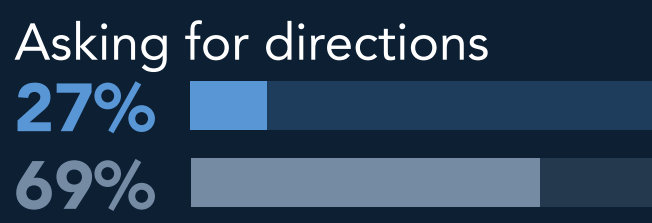
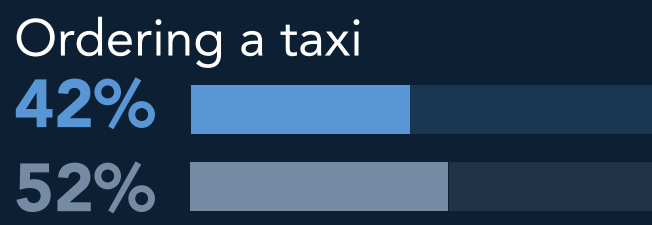
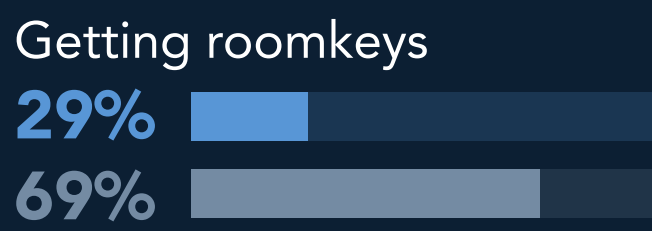
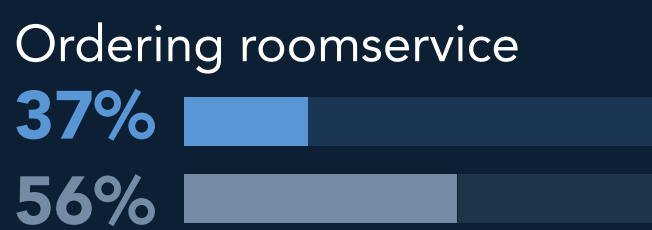
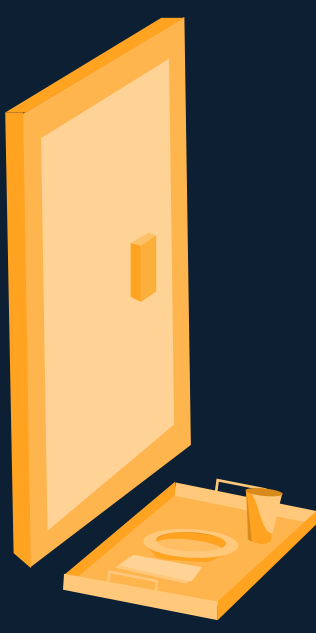
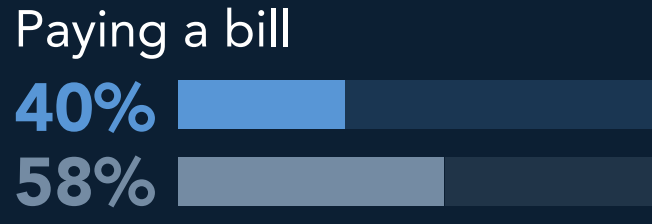
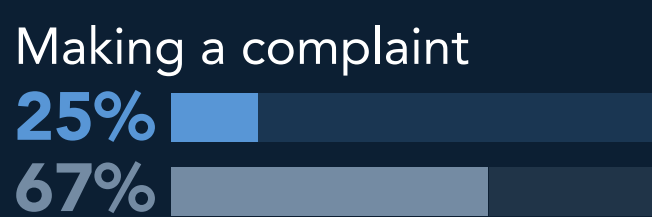
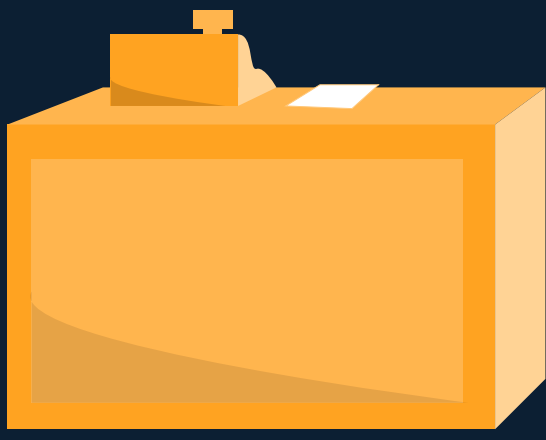
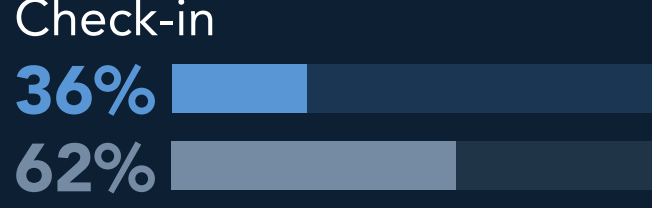


Where to balance tech, customer service for guests

A recent joint study from InterContinental Hotels Group and Amadeus shows travelers prefer human interaction over tech-enabled automation in most cases, and particularly when making complaints.

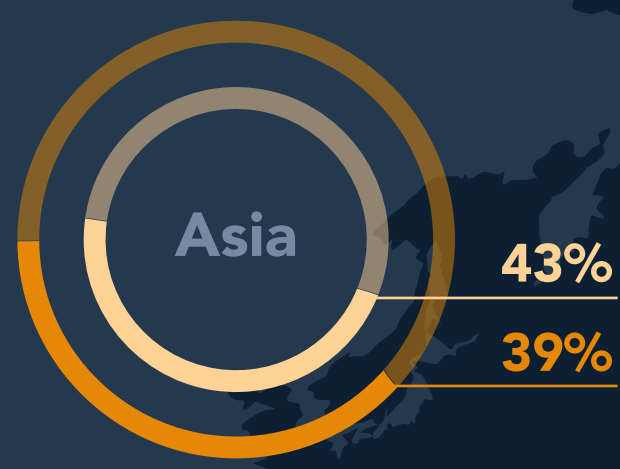
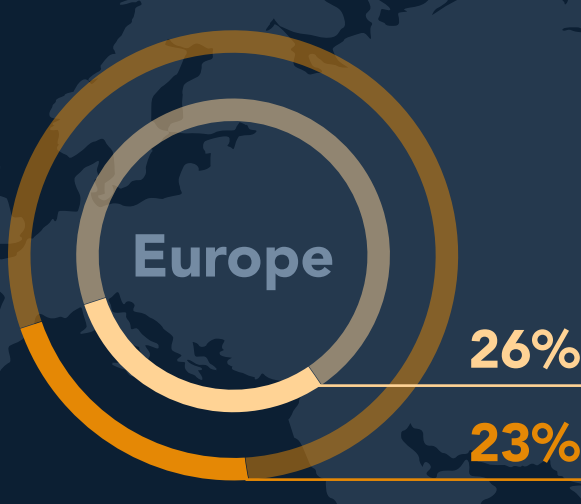
Where guests want human interaction

- Want self-service
- Want staff service



Big in Asia

39% of guests in Asia want automated check-in and 43% want automated check-out. Just 23% of European guests want automated check-in and 26% want automated check-out.



- Want automated check-out
- Want automated check-in