



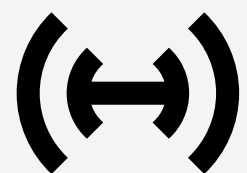
Tech, trends, and transformation  
in guest experience.

January - April 2025

# Hoteza Digest

Hospitality Rewired:  
From Automation to Emotion

[hoteza.com](https://hoteza.com)



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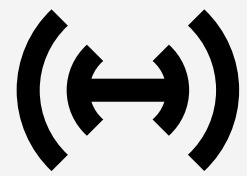


Tech, trends, and transformation  
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# What's New

Highlights and Milestones:  
January – April 2025





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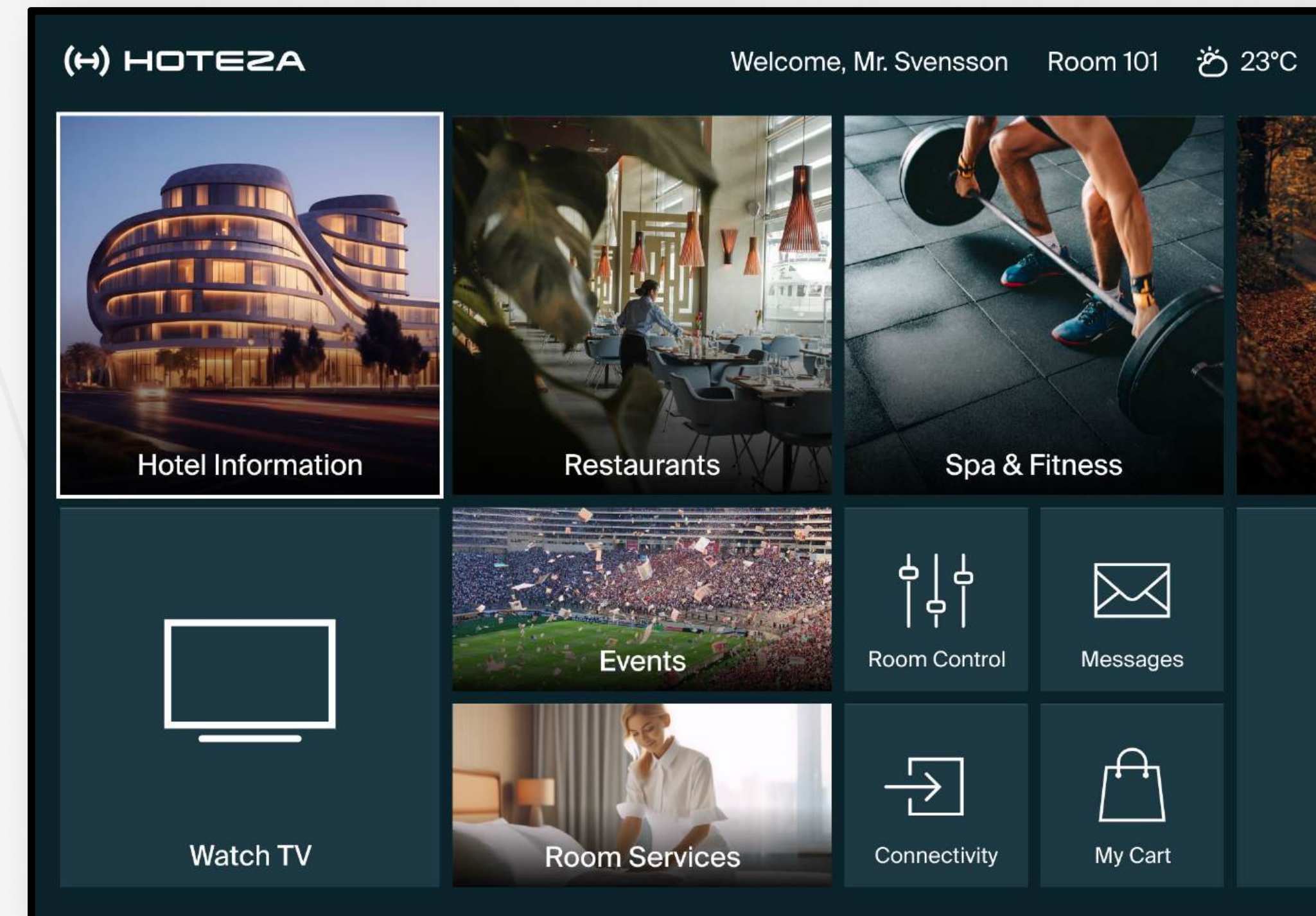


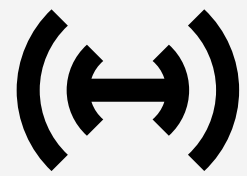
# Recognized as the Best in the Industry

In Q1 2025, Hoteza was proudly awarded Best Hospitality TV Solution by HotelTechAwards, the industry's most trusted recognition based on honest customer feedback and performance data.

<https://hoteltechreport.com/guest-experience/hospitality-tv/hoteza-tv>

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## Why it Matters:

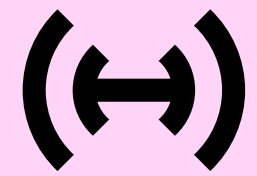
This win reflects the trust of hoteliers globally who prioritize innovation, reliability, and guest satisfaction.

For customers, it reinforces confidence in choosing a partner aligned with the future of in-room technology.

It cements Hoteza's position as a category leader, recognized for delivering seamless guest experiences.

With guest expectations constantly evolving, this award highlights Hoteza's commitment to raising the bar for TV content, design, and interactivity that resonates with modern travelers.





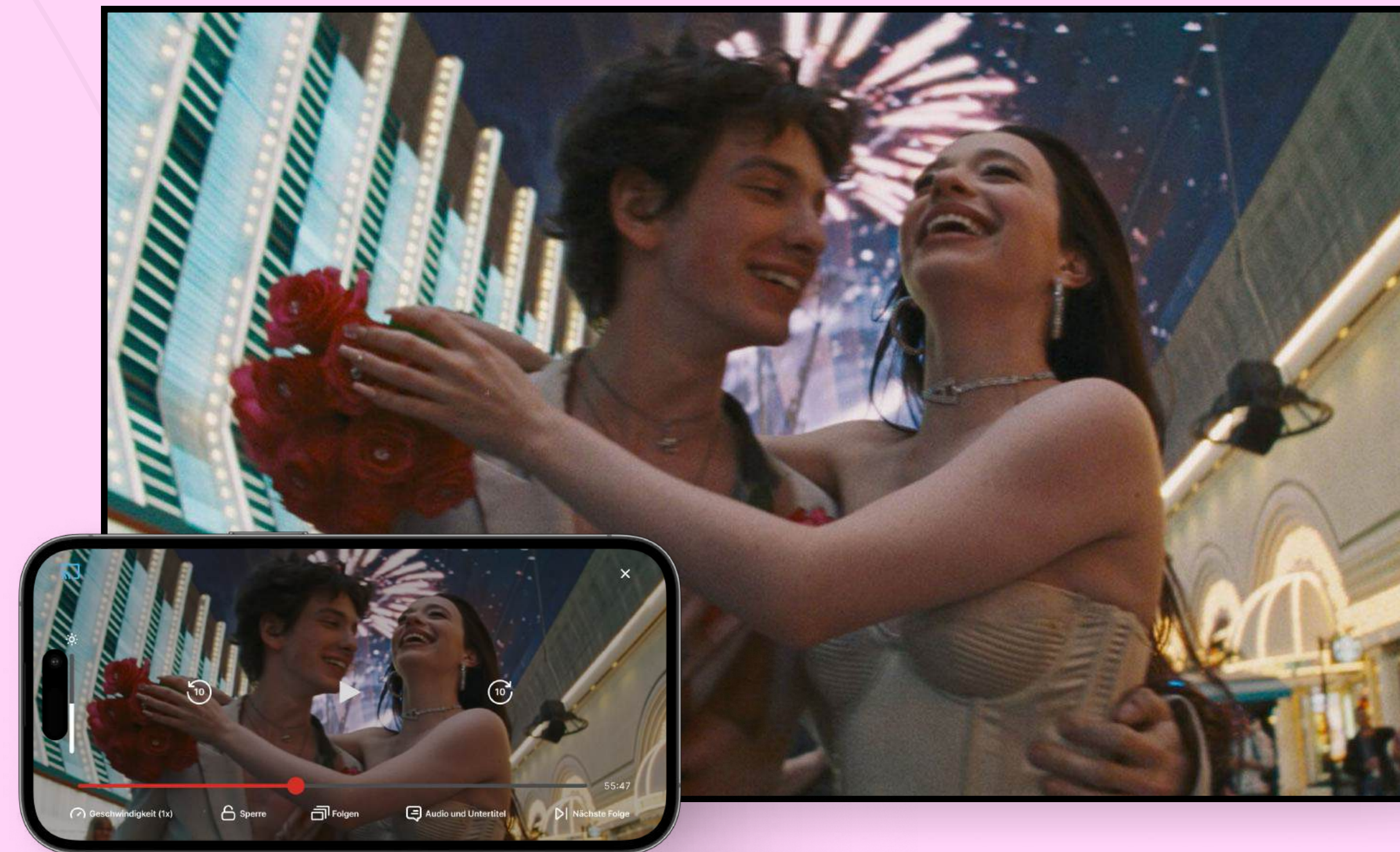
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# Google Certified & Guest Approved: Hoteza CAST is Here

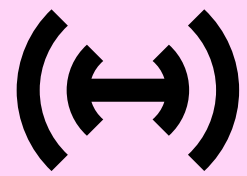
Today's guests expect more than content; they expect control, speed, and simplicity.

That's why we're proud to announce Hoteza CAST is now **officially Google Certified** to run natively on LG's latest Pro:Centric hospitality TVs with built-in Google Cast functionality.

[hoteza.com](https://hoteza.com)







# What this means:

## In general:

- No extra hardware, dongles, or set-top boxes
- Quick deployment & reduced maintenance
- Native integration = clean aesthetics + cost savings

## Why hoteliers love it:

- Zero hardware = zero clutter and fewer support calls
- Lowers operational overhead
- Fully cloud-managed and easily scalable

## For your guests:

- Private, encrypted, and secure casting
- Compatible with both Android and iOS
- Zero-touch pairing - no logins, connect and cast
- Works with YouTube, Disney+, Spotify, and more
- Fully branded UI that enhances the guest journey



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# Events Attended in Q1 2025

Engaging directly with the industry is key to innovation. In Q1 2025, Hoteza participated in leading global events, showcasing our latest tech and strengthening partnerships.

## Hospitality & Hotel Industry Events

- Albergatore Day
- 46th Cyprus Hotel Summit & Horeca Expo
- Independent Hotel Show Amsterdam

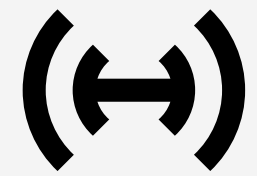
## Technology & Innovation in Travel

- Integrated Systems Europe
- ITB Berlin
- TUI Tech Expo

## International Tourism & Travel Fairs

- Tourism Travel Show
- Meet The Experts
- Tourism & Travel Show Albania 2025





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We're proud to announce that Hoteza is now part of TechIsland – the most influential technology community in Cyprus.

**Joining as the first hospitality tech company, we:**

- Strengthen our global SaaS position
- Expand our presence in Cyprus' tech landscape
- Deepen local partnerships and innovation efforts
- Contribute to a vibrant, international ecosystem

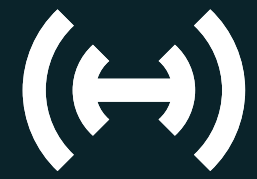


**From our HQ in Cyprus – to hotels around the world.** Let's shape the future of hospitality tech, together.

# Hoteza Joins TechIsland



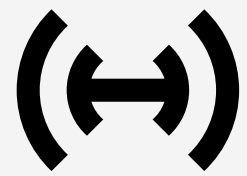
**HOTEZA**



Tech, trends, and transformation  
in guest experience.

# Market Trends

Insights Shaping  
the Future of Hospitality



# The AI Shift: From Guest Data to Guest Delight

## AI's Potential in Travel

McKinsey reports that AI could deliver 140% more value in the travel industry than traditional analytics.

<https://www.mckinsey.com/industries/travel/our-insights/the-promise-of-travel-in-the-age-of-ai>

## Labor Shortages in Hospitality

According to a Mews Hotelier Survey conducted in 2024, 70% of hotels struggle with hiring staff in guest-facing roles.

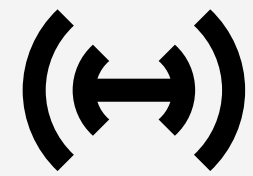
<https://www.mews.com/en/resources/research>

## Chatbot Efficiency

Industry data shows that AI-powered guest communication platforms can resolve over 90% of routine guest inquiries, significantly reducing staff workload and improving response times.

<https://www.phocuswright.com/>  
<https://skift.com/>





# What Hoteza Does with AI

## Key Takeaways

AI is no longer just a back-office optimization tool. In 2025, it will power real-time, personalized service: from pre-arrival mood detection to upsell offers that convert.

## What the Hoteza Team Thinks

We believe AI isn't here to replace people but to amplify hospitality. When used well, it doesn't feel like tech, it feels like intuition.



*AI should feel invisible to the guest, and be like magic to the staff*

### **Smart upselling:**

contextual offers that convert, not spam

### **In-room feedback prompts:**

real-time insights, not surveys three days later

### **Personalized content:**

TV and tablet recommendations that match guest profiles and preferences

### **Mood-driven messages:**

recognizing the guest's intent and adjusting digital touchpoints accordingly

*Back-office AI is yesterday's story. What matters now is what the guest sees, feels, and responds to, and we're building for that.*



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# Direct Bookings Surge: OTAs Lose Their Monopoly Grip

## Growth in Direct Bookings

Digital direct bookings are projected to grow from \$140 billion in 2019 to \$333 billion by 2030, while OTA bookings remain relatively flat.

<https://research.skift.com/reports/hotel-distribution-outlook-2024/>

## Hotelier Goals

Skift Research indicates that hoteliers aim for over 50% of their bookings to come directly by 2030.

<https://skift.com/2024/11/11/the-ideal-mix-for-hotel-distribution-direct-bookings-to-lead-by-2030/>





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# How Hoteza Helps You Win Direct

## What the Hoteza Team Thinks

Today's travelers expect the same smooth, branded experience across every digital touchpoint. If your check-in looks like everyone else's, they won't remember you. If your upsell offer comes too late, you've lost the moment.

“

*A booking engine alone won't save you. You need a full-circle digital journey that feels personal, not transactional.*

- Fully branded interfaces, not white-label clones
- Personalized upselling and pre-arrival messaging
- Seamless handover from app, TV, and tablet to in-room experience
- Smart check-out surveys to boost loyalty, reviews, reputation, and direct rebookings

*Why hand over your guests to third parties when you could build loyalty and lifetime value? We help hotels flip that script.*





# Staff Productivity Isn't Optional – It's Survival

## Decline in Productivity

65% of U.S. hotels still face staffing shortages, with employment nearly 10% below pre-pandemic levels, despite some recovery since May 2024

<https://www.ahla.com/news/65-surveyed-hotels-report-staffing-shortages>

## Hiring Challenges

The Mews Hotelier Survey 2024 highlights that over 70% of hotels have difficulty hiring for front desk, housekeeping, and F&B roles.

<https://www.mews.com/en/resources/research>



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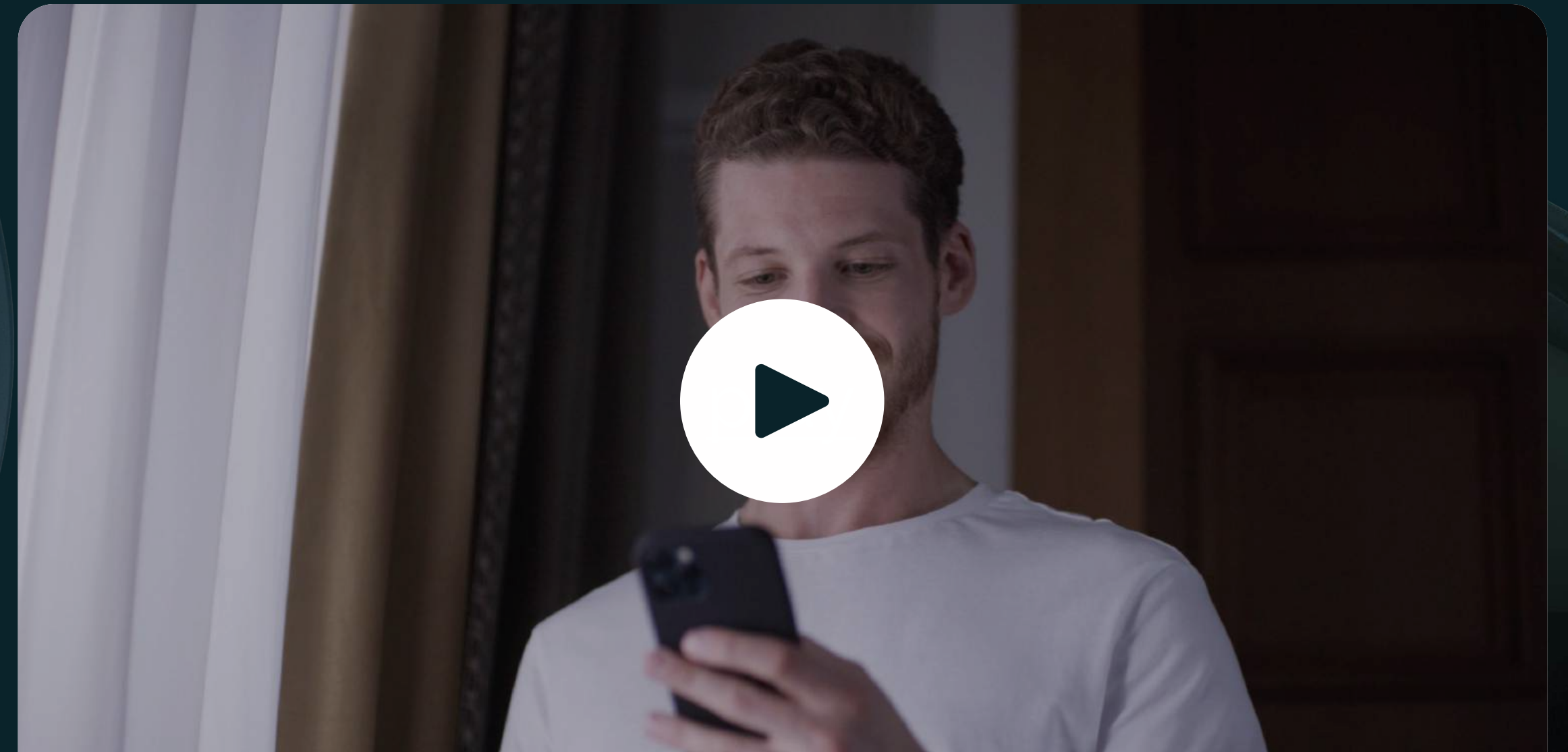
# Hoteza's Solutions

## What's changing

Hotels are shifting from “throwing people at the problem” to “designing smarter workflows.” AI and automation are not about cutting headcount but about giving teams superpowers.

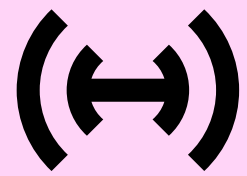


Staff shouldn't be overwhelmed by tech. It should feel like an extra set of hands—always on, always calm.



Our platform, Hoteza Guest Journey, automates routine tasks such as check-in, guest messaging, and service requests, freeing up staff for high-impact human moments.





# Hospitality Goes Hybrid: Beyond Hotel Rooms

## Market Comparison

While the traditional hotel industry continues to dominate with a market size of USD 1,071.49 billion in 2024, the extended stay accommodations sector is experiencing a higher growth trajectory, projected to expand at a CAGR of 9.35%, reaching USD 52.46 billion by 2030.

<https://www.maximizemarketresearch.com/market-report/hotels-market/47478/>

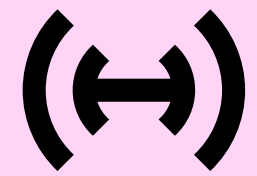
## Marriott's Revenue

Marriott reports that 8% of its luxury revenue now comes from branded residences.

## The Social Hub's Expansion

The Social Hub operates in 18 European cities and offers a mix of student housing, short-term stays, co-working, and events.





# Hoteza: One Platform for the Entire Digital Guest Journey

## What the Hoteza Team Thinks

Whether it's a beachfront suite, a student room, or a luxury apartment, guests expect the same ease: online check-in, digital room keys, and full access right from their smartphone.



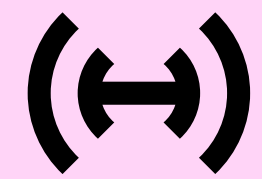
*The property type no longer defines the guest experience. Digital convenience must be built-in – everywhere, for everyone.*

Hoteza isn't just a tech add-on; it's the foundation for seamless digital communication between hotels and guests across every stage of the stay.

With Hoteza, everything happens on the guest's smartphone:

- Online check-in and smart room access
- Personalized messaging, special offers, and guest communications
- TV, high-speed internet, in-room tablets, and a mobile app - all fully integrated into one ecosystem





# Hoteza: One Platform for the Entire Digital Guest Journey

Whether it's a hotel, a residence, or a co-living space, Hoteza makes every guest journey seamless and connected from the first touchpoint.

One platform powers it all: TV, Wi-Fi, tablets, digital reception, communications, app creating an experience that feels easy, intuitive, and unforgettable, no matter where guests stay.



*Today's guests expect digital freedom – and Hoteza delivers it effortlessly for guests, staff, and management.*

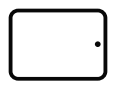
**Hoteza Guest App**

Mobile & Web Apps



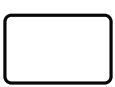
**Hoteza E-Sign**

Digital Reception



**Hoteza TV**

Interactive IPTV System



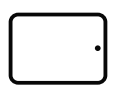
**Hoteza Internet**

High Speed Internet Access



**Hoteza HotPad**

In-Room Tablet



**Hoteza HotSign**

Digital Signage







Interview with Alexey Chizhikov, CTO of Hoteza

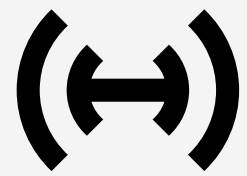
# Why Unified Hotel Technology is the Future of Hospitality

**Alexey, let's start with the big picture. Why is it important to use a unified platform to manage guest touchpoints in a hotel?**

A unified platform ensures design consistency and a seamless user experience, directly impacting guest satisfaction. From the operational side, it simplifies everything hotel staff don't need to juggle multiple systems or duplicate content entry. In a high-pressure environment like hospitality, technology should reduce complexity, not add to it. That's why we designed Hoteza as one interconnected system, built specifically for hotels.







## Interview with Alexey Chizhikov, CTO of Hoteza

### **What problems do hotels typically face when they rely on multiple systems from different vendors?**

There are three main problems: design mismatch, operational inefficiency, and high integration costs. Guests notice when different systems feel disconnected, which undermines the brand experience. Staff lose time learning multiple interfaces. Every additional system needs to be integrated with the PMS, which increases costs and complexity.

### **And how does Hoteza solve these challenges?**

We unify key digital touchpoints, including IPTV, mobile app, check-in, guest messaging, and Wi-Fi, into one platform. This gives guests a consistent, seamless experience across all devices. Staff manage everything from a single interface, and integrations with systems like PMS or POS are done once for the whole ecosystem. That saves time, money, and stress.

### **Sounds like it benefits everyone. How important is your team's background in hospitality when building these products?**

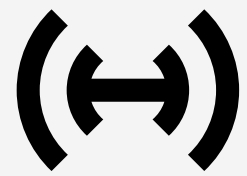
It's essential. Our team includes former hotel IT directors, revenue managers, and front desk staff. They bring practical insights that help us build tools that solve real operational problems, not just check boxes on a spec sheet.

### **Let's talk about the guest journey. How does a unified ecosystem improve it?**

It removes friction. Guests can move seamlessly between touchpoints. For example, they might scan a QR code on the in-room TV to open a spa menu on their phone. Or use their phone as a remote. They never have to re-enter information or learn different interfaces. It all feels natural.

### **What about integrations? Many hoteliers struggle to connect systems like PMS, POS, and third-party apps.**

Integration is not something we bolt on, it's embedded into our architecture. We build with interoperability in mind. Our platform is API-first and modular, allowing us to integrate flexibly with both cloud-native and legacy systems. We've worked with Oracle, Mews, Protel, Infor, and many others. However, the real value lies in real-time synchronization. One guest action, like a check-in or room service order, updates the entire system instantly.



## Interview with Alexey Chizhikov, CTO of Hoteza

### Can you give an example of that in action?

Sure. A guest checks in via mobile app. Our system syncs with the PMS, updates the TV with a personalized welcome message, and activates their in-room preferences. If they order room service through the tablet, it is processed directly at the POS, and their preferences are saved for future stays. It's all connected. No gaps, no barriers.

### Let's talk stability versus innovation. Hotels want new features, but they can't afford downtime.

Absolutely. Innovation without reliability is just a prototype. Reliability without innovation is stagnation. We build a rock-solid core infrastructure and develop new features on modular layers, using feature flags and controlled rollouts. That way, we deliver new functionality without disrupting existing operations.

### What's the next major challenge in hotel tech?

Orchestration. Most hotels still think in terms of separate tools—a mobile app, a tablet, a TV. However, the real opportunity lies in orchestrating a fully connected, personalized guest experience. Imagine walking into your room, and the temperature, lighting, language, and entertainment are already tuned to your preferences. That's not the future. That's the case if your tech stack is unified.

### How important is the guest's personal device in this ecosystem?

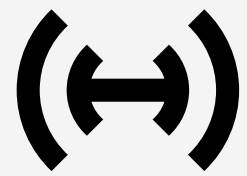
It's absolutely critical. Guests expect to use their own devices for everything — from check-in to entertainment. That's why we design experiences to be fully device-agnostic. Start on the TV, scan a QR code, continue on the phone: no app downloads, no logins, no friction. Their smartphone becomes a natural extension of the room.

And with Hoteza CAST, they can instantly stream their own content to the in-room TV, without touching the hotel's network settings. It's intuitive, secure, and exactly what travelers expect: complete control in their own hands.

### And for hotels just starting their digital transformation?

Start small but smart. Begin with high-impact modules like Mobile Check-In or in-room ordering. Get your team comfortable, gather guest feedback, and then scale up. A unified platform allows you to grow organically without having to re-architect every time you add a new feature.





## Interview with Alexey Chizhikov, CTO of Hoteza

### What features are most in demand right now?

Mobile Check-In and Check-Out, room controls from the app, personalized recommendations based on PMS data, and chat-based communication. These features reduce guest effort and staff workload, while increasing satisfaction and revenue.

### What technologies power these experiences?

Native integrations between app and TV, personalized QR codes, and AI analytics that adapt to guest behavior. It's all about anticipating needs, not just responding to them.

### And local market specifics? How do you handle those?

We support multiple languages, integrate with local payment systems, and comply with regional laws, such as GDPR. Whether it's legal compliance or cultural nuance, we adapt the experience without sacrificing consistency.

### How does automation help reduce staff workload?

Automation handles repetitive tasks, including collecting guest data, sending service information, and processing orders. Staff can focus on high-touch service. At scale, this saves significant time and lowers labor costs, especially in busy periods.

### Do you see real revenue growth from automation?

Absolutely. Hotels that implement our unified system typically see a 20–30% increase in revenue from additional services. It's not just about selling more, but making services easier to discover and purchase.

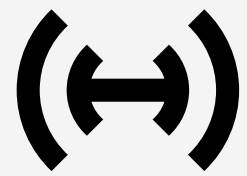
### What about hotels that don't have much data from direct bookings?

Our system fills in the gaps. We collect missing contact data for personalized messaging during check-in or throughout the stay. Even if you only have 25% of phone numbers at check-in, we can build that up and increase engagement fast.

### What's the role of WhatsApp and personalized links in this?

WhatsApp is familiar, direct, and effective. We send personalized service links via WhatsApp, resulting in higher conversions compared to other channels. It's about meeting the guest where they are, with the right offer, at the right time.





## Interview with Alexey Chizhikov, CTO of Hoteza

### How do you ensure continuity in the guest journey?

We integrate all stages: pre-check-in, front desk, in-room, and post-stay. Data flows continuously, so context is never lost. Guests don't feel like starting from zero every time they interact. It's a seamless, connected experience from start to finish.

### Final thoughts — what does excellent hotel tech look like in 2025?

It looks invisible. It's not about adding more apps or flashy features. It's about removing friction. The best tech is predictive, context-aware, and personal. At Hoteza, we're not just building tools. We're creating an ecosystem that helps hotels move from systems of interaction to systems of anticipation. That's where the future is.

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**We're creating an ecosystem that helps hotels move from systems of interaction to systems of anticipation. That's where the future is.**



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In hospitality, technology  
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