

Alexa for Hospitality Q&A

1. What is Alexa for Hospitality?

Alexa for Hospitality is an experience that brings the simplicity and convenience of Alexa to hotels, vacation rentals, and other hospitality properties using in-room Alexa enabled devices, like an Echo.

2. What are some of the ways I can use Alexa in the property?

When you stay in a property with Alexa, you can play music from iHeartRadio and TuneIn, check the weather, set alarms, and ask for general information. Additionally, properties can create custom experiences with Alexa to make your stay more convenient and enjoyable. For example, you may be able to request items like towels or toiletries, get local recommendations, contact the front desk, control smart home features such as lights or room temperature, entertainment, and more, all by simply asking Alexa.

3. Do I have to own an Echo at home to use Alexa in a hotel?

No.

4. Can I bring my own content to personalize my experience?

Today, you can play your music via Bluetooth. Soon, Alexa for Hospitality will support the ability for Amazon customers to temporarily connect their Amazon account to the Alexa-enabled device in their room. Once connected, you can play music from your subscription services including Amazon Music, Spotify, and Pandora; and listen to audiobooks with Audible. When you check out, Alexa will disconnect your Amazon account from the in-room device.

5. Can I use Alexa to shop?

The property may allow you to use Alexa to purchase services, like room service or spa services directly from the property. Amazon shopping is not yet available on these devices.

6. What are some of Alexa's security and privacy features?

We've built in multiple layers of privacy protections:

- a. Wake word: To use Alexa, simply say the wake word, "Alexa." When Alexa detects the wake word, the light ring atop the device will light up blue to indicate that she is streaming audio to the cloud, where Alexa recognizes and responds to your request. Alexa will not stream audio to the cloud unless she is activated by the wake word.
- b. Microphone on/off button: Using Alexa is optional. If you do not want to use Alexa, you can push the microphone on/off button built on top of the device. When the microphone on/off button is pressed, the microphones are electrically disconnected, cannot detect the wake word, and cannot stream any audio to the cloud. The light ring will turn red when the microphones are disconnected.
- c. Privacy: Properties can't listen to what you said to Alexa or what she said back.
- d. Security: Amazon encrypts all data in transit between the Amazon Echo and Amazon's servers, and all customer data is securely kept on Amazon AWS servers.

7. What should I do if I run into technical issues?

Alexa is designed to give you a delightful experience throughout your stay. As with any electronic device in a hospitality room, you should contact a property administrator if you experience unexpected issues.