

**Smartphone VS. Keycard Research**

Nearly **1 in 5 (18%)** **the issues**

have lost their key/keycard.

**25%** **1 in 4** have checked out of a hotel without returning the key/keycard to the hotel.

More than **1 in 2 (63%)** have got to their hotel room to find that the key/keycard doesn't work.

**the solution**

**38%** more than 1 in 3 find the ability to **check in** and **unlock/access their hotel room** through an app on their smartphone appealing.

**1 in 4 (25%)** would be likely to choose a hotel that **allows checking in and unlocking** or accessing a hotel room through an app on a smartphone, over one that doesn't.

**the benefits**

**43%** more than 1 in 3 believe that using an app on a smartphone would allow would allow users to avoid queuing to check in and get to their hotel room faster.

More than **1 in 4 (30%)** believe that using a smartphone to unlock a hotel room would be more convenient.

**44%** more than 1 in 3 believe that using a smartphone to unlock a hotel room would mean users are less likely to lose their room key

**16%**

More than **1 in 3 (36%)** believe that using a smartphone to unlock a hotel room would reduce waste (e.g. reducing the need for plastic key cards)

believe that using a smartphone to unlock a hotel room would be more secure than using a key or key card

**the future**

**66%** or two thirds would be interested in accessing a map of the hotel, its facilities and the surrounding area.

**55%** More than **1 in 2 (55%)** would be interested in control the lighting, temperature and other functions of the hotel room

more than 1 in 2 would be interested in booking a table for dinner, a spa treatment or arranging another type of hotel service.

**25%** 1 in 4 would be interested in talking to a hotel concierge on an in-app video call

More than **1 in 5 (21%)** would be interested in seeing an overview of the energy used while staying at the hotel and comparing to that used by other

More than **1 in 3 (44%)** would be interested in providing a quick review of the hotel on Trip Advisor or another review website

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