet dining.

“When figuring out what amenities will work, there’s much more focus on creativity and how well can you read a guest,” Fabiano concluded. “How well are you able to remember their preferences from last time, make sure that you’re special to them and they’re special to you? It is all about personalizing this information and taking it to the next level. When you share these ideas and get your team behind that, you elevate your service levels. We’re focused on the human interaction, and you are giving your team the license to be able to be creative and do these different things for guests. That’s where the magic really happens.” **HM**