



# MapsPeople and AeroGuest Revolutionize the Hotel Guest Experience

MapsPeople A/S | Press Release

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The combination of MapsPeople's indoor mapping platform, MapsIndoors, and AeroGuest's digital platform for mobile check-in takes the guest experience in the hotel business to new heights.

The hotel business has long ago identified a need for digital solutions to streamline and optimize the guest experience. Functions like digital check-in, online seat-picking and pre-ordering of food are features we know from the aviation industry. Together with AeroGuest, MapsPeople now empowers the hotel industry with similar types of features to increase the service level and enable guests to make their own informed decisions.

"AeroGuest's exciting and innovative product defines the future in the hotel industry. By integrating MapsIndoors we have now, collaboratively, created a new, optimized experience and standard for hotel guests that are now able to, for instance, choose their favorite room with just the right view," says MapsPeople CEO, Michael Gram.

MapsIndoors has formed the foundation for AeroGuest's most popular feature 'Choose Room'. This function allows guests to choose a specific hotel room or upgrade to another room with a better view or size. MapsIndoors offers an overview of the hotel's floor plan so that guests can easily find their way around the hotel via the AeroGuest app.

MapsIndoors ensures new revenue stream in the hotel industry

AeroGuest collaborates with 60 hotels in 12 different countries in Europe, USA, and Asia, that all make use of MapsPeople's indoor mapping and navigation platform, MapsIndoors. AeroGuest has more than 112,000 users who can check-in and choose their own room in most hotels around the world that use AeroGuest's platform.

"The integration of MapsIndoors not only improves the digital guest experience, we also experience that more guests use the 'Choose Room' functionality. This benefits the hotels directly since guests are willing to pay up to 10% of the room price to choose their own room. This is a new revenue stream for hotels," explains Nikolai Kronborg, Partner and CCO in AeroGuest.

The ambitions to further develop the AeroGuest platform are big. Functions such as room service, face recognition, and passport scanning are now being implemented into the app and the list of functionalities to be added in the future is long.

## About MapsPeople

MapsPeople is the world-leading provider of mapping and navigation. The company specializes in developing and implementing the dynamic mapping platform MapsIndoors, that allows people to effortlessly navigate large and complex buildings and optimizes the exploitation of buildings via integrations with clients' IT-systems. MapsPeople has a presence in 40 different countries and works with industry leaders in a number of verticals.

## About AeroGuest

AeroGuest is a Danish travel-tech company with headquarters in Aarhus. AeroGuest has developed a digital platform for mobile check-in at hotels that enables guests to request rooms, pay, and lock the door with their own mobile devices.



## CONTACT INFORMATION

MapsPeople A/S  
Michael Gram, CEO  
Mobile (+45) 53 74 09 00  
E-mail [mg@mapspeople.com](mailto:mg@mapspeople.com)  
Stigsborgvej 60, 9400 Nørresundby

MapsPeople PR Agency  
Mindshare  
Andreas Hedensten, Communications Partner  
Mobile (+45) 28 92 64 94  
E-mail [andreas.hedensten@mindshareworld.com](mailto:andreas.hedensten@mindshareworld.com)

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