chargifi®



Report

How device charging is changing guest experience in hospitality

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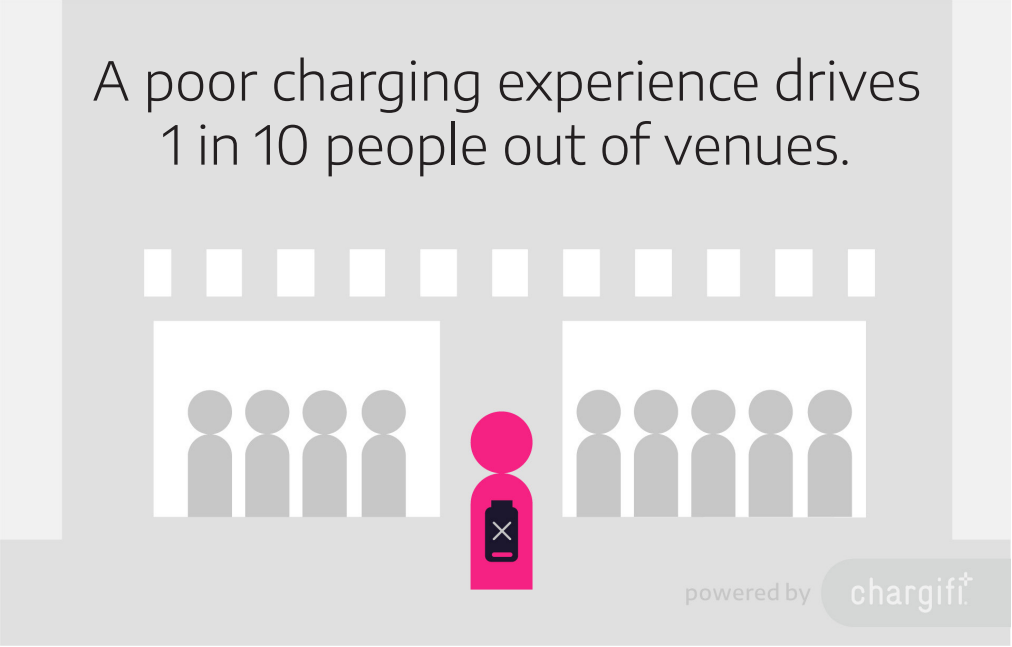


Chargifi builds foundational technology that transforms the way the world manages, monitors and monetizes power. We deliver a market-leading cloud management platform that enables the mass deployment of wireless charging; our patented solution turns wireless power into a service that adds real value for business and provides a unique value exchange opportunity for a true customer centric experience. Chargifi is now deployed by over 90 organizations in 21 countries.

1 Executive summary

What device charging facilities do your customers need? What do they expect from their time in your hotel, cafe, bar or restaurant? How can you make sure you are offering them access to convenient power – and can you leverage this service to see a compelling ROI for your business in return?

We asked over 2,000 respondents how their charging needs influenced their experience and decision-making in hotels and other hospitality establishments across seven countries. We also spoke to a panel of hospitality experts for their insights: Ted Horner, leading hospitality tech consultant, David Pryde, Chair of the IT Committee for the Hospitality Professionals Association, and Paul Squires, Chargifi Global Hospitality Lead. The results of the survey and the panel's commentary confirm just how important this driver is in consumer hospitality behavior and reveal a persuasive business case for investing in an effective and efficient charging offer.



Key findings include:

- Almost two-thirds of respondents want to charge their devices at hotels, cafes, restaurants or bars with some frequency
- Nearly half of customers are more likely to stay longer and order more if they can charge their device
- 15% of customers have left an establishment because they couldn't charge their device

- Over one in ten people want to charge their device at a hotel, cafe, restaurant or bar every day
- 17% of people have spent money with you simply so they could access power
- One in five 18 - 44 years olds have left a hotel, café, restaurant or bar because they couldn't charge their device there

What does this mean for hospitality venues?

Based on the findings in this paper, there is a strong evidence base for providing a high quality charging service to guests and customers, whether that's easily accessible plug sockets and USB points or tapping into the latest demands for wireless charging facilities.



Recommended actions include:

- Conducting a site survey to see how a charging offer could be incorporated into the design of your environment
- Identifying customer need in your particular establishment and building an offer around that
- Making charging facilities visible online and on location - brief staff and use signage to ensure guests know where they can conveniently charge
- Considering cloud connected wireless charging solutions to reduce service and maintenance costs and provide a consistent service to guests
- Integrating your charging service into your overall sales and marketing strategy, to fully maximize the potential business benefits and to provide guests with an intuitive experience

2 Introduction

The power of power



The hospitality industry is accustomed to changing and updating, flexibly and continuously, to meet the changing needs of hotel guests and F&B customers. Few developments, however, have had such a rapid and significant impact on the industry as the increasing tech demands of guests in recent years.

The modern traveler is a gadget-laden 'smart guest' with a suitcase full of wireless devices, looking for a smart-home-from-smart-home experience in their chosen hotel. Cafes and bars, meanwhile, have become *the* workplace of choice for the new generation of self-employed, flexi-working, mobile-office professionals, as well as a place to sit and watch movies or programs on smartphones and laptops, listen to music, shop, book an Uber, and connect with family, friends and colleagues – all on devices that need to be charged.

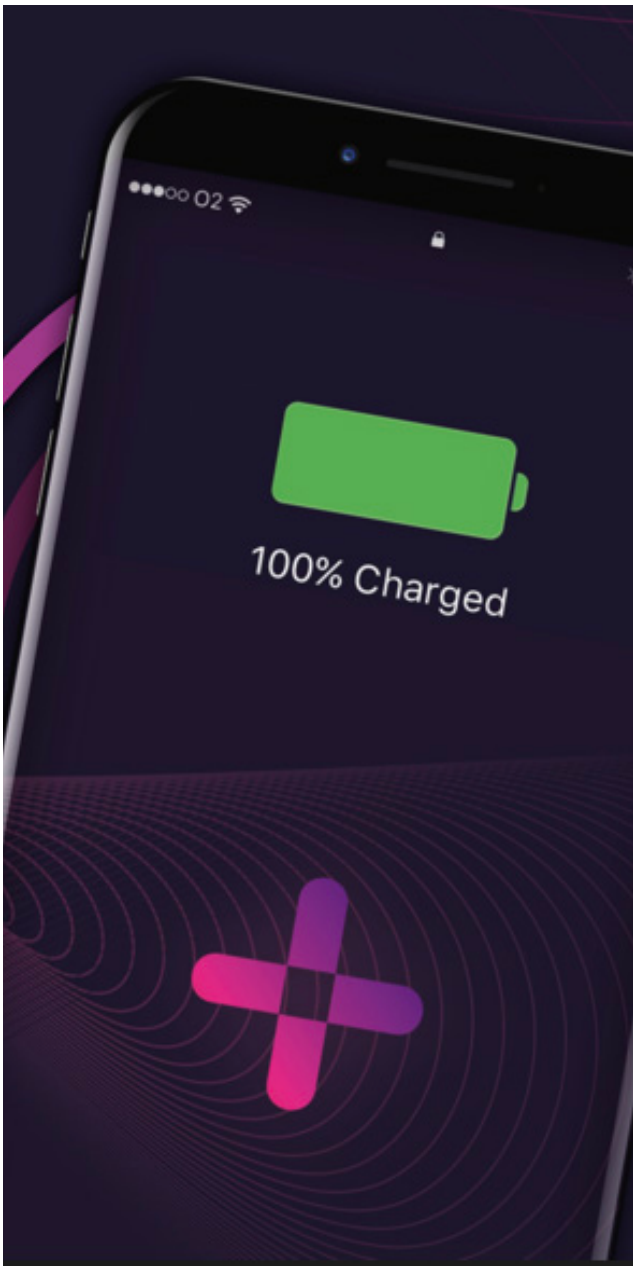


As a result, device charging has quickly become an essential part of the hospitality offering. Customers want - and expect - access to convenient power, whether that's plug sockets, USB points or, more recently, wireless charging stations. There is growing documentation of 'nomophobia' and 'low battery anxiety' as people rely more and more on their phones throughout the course of the day - but with this high usage many phone batteries cannot last all day without being charged.

Businesses that address this need can create successful, monetizable, public charging environments that benefit both the consumer and the business itself. But there are still many businesses lagging behind, unaware of the profitable ROI that is available to them if they invest in providing convenient charging as part of their offer.

Just as the industry responded to the growing need for Wi-Fi, its attention must now turn to power. The widespread availability of 4G, and now 5G, Wi-Fi as part of standard phone packages means offering location-specific Wi-Fi is less urgent for most customers than the need for power. After all, Wi-Fi or any connection to the internet is useless if devices are out of battery

Wireless charging: The next tech revolution is here



But even the charging landscape is rapidly changing. Wireless charging is here and this year will see it become, as The Wire predicts, 'as uncontroversial and universally embraced as Wi-Fi'. With half a billion smartphones and other devices with wireless power sold in 2017 alone, and with consumer awareness of the technology rising, customer demand for wireless charging in 2019 is set to explode. Increased access to wireless charging points, alongside apps that direct users to the nearest public charging site, means that the number of device-owners who say they use wireless charging regularly has tripled, a trend that will only continue to increase. Wireless charging has undergone significant development since the release of the Qi standard in 2008. Advances in technology have allowed the standard to offer a higher powered specification, while connecting the wireless charging SmartSpots to the cloud means that wireless charging devices have the potential to become part of a broader category of IoT (Internet of Things) devices.

The perceived value and demand for wireless charging has spread into how guests review their experiences, with online reviews for hospitality and F&B outlets now incorporating wireless charging into their feature lists. Consumers are increasingly using search engines like Google to seek out their nearest public charging station, growing footfall potential based on that need for power. The hospitality sector is at the frontline of this tech revolution, with plenty of profitable opportunities available to those who harness it.



Guest Experience Survey Insights

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3 Charging is an important part of customer and guest experience

The first area of research in the study explores whether people want to charge their devices publicly or not. We know from observation and anecdotal evidence that this is the case, but the volume and frequency discovered in the survey was still surprising. Parallels can also be found in the current customer demand for Wi-Fi use in hotels and cafes at the moment. Comfortably keeping enough battery life throughout the day is proving more and more challenging, particularly for the busy modern traveler. Charging meets a vital, modern need to stay connected, at all times, without limits, obstacles or anxieties.

63% of people want to charge their devices at your venue



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- 63% of respondents want to charge their devices at hotels, cafes, restaurants or bars with some frequency
- More than one in ten people want to charge their phone in one of these places every day
- 25% of people want to charge their device at a hotel, cafe, restaurant or bar once a week or more

What does this mean for hospitality venues?

These results indicate that charging is now an important part of the hospitality experience. Guests want to be able to regularly snack on power, and don't want to be concerned about where the next power fix is coming from, our panelists concluded. David Pryde confirmed that, 'The more customer-led hotels are very aware of the need for guests to charge their devices, and new-build hotels and refurbishment projects are meeting this need with increased power sockets and USB ports in public areas.' Although, as Ted Horner points out, 'Both the public spaces and guest rooms in many hotels still do not have enough charging devices or GPO [plug sockets/power outlets] or USB ports, and these methods of charging also have their failing with high volume usage'.



> "Hotels need to prioritize providing convenient power as part of the guest experience"
>
> Ted Horner

David Pryde agrees that, 'the adoption of wireless charging is still not there' and suggests that a dual approach might be adopted where guests have plug points in their rooms, 'as they have brought leads etc and want to use and charge simultaneously' while in public areas 'they are loathe to unpack leads etc unnecessarily and want a fast, seamless experience.'

Ted Horner, himself a frequent traveler, says the hospitality industry needs to wake up to the customer's experience of needing power. 'As a regular traveler all over the world myself, it would be great if we did not have to carry the excess luggage of leads and cables and international power adaptors. Hotels need to prioritize providing convenient power as part of the guest experience.'

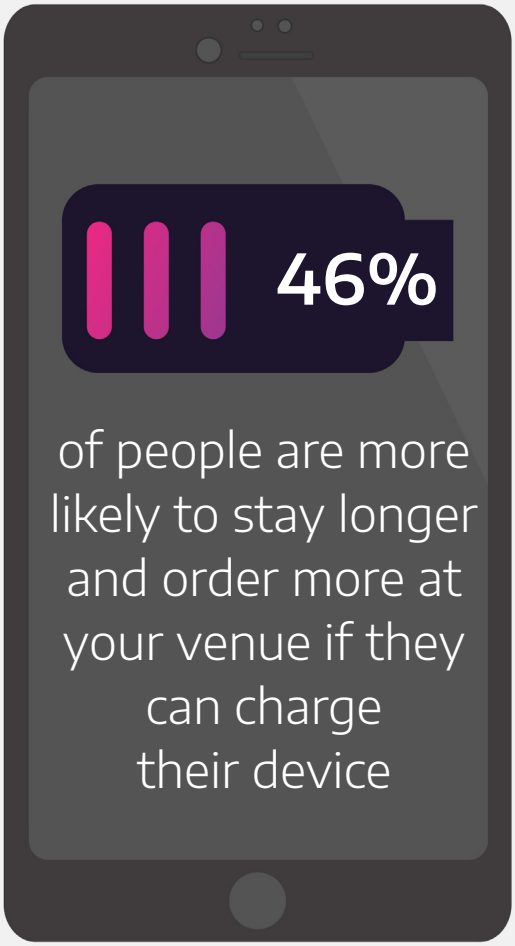
4 A good charging experience leads customers to stay longer and order more

Creating environments where guests and customers can comfortably use and charge their devices has an important impact, not only on guest experience but on business success. It would seem logical that customers who need to charge a device would have a reason to stay longer in an establishment, and logical too, therefore, that they would order more and spend more, particularly if incentivized. Our survey proved this point with the data below, strengthening the business case for quality charging facilities.

The data showed that:

- 46% of people answered 'Yes' when asked: 'Are you more likely to stay longer and order more at a hotel, cafe, restaurant or bar if you can charge your phone, tablet or laptop battery there?'
- People in APAC countries are most likely to stay longer and order more:
  - APAC 55%
  - UK 40%
  - US 45%
- 18-24 year olds are the most likely demographic to stay longer and order more

18-24 year olds are more likely to stay longer and order more if they can charge their device



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> Businesses do not currently make the most of their charging service - even though it offers a major opportunity
>
> David Pryde

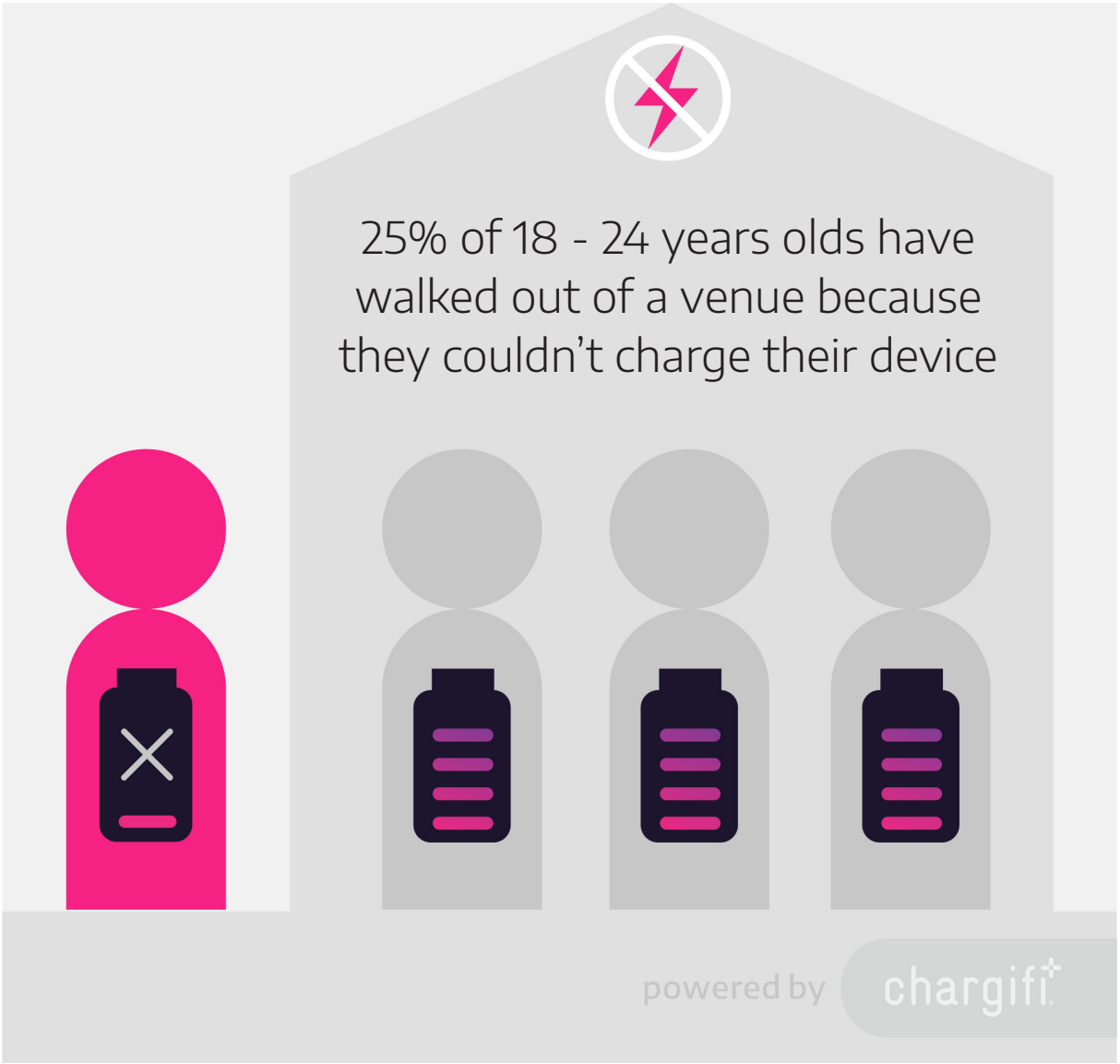
What does this mean for hospitality venues?

There is a clear business case with a logical and persuasive ROI for providing reliable charging environments. In a six-week pilot with a major global hotel brand in Las Vegas, wireless charging spots installed in the bar area (with an average charge time of 45 minutes per device) led to more guests coming to the bar than normal and staying longer than usual, with a projected 64% return on investment over three years, but more immediately - the direct benefit of 10% revenue increase per bar seat. The hotel chain is now extending wireless charging facilities to hotel rooms and other hotel spaces as a result of its popularity with guests. David Pryde comments that, 'Businesses do not currently make the most of their charging service - even though it offers a major opportunity, especially in a connected world where service, experience and value can be shared frequently, easily and prolifically.'



5 A poor charging experience drives people away

Just as a positive charging experience will attract customers and hold the potential to generate revenue, a poor charging experience will have the opposite effect. A poor charging environment may mean no charging facilities, or it could mean charging facilities that are over-used and broken, unreliable, complicated, not easy to find, inconveniently located, or insufficiently promoted. In an increasingly competitive landscape, providing a poor charging experience is likely to drive customers to your competitiors



The data showed that:

- 15% of customers have left a hotel, cafe, restaurant or bar because they couldn't charge their device
- This increases to one in four in the 18-24 age group
- APAC respondents are the most likely to have left a venue because they couldn't charge their phone (21% compared with 12% in the UK and 14% in the US)

What does this mean for hospitality venues?

There are many reasons why proprietors may not have implemented charging facilities, from a lack of awareness or a perceived lack of budget, to an uncertainty about how popular it would be, and doubts over the ROI. There are still perceived barriers to adoption, largely centering on how it fits in with the existing environment and design. But where design or retro-fitting is a concern, a site survey will identify the path with the least disruption and minimal impact. However, a boost in demand and experience will more than make up for these costs in a relatively short period of time.

> "Ultimately, the impact of charging points is to encourage preference towards venues that offer them, leading to more dwell time, which can, in turn, boost sales"
>
> Paul Squires

Paul Squires commented, 'In a hotel with expensive or unique furniture and fittings, charging points must be clearly visible, and that can require a compromise on furnishing and design integrity or surface space. But ultimately, the impact of charging points is to encourage preference towards venues that offer them, leading to more dwell time, which can, in turn, boost sales.'

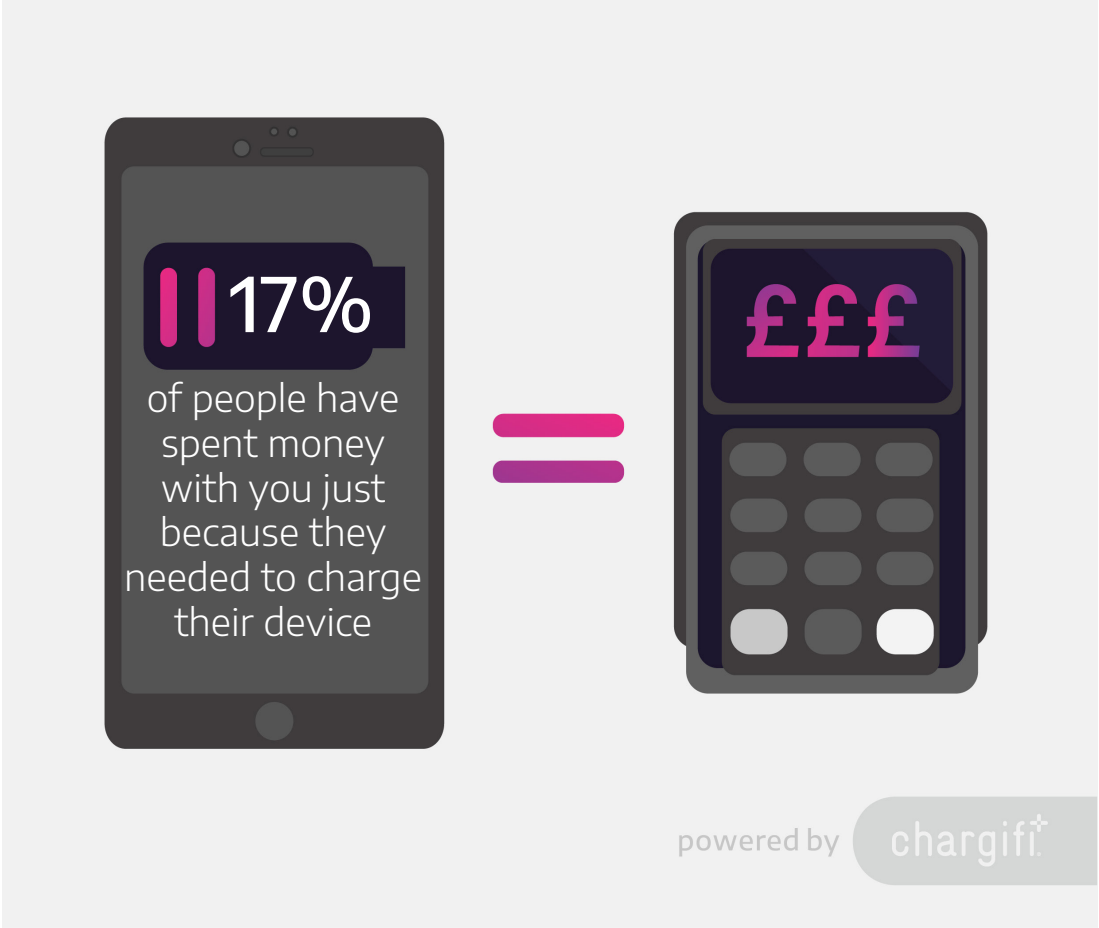
When it comes to decisions on implementing wireless charging, some establishments report fears of how to manage and sustain it to provide a reliable service. David Pryde observes that 'businesses don't want to worry about managing their charging offer, making cloud-connected wireless charging a very interesting proposition, as it is very similar to how Wi-Fi as a service is currently managed.' Being cloud-connected means spots can be deployed and on-boarded easily, and going forward can be maintained over the air, reducing the need for engineers to be called on site, lowering maintenance costs and reducing disruptions to guest experience.

Providing convenient and reliable charging is also an opportunity to improve the experience guests have in communal spaces. Guests will no longer have to sit on the floor in inconvenient places to charge, where plug sockets are usually available, but instead can sit comfortably in or next to custom-built furniture integrated with charging spots. The goal is to create comfortable access to convenient power without compromising the overall brand aesthetic. As Ted Horner concludes, 'Ultimately hotels and food and beverage outlets need to just do it.'



6 People go to hotels, cafes, restaurants and bars purely to charge their device

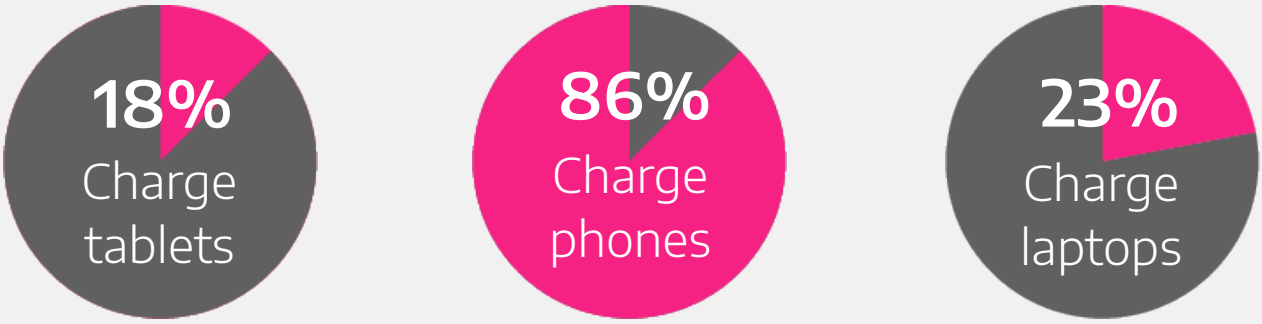
Our data shows that charging is not merely a 'nice to have' extra for F&B customers – it can also be the sole driver for their visit to you. Harnessing this market can result in increased footfall, and a direct increase in revenue. Similarly you may benefit from those who have left other establishments in the search for a place to charge.



What does this mean for hospitality venues?

Paul Squires noted that, 'Knowing that some customers choose your venue solely for its charging capacity can be a real asset to leverage. Ensuring that you capture the attention of these people at the point where they're looking for a venue with charging facilites is key. Highlighting your charging facilities on your website, marketing materials, and through clear signposting inside and outside of the venue, will give you an edge.

Devices that guests want to charge at venues:



Changing work patterns contribute to the growth of this market of people looking for access to convenient power. Freelancing, flexi-working, working from home, lean business premises with meetings held outside of the office, and co-working hubs are growing trends in the changing landscape of work. Venues that can meet the needs of these professionals will do well in an increasingly competitive market. This is particularly the case with hotels, where business travelers who need to work during their stay will expect to find an office away from the office.

David Pryde believes that it is important to be strategic about this, and consider advertising your charging service during off-peak times when your establishment is not being heavily used, such as ‘a bar or cafe that wants footfall from 10am to 4.30pm, but after that they are busy with people after work or in transit’.



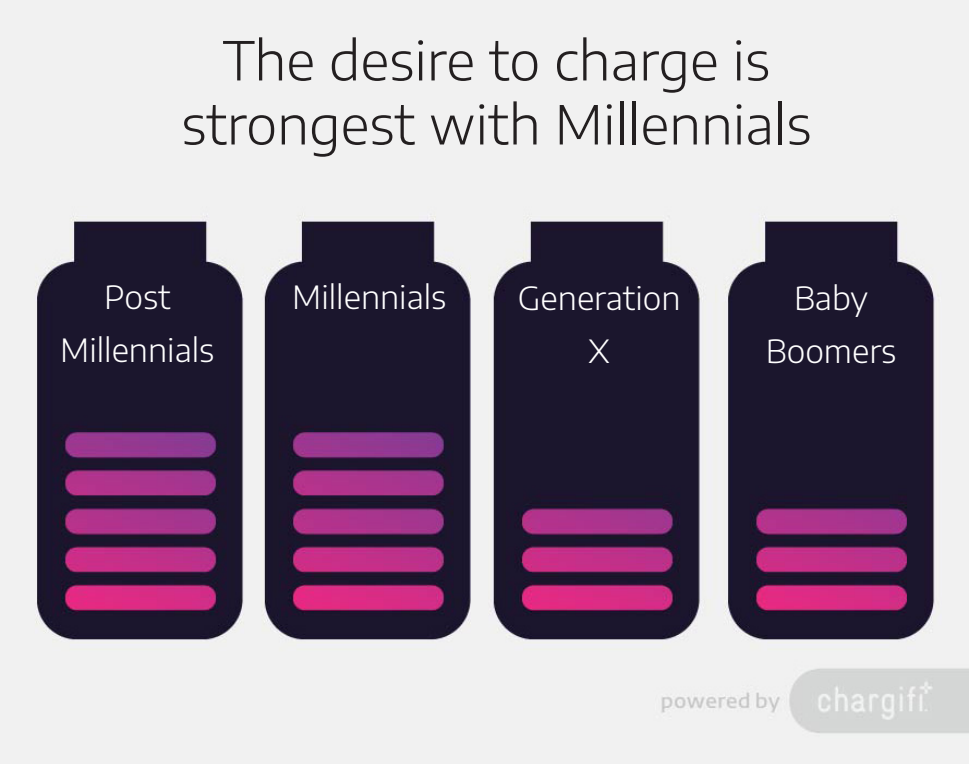
This is even more salient when it comes to wireless charging, where early adopters are able to distinguish themselves from competitors by offering something that more and more people need, but not many businesses currently offer. As Paul Squires summarises: 'Wireless charging becomes an indirect revenue stream of significant potential. The more devices one can charge, the greater that impact becomes. In my opinion, within 36 months not having wireless charging will become a leading reason not to visit a venue. Battery anxiety is real and growing.'

> "Tech developments such as Apple Pay mean that phones are now wallets, and people want to use this for convenience. It's more and more likely that a customer won't be able to pay in their preferred method without access to power, and with low battery it's also unlikely that they will choose to go to your venue unless they know they can charge"
>
> Paul Squires



Another major factor is customers using their phones and devices to pay, as fewer people carry around cash with them. Paul continues, 'Tech developments such as Apple Pay mean that phones are now wallets, and people want to use this for convenience. It's more and more likely that a customer won't be able to pay in their preferred method without access to power, and with low battery it's also unlikely that they will choose to go to your venue unless they know they can charge.'

7 Regular charging is important to younger customers



It is no surprise that Millennials and Post-Millennials are the most significant demographic driving tech adoption - users under 25 years old who have never known life without smartphones and Wi-Fi and who are more likely to make consumer decisions based on reviews online and on how they can stay connected. Age has a direct correlation with charging need, with the drive to charge highest in the 18-24 age group and decreasing steadily to 65+ users, a reflection of their usage of smart devices.

The data showed that 18-24 year olds are more likely than any other age group to:

- enter a place just to charge their phone
- stay longer because they can charge their phone
- leave because they can't charge their phone
- choose smartphone hotel check-in and room entry
- order food from their phone/digital device



What does this mean for hospitality venues?

Tech functionality and customer expectations have expanded symbiotically and nowhere is this more obvious than with the Millennial statistics. The younger demographic are more likely to be engaged in work that is digital-based, with on-the-move requirements; a higher proportion of their social interactions are more likely to be through their phone; and being digital-first in this respect, they have grown up with the expectation that brands, F&B establishments and other public environments should and will accommodate their digital needs. As we see in hotel trends, the younger customer wants an intuitive experience, without having to specifically ask for a service.

When it comes to wireless charging, this market will become even more important. Younger, tech-oriented consumers are more likely to own the most recent smartphones with wireless charging capability and are more likely to adopt the technology with ease and openness.

As we see in hotel trends, the younger customer wants an intuitive experience, without having to specifically ask for a service.

Paul Squires agrees. ‘As power is the most basic of needs for this group to stay connected through their phones, the provision of convenient charging points in the lobby, bars, and bedrooms means they can snack on power as they flow through spaces, totally free from any anxiety or inconvenience around where they are getting their power from. It shows understanding of how your target market want to use your spaces, which will be recognised and come back in spades through brand preference.’

8 Guests want to interact through tech

Services that were previously provided by staff in face-to-face interactions with the customer are being increasingly replaced by technology, from supermarket shopping to airport check-ins. This is true at home as well, with Alexa, Siri and Google virtual assistants taking care of domestic tasks and instructions. In hospitality, more and more customers are expressing an openness, or even a preference, for tech rather than staff interactions in areas such as food ordering.

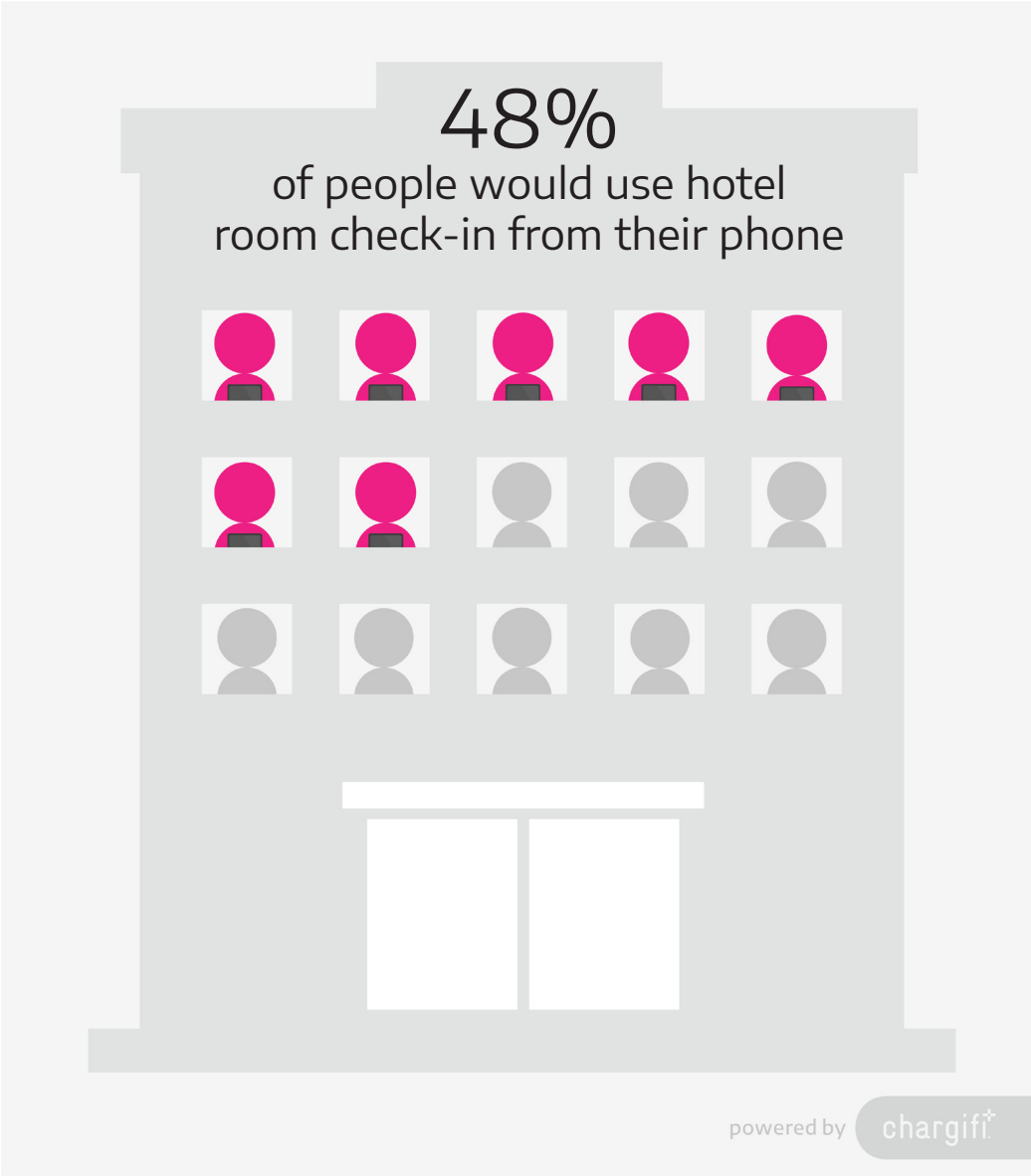


The survey showed that:

- People are most likely to order food and drink to their table from their phone when they're in a rush
- 35% of 35-44 year olds would order food to their table from their phone if they had children with them
- 30% of 25-34 year olds would order food from their phone if they were working from their table
- 41% of 18-24 years olds would order food from their phone to their table so everyone in their party could pay individually
- 32% of 18-24 year olds would always order from their phone to their table if they could

Data specific to hotels:

- 48% of people would use room check-in from their phone (including 57% of 18-24 year olds)
- 37% of people would use the ability to open a hotel room using their phone (49% of 18-24 year olds)
- 48% of people would use hotel restaurant table booking from their phone
- 35% of people would use the ability to order food to table from their phone



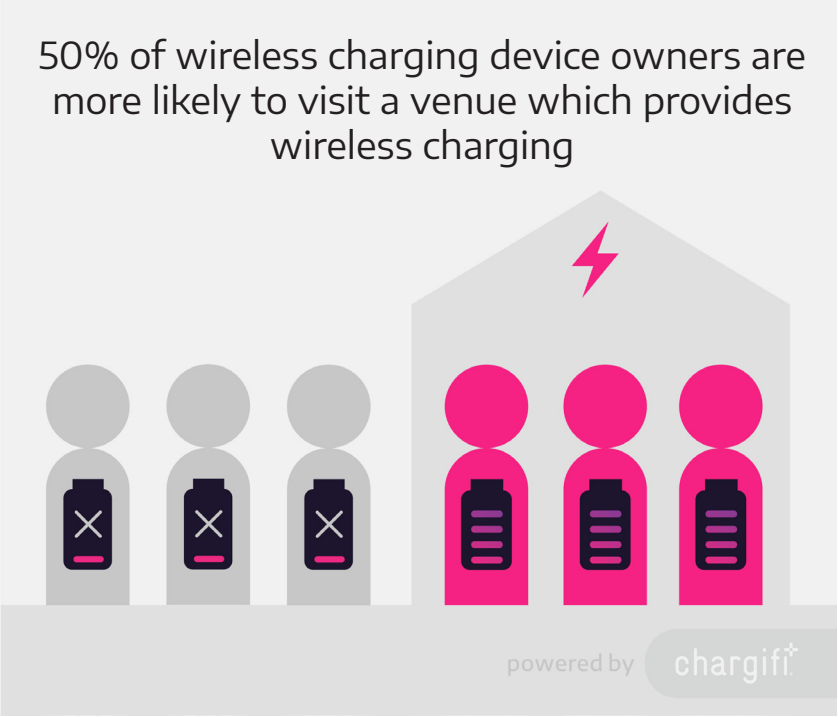
What does this mean for hospitality venues?

There is no doubt that technology is changing the way hotel, hospitality and restaurant brands interact with customers. When done well, this can be efficient, effective, reliable and fast, reducing staff cost and potential staff error and increasing customer satisfaction. This is particularly the case in fast-food restaurants, with the emphasis on speed and ease, where digital service is now commonplace. As we move into the luxury brand space, there may still be a demand for individualized interaction from staff, alongside tech solutions for customers looking for an efficient, automated experience. All of this is possible through smart wireless charging which allows you to build a seamless customer and guest experience that engages with people at the right time and in the right way.

> “Digital should form part of a blend of activities that ultimately deliver a customized and individual experience for the customer, where they feel valued and loyalty and satisfaction soars.”
>
> Paul Squires

‘Digitalization brings huge opportunity for the hotelier to not only track and measure data points around customer behavior, but also find new ways of bringing those insights back in the form of engaging experiences,’ says Paul Squires. ‘These experiences should not just be digital based, but digital should form part of a blend of activities that ultimately deliver a customized and individual experience for the customer, where they feel valued and loyalty and satisfaction soars. Catering for their basic needs first, such as power, provides the foundation upon which to build great experiences.’

9 Even people without the relevant devices identify the importance of wireless charging



Although it is now well-established at a tech level, wireless charging is not yet widely understood as a mainstream part of life by either consumers or business-owners. 2019 is the year that this will change and nearly 40% of consumers have already been reported to use wireless charging regularly. A parallel case can be found with the awareness and uptake of contactless payments, now a mainstream feature of in-store purchasing. Our survey showed that even those who did not yet own a device with wireless charging capacity, and did not therefore have immediate need themselves for wireless charging, could still identify their future need for it.

The data showed that:

- One in three people asked already have wireless charging devices
- 50% of people who currently own a wireless charging enabled device said they would be more likely to visit a hotel, cafe, restaurant or bar if it provided wireless charging
- Of those who didn't own a wireless charging device, 40% said they would be more likely to visit a hotel, cafe, restaurant or bar with wireless charging if they did own one
- This number increased to 61% amongst 18-24 year olds
- 8% of people didn't know whether they had wireless charging on their devices or not

38% of people said the biggest barrier to keeping their phone charged was not having a cable/plug with them

What does this mean for hospitality venues?

Guests realize the benefits and convenience of wireless charging, whether they currently have the technology in their phones or not. Being free from cables and being able to stay connected without worry is a big benefit for a customer, and that underpins their experience with the brand. The survey asked people what the biggest barrier was to keeping their device charged away from home. The most common obstacle was not having a cable and/or plug with them, followed by not having anywhere to charge it. As wireless charging becomes the norm, this barrier will disappear and people will expect to be able to charge their phone anywhere.

The expectation will also increase with rising awareness of what the technology is, how it works and how it can be accessed. Businesses can play a role in shaping that awareness with signposting and information and through their communication with customers.

'Brands now have the opportunity to lead the way in making experiences more convenient for guests,' says Paul. 'Providing convenient power is part of that, and arguably the foundation for great experiences.'



10 The business case for wireless charging

As the results of this survey clearly demonstrate, guests and customers want, and expect, access to convenient power, whether that's cable charging or wireless charging. They want, and expect a seamless charging experience so they can continue using their devices in a way that meets the requirements of their day. Establishments that offer this meet an essential, and emotional, modern need to stay connected, without anxiety or difficulty.

There is a clear business case for offering an effective charging environment.

- Proven financial ROI – customers stay longer, order more, and are more likely to return
- Brand boost PR opportunity, as well as the ability to increase customer satisfaction and loyalty
- Higher ratings on booking and review sites
- A marketing strategy that moves the offering from a 'service' to an 'experience' in line with current hospitality trends

We have seen this evidence translate into practice with our Las Vegas hotel case study cited earlier, resulting in a long-term 64% ROI and a short term direct benefit of 10% revenue increase per bar seat.

There is a proven financial ROI for providing smart wireless charging – customers stay longer, order more, and are more likely to return.

Wireless charging, the next development, is as David Pryde states, 'a great opportunity for businesses - and the stats around consumer expectations are impressive.' As the panel have explored, there are some perceived obstacles in the industry to adopt this tech, but the upgrade doesn't have to be difficult to implement. Wireless charging can be integrated with existing Wi-Fi and IT infrastructure. It is not only good for guests – it is good for the hotel itself, reducing operational overheads and vastly increasing efficiency, improving customer satisfaction and reducing staff costs.



As the industry saw with Wi-Fi early adopters, businesses that keep ahead of tech trends and demands like wireless charging will continue to thrive when others begin to lose discerning, tech-savvy customers. In an industry devoted to pre-empting what customers need before they know they need it, this pivotal principle of hospitality must also extend to the guest's connected experience.

> "Wireless charging is a great opportunity for businesses and the stats are impressive."
>
> David Pryde



As Paul Squires observes, 'Hoteliers are focused more than ever on guest experiences, and the best experiences are personalized. It's in the interests of hoteliers to make the guest journey as seamless and as easy as possible.' Sophisticated integrated systems tell hoteliers what guests want, where they are and when they do things. While Wi-Fi can let a hotel know a customer is in the building, smart wireless charging lets staff know which chair they are sitting in. This data means hotels can deliver a better guest experience, from tailored offers, well-stocked and staffed bars to table service from guest phones and much more. IoT devices and digital services allow hotels to gather valuable data both during a guest's stay and for the critical follow-up period after check-out. Integration with hotel software can deliver easy in-app surveys or opportunities for guests to rate positive experiences along the way, pushed to the guests' fully-powered smartphones.

Investing in your charging offer brings symbiotic benefits to both you as a business and your customers. A guest asset becomes a venue asset. It's a win-win.

11 About the panel

Paul Squires

Paul Squires is Chargifi's Global Hospitality Business Development Director, having previously spent ten years working for Oracle and six years in senior development roles at Hewlett Packard Enterprise. He's grown sales from zero to over $15 million and has created key programs such as Oracle's 'Win Back' team and HP's target account program. Paul has also won several high-profile awards, including Presidents Club at both Oracle and HP, and Oracle's UK salesperson of the year.



Ted Horner

Ted has devoted 30 years to global hospitality technology. In 2004 he was elected to the HITEC Technology Hall of Fame for his contribution to the advancement of technology in the hospitality industry. In 2002 he was a founding member of the non-profit Hotel Technology Next Generation (HTNG) and remains an Executive Advisor today. He also spent three years on the International Board of Directors of Hotel Technology Financial Professionals (HFTP), who run the largest hotel technology exhibition/conference in the world (HITEC).



David Pryde

David has spent 30 years in the global hospitality industry and 25 years specifically in hospitality IT. His experience has encompassed everything from large hotel groups such as IHG to luxury boutique hotels such as Red Carnation Hotel Collection. Currently David is the Head of IT at the Strand Palace Hotel and Chair of the Hospitality Professionals Association (HOSPA) IT Community.



12 About this report

Over five years of developing and delivering smart wireless charging for business, Chargifi has gained insights from all sides, from tech providers and businesses to consumers themselves. The aim of this report is to present quantifiable data to reflect those insights and demonstrate the importance of wireless charging in the hospitality sector and beyond.

This data can be used by businesses to justify and leverage the incorporation of wireless charging into their offer, particularly in an industry that centers upon listening to and intuitively meeting customer need. As you have seen, the numbers speak for themselves: hotels and food and beverage establishments that provide, and promote, a strong wireless charging offering increase their customer footfall, increase overall revenue and future proof their business.

Comprehensive data

We surveyed over 2,000 people to explore how their charging needs impact their choices, experience and decision-making. The respondents consisted of hotel guests and cafe/restaurant/bar visitors aged 18 and over in the UK, the US and in the APAC territories of Australia, Singapore, Hong Kong, Malaysia and New Zealand. There was an even gender split.



The survey of ten questions was geared towards a specific focus on the hospitality industry, with questions such as ‘Have you ever made a purchase at a hotel, cafe, restaurant or bar so you could charge your phone?’ and ‘Would you stay longer and order more if you could charge your phone wirelessly?’.

Expert insights

We have supported the consumer survey with expert insights from leading hospitality tech consultant, Ted Horner, Chair of the IT Committee for the Hospitality Professionals Association, David Pryde, and Chargifi Global Hospitality Lead, Paul Squires.

13 Appendices

Methodology

Survey Sample

We surveyed the following numbers of people:

- UK - 1001
- US - 1007
- APAC (Malaysia, New Zealand, Hong Kong, Singapore, Australia) - 1013

We began the survey by asking respondents if they had visited a hotel, cafe, restaurant or bar in the last three months. This question was used as a screening question to ensure that we only analyzed results from respondents who could be classified as “hospitality and restaurant customers.” This reduced our final sample size to:

- UK - 775
- US - 750
- APAC – 702

Of the final sample, 42.4% were female, 48.3% were male and we did not know the gender of 9.3%. The age range of our final sample was:

Age range	% of respondents
18-24	12.6%
25-34	17.2%
35-44	17.2%
45-54	15.9%
55-64	14.6%
65+	12.6%

Survey questions and top level results

Our final sample were asked a list of nine questions referring to their charging needs in relation to customer and guest experience at hotels, cafes, bars and restaurants. If you would like a list of these questions and the results, please contact Chargifi by email through hello@chargifi.com.

Definitions

Where we refer to a generation by name, our definitions have been taken from the Pew Research Center

14 About Chargifi

Chargifi builds foundational technology that transforms the way the world manages, monitors and monetizes power. We deliver a market-leading cloud management platform that enables the mass deployment of wireless charging; our patented solution turns wireless power into a service that adds real value for business and provides a unique value exchange opportunity for a true customer centric experience. Chargifi is now deployed by over 90 organizations in 21 countries.

Chargifi was born as a result of spending six months traveling around the world in late 2012. Chargifi Co-founder and CEO, Dan Bladen realized that he made strategic decisions about the venues he visited because of the availability of power sockets, so he could recharge and reconnect with friends and family back home. If he had gone traveling in 2006, he would have had a connection problem: WiFi wasn't as ubiquitous as it is today. Now, the problem is power – simply staying charged.

Chargifi works with all types of Wireless Charging, and we are industry-leading members of both the Wireless Power Consortium and the AirFuel Alliance.

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