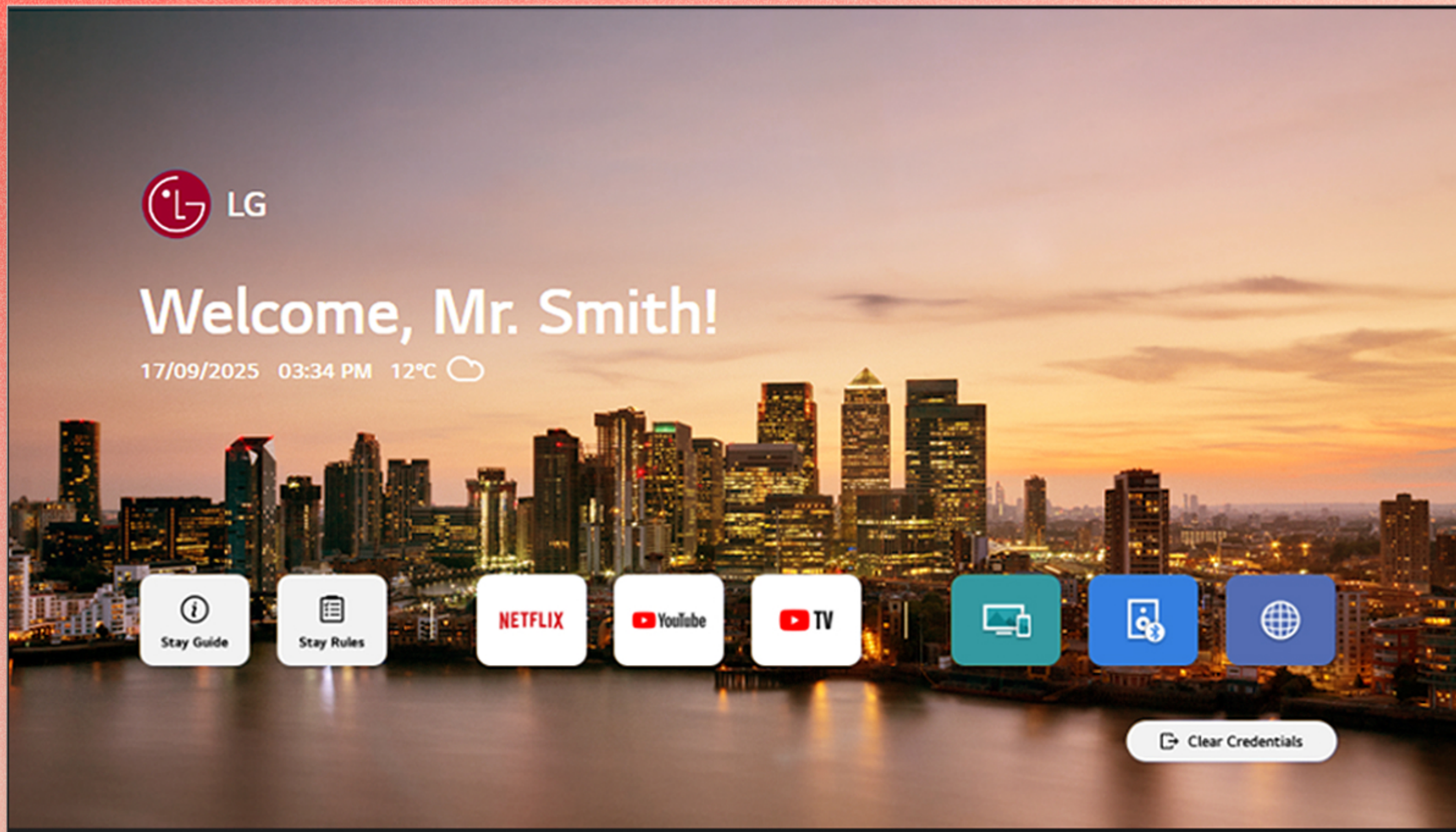


# The New Guest Experience Economy

Transforming the In-Room Experience for  
the Next Era of Vacation Rentals with LG Pro:Centric Stay





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# Executive Summary.

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The hospitality industry is entering a new era where in-room technology directly drives guest satisfaction, operational efficiency, and revenue. Guests now expect a mix of live television, streaming, and casting, while operators must also ensure privacy through secure credential clearing. At the same time, mounting competition from luxury hotel brands entering the vacation rental market has made it essential for properties to deliver standardized, premium experiences that can scale.

LG Pro:Centric Stay is designed for these demands. As an all-in-one, IP-based platform, it transforms the in-room TV into a digital concierge, entertainment hub, and sales channel. Guests gain instant access to live channels and streaming, while operators reduce costs by eliminating set-top boxes and cable infrastructure. With automated credential clearing and PMS/iCal integration, privacy and reliability are built in.

The platform creates immediate value across three areas. The Digital Guide replaces static binders and allows instant updates across properties, ensuring accurate and consistent communication. LG Channels provides more than 300 free IP-based live channels, reducing hardware failures and simplifying management while offering a wide range of entertainment. Upselling become native to the TV's first screen, surfacing timely offers such as late check-out, local activities, or partner services that drive incremental revenue.

By aligning with shifting guest habits and the market's competitive pressures, LG Pro:Centric Stay delivers measurable outcomes: lower equipment and service costs, reduced guest inquiries, stronger reviews, and higher in-stay spending. For operators seeking to future-proof their business, it is not just a technology upgrade but a competitive necessity that unifies operations, guest satisfaction, and revenue growth.

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## ■ Sources for Executive Summary

### 1. Digital Transformation in the Hospitality Industry - ResearchGate

[https://www.researchgate.net/publication/385653120\\_Digital\\_Transformation\\_in\\_the\\_Hospitality\\_Industry\\_Improving\\_Efficiency\\_and\\_Guest\\_Experience](https://www.researchgate.net/publication/385653120_Digital_Transformation_in_the_Hospitality_Industry_Improving_Efficiency_and_Guest_Experience)

### 2. In-Room Entertainment and Guest Experience - Spectrum Enterprise

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### 3. Vacation Rentals Market Report - Fortune Business Insights

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### 4. Luxury Vacation Rental Market - Global Market Insights

<https://www.gminsights.com/industry-analysis/luxury-vacation-rental-market>

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### 7. Executive Q&A: Engaging Guests, Driving Revenues with IP Video - AVNetwork

<https://www.avnetwork.com/news/executive-q-and-a-engaging-guests-driving-revenues>

### 8. Research: 30-40% of Incremental Hotel Revenue Growth from Non-Room Sources - Hotel Technology News

<https://hoteltechnologynews.com/2025/03/research-30-to-40-of-incremental-hotel-revenue-growth-now-comes-from-non-room-sources/>



# Market Trend.

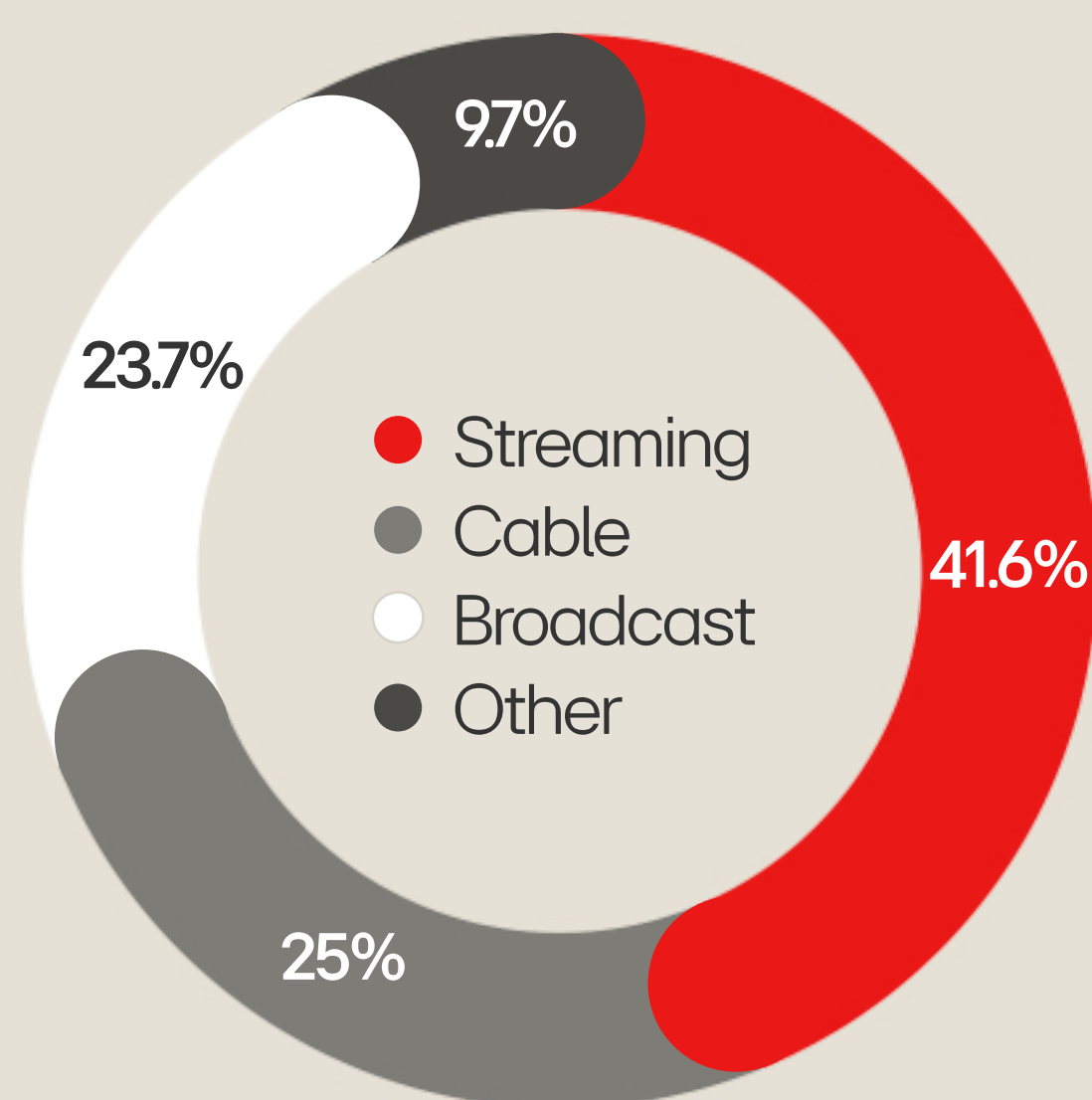
## A Fundamental Shift in Demand

▶ Streaming is standard, but live channels still matter

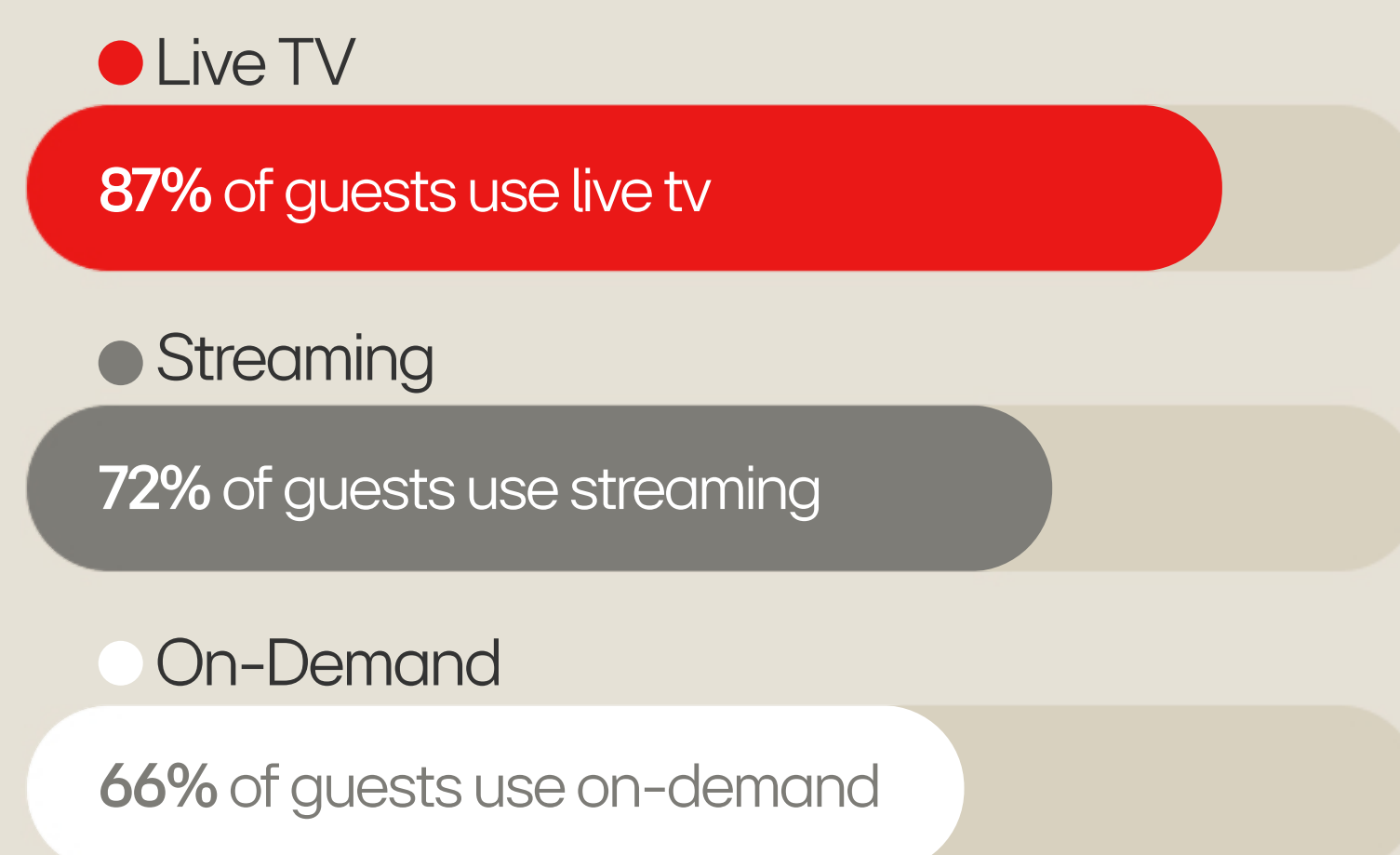
### Entertainment Consumption Transformation

How viewing habits are reshaping the hospitality landscape

[ U.S. TV Usage Breakdown (2024) ]



[ Hospitality Guest Viewing Habits ]



Sources: Nielsen 2024 TV Usage Report | Hospitality Industry Guest Survey 2024

Entertainment habits have fundamentally shifted. In the U.S., streaming accounted for 41.6% of TV usage in late 2024, surpassing cable at 25.0% and broadcast at 23.7%. In hospitality, surveys confirm that 87% of guests still watch live TV, while 72% stream content and 66% use on-demand video. Casting, in particular, has become the preferred option for many guests, as it avoids the risks of logging into shared devices. Properties that introduced casting report higher satisfaction scores, proving that streaming and live content must coexist in-room.

#### ■ Streaming vs. Live TV & Casting

1. Nielsen - Streaming accounted for 41.6% of U.S. TV usage in November 2024

<https://www.nielsen.com/news-center/2024/tv-viewing-in-november-interval-reaches-highest-level-since-february-streaming-takes-largest-share-of-tv-ever-in-the-gauge/>

2. Lodging Magazine - Guest survey: 87% still watch live TV, 72% stream, 66% use on-demand

<https://lodgingmagazine.com/entertainment-expectations-leading-in-room-tv-providers-analyze-the-latest-guest-preferences/>

3. AP News - Streaming surpassed broadcast and cable combined in June 2025

<https://apnews.com/article/d0d84cadda6d604b8427071d9c1dbccf>

4. Reuters - Streaming overtook broadcast and cable for the first time in May 2025 (Nielsen data)

<https://www.reuters.com/business/media-telecom/streaming-surpasses-broadcast-cable-tv-viewing-us-first-time-2025-06-17/>



# Privacy Concerns Are Reshaping Expectations

How consumer privacy awareness is driving hospitality technology adoption

## [ Privacy Impact on Guest Decisions ]



- Privacy-Conscious Consumers
- Less Privacy-Aware

**75%** of consumers factor privacy practices into purchasing decisions

Source: Cisco 2024 Consumer Privacy Survey

## ► Privacy concerns are reshaping expectations

Credential clearing is no longer optional. Cisco's 2024 Consumer Privacy Survey found that 75% of consumers factor privacy practices into purchasing decisions. In hospitality, leftover accounts or watch histories can create both privacy violations and poor guest experiences. In one instance, a guest forgot to log out of their personal Netflix and Gmail accounts on the in-room smart TV. The next occupant accessed private emails and browsing history—resulting in a formal complaint and negative review citing a breach of trust. Automated resets and secure casting have become essential safeguards in response to these risks, protecting guest privacy while simplifying staff workloads.

### ■ Sources for Privacy Concerns Are Reshaping Expectations

1. Cisco 2024 Consumer Privacy Survey - 75% of consumers consider privacy practices in purchasing decisions

<https://www.cisco.com/c/en/us/about/trust-center/consumer-privacy-survey.html>

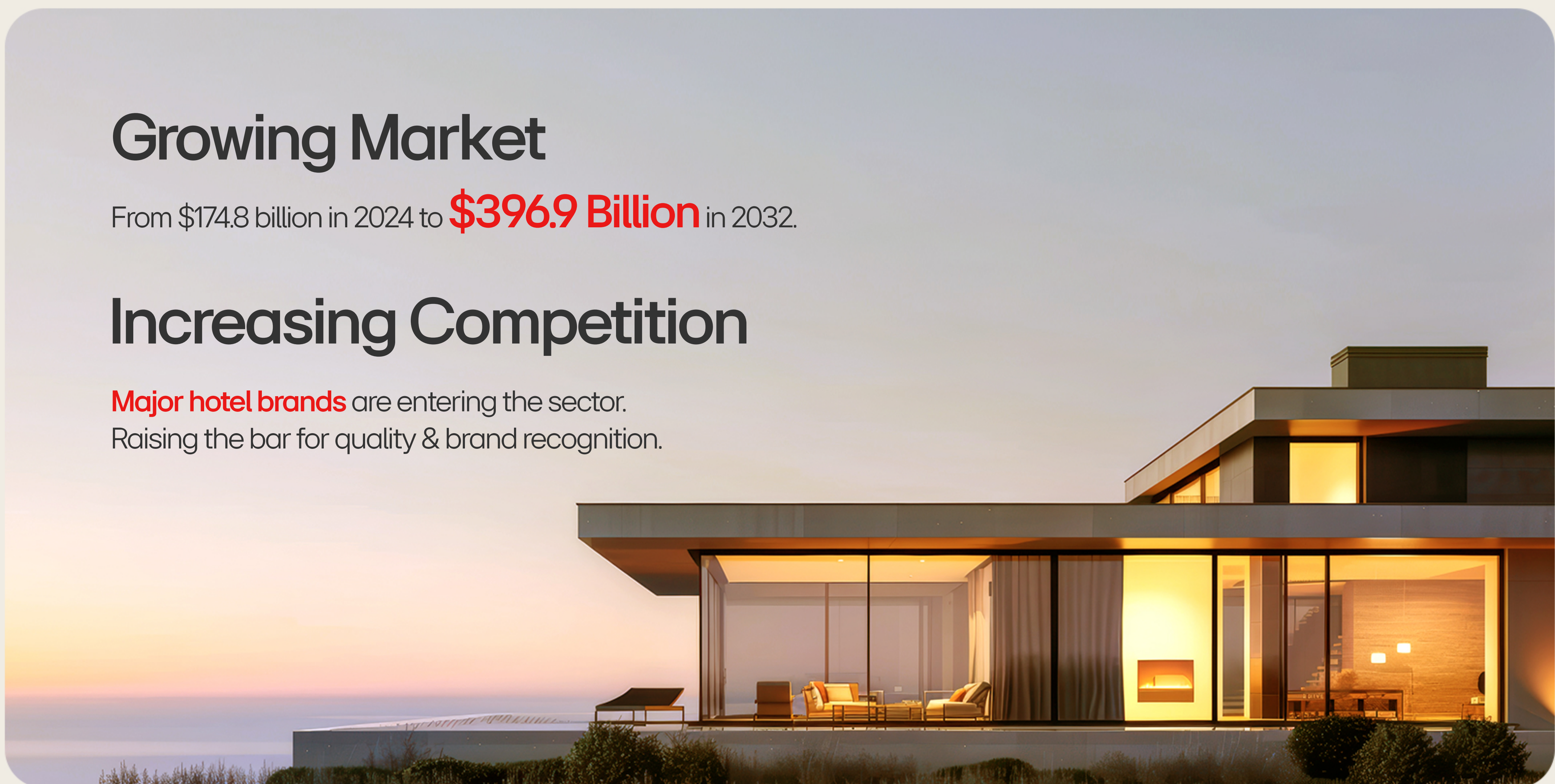


## Growing Market

From \$174.8 billion in 2024 to **\$396.9 Billion** in 2032.

## Increasing Competition

**Major hotel brands** are entering the sector.  
Raising the bar for quality & brand recognition.



### ➤ Rising competition and the push for standardization

The global vacation rental market is projected to grow from \$174.8 billion in 2024 to \$396.9 billion by 2032. Major hotel brands like Marriott, Hyatt, Accor, and Four Seasons are entering the sector, bringing brand recognition and operational discipline. Guests increasingly expect consistent, high-quality experiences across properties, with reliability and local flavor combined. To compete, operators must adopt tools that standardize operations while enabling flexibility.

#### ■ Sources for Rising Competition and the Push for Standardization

1. Fortune Business Insights - Vacation rental market forecast: \$174.84B in 2024 → \$396.93B by 2032 (CAGR 10.65%)  
<https://www.fortunebusinessinsights.com/vacation-rentals-market-113271>
2. NerdWallet - Major hotel brands (Hilton, Hyatt, Marriott) entering vacation rental sector  
<https://www.nerdwallet.com/article/travel/big-hotels-target-group-travel>
3. Wikipedia - Four Seasons Hotels and Resorts: Residential rentals expansion  
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4. Wikipedia - Onefinestay (Accor's luxury rental brand)  
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### ➤ Operational imperatives for multi-property managers

Meeting these expectations requires solutions that directly reduce costs and complexity. By eliminating set-top boxes and switching to IP-delivered channels, operators remove points of failure and reduce maintenance costs. Digital guides replace printed materials and on-site updates with centralized, cloud-managed notices. Upselling is no longer an add-on but a built-in function of in-room systems, giving operators a steady revenue source while minimizing manual effort.

#### ■ Sources for Operational Imperatives for Multi-Property Managers

1. AVNetwork - IP video systems enable personalization, operational efficiency, and new revenue streams  
<https://www.avnetwork.com/news/executive-q-and-a-engaging-guests-driving-revenues>



# Where LG Comes into Play.

## Simple integration, automated operations



Vacation rental operators face the dual challenge of delivering hotel-level experiences while keeping operations lean. LG Pro:Centric Stay addresses this by combining hotel grade performance with the flexibility of a customizable platform. Designed as an IP-based in-room operating system, it translates property events into automated actions: from check-in to check-out, the TV adapts in real time to enhance the guest journey while reducing staff burden.

### ► Core capabilities in one platform

- A customizable home screen and branded welcome content.
- Digital Guide Book and Guest Portal for dynamic property information.
- Automated credential clearing to secure guest privacy.
- Access to 300+ free LG Channels, eliminating set-top boxes and cable costs.
- PMS and iCal integration for seamless synchronization and automation.
- Cloud-based management across multiple properties.
- Full hardware compatibility with LG's latest prosumer TVs and set-top boxes,
- supporting 4K UHD displays.



## ➤ Scalable by design

Whether for a boutique rental or a large multi-property portfolio, the platform delivers consistent quality while allowing tailored branding and localized experiences. This combination of automation, flexibility, and reliability positions LG Pro:Centric Stay as a foundational tool for operators seeking to elevate guest experiences and optimize their operations at scale.

---

### ■ Sources for Where LG Comes into Play

1. LG Pro:Centric Stay - user-friendly cloud platform for vacation rental property managers

<https://www.lg.com/global/business/lg-procentric-stay> LG Electronics

2. LG Pro:Centric Stay - remote property control, guest engagement, credential clearing, PMS/CRM integration

<https://www.lg.com/us/business/press-release/pro-centric-stay-vrma> LG Electronics

3. LG Pro:Centric Stay - integrated TV and portal content management, property/device control

<https://lgbusinesscloud.com/solutions/stay/> lgbusinesscloud.com

4. The Anatomy of a Comprehensive LG Pro:Centric®Experience - personalization, branding consistency, scalable operations

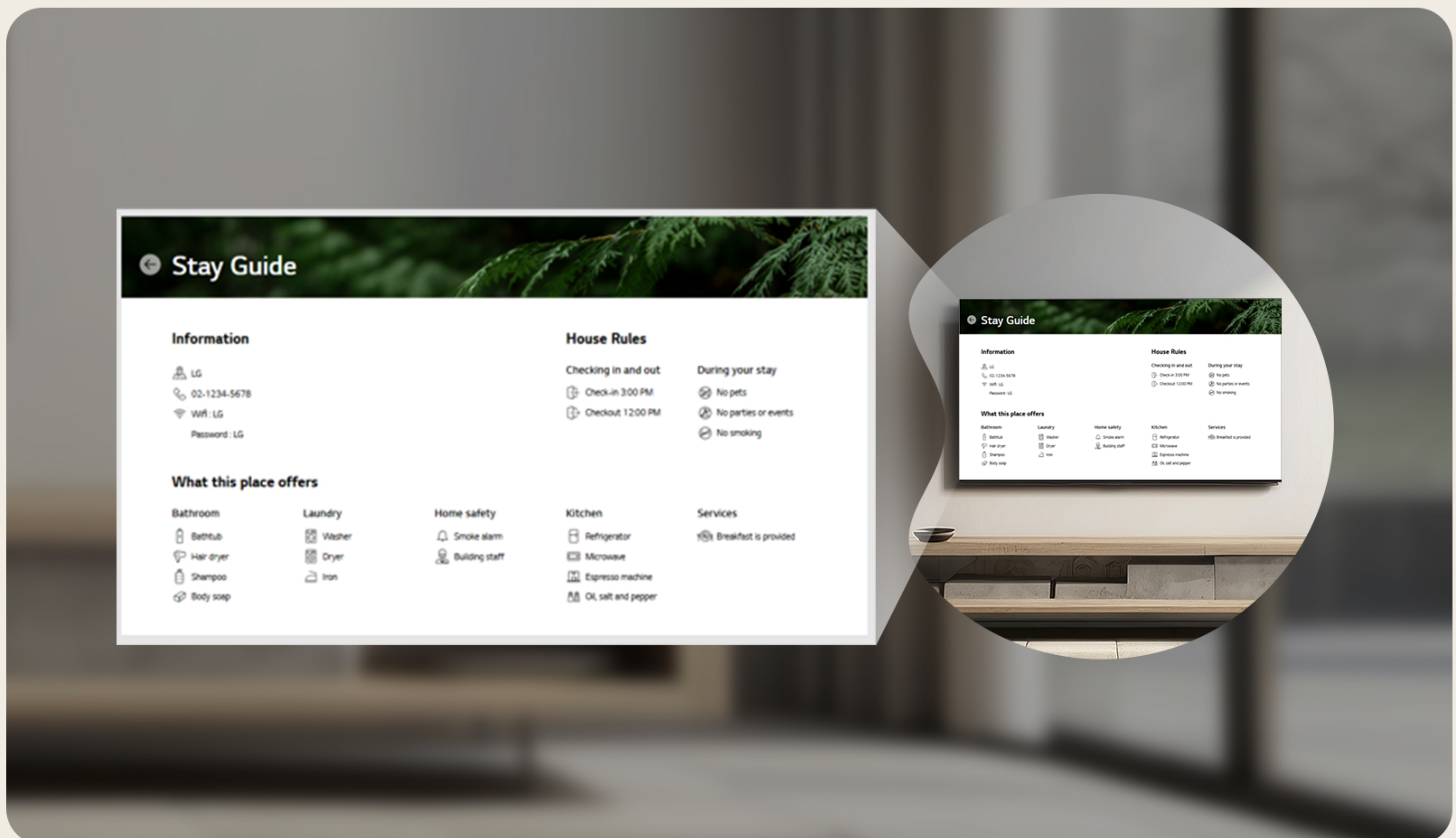
<https://www.mdmcommercial.com/articles/the-anatomy-of-a-comprehensive-lg-procentricexperience/> MDM



## Key Benefit #1

# Digital Guide Book.

## A Dynamic Digital Guide Book



### ► The TV's first screen as the property hub

Travelers increasingly expect immediate and reliable information as soon as they arrive. Wi-Fi details, parking or EV charging instructions, house rules, emergency contacts, and local tips all shape the stay experience and directly influence reviews. Printed binders and door-to-door updates, however, are outdated, inconsistent, and costly to maintain.

### ► Smart, cloud managed content system

With LG Pro:Centric Stay, the Digital Guide replaces static materials with a cloud-managed, TV-based hub. Content can shift automatically based on triggers such as check-in, extended stays, or check-out, as well as contextual factors like day of the week or local weather. This ensures that every guest sees the right information at the right time without manual intervention.



## ➤ Operational control and consistency

A structured management process—write, review, approve, publish—keeps communication accurate and auditable and allows expired or incorrect information to be rolled back instantly. This consistency reduces guest inquiries and prevents miscommunication, directly improving both efficiency and guest satisfaction.

## ➤ Enhanced experience and brand value

Unlike mobile guides, the in-room TV offers a large, high-quality display for multimedia content. Personalized welcome videos, branded visuals, and dynamic cards make the experience memorable and reinforce the property's brand identity. Research confirms that large-format, high-resolution screens enhance brand perception and guest satisfaction, turning the TV into more than entertainment—it becomes the property's primary channel for engagement and trust.

---

### ■ Sources for A Dynamic Digital Guide Book (Key Benefit #1)

1. ComQi - Digital signage boosts guest experience with real-time, personalized displays

<https://comqi.com/digital-signage-in-the-hospitality-industry/>

2. Touch Stay - Vacation rental hosts reduced guest questions by up to 60% using digital guidebooks

<https://touchstay.com/case-studies>

3. Canary Technologies - Digital hotel compendiums outperform paper guidebooks as modern, efficient alternatives

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4. Screenfluence - Digital displays with personalized messaging and interactive features elevate hotels' guest engagement and loyalty

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5. PreNoHQ - Cloud-based PMS systems drive cost reduction, efficiency, and rapid responsiveness in hospitality operations

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6. Hotelogix Blog - Cloud-based PMS delivers scalability, improved guest satisfaction, and seamless operations across properties

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## Key Benefit #2

# webOS Entertainment Hub.

## Content is King



Streaming and live TV in one seamless experience Even as streaming dominates entertainment habits, live TV remains a comfort for many demographics—international travelers seeking familiar news, older guests preferring channel-surfing, and families who want quick access to kids’ content. A balanced in-room offering must deliver both.

### ► Consistency and flexibility across properties

With IP delivery, operators can update and refresh channel line-ups remotely, tailoring regional offerings without site visits. This ensures a consistent entertainment standard across multiple properties while preserving the flexibility to localize content as needed

### ► A future-ready entertainment model

Guests enjoy the best of both worlds: seamless OTT casting alongside a reliable selection of live channels. Operators benefit from simplified operations, reduced total cost of ownership, and a uniform entertainment experience that strengthens brand trust. By bridging the gap between streaming and live TV, LG Channels ensures every guest’s expectations are met without compromise.



▶ 300+ IP-based channels, no set-top boxes required



The advertisement features a light pink background with a large red curved banner at the bottom. At the top, there are two rows of channel logos: CBS, ABC, gustotv, popcornflix, Rakuten TV, and OUTDOOR AMERICA in the first row; FOX, Bloomberg, ID INVESTIGATION DISCOVERY, FILMRISE, FANDOR, we do tv, and NBC in the second row. The red banner contains the LG Channels logo (a yellow square with 'CH' and a signal icon) and the text 'LG Channels 300+'. Below the logo, the text reads 'Endless Content for Endless Enjoyment' and 'A host can reduce the cost of maintaining an entertainment experience for guest by providing access to popular TV channels without any additional fees during their stay'.

LG Channels provides more than 300 free, IP-delivered channels across categories such as news, sports, movies, and kids' programming. By removing the need for set-top boxes and cable wiring, properties immediately lower installation and maintenance costs, reduce on site service calls, and eliminate the visual clutter of hardware.



## ▶ Extended Entertainment: Gaming Portal



As entertainment expectations expand beyond television and streaming, LG is preparing to launch a dedicated gaming portal for hotel TVs. Scheduled for commercial rollout in January 2026, this feature will let guests log in with personal gaming IDs, such as NVIDIA GeForce NOW or Xbox, use their own controllers for a more immersive experience, and enjoy peace of mind with automatic logout at checkout.

Combined with LG Channels and webOS entertainment services, the gaming portal transforms the in-room TV into a complete digital hub. For operators, it offers a way to differentiate properties, attract younger and tech-savvy travelers, and reinforce the television as the centerpiece of the guest experience.

### ■ Sources for webOS Entertainment Hub (Key Benefit #2)

1. Nielsen - Streaming accounted for 41.6% of U.S. TV usage in November 2024

<https://www.nielsen.com/news-center/2024/tv-viewing-in-november-interval-reaches-highest-level-since-february-streaming-nabs-largest-share-of-tv-ever-in-the-gauge/>

2. Statista - LG Channels offers more than 300 free IP-based channels (news, sports, kids, movies)

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3. Digital TV Europe - LG Channels expands with 300+ IP-delivered free channels, no set-top box required

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<https://live.lge.co.kr/2501-lg-xbox/>



## Key Benefit #3

# Ancillary Revenue (Upsell).

From check-in to check-out, every screen is a storefront



### ▶ Turning the TV into a revenue channel

Today's travelers are willing to pay for convenience, flexibility, and curated experiences. Industry benchmarks show that upselling can generate hundreds of dollars per guest stay when offers are timely and personalized. Traditionally, these opportunities required direct staff interaction, but automation now makes incremental revenue scalable.

### ▶ Seamless upsell optimization

LG Pro:Centric Stay builds upselling directly into the in-room TV. From the first screen, guests see contextually relevant offers in multiple languages without requiring staff intervention. Operators can schedule offers to appear at high-conversion moments—for example, EV parking or airport transfers at check-in, equipment rentals after the first night, or late check-out options on the evening before departure.



## ➤ Expanding into partnerships

The platform also extends beyond property services. By integrating local businesses and activity providers, operators can turn their TVs into storefronts for regional experiences. Commission-based models make these partnerships simple to implement, while positioning the property as more than accommodation—it becomes a gateway to the destination.

## ➤ Proven outcomes with minimal burden

By automating upsell presentation and aligning offers with the guest journey, properties reduce staff workload while driving measurable revenue growth. The result is a consistent upsell engine that transforms the in-room TV into one of the most effective and scalable sales tools in the vacation rental market.

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### ■ Sources for Ancillary Revenue (Key Benefit #3)

1. Oaky - Automated and personalized upselling generates €35 to €200 per guest per month on average

<https://oaky.com/en/blog/hotel-upselling>

2. Revfine - Ski and mountain resorts average €38.39 upsell revenue per room per month; hostels can earn surprisingly high totals

<https://www.revfine.com/upselling-hotel/>

3. Hospitality Net - Front desk upselling contributes 2-5% RevPAR; pre-stay only 0.3-1%

<https://www.hospitalitynet.org/explainer/4113854.html>

4. Upsell Guru - Automation enhances upselling by delivering personalized offers at optimal moments of the guest journey

<https://upsellguru.com/how-automation-enhances-the-upselling-guest-experience/>

5. Hospitality Financial and Technology Professionals (HFTP) - Strategic upselling creates win-win outcomes- enhanced revenue and elevated guest experience

<https://www.hftp.org/news/4125840/how-to-master-the-art-of-upselling-in-hospitality>



# Conclusion.

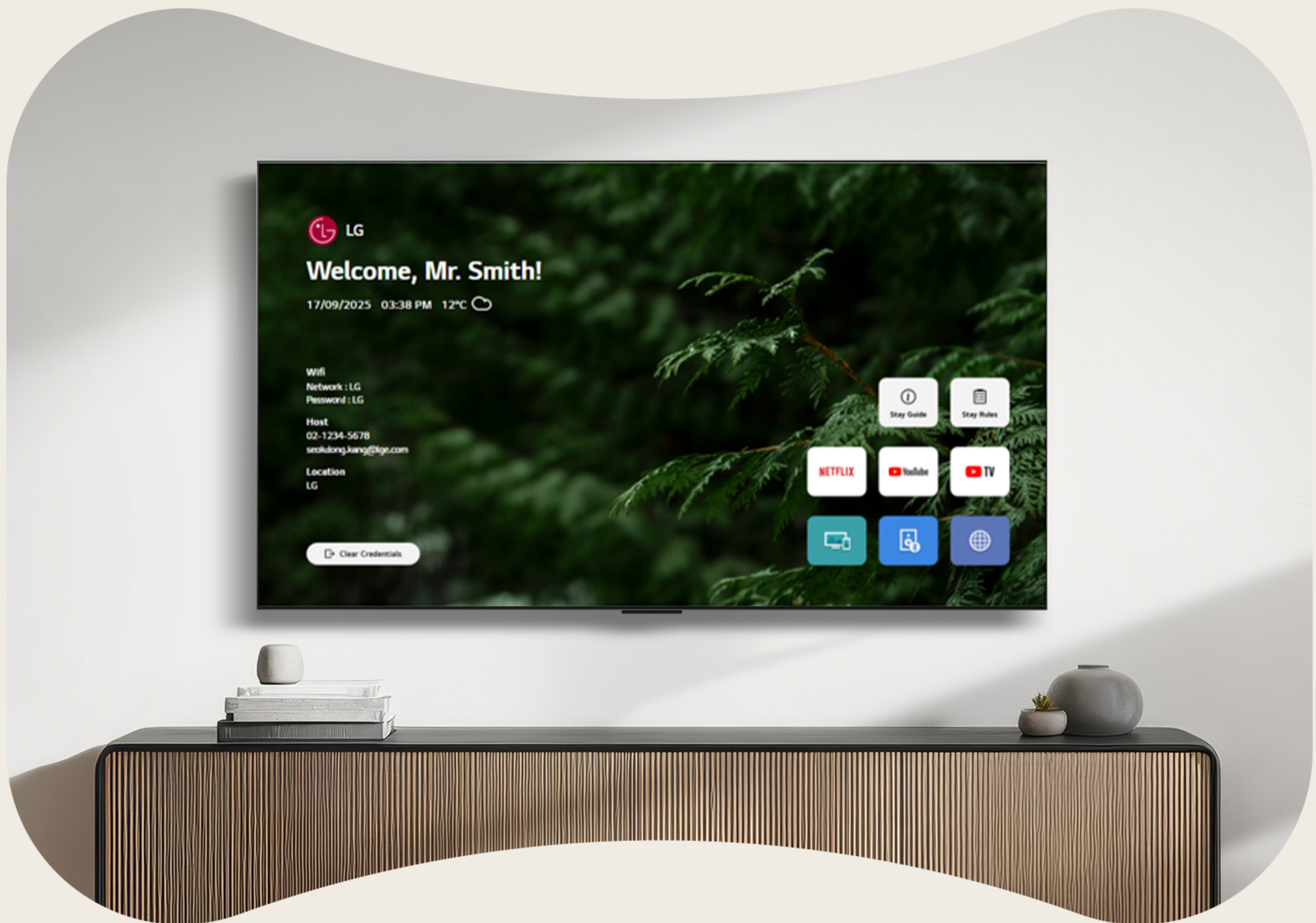
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In-room technology has moved from a secondary amenity to a competitive necessity. Guests now expect seamless access to both streaming and live TV, personalized and automated communication, and the assurance that their privacy is protected. At the same time, operators need solutions that lower equipment and service costs, standardize operations across properties, and open reliable new revenue streams.

LG Pro:Centric Stay unifies these priorities in a single platform. The Digital Guide ensures accurate, real-time communication without the burden of printed materials or manual updates. LG Channels delivers over 300 free IP-based live channels, eliminating set-top boxes and simplifying management while meeting diverse guest viewing habits. Upsell features transform the TV into a high-impact storefront, surfacing timely offers that increase per-room revenue without adding staff workload. Automated credential clearing and PMS/iCal integration make privacy and efficiency part of the system's foundation.

For operators, the outcome is clear: fewer service calls, lower operating costs, stronger reviews, and measurable revenue growth. For guests, it means a modern, convenient, and trustworthy stay experience. By combining operational automation with guest-centric innovation, LG Pro:Centric Stay is not just an upgrade—it is the foundation for long-term competitiveness in the evolving vacation rental landscape.





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