

Tips to Reduce Post-Pandemic Travel Anxiety



The right hotel experience to meet new guest habits

TABLE OF CONTENTS

INTRODUCTION	3
CHAPTER 1	
Take Advantage of the New Relationship with Our Phones	4
CHAPTER 2	
Stream What We Want, When We Want It	7
CHAPTER 3	
Deliver Seamless Connectivity - Everywhere	10
CHAPTER 4	
Add Convenience and Control with Voice Assistants	13
CHAPTER 5	
Support Working Remotely with Powerful Bandwidth 24/7	16
CHAPTER 6	
Let Smart Tech Remove the Strain	19
CHAPTER 7	
Set Everything up the Way We Like It	22
SUMMARY: Blend Home Habits With the Hotel Experience	25
CHECKLIST: Upgrades to Ease Travel Anxiety	26

It takes 21 days to form a habit.

Many of us had over 365 days of working from home to build new habits. This is changing the way we live, work and take in new experiences, especially for upcoming travel.

As business and personal travel returns, it's created a bit of anxiety for travelers who have formed new habits at home. Think about it: change can be stressful so it makes sense that getting back on the road can cause angst. Beyond new routines, dealing with isolation, loss of loved ones and even personal health scares have all taken a major toll on mental health and wellbeing worldwide. In fact, researchers in Copenhagen developed the [Pandemic Anxiety Travel Scale](#) (PATs) to gauge and predict how the pandemic has affected travel behaviors.

What if hotels could help ease the tension and make guests feel safe again by bringing in the comforts of home with subtle changes? This eBook covers our most common new habits and how hoteliers can effectively adjust. We've also created a helpful checklist to help hotels better align with new trends.



CHAPTER 1

TAKE ADVANTAGE OF THE NEW RELATIONSHIP WITH OUR PHONES

1



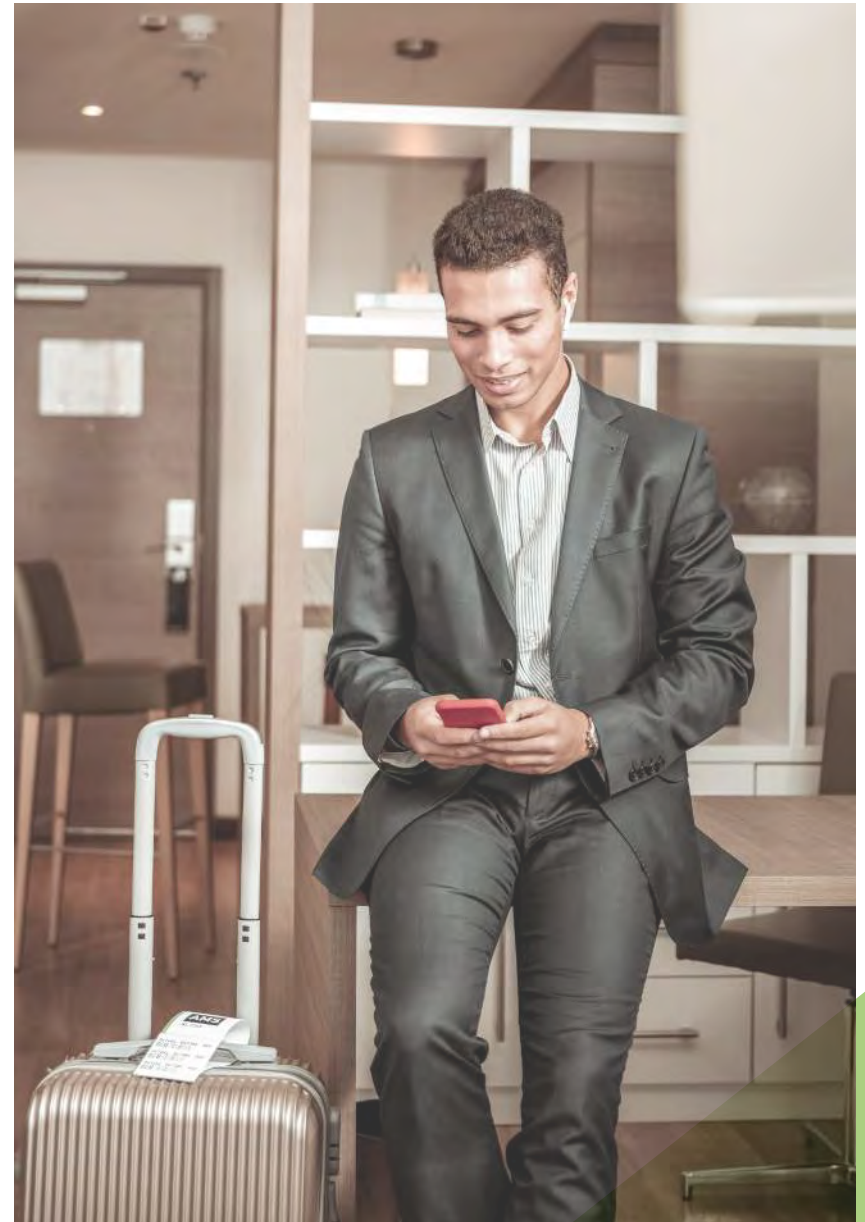
TAKE ADVANTAGE OF THE NEW RELATIONSHIP WITH OUR PHONES

HOME

There are currently [3.8 billion smartphone users](#) worldwide, and recent data indicates that pandemic phone usage was up 40%, with the average person checking their phone 58 times per day. Whether it's work calls, browsing social media, video calls with family, ordering food or scheduling appointments for the kids, mobile devices are almost an extension of ourselves. Working, relaxing, communicating and organizing - they do it all.

HOTEL

Knowing that most people take their mobile devices everywhere, and [86% of hotel guests](#) travel with two or more devices, it's important for hotels to rethink the guest journey by creating a mobile-first approach. Using mobile for check-in/check-out, digital keys, getting hotel information, connecting to in-room entertainment and making requests, guests can choose to engage with the hotel on their own terms. A loyalty app is a great way to encourage guest engagement and offer necessary communication throughout the guest journey from pre-arrival to departure. The contactless experience boosts safety and hygiene as well.



1. [Bank My Cell](#)
2. [Metova](#)
3. [RescueTime](#)
4. [Twigby](#)



CHAPTER 2

STREAM WHAT WE WANT, WHEN WE WANT IT

2



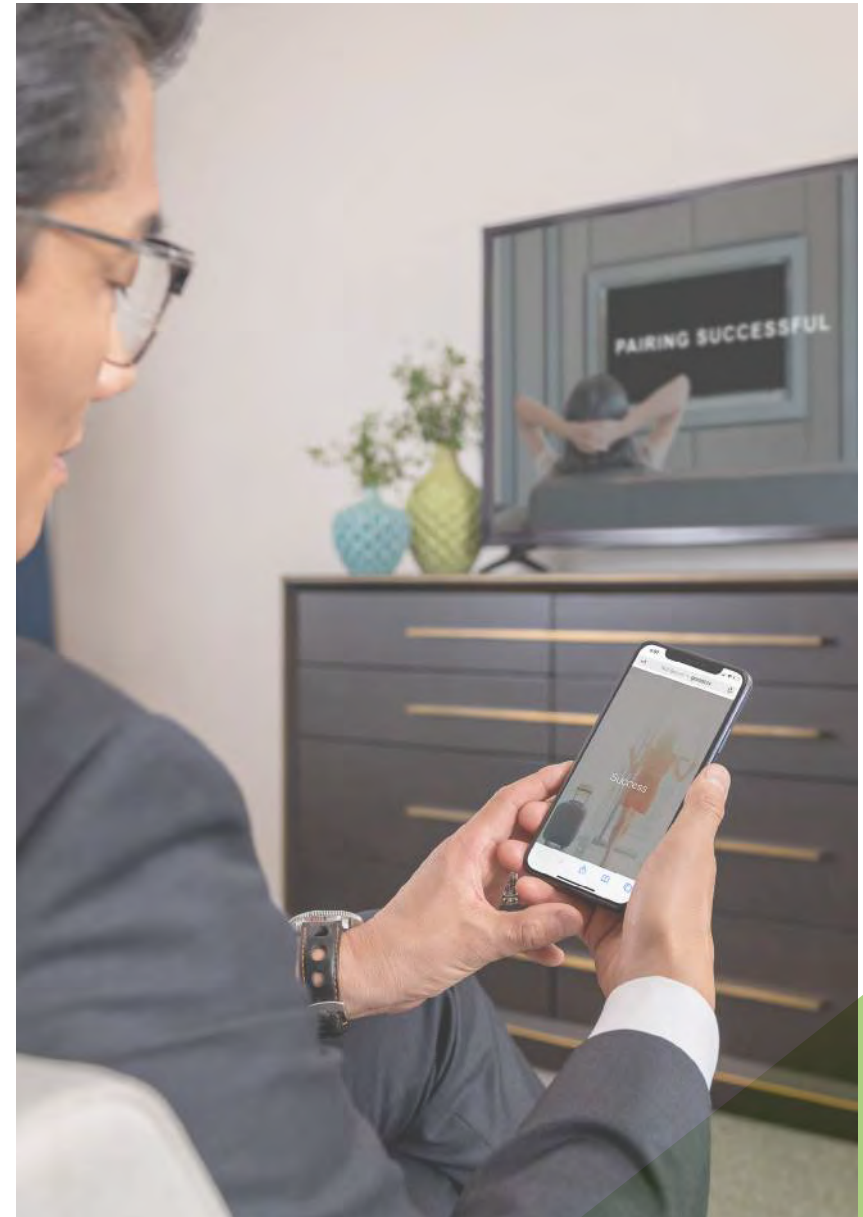
STREAM WHAT WE WANT, WHEN WE WANT IT

HOME

With more time at home due to the lack of commutes and no flights to meet with customers, friends or family, the number of streaming service subscriptions surpassed 1.1 billion in the last year. The trend of “cutting the cord” and moving away from premium channels and cable exponentially grew, and the comfort of watching what they want, when they want, has become a new habit.

HOTEL

Similarly for travel, hotels can upgrade their in-room entertainment with TV casting. Let guests use their own devices to play their favorite content on the in-room TV. Guests bring and stream their own content (thousands of apps) in whatever language and genre they choose. Also, it's a secure connection; no passwords are shared with the hotel, and it causes less friction points by eliminating the need to remember login credentials. It's a simple upgrade that quickly boosts guest satisfaction and adds immediate value to the in-room amenities, as well as offers a competitive differentiator for the hotel.



1. [Go-Globe](#)
2. [Hotel Internet Services](#)
3. [Motion Picture Association](#)

1.1B

Streaming service
subscriptions in 2020



26% Hoteliers currently able
to offer TV casting

82% Video streaming share of
all Internet traffic in 2022



50%
of guests say the availability
of TV casting would affect
their booking decision

CHAPTER 3

DELIVER SEAMLESS CONNECTIVITY - EVERYWHERE

3





🏠 HOME

The lockdown workday started with rolling out of bed and walking to our workspace in the kitchen, then rotating to different comfortable spots around the house or outside without losing Wi-Fi connection. Easy, simple and secure.

🏨 HOTEL

Imagine creating a private Wi-Fi network with your friends and family where you connect instantly at your home, their homes and at places you visit again and again. Passpoint is an industry-wide standard letting devices connect seamlessly to and roam between other hotspots. Using a secure profile rather than usernames and passwords, hotels can automatically connect and remember guests' smartphones, laptops and other devices with added security and privacy. Guests stay online at the hotel and at partners like coffee shops, bars and transportation. The true value is seen when loyalty guests return to their favorite hotel and are connected right away. What a welcome back!

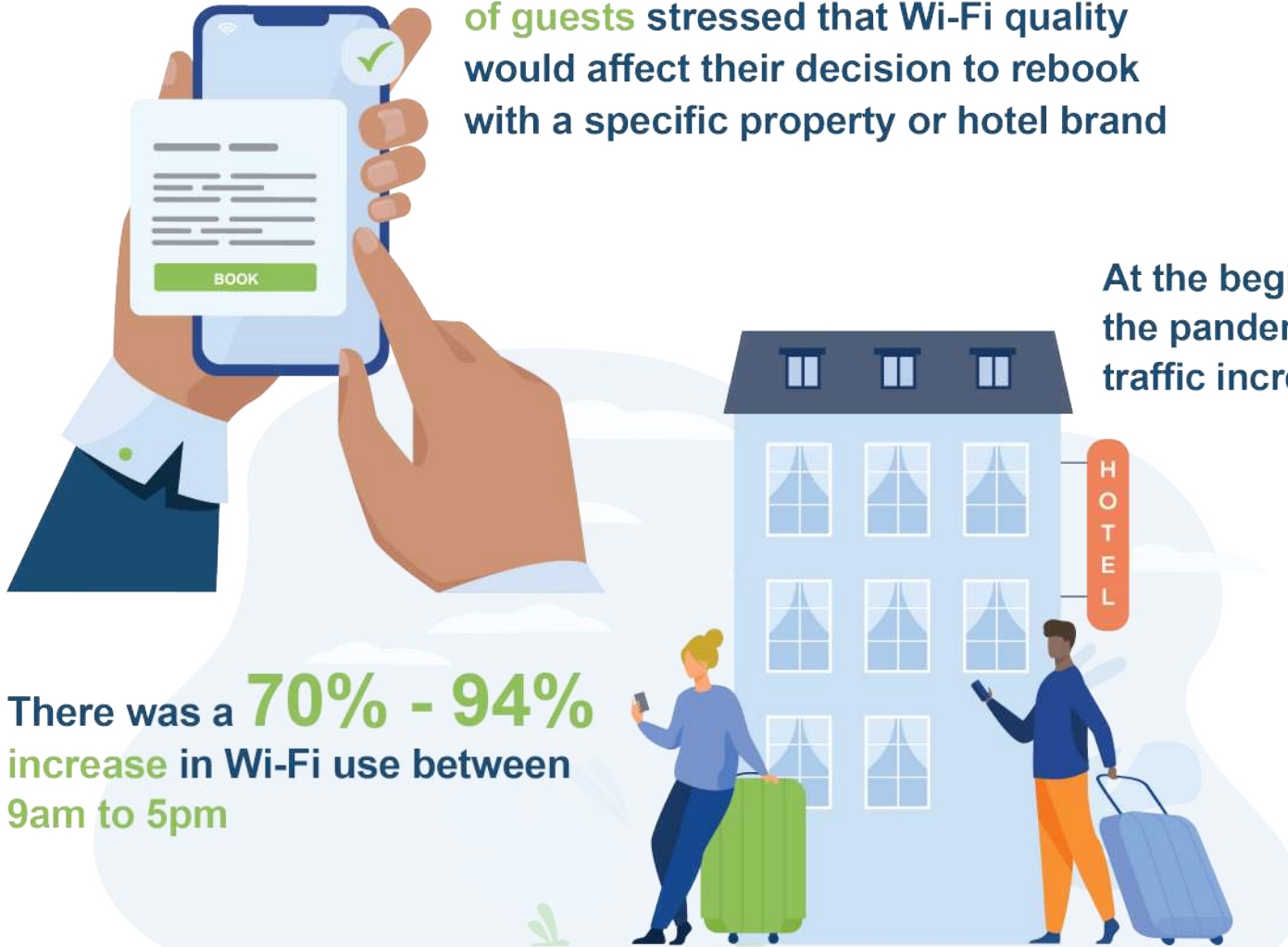
1. [Hotel Internet Services](#)
2. [Wi-Fi Alliance](#)

85%

of guests stressed that Wi-Fi quality would affect their decision to rebook with a specific property or hotel brand

At the beginning of the pandemic, global Wi-Fi traffic increased by **80%**

There was a **70% - 94%** increase in Wi-Fi use between 9am to 5pm



CHAPTER 4

ADD CONVENIENCE AND CONTROL WITH VOICE ASSISTANTS

4

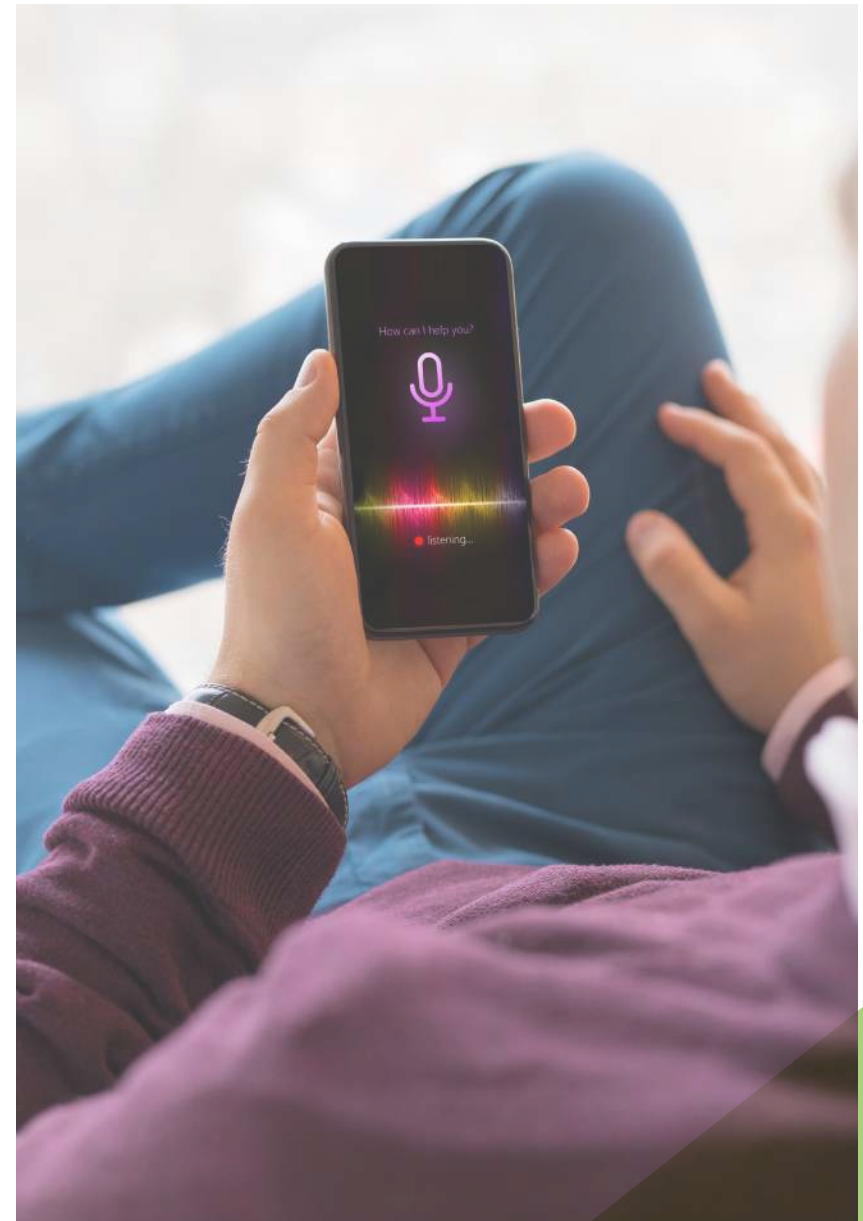


🏠 HOME

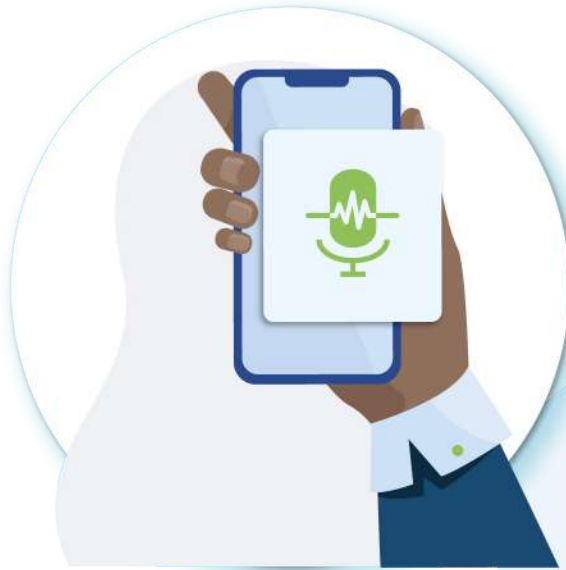
Hey, (insert any home voice assistant), order more laundry detergent. Call my cousin, Ann. Schedule a reminder for my social-distanced park get-together with the neighbors. The global smart speaker market is projected to reach [\\$17.85 billion in 2025](#), and the convenience and comfortability of using this technology across age groups is continuing to rise.

🏨 HOTEL

The addition of touchless, voice-controlled devices in hotel rooms creates a little bit of home with the instant gratification, safety and comfort guests want. In-room assistants, for example, can fulfill additional service item requests, answer hotel questions, provide local recommendations, set wake up calls, play music and even control lights, temperature, curtains and the TV - all via simple voice commands. Guests can personalize their experience, stay organized with their digital personal assistant and feel those same comforts of home with the luxury of staying in a hotel.



1. [NPR and Edison Research](#)
2. [Travelport Digital](#)
3. [ResearchAndMarkets](#)



The global smart speaker market is projected to reach
\$17.85B in 2025

In 2020 for the first time,
more than half of smart device
owners are using voice commands
at least once a day



81%
of business travelers claim to have used
mobile voice assistants during a trip

CHAPTER 5

SUPPORT WORKING REMOTELY WITH POWERFUL BANDWIDTH 24/7

5



HOME

Nothing is worse than trying to participate in video conference calls and getting error messages because roommates or family members are hogging the bandwidth while streaming shows, distance learning or gaming. Though sometimes unavoidable at home, when staying at a hotel, guests expect the best from their internet connection with a reasonable amount of bandwidth.

HOTEL

It's critical for hotels to provide strong, secure Wi-Fi to cover all the same tasks someone might need to do at home. And at peak times, everyone should be able to have Wi-Fi performance and bandwidth management without having another guest slow down the network. Easily stream popular shows for the family, video chat with work colleagues, browse social media or shop at a favorite online store - all courtesy of a robust, reliable internet service.

Hotels are also reinventing the experience to cater for business guests looking for a better working environment. With the trend continuing for companies reducing office spaces and pushing more hybrid or fully remote work for the long-term, working from home may not be ideal in all cases. Hoteliers can address this new pain point by offering a quiet and reliable place to work – a term coined Workspitality.



1. [Decision Data](#)
2. [Growmotely](#)
3. [Hotel Internet Services](#)

76%
of guests attempt to connect multiple
devices to a hotel's Wi-Fi



97%
of employees report that they desire
the flexibility to choose their work
environments moving forward

The average household is using
38x the amount of internet data
they were ten years ago



CHAPTER 6

LET SMART TECH REMOVE THE STRAIN

6



HOME

Robots are becoming a part of everyday life. While it may seem like being at home all the time would have given everyone more time to clean and organize, it seemed to do the opposite in many cases. The excessive sanitizing of every surface led to cleaning burnout. And sometimes letting the robot vacuum the house made a huge difference. From fridges that update grocery lists to robots that feed and entertain pets, homes are getting smarter and more helpful.

HOTEL

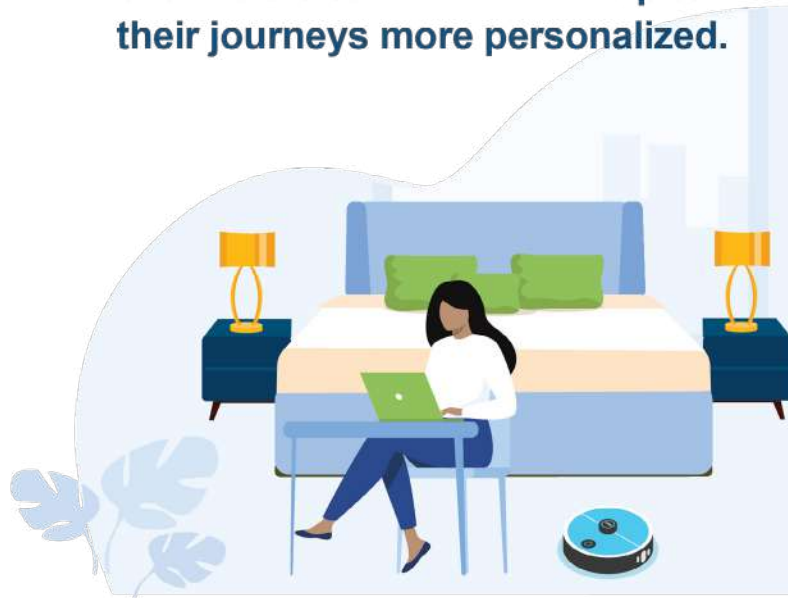
Beyond the heightened cleaning standards, hotels should think about bringing more digitization and automation into their properties. Digital signage throughout the hotel property is becoming a critical communication method that can be updated instantaneously. Additionally, just like at home, robots can take on the jobs to help keep up those cleaning standards, assist with social distancing and provide services. They can also deliver room service, towels, pillows and other requested items.



1. [Investopedia](#)
2. [Mordor Intelligence](#)
3. [Reportlinker](#)
4. [Statista](#)

76%

of travelers said AI would help to make their journeys more personalized.



175M

smart homes in the world,
with the market projected to grow at a
CAGR of 25% from 2020 to 2025



Global Smart Hospitality
Market to reach

\$58.1B by 2027

CHAPTER 7

SET EVERYTHING UP THE WAY WE LIKE IT

7



SET EVERYTHING UP THE WAY WE LIKE IT

HOME

As homes became our havens, we had extra time to stock up on favorite snacks, finish DIY projects, customize thermostat or music settings and get everything set up just the way we like it. Extra time at home meant extra time with other household members and getting to know their preferences too. On top of all that, our devices likely know us better than ever before with all the increased usage, and most of us have accepted the convenience and benefit of a predictive algorithm behind the scenes.

HOTEL

When it comes to hotels, it's very satisfying when they use our provided personal details to make a stay more customized and convenient. While staff may not be able to greet guests by name with a friendly smile, AI-driven in-room assistants or digital signage can offer a personal welcome message to a room that is prepared to a guest's liking: preferred temperature, curtains drawn and their favorite song playing as they enter based on past preferences. Thanks to loyalty programs and guest profiles, hotels often have access to the data necessary to truly personalize the guest experience.



1. [Accenture](#)
2. [Oracle Industry Connect](#)



SUMMARY: BLEND HOME HABITS WITH THE HOTEL EXPERIENCE

As business travelers get back on the road, let them come back to a reimagined experience that aligns with their new home habits. Anxieties don't have to cause everyone to relearn or go back to the way things were. Comfort and ease can be built into all touch points - with or without staff - to create a new and improved experience that will usher in a new generation of travel.

The next section outlines what hotels can do now to ease travel anxiety by aligning with these new expectations. It's a simple checklist to inspire ideas to help build trust, safety and better guest engagement post-pandemic.



CHECKLIST: UPGRADES TO EASE TRAVEL ANXIETY



PRINT (2 pages)



PRE-ARRIVAL:

- ☐ Communicate. Let guests know what to expect before they arrive
- ☐ Share safety updates and guidelines to know (e.g., mask rules) or changes in processes (e.g., mobile check-ins, digital keys) in confirmation emails
- ☐ Update website with new safety standards, amenities that are closed/open and new touchless technologies



LOBBY & AROUND THE HOTEL:

- ☐ Think contactless. Offer ways to get service items or book amenities with limited contact between guests and staff
- ☐ Update collateral and signage to share safety guidelines, including QR codes to link to the latest hotel information
- ☐ Offer charging cables for borrowing or purchasing and other items from home that guests may forget. More mobile experiences require power
- ☐ Consider offering free snacks, coffee or water bottles if food and beverage services are limited or drinking fountains and ice machines are out of use
- ☐ If the hotel spa and/or pool have limited capacity, make it simple for guests to schedule time to use



CHECKLIST: UPGRADES TO EASE TRAVEL ANXIETY



TECH OPTIONS:

- ☐ Take a mobile-first approach (e.g., digital keys, app, check-in, check-out, order service items, book amenities)
- ☐ TV casting to allow content choice - any genre, language from all popular apps right from their devices
- ☐ Add a gateway for strong Wi-Fi during peak hours around the property to eliminate bandwidth hogs
- ☐ Smart connectivity via voice commands to control lights, TV, curtains & thermostat for more comfort and efficiency
- ☐ Security, privacy and authentication. Consider Passpoint to create a seamless experience across the property
- ☐ In-room assistants to request service items, hotel information, recommendations and order food in a contactless way



IN THE ROOM:

- ☐ Visual cues of cleaning on the door, over remotes and around the room to highlight the highest standards of cleanliness (e.g., AHLA Safe Stay logo)
- ☐ Notifications on the TV about safety standards, amenity availability and how to make their stays more comfortable
- ☐ Loyalty members - be sure to update preferences in the room before arrival (e.g., extra pillows, water bottles, large towels, music choices)
- ☐ Keep printed instructions on hand to help less tech-savvy guests understand features like TV casting

ABOUT NOMADIX



With more than 25 years of experience, Nomadix enables over 5 million daily internet connections in over 150 countries. With a global reputation for unparalleled reliability and ease of management, its patented gateways are the industry standard in hospitality, used by tens of thousands of properties and supporting millions of rooms worldwide. The company provides hotel and property owners, brands, property management groups and managed service providers (MSPs) with a suite of solutions that will enhance the guest and tenant experience, today and into the future. From in-room entertainment with TV casting, to secure Wi-Fi, to in-room voice assistants to a PBX phone service – travelers can feel at home wherever they go. For more information, visit nomadix.com.

LEARN HOW NOMADIX POWERS
TODAY'S CONNECTED EXPERIENCES

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