



The citizenM app | Photo source citizenM

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HOTEL INTRODUCES CONTACTLESS STAYS VIA FREE APP

 TRAVEL & TOURISM

From check-in and room service to local recommendations, the app helps guests stay safe through minimal or no social interaction

Spotted: As part of the company’s coronavirus-related adaptations of services, guests can now enjoy contactless stays at all citizenM Hotel worldwide locations. Free to download, the citizenM app allows visitors to choose a comfortable level of social interaction. All locations within the business’ portfolio are now cashless, and guests use the app to select a room before arrival.

Check-in and check out is completed in-app, and all entertainment and ambient systems in the rooms are controlled via the guest’s smartphone. Additional safety measures installed within the hotels include hourly cleaning of high traffic areas including elevators and the removal of carpets in all guest rooms. Room cleaning service is now opt-in, so visitors can avoid having anyone enter their room during their stay. The app also provides a walking distance search filter and local discounts that highlight nearby attractions.

Pre-pandemic, hotels frequently catered to visitors interested in sustainability and unique experiences, such as the hotel that sells all of its [fixtures and fittings](#). During and after the pandemic, the hospitality industry has been forced to seek new ways to make their spaces relevant in a socially-distanced world, including the hotel that turned guest rooms into safe, social bubble [dining experiences](#).

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Takeaway:

Contactless service provision is now almost essential in most places. With hospitality predicated on personal touches and unique experiences, it will be interesting to see what industry adaptations thrive in the months and years after the strictures caused by Covid-19. How innovators combine new processes with connectivity, individuality and safety will be key aspects of the success of businesses post-pandemic.