

Disconnected and Disappointed: Cox Business Survey Shows Poor Connectivity Undermines Hotel Stays for Gen Z and Millennial Business Travelers

ATLANTA – June 17, 2025 – Staying connected while traveling for business is essential for Gen Z and Millennial professionals, not just for work but also for maintaining personal relationships and managing responsibilities at home. A recent Cox Business survey explores this reality, revealing that more than one-third of respondents cite unreliable (35%) and poor mobile connectivity (34%) as top travel frustrations.

Why It Matters

These findings make one thing clear: fast, dependable internet and strong mobile service are priorities rather than perks. In fact, when asked which hotel tech to feature you find most important when traveling for work, 58% said “fast, reliable.”

For these younger professionals, connectivity is the lifeline that allows them to check in with loved ones, juggle caregiving duties, and maintain peace of mind while away. Yet the prevalence of connectivity issues highlights a growing gap between traveler expectations and the realities of today’s business travel experience.

Dig Deeper

Cox Business knows guests of all ages rely on strong, reliable connections to manage work and personal responsibilities while traveling, so enhancing the digital experience is crucial. Through its hospitality subsidiaries, BlueprintRF™ and Hospitality Network, Cox Business delivers cutting-edge solutions designed to meet the ever-evolving connectivity and entertainment demands of modern guests.

“Business travelers expect more than just a place to stay. They expect a seamless, connected experience,” said Jady West, vice president of Hospitality (Hospitality Network /BlueprintRF) for Cox Business. “That’s why we provide innovative, customized network solutions – backed by 24/7 expert support – to eliminate common connectivity pain points like spotty coverage and mobile dead zones.”

Hundreds of properties rely on Cox Business to solve their hospitality technology challenges and elevate guest experiences and loyalty. This includes managed Wi-Fi, TV In-Room Entertainment Video solutions, VoIP solutions and enterprise internet.

What They’re Saying

"For travelers, reliable and high-speed connectivity isn't a luxury—it's an expectation," said Rakesh Gupta, vice president of IT at Atrium Hospitality. "Whether they're working remotely, streaming content, or staying in touch with friends and family, these guests value a seamless digital experience. Our partnership with BlueprintRF empowers us to meet those expectations by delivering secure, always-on Wi-Fi."

"Guests want a home-like experience when they stay with us," said Mark Fenton, general manager, The Platinum Hotel. "Thanks to Hospitality Network, we can provide reliable and secure connections so our guests can work, play, stay entertained and connect with loved ones seamlessly. Plus, their support helps us strengthen and enhance our IT team."

For more information on Cox Business, visit booth 2405 at HITEC 2025.

About Cox Communications

Cox Communications is committed to creating meaningful moments of human connection through technology. As the largest private broadband company in America, we own network infrastructure that reaches more than 30 states. Our fiber-powered wireline and wireless connections are available to more than 12 million homes and businesses and support advanced cloud and managed IT services nationwide. We're the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox that is dedicated to empowering others to build a better future for the next generation.

Through Cox Business, Hospitality Network, RapidScale and Segra, Cox Communications provides a broad commercial services portfolio including advanced cloud, managed IT and fiber-based network solutions that create connected environments, unique hospitality experiences and support operational applications for nearly 370,000 businesses.

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