

Delivering the ideal in-room entertainment experience

Top 6 must-have features revealed

Entertainment's role in driving repeat business
and its rank within guest room features

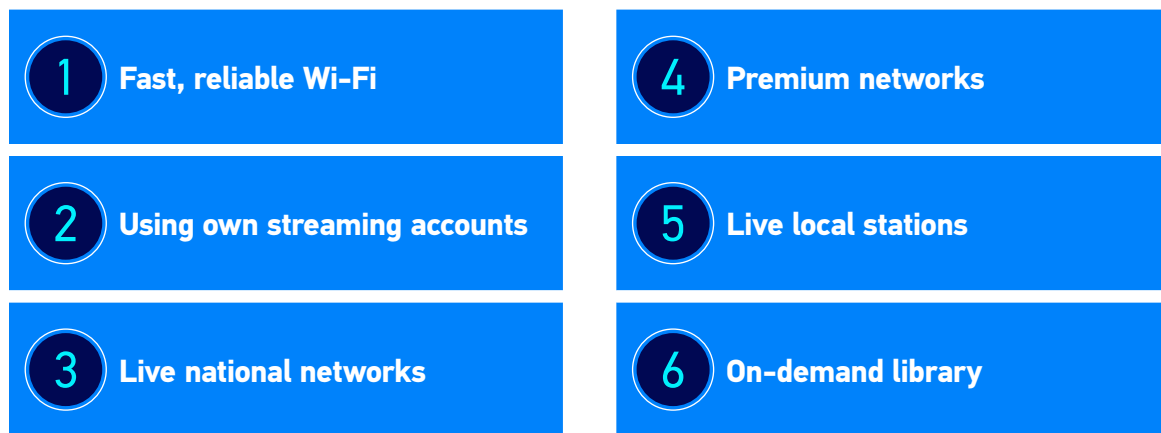


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“Most important” in-room features

Are guests' in-room entertainment requirements changing? What would be the ideal in-room TV scenario if guests could create it themselves?

In May 2025, DIRECTV HOSPITALITY commissioned independent research surveying 1,500 Americans 21+ who spend at least five nights a year in hotels. Choosing from nearly two dozen possible in-room services, features and content, survey respondents prioritized the “most important” features they would choose if they could craft their perfect in-room entertainment experience.



“Most important” in-room features *(continued)*



Even more telling, these same must-have entertainment features apply across multiple hotel categories—economy, midscale, upscale and luxury—showing their importance regardless of the demographic they serve.









“The results show that consumers are no longer satisfied with the bare minimum when it comes to in-room entertainment options,” says Kim Twiggs, AVP of Market Development for DIRECTV HOSPITALITY. “Their appetite for consuming entertainment in various ways and on their own terms are driving their hotel choices and are key components of a rewarding guest experience regardless of hotel type.”

Having insight into the “most important” features guests want entertainment-wise is an advantage for hoteliers, says Twiggs. “Hotels providing live TV to their guests have the largest part of their in-room entertainment strategy already deployed, and adding more streaming, casting and on-demand options will only further enhance the entertainment value proposition for guests.”

Entertainment's influence on repeat visits

Just how important is the in-room TV and programming content value proposition for guests? Between 30% and 40% of hotel guests say it has a “high influence” on their decision of where to stay.

In fact, the in-room entertainment experience is more likely to influence the behavior of guests aged 21–49 more so than that of the average guest:

AVERAGE GUEST	AGE 21–49	
 40%	 47%	Would return to a property they've stayed at previously
 35%	 44%	Would recommend a hotel to someone else
 34%	 42%	Would choose one hotel over another
 30%	 38%	Would pay more for a room

In an era when travelers have a multitude of choices, it's important that hoteliers offer a robust and varied in-room guest entertainment offering to help meet traveler demands and drive repeat guest stays.

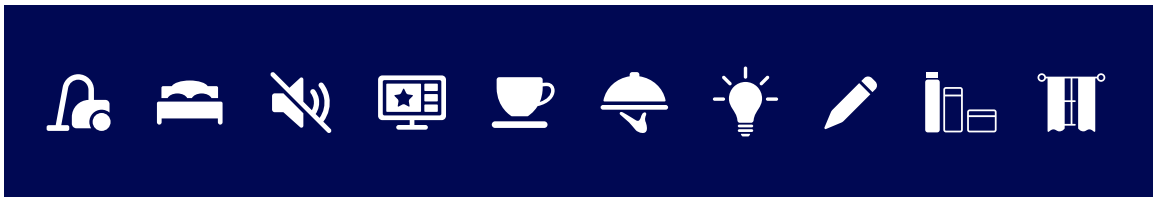
Ranking guest room features

More than a “most important” feature and the ability to help drive repeat stays, in-room entertainment is a noteworthy guest-room feature according to survey respondents. Aside from cleanliness, comfort and quiet, the TV and content available rank above other room offerings.

A clean, safe, comfortable room has always been critical to raising guest satisfaction, and its magnitude has certainly been elevated since the onset of the COVID pandemic; however, as guest desires evolve, there are numerous other drivers of guest satisfaction for hoteliers to consider.

Top 10 room attributes in order of importance:

- 1 Room cleanliness
- 2 Bed comfort
- 3 Quiet room
- 4 **TV CONTENT AND FEATURES**
- 5 Having a coffee maker / microwave
- 6 Room service food quality
- 7 Room lighting
- 8 Having a desk or workspace
- 9 Types of toiletries provided
- 10 Smart room features, including remote-controlled curtains and lights



Meeting guest demand

The insights from this research can help hotel property owners and managers make strategic decisions about their in-room entertainment and help provide their guests with the right combination of entertainment options to make their stays more enjoyable.

Consider DIRECTV HOSPITALITY's Advanced Entertainment Platform as your guest entertainment solution. Combining live TV, app-based streaming and on-demand content, the Advanced Entertainment Platform provides a robust content offering to help meet and exceed guest entertainment expectations.



Advanced Entertainment Platform featured. Netflix login/subscription required.

DIRECTV HOSPITALITY is the ultimate entertainment solution for hotels nationwide, offering customizable, scalable solutions for any size property. DIRECTV offers a variety of programming packages, including access to NFL SUNDAY TICKET via Everpass Media and Prime Video's Thursday Night Football, making DIRECTV® service the best entertainment experience for your guests.

**For more information,
call 1.800-617-5860**

Source: HUB Entertainment "Guest Media Research" Survey conducted May 2025 with 1,500 U.S. consumers 21+ who stayed five or more nights in hotels within the past 12 months. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. ©2025 DIRECTV. DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, LLC. All other marks are the property of their respective owners.