

# 5 Reasons

to choose AI-driven networks  
in hospitality

A comprehensive guide for next-generation solutions



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## Introduction

In the hospitality business, there has always been a connection between guest expectations and their home experience. For most travelers, checking into a home away from home means encountering those comforts and conveniences to which they've become accustomed. Over the past few years, keeping guests satisfied has required connected experiences that drive their new ways of working, playing, learning and living.

Today's new travelers have a number of new expectations. Digital nomads expect sustainable lodging, equipped with reliable Wi-Fi® and tailored communication services.

Fortunately, there's a light at the end of the Wi-Fi tunnel. With the introduction of new technologies, hoteliers can now do more with less. Tech stack standardization is making it easier to adopt new technologies into existing networks. With each new generation of wireless network solutions, cybersecurity is becoming more vigorous without impeding onboarding. And hotels are better able to deploy solutions that are effective, compliant and scalable.

In the following pages, we'll explore in detail five notable reasons hoteliers should choose next-generation AI-driven networks to shore up their wireless networks and prepare them for the future:

1. Elevating the guest experience
2. Improving operational efficiency
3. Optimizing property performance
4. Becoming more sustainable
5. Staying future flexible



## 1. Elevating the guest experience

Regardless of whether your guests are business travelers or holidaymakers, they expect the same conveniences they enjoy at home when they travel. This is why they bring their laptops, tablets, and even gaming consoles with them. To fully utilize these devices, guests require a robust and high-performance Wi-Fi connection.

That's why delivering a powerful, always-on hotel wireless network is one of the best ways to enhance your guest experience. It's how guests can reach out to your in-house services like your spa, restaurant or front desk via your hotel app. This also enables them to work or play from the cloud, by accessing their apps or stored documents in an instant.

With strong, stable hotel Wi-Fi that's available property-wide, guests are more likely to feel at home while remaining on the premises. Through seamless onboarding, hotel guests can continue watching their favorite streaming content as well as attend video conference calls from anywhere on the property. They can also stay in touch with friends, family or co-workers via WhatsApp.

But Wi-Fi provides more than just connectivity to the outside world for your guests. It's also a gateway to digitizing your property, which can delight your guests in the future. Your wireless network combined with the internet of things (IoT) is what enables guests to open their rooms with a digital key. It can facilitate contactless check-in and check-out. It could even allow guests to control their room temperature through smart thermostats.

Best of all, an always-on, high-performance Wi-Fi network can be the special amenity that elevates your rating to five stars. In a recent study, 73% of guests surveyed said they're likely to return to a hotel that meets their technology needs.<sup>1</sup> Imagine that—with technology, you can keep your guests excited to be there while helping you build loyalty to entice return visits. That's a win-win for any property.





## 2. Improving operational efficiency

Creating a strong hotel Wi-Fi network can benefit more than your guests. It can also be instrumental in making your hotel operationally efficient and creating a work environment that can help you attract and retain good employees.

A smart wireless network can automatically send a welcome message to guests on the day of their arrival, providing them with seamless travel instructions. This eliminates the need for guests to queue at the front desk, as they have the option to check-in online. Online registration can also offer a digital key that allows them to go straight to their room.

Allowing your guests to be self-sufficient frees up more time for team members to provide personalized service to those who want or need it. Once checked in, your team members can use your hotel network to message guests and offer virtual assistance. Digital messages sent from guests requesting more towels, pillows or blankets can immediately be forwarded to housekeeping for prompt and personalized service.

Reliable Wi-Fi, integrated with cloud-based property management software, empowers your front desk to efficiently manage room availability while also keeping track of rooms awaiting housekeeping. Furthermore, it connects IoT sensors enabling housekeeping to stay informed about guest check-outs or absences, facilitating timely turndown services. In addition, it connects to maintenance in case any mechanical room issue needs to be resolved, and housekeeping can also easily keep track of their tasks, inventory and special requests.

Such an intelligent system running on the wireless network can also benefit maintenance team members with alerts for proactive work. Whether it's leak sensors on water lines, vibration sensors for HVAC appliances or air flow sensors in the ducts, the health of a hotel can be monitored with a fast and reliable Wi-Fi network. Did you know under-the-mattress IoT sensors also exist that can alert staff when bedbugs are detected?

By deploying powerful Wi-Fi that connects IoT sensors, hoteliers reduce operating expenses (OpEx), such as by dimming lights when an area is empty or altering temperatures when common areas are vacant. It's estimated that hotels can save up to 30% on energy consumption<sup>2</sup> and 25-40% on HVAC costs<sup>3</sup> through automation.

Overall, a hotel system that operates over a hearty Wi-Fi network can simplify employee workflow and make every employee more engaged, efficient and satisfied.



### 3. Optimizing property performance

With an agile wireless network, guest concerns or questions can be addressed quickly and efficiently, improving the digital guest journey. One major hotel revealed that 63% of guests reportedly used their mobile messaging during their stay to which 100% of all on-property issues were resolved by the hotel team engaging through messaging.<sup>4</sup>

Technology can also be your key to reducing customer acquisition costs (CAC). Recent research shows that 82% of consumers would be willing to share their personal data for a better customer experience<sup>5</sup>. By collecting and analyzing guest data using your Wi-Fi, a property can better understand what guests prefer and how to lure them back for a return stay. Since CACs can be as much as 20% of overall room revenue,<sup>6</sup> building a database of satisfied guests to incentivize them to return to your property (or sister properties)—or even refer you to their friends—can go a long way toward increasing your bottom line.

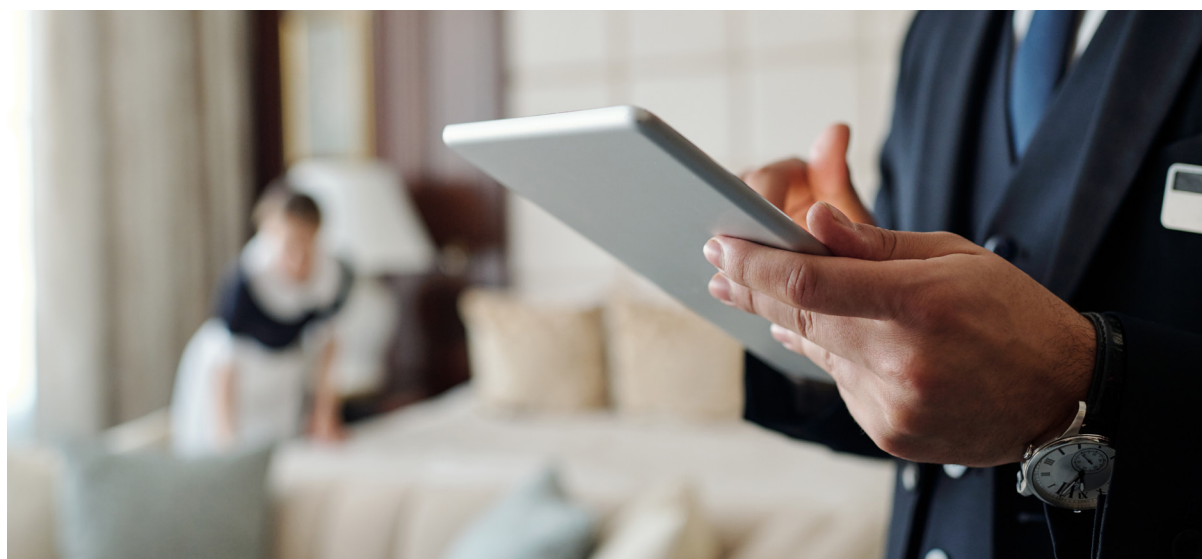
Once guest's check in and opt in to receive onsite promotions, you can send them special offers exclusive to your restaurant, spa or sundry shop to boost your revenue per available room (RevPAR). When connected to IoT beacons, your network can also deliver prompts to guests about cool drink specials on hot, sunny days or warm comfort food options on cool, chilly nights.

Hoteliers who invest the time and expense to build a curated experience with one-of-a-kind comforts can also use their Wi-Fi to permit guests to purchase these unique items to boost your RevPAR. A hotel app can help guests shop for and duplicate the best of your hotel with a click—and they can even have it shipped to their home, saving luggage space.

Wi-Fi-connected IoT surveillance cameras can boost security by identifying suspicious activities, theft, and vandalism—and make your guests (as well as staff) feel safer. Staff panic buttons using Wi-Fi also can go a long way toward safeguarding your employees any time day or night.

With a strong Wi-Fi network, hoteliers can also leverage POS machines for processing general payments in various areas such as the bar, restaurant, spa, and more, facilitating smoother transactions and enhancing guest satisfaction. Guests can conveniently settle their bills with the scan of a QR code, making electronic payments hassle-free. However, this seamless experience is only possible if your hotel Wi-Fi runs efficiently and doesn't force guests to wait, potentially leading to frustration and abandoned transactions due to buffering.

Offering your guests a smart, connected hotel not only helps you lower CAC, increase RevPAR, and curtail OpEx; it also helps differentiate your property from the competition. A clean, comfortable room becomes even more homey when interactions with your hotel and staff are smooth and effortless.



## 4. Becoming more sustainable

With each passing year, more and more guests actively seek hotels that provide more eco-friendly accommodations. In a 2023 survey, 74% of travelers said they want travel companies to offer more sustainable lodging choices. This represents an increase from 66% of respondents in 2022<sup>7</sup>—meaning hoteliers who try to reduce their carbon footprint can gain a competitive edge.

So, who exactly are these travelers seeking sustainability certifications? According to studies, more than 80% of them have already begun to adopt sustainable practices. 59% of them seek to improve the places they visit. And a full 30% of them prioritize sustainability even if it's not convenient.<sup>8</sup>

If becoming more sustainable sounds like an expensive proposition, one report reveals that 43% of today's travelers would be willing to pay more for travel options with a sustainable certification.<sup>9</sup> So, investing in becoming more eco-friendly can simultaneously save the planet as well as your profit margins.

By deploying robust Wi-Fi, your property can help reduce waste in a number of ways. For example, permitting guests to use their smartphones to unlock their rooms helps eliminate the plastic waste of keycards. IoT devices like smart thermostats and room sensors can adjust air conditioning, lighting, or even electronic blinds to help your hotel save energy while providing an inviting and comfortable atmosphere.

As for water wasted, did you know that monitoring your water usage in real time can help identify where water waste can be improved? IoT sensors that can alert you when a toilet or faucet is leaking can go a long way toward reducing water consumption.

But reducing water consumption shouldn't be limited to only indoors. Soil sensors can turn off your outside sprinklers when your landscaping is properly watered. Think of the money you can save with such IoT devices where water is a precious commodity—from Palm Springs, CA, to Riyadh, Saudi Arabia.

Overall, IoT devices integrated into vibrant Wi-Fi can help hoteliers become more sustainable simply by tracking the performance of equipment and appliances throughout the property and alerting maintenance when repairs are necessary. By tackling challenges found in power-hungry systems early on—from laundry rooms and spas to cold common areas—before they become significant issues, hoteliers can dramatically improve their hotel's energy efficiency and discover how being more sustainable is a big step in the right direction to becoming more profitable.





## 5. Staying future flexible

As the world continues to evolve, hoteliers, too, must adapt and remain agile in how they accommodate their guests. By anticipating future needs now, hoteliers who've embraced impending technology can be the ones who capture a larger share of guests.

For example, since a large majority of hotels are still operating Wi-Fi 5 onsite<sup>10</sup>, now would be a great time to get ahead of the game and upgrade to a cutting-edge, scalable Wi-Fi 7 network. When Wi-Fi 6E was revealed four years ago, device makers and chip manufacturers were slow to release products that conformed to this standard. But the new Wi-Fi 7 standard is gaining fast acceptance.

Right now, most governments around the world have designated at least part of the 6 GHz spectrum for Wi-Fi 6E and Wi-Fi 7 use,<sup>11</sup> which has opened a portal to faster speeds, greater throughput, and more bandwidth.

With more than 233 million Wi-Fi 7 devices expected in 2024—which should grow to 2.1 billion devices by 2028<sup>12</sup>—being able to support the 6 GHz band on your property will be critical to allowing these devices to deliver peak performance.

Which means that putting off your network upgrade to support the 6 GHz band may be a reason guests avoid your property altogether. While guests may not understand how Wi-Fi 7-capable devices support multi-link operation (MLO)—which utilizes three radio bands simultaneously to deliver optimal connectivity—they will notice when their streaming video buffers or connections drop incessantly at your property during peak usage hours.

Moreover, the IoT market is growing exponentially—expected to nearly double from \$1.3 trillion in 2024 to more than \$2.3 trillion by 2028.<sup>13</sup> Hotel wireless networks that support IoT and unify the Wi-Fi and wireless technologies into a single network will enjoy a clear advantage. By accommodating Bluetooth Low Energy (BLE) and Zigbee devices with built-in ports that support Matter and Thread protocols, adaptable hotel networks will be able to outshine their competition.

In addition to creating a more agile network, maintaining strong data security is another issue that hotels will want to take very seriously. Preventing onsite hackers from penetrating your network is critical—making hoteliers want Wi-Fi solutions that provide flexible and easy-to-use onboarding while still safeguarding the entire network.

**That's why RUCKUS Networks offers a range of solutions to support both boutique hotels and international conglomerates.**





## **RUCKUS Networks solutions**

For nearly 20 years, RUCKUS solutions and technology have been helping the hospitality sector stay connected. With the goal of helping hotels build a resilient wireless network, the RUCKUS portfolio is an easy way to deploy and manage robust, always-on Wi-Fi.

### **R770: Very-high-performance tri-radio Wi-Fi 7 access points**

When it comes to access points (APs), RUCKUS offers the most advanced technology available. As a founding member of the Wi-Fi Alliance, RUCKUS was the first to introduce the R770—an AI-driven, Wi-Fi 7 indoor AP that delivers ultra-fast, low-latency wireless connections. It also features the proprietary BeamFlex+® antenna system that provides the strongest signals possible while actively avoiding interference. Plus, for added security, it includes the patented power of Dynamic PSK™ (pre-shared keys) in addition to WPA3/SAE protocols, which provides flexible and easy-to-use dynamic passphrases to safeguard network access.

### **RUCKUS ONE™: AI-powered management for your converged network**

Running a single hotel or a chain of hotels comes with a host of challenges. But when your wireless network is monitored and managed by one of the world's top network assurance and business intelligent systems, life becomes easier. Powered by AI and patented machine learning (ML) algorithms, RUCKUS One™ enables IT to react quickly to incidents and prevent them from becoming service-affecting problems. It will even classify issues by severity so your hotel knows where to focus first, which cuts down on help desk tickets. This user-friendly technology is easy to use and easy to expand, and it can display your entire network on a single pane of glass no matter how large or small.

### **RUCKUS IoT Suite: IoT simplified**

With all the number of IoT sensors and devices appearing in the marketplace, knowing how to connect them while keeping the network secure can be overwhelming. But RUCKUS IoT Suite helps hoteliers build an IoT access network through the reuse of LAN and WLAN infrastructure. By tying together the fragmented ecosystem of standards, devices and service, hoteliers can accelerate deployments, reduce costs and benefit from the use of IoT devices.

### **Brand 360: Data analytics for hospitality franchise business models**

For properties that wish to share analytics with other each other, RUCKUS offers an easy way to give access to data that summarizes operations and service quality for easy review. The Brand 360 dashboard provides exclusive access to partner network data that gives an overview of service-level agreement (SLA) compliance levels against key metrics. It also helps partners and stakeholders set a benchmark for network health, service quality and operations management.

## Summary

With the pandemic now fully in the rearview mirror, business and leisure travelers are returning to frequenting hotels. But the COVID experience has cemented how closely tied people have become to their devices. Strong Wi-Fi is not a luxury; it's a necessity.

It's understandable for hoteliers not to want to chase the next technological advancement, as there always seems to be a new one just around the corner. But today's guests have higher expectations than ever before. It's estimated that most hotel Wi-Fi speeds operate from 1 Mbps to 10 Mbps, which drops even lower when the network is congested with multiple users.<sup>14</sup> This is becoming unacceptable for travelers.

Hotel Wi-Fi is one of those "invisible amenities" that guests only notice when they're affected by it. And this is often the reason for poor online reviews that damage an otherwise great hotel stay.

A hotel Wi-Fi network and the technology tied to it will be the reason one hotel becomes more profitable. Why one hotel receives more guests. And why one hotel may see more team member applications.

With the success of ChatGPT, many hotels are turning to generative AI for marketing, social media and customer-facing chatbots.<sup>15</sup> But hotels can also integrate AI into their wireless networks to keep them operating at peak performance. With RUCKUS One and RUCKUS AI™, hoteliers can put artificial intelligence to work at a granular level to better understand their network, employees and guests.

In a 2024 survey, hoteliers were asked, "What are your top lodging technology challenges?" and the number one answer was, "Difficulty integrating with legacy systems" (69%).<sup>16</sup> But doing so doesn't have to be tough. RUCKUS Networks offers a wide range of network solutions that allow your establishment to build as you grow.

While other hotels have been reluctant to upgrade to Wi-Fi 6E's 2020 standards, why not skip this step and move straight to Wi-Fi 7? With faster speeds, wider channels and rock-solid reliability, your network can easily become the belle of the ball and have your guests boast about your hotel for you.

Find out how a small capital expenditure in your Wi-Fi network can immediately help improve your occupancy rates, RevPAR and guest satisfaction scores.

To learn more about how RUCKUS can give your hotel a competitive advantage, [contact your local representative today.](#)

## Source attributions

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<sup>3</sup>[technology 4 hotels](#)

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<sup>9</sup><https://www.machineq.com/post/the-future-is-now-esg-imperatives-for-hoteliers>

<sup>10</sup><https://www.hospitalitynet.org/opinion/4114492.html>

<sup>11</sup><https://www.wi-fi.org/countries-enabling-wi-fi-in-6-ghz-wi-fi-6e>

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<sup>13</sup>[Statista](#)

<sup>14</sup>[Hotel Chantelle](#)

<sup>15</sup>[Hospitality Tech](#)

<sup>16</sup>Ibid

## About RUCKUS Networks

RUCKUS Networks, a CommScope business, builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

[www.ruckusnetworks.com](http://www.ruckusnetworks.com)

Visit our website or contact your local RUCKUS representative for more information.

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