

# 新生代「智慧旅宿需求」大解密

Decoding the Smart Hotel Demand of the New Generation



年輕旅客

Younger Travelers

未來旅宿消費主力

Future Guests Demand



旅宿科系學生

Students with Hospitality Degrees

未來旅宿從業人才

Future Workforce Requires

掌握年輕世代需求趨勢，搶先卡位未來旅宿勝負關鍵！



調查方式

線上問卷

Online Survey



調查對象

台灣 21 – 40 歲旅客  
& 旅宿科系學生

21- 40 Years Old Young Travelers &  
Students With Hospitality Degrees



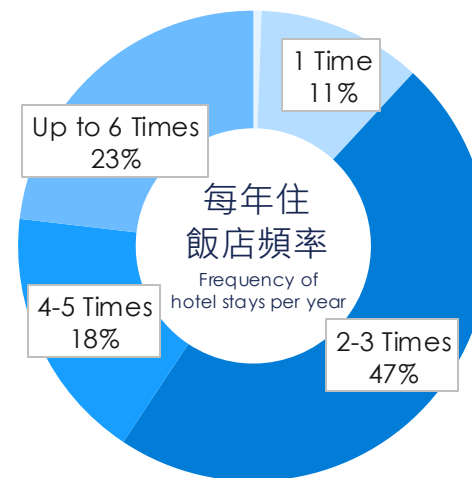
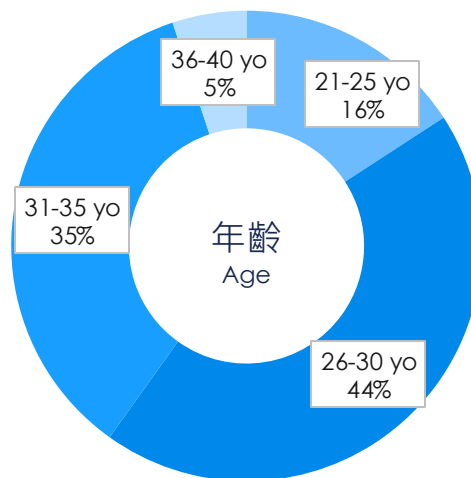
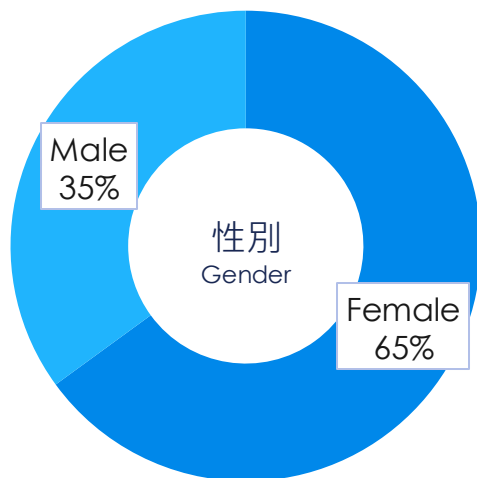
回收樣本

369 筆樣本數

(抽樣值誤差為± 5.1%)

369 Samples

(The sampling error is ± 5.1%.)





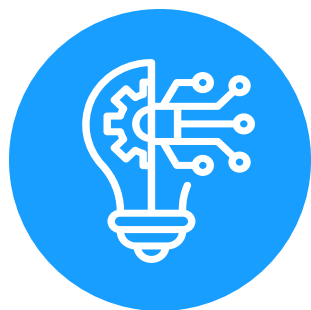
## Part 1

# 年輕旅客 Young Travelers



# 科技已經不再只是加分項，而是競爭入場券

Technology Is No Longer a Differentiator, It's the Entry Ticket



超過六成

旅客使用過智慧飯店設備

Over 60% travelers have used  
smart hotel equipment



60%

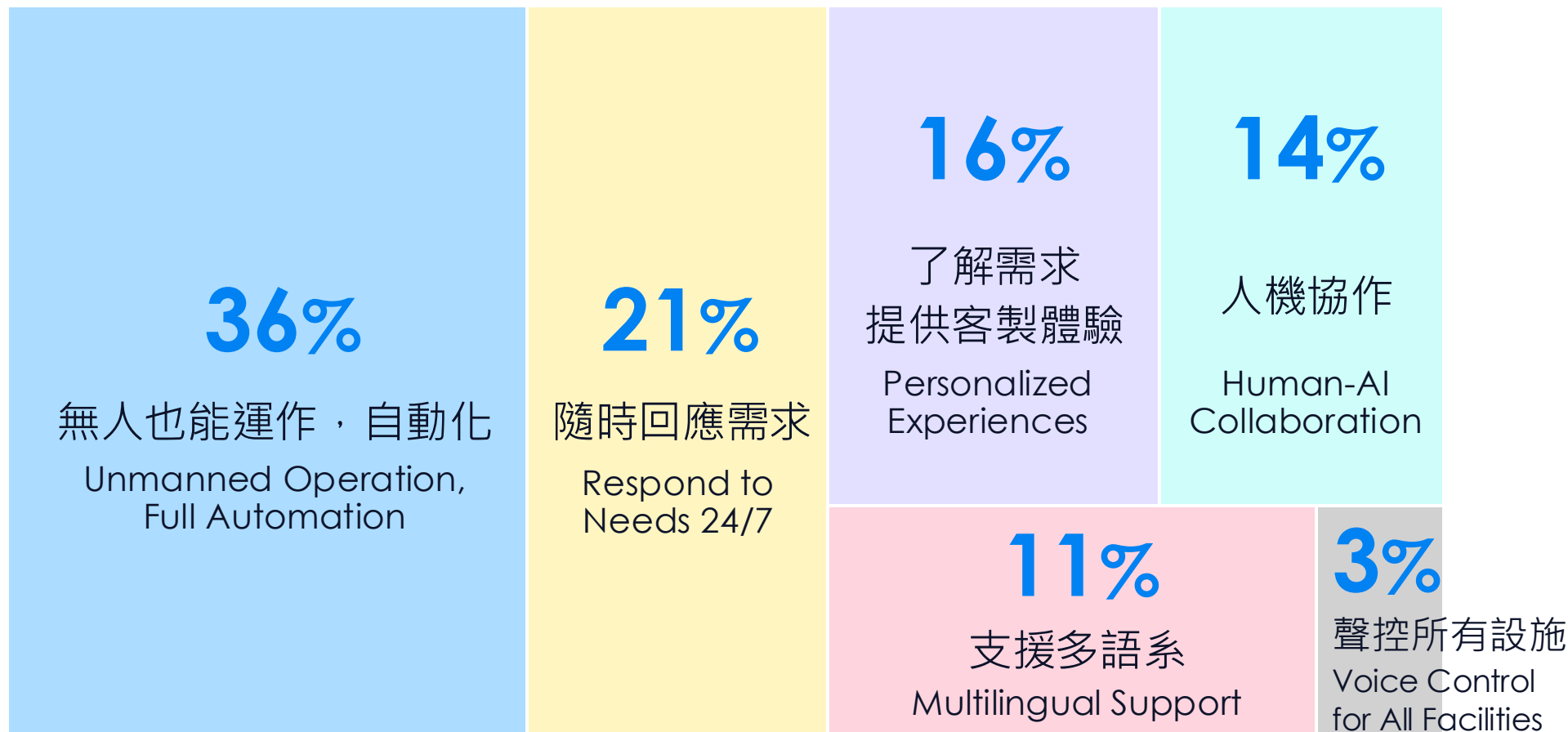


旅客會優先選擇智慧飯店

60% travelers prefer  
to choose smart hotel

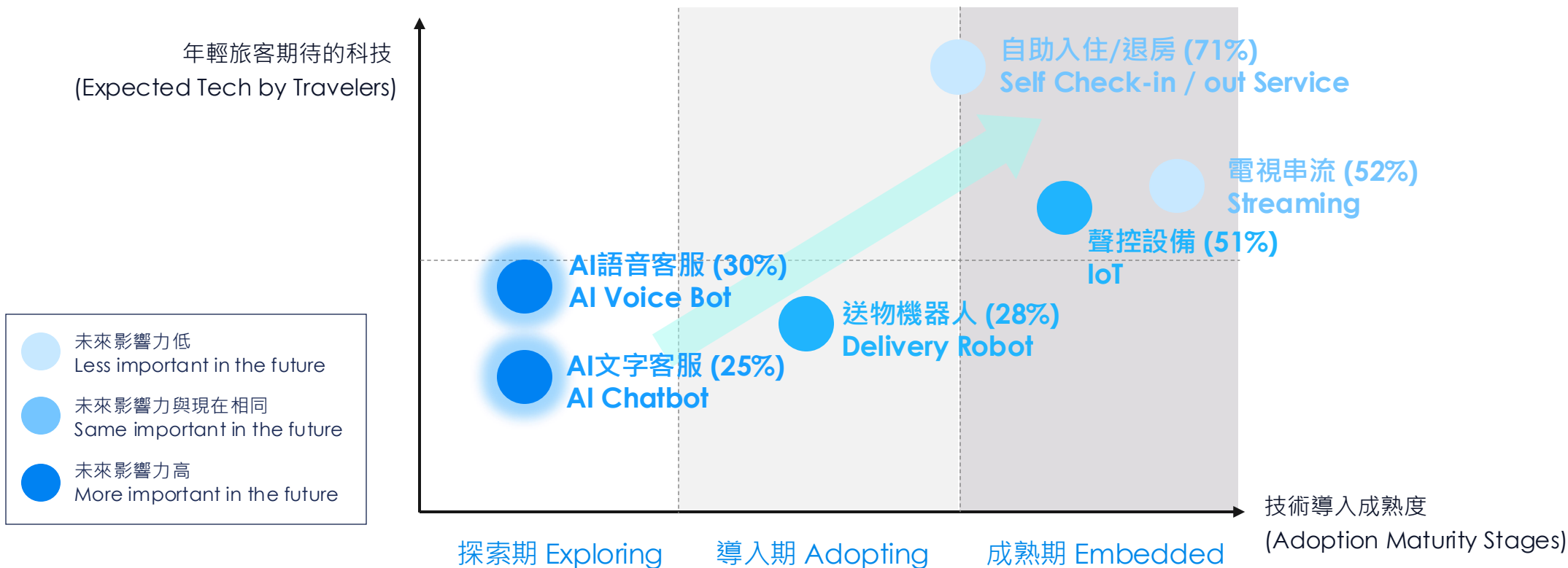
# 心中理想的智慧飯店 = 少人力但高效率

Ideal Smart Hotel : Fewer People, Higher Efficiency



# 「探索期」科技才是旅宿未來的投資甜蜜點

## Emerging Tech Holds The Greatest Future ROI For Hotels



# 年輕旅客的終極需求：「零等待、零思考」

Great Service For Young Traveler = Zero Waiting, Zero Thinking



🗣️ 身為旅客，你覺得什麼是「好服務」  
As a traveler, what is good service for you

痛點一：語言障礙

# 語言是直接影響入注意願的關鍵

Language Proficiency Directly Impacts Booking Intent



## 超過半數

有語言不通的問題

Up to 50% have language barrier during staying



## 77%

有母語支援  
將提高入注意願

77% say native language support boosts booking intent

痛點二：硬體介面

# 複雜的硬體使用門檻正在侵蝕體驗價值

Complex Hardware Harms User Experience



70%

認為「開關燈光位置」  
是最需要改善的科技服務

70% demand improvement for  
Light Switch / Control placement



63%

指出「房內控制面板」  
操作複雜

63% find in-room control  
panels too complicated

痛點三：電話等待

# 電話仍是主流，卻也是效率最低的溝通方式

Phones Are Mainstream, But Least Efficient

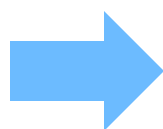
聯繫飯店方式



## 電話

仍佔最大宗 (62%)

Phone Calls are the dominant contact method (62%)



聯繫飯店困難點



## 67%

抱怨等太久

67% complain about waiting too long



# 「30秒」是年輕旅客耐心的臨界點

30 Seconds Is The Golden Limit For Young Travelers



## 54% 年輕旅客

提出需求後，願意等待回覆時間小於30秒

For 54% of young travelers, the acceptable response time is under 30 seconds



30秒 = 微波一杯咖啡  
Time to microwave a cup of coffee



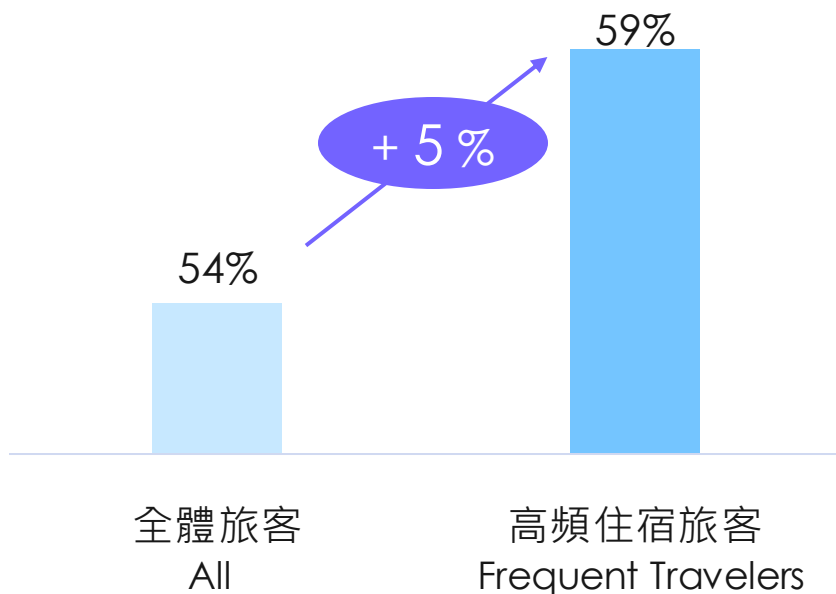
30秒 = CPR緊急救援的黃金時間  
Golden time for emergency CPR

# 高頻旅客：對回應速度與客製化體驗更高標準

Frequent Travelers: Lower Tolerance, Higher Personalized Demand

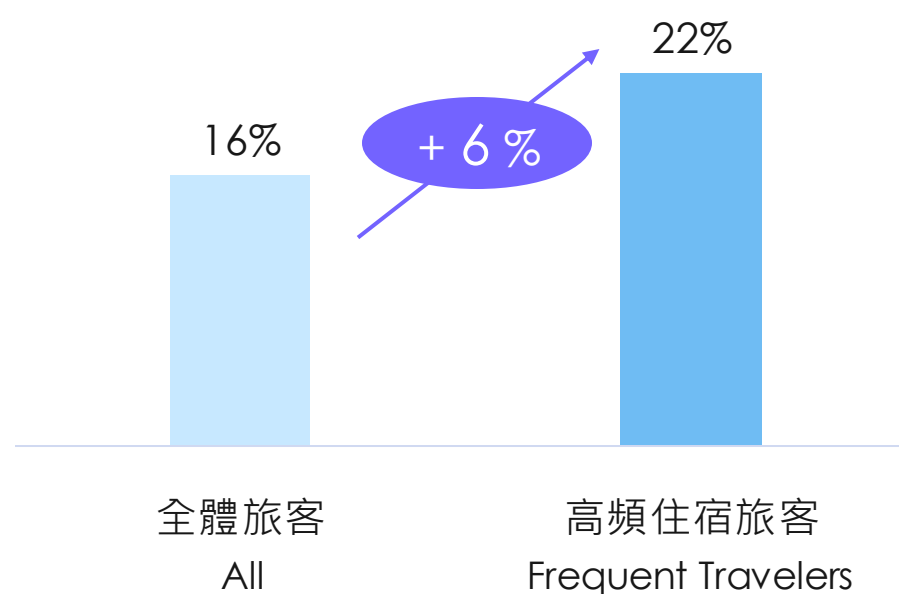
對「等待」的容忍度更低  
Low Tolerance for Waiting

等待時間小於30秒



更期待被理解需求的「客製化體驗」  
Higher Expectation for Personalization

期待提供客製體驗





## Part 2

# 旅宿科系學生 Students with Hospitality Degrees



# 未來人才對旅宿科技的期待，已超前產業現況

Future Talent Expectations Are Outpacing Industry Digitalization

超過六成

聽過「智慧飯店」概念

Over 60% have heard the concept  
about smart hotel



近半數學生

認為「營運數位化」仍不足

Nearly 50% believe digitalization  
in operation is still not enough

僅 55% 本科系學生願投入旅宿業  
未來將面臨更嚴重的人才斷層缺口

Only 55% of students are willing to work in hospitality industry,  
indicating a structural talent retention risk





# 實習生認為：成就感來自人，痛點在於事

Interns Think : People Drive Fulfillment, Tasks Cause Pain



實習時最喜歡的事  
What Interns Like Most

- 1 與客人互動的樂趣  
Joy of Guest Interaction
- 2 強化專業和學習成長  
Professional Growth & Learning
- 3 完成任務後的成就感  
Sense of Accomplishment

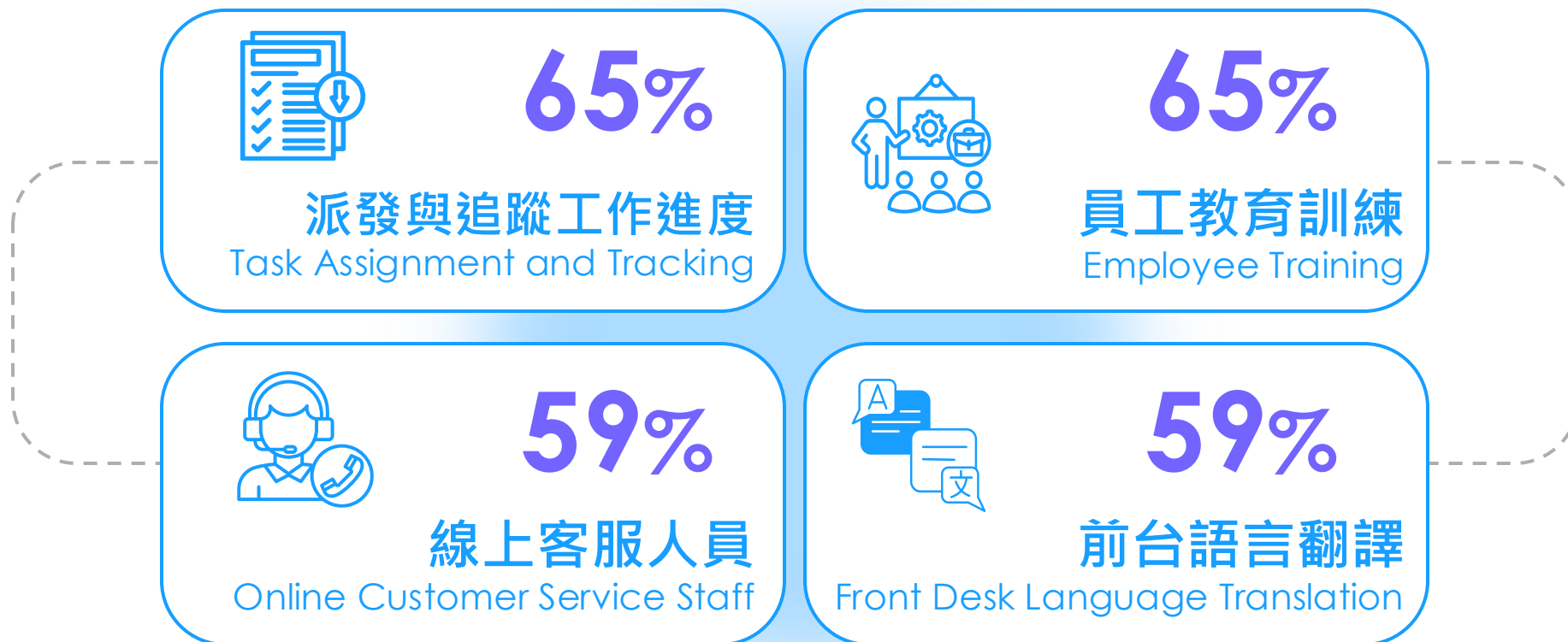


實習時最不喜歡的事  
What Interns Dislike Most

- 1 高負荷且人力不足  
High Workload & Understaffing
- 2 工作流程繁瑣，重複性高  
Cumbersome & Repetitive Workflows
- 3 教學指令不清  
Vague Instructions

# 實習生最想要的協助，正是科技最能發揮的所在

Where Work Unsupported For Interns Is Where Tech Should Step In

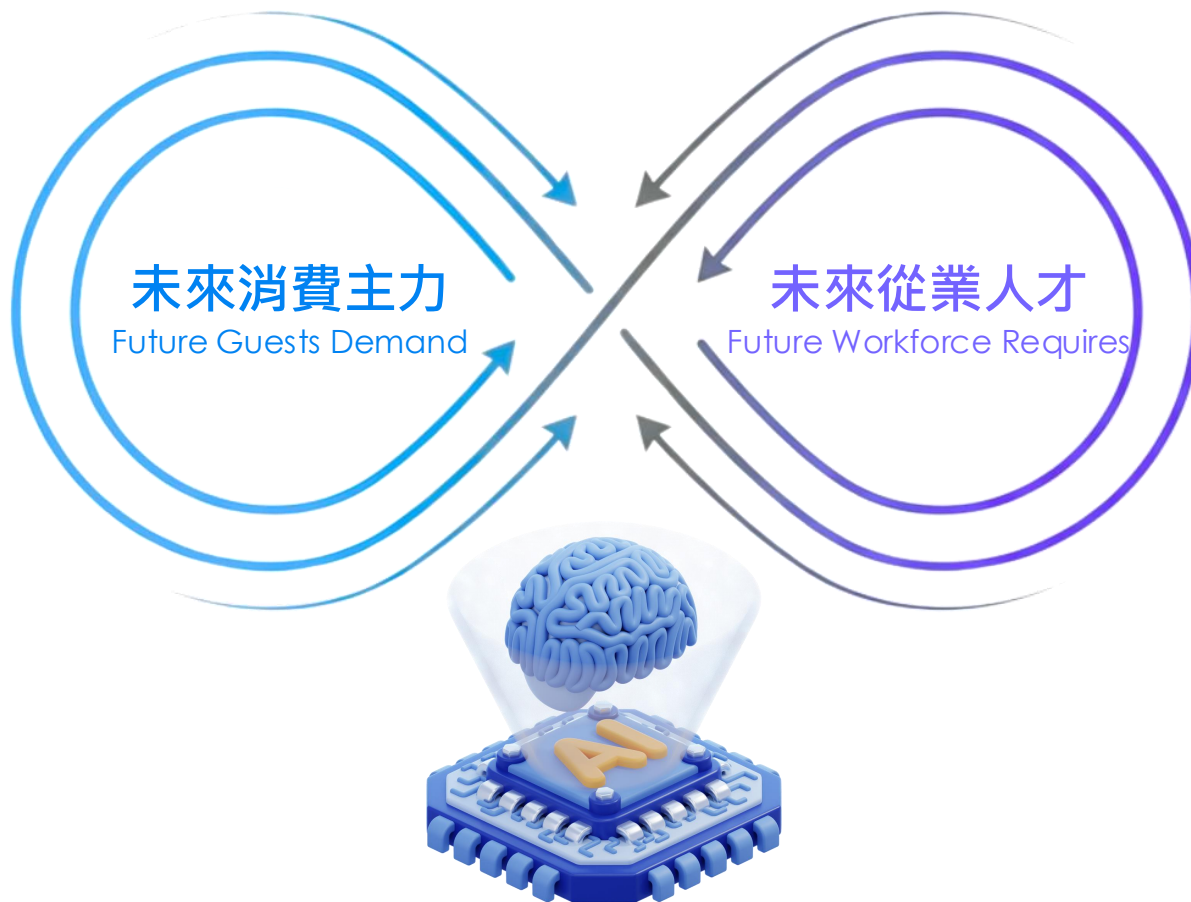


實習時，覺得最需要科技協助的部分  
Interns' top needs for technological support

# 科技逐漸成為連結旅客體驗與人力效率的關鍵環節

Technology Is Emerging As A Link Between Guest Experience And Workforce Efficiency

- 更短暫** 的等待時間  
Shorter Waiting Times
- 更直覺** 的服務介面  
More Intuitive Service Interfaces
- 更客製** 的顧客體驗  
More Personalized Guest Experience



- 更高效** 的管理系統  
More Efficient Management Systems
- 更簡單** 的任務流程  
Simpler Task Procedures
- 更友善** 的工時環境  
More Favorable Working Hours



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