

<b>Hotel Loyalty Programs</b>									
Reviewing hotel loyalty programs shows how hotels are currently making the stay for their guests comfortable. A new digital experience can improve existing perks or create a new feature for the hotel.									
<i>International Chains</i>									
<b>Starwood</b>	free Night awards and award flights redemption without blackout dates	4 p.m. late checkout	Special elite customer service telephone line (available in most countries)	Enhanced room at check-in when available	Welcome gift at check-in	complimentary in-room internet access	complimentary Sheraton® club and Executive-level privileges	Guaranteed room availability	platinum concierge service for assistance with each stay
<b>HHonors</b>	5th night free	Late check-out / Express check-out	Quick reservations and check-ins based on your room preferences	eCheck-In: Select your room and check in online up to 24 hours in advance at participating properties	Two complimentary bottles of water per stay	Complimentary In-Room and Lobby Wi-Fi Internet Access	Complimentary access to fitness centers and health clubs <sup>4</sup>	48-hour room guarantee	Spouse stays free
<i>Boutique Chain</i>									
<b>SBE</b>	<ul style="list-style-type: none"> <li>- Discounted concert tickets</li> <li>- Free cocktails</li> <li>- Free champagne for the room</li> <li>- Free / discounted rooms</li> <li>- Free cigars</li> <li>- Discounts on Uber</li> </ul>								
<b>Home Automation</b>									
Reviewing home automation products that people love fuels ideas for hotel innovations based on successes with early adopters.									
<b>Nest</b>	<ul style="list-style-type: none"> <li>- Personalized temperature schedule</li> <li>- Save on heating &amp; cooling bill</li> <li>- Change temperature from your phone</li> <li>- See how much energy you have saved</li> </ul>								
<b>August Smart Lock</b>	<ul style="list-style-type: none"> <li>- Open a locked door with your smartphone</li> <li>- Set access levels e.g. houseguests with a limited number of days</li> <li>- Remote access to set levels wherever you are</li> <li>- Share access to friends and family</li> </ul>								
<b>DropCam</b>	<ul style="list-style-type: none"> <li>- cloud-based Wi-Fi video monitoring service</li> <li>- nightvision</li> <li>- two way talking</li> <li>- live viewing from your phone, tablet, or PC</li> <li>- recorded video up to one month</li> </ul>								
<b>Streaming Media</b>									
Streaming media services are becoming mainstream and will be a baseline expectation in a modern hotel room.									
<b>Spotify</b>	<ul style="list-style-type: none"> <li>- streaming music service</li> <li>- radio stations based on your music preferences</li> <li>- browse and listen to playlists from friends</li> <li>- store music locally on your device</li> </ul>								
<b>Netflix</b>	<ul style="list-style-type: none"> <li>- streaming video service</li> <li>- movie recommendations based on previously watched music</li> </ul>								
<b>Amazon Video</b>	<ul style="list-style-type: none"> <li>- streaming video service</li> <li>- purchase and download videos</li> </ul>								