



A WHITEPAPER
FROM MITEL

CONNECTED HOSPITALITY
INVESTMENT GUIDE

Connected Communications, Consistent Service

A UK Hospitality Perspective

Mitel's investment guide for hospitality IT
leaders in the United Kingdom



Research data: Frost & Sullivan, 2026 · Companion to the Connected Hospitality vBook

The UK hospitality sector is the most pressured communications market in this study.

That pressure is also the clearest argument for acting now rather than later.

UK hospitality is contending with a combination of pressures that is more acute than any other market in this study: a chronic labour shortage that shows no sign of easing, rising operational costs, and a regulatory environment that is actively expanding with Martyn's Law now on the statute book. Communications infrastructure sits at the intersection of all three. Properties where systems connect, workflows automate, and compliance is built into the architecture are managing these pressures materially better than those where they are not.

Frost & Sullivan research across four markets, France, Germany, the UK, and the US, commissioned by Mitel, confirms the UK as the highest-friction and highest-intent investment market in the study. This paper sets out five specific investment decisions, grounded in that data, that address the UK's challenges in the right sequence.

Five decisions. One connected sequence.

For executives reviewing this paper at pace, the five investment decisions are:

1. **Address the adoption gap before adding new capability.** A 68% training shortfall means the biggest risk is tools that exist but aren't used effectively.
2. **Target automation at the three workflows where friction is highest.** Housekeeping, food and beverage, and incident response are where UK operators report the sharpest pain and the strongest investment intent.
3. **Build Martyn's Law compliance into your infrastructure selection.** Retrofitting compliance after deployment is significantly more complex than selecting for it upfront.
4. **Frame your AI investment around cost and productivity outcomes.** UK operators have the hardest-value AI expectations of any market; guest experience framing consistently underperforms.
5. **Select a partner who can demonstrate adoption outcomes, not just technical capability.** Employee acceptance is a must-have for 61% of UK buyers, the highest of any market.

Each decision is explored in full in the pages that follow, with the signal from the data and the specific action it points to.



Address the adoption gap before adding new capability

68%

of UK operators report insufficient training on communication tools, the highest rate of any market in the study

THE SIGNAL

The UK has a 68% training gap and 61% employee resistance rate for communications tools, both the highest of any market surveyed. The biggest risk in UK hospitality IT is not a lack of tools. It is tools that staff do not use effectively, because every system that exists but isn't fully adopted represents a cost without a return, and every workaround staff develop to bypass an underused system creates a new coordination gap. Adding more capability into that environment without first closing the adoption gap compounds the problem.

THE ACTION

Before investing in additional capability, audit adoption of what you already have. Where are staff working around systems rather than through them? Those workarounds are the adoption gap in operational form, and they are also your clearest signal about where the next investment will underdeliver if adoption is not addressed first. Require prospective partners to document their adoption methodology and provide reference deployments with six-month adoption metrics, not just go-live rates.

MITEL ADDRESSES THIS BY

Mitel's implementation approach includes phased rollouts, embedded training support, and change management guidance. Reference deployments with documented adoption outcomes are available on request.

Once adoption is treated as a first-class concern, the most productive place to focus automation investment is the three workflows where UK operators report both the sharpest friction and the strongest intent to act.



Target automation at the three workflows where friction is highest

90%

of UK operators plan to invest in food and beverage communications tools, the highest of any market in the study

THE SIGNAL

UK operators report the sharpest communication challenges in housekeeping (58%) and food and beverage (52%) workflows, with investment intent to match: 84% and 90% respectively, both the highest of any market. These are also the workflows most amenable to automation. Status updates, task routing, and alert escalation currently depend on manual coordination at most UK properties, and every manual step is a point where service quality depends on individual judgement under time pressure rather than a reliable system.

THE ACTION

Map the manual coordination steps in housekeeping, food and beverage, and incident response at your property. For each one, identify whether the communication bottleneck is a missing tool, a missing integration, or a missing process, because the right solution is different in each case. Automation investments that target the specific bottleneck will outperform those that add a layer on top of it. Prioritise solutions that connect to your existing property management system to eliminate dual-entry workflows that negate much of the efficiency gain.

MITEL ADDRESSES THIS BY

Mitel's DECT mobility tools, automated task routing, and real-time status updates reduce manual coordination in housekeeping, food and beverage, and incident response without requiring a full infrastructure overhaul to deploy.

Automating these workflows also creates a data environment where guest interactions, service requests, and operational events are logged and traceable. That environment carries compliance obligations that are most effectively addressed as an architecture decision rather than a retrospective configuration.



Build Martyn's Law compliance into your infrastructure selection

29%

of UK operators expect AI to reinforce compliance, above the study average

THE SIGNAL

The UK's Protect Duty legislation, Martyn's Law, received Royal Assent in April 2025. It creates specific, non-negotiable requirements for hospitality venues around mass notification, emergency response coordination, and public protection planning. Properties that treat this as a configuration task after deployment face retrospective remediation work that is typically more complex and more expensive than selecting for it correctly during vendor evaluation.

THE ACTION

When evaluating communications platforms, require a specific answer to how platforms support Martyn's Law compliance for a venue of our capacity. The response should cover mass notification capability, emergency response workflows, and staff alert escalation as platform-level capabilities rather than third-party add-ons. If compliance requires a separate integration or additional tool, that cost and complexity belong in the total cost of ownership calculation. The gap between platforms that deliver this architecturally and those that deliver it through add-ons is often significant.

MITEL ADDRESSES THIS BY

Mitel's mass notification and emergency response capabilities are built into the platform architecture. Martyn's Law compliance is a platform-level commitment for UK hospitality deployments, not a post-deployment configuration project.

With compliant infrastructure in place and the highest-friction workflows addressed, the conditions exist to deploy AI where it will deliver measurable outcomes for UK operators: in the efficiency and cost disciplines where expectations are sharpest.

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Frame your AI investment around cost and productivity, not guest experience

35%

of UK operators expect AI to reduce operating costs, the highest rate of any market in the study

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The UK has the hardest-value AI expectations of any market in this study. Cost reduction (35%) and productivity gains (32%) are the top expected benefits from AI-enabled communications, both well above the study average. Improving quality of work (19%) ranks last.

THE ACTION

Build your AI business case around three quantifiable outcomes: reduction in manual coordination hours per shift, reduction in error rates in high-stakes workflows such as allergen management and incident escalation, and documented compliance automation. Guest-facing communication AI is most credibly positioned as a second-phase benefit that follows from operational efficiency gains, a sequencing that is the more honest account of how AI deployment in hospitality works.

MITEL ADDRESSES THIS BY

Mitel positions AI around operational overhead reduction and compliance reinforcement: automated ticket routing, DECT-integrated housekeeping coordination, multilingual guest request handling, and mass notification for Martyn's Law. Efficiency gains are documented and measurable.

The ability to deliver on all five of these decisions depends significantly on the partner chosen to implement them. The final decision is therefore also the most consequential.



Select a partner who can demonstrate adoption outcomes, not just technical capability

61%

of UK operators cite employee acceptance as a must-have, the highest rate of any market in the study

THE SIGNAL

UK buyers apply pressure across cost, reliability, integration breadth, and employee acceptance simultaneously. The employee acceptance figure is the most distinctive: at 61%, the highest of any market, it reflects the reality of a 68% training gap and 61% resistance rate for communication solutions. UK buyers are not selecting a technology. They are selecting a partner who can demonstrate that the technology will be used, because a platform with strong technical credentials and poor adoption delivers worse outcomes than a simpler platform that staff trust.

THE ACTION

Structure your partner evaluation to include detailed references. First, require evidence of adoption outcomes from a comparable UK hospitality deployment: what was the adoption rate at three months and six months, and what specifically drove it? Second, screen for total cost of ownership transparency, including implementation, training, and ongoing management. Third, evaluate Martyn's Law compliance architecture. Partners who lead with feature capability before addressing adoption track record and compliance architecture are not aligned with how UK procurement decisions are made.

MITEL ADDRESSES THIS BY

Mitel's UK hospitality references include documented adoption outcomes alongside technical specifications. Implementation methodology, training support, and compliance architecture are presented as part of the standard evaluation package.

Adoption, automation, compliance, AI, and partner selection: Five decisions that build on each other.

The UK hospitality market is ready to invest. Don't get left behind. The operators who will see the strongest returns are those who sequence evaluation and deployment decisions correctly, treating adoption and compliance as prerequisites rather than afterthoughts. Getting the sequence right is what separates the outcomes.

Ready to build a deployment plan for your estate?

Mitel works with hospitality IT teams across the UK to design modernisation programmes with adoption support, Martyn's Law compliance, and hybrid resilience built in from day one.

Visit mitel.com/solutions/industry/hospitality to speak with a Mitel hospitality specialist.

Data Source: [Frost and Sullivan Connected Hospitality vBook](#)

