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Youverse was proud to engage with industry leaders in hospitality, through our founder and CEO [Pedro Torres](#), leading a roundtable about revolutionizing the guest experience with digital identity at check-in. This was at the Digital 360 Symposium organized by [Hospitality Financial and Technology Professionals \(HFTP®\)](#) and moderated by [Bryan Hammer](#).



Identity verification at check-in or even reservation is the initial touchpoint for the guest. It is where everything starts.

Accurate guest data and reusable identity that really protects privacy is essential for all processes hospitality. Or do you prefer to keep asking guests "have you stayed with us before?" for the 50th time? 🤖

Today is one of those key moments for hospitality in which the entire industry needs to unite and cooperate to keep the identity value within the industry. The technical stuff has already been figured out and ID solutions currently operate in various hotels with demonstrated increase in loyalty and personalization.

Now decision makers just have to agree on using it and work together to ensure interoperability across the industry. If they don't, a large footprint OTA or similar will simply take that value out of hotels and brands.

Thanks [Carson Booth](#) and team for the great event. It was great to learn from industry leaders hands-on first-hand their core challenges and the new innovation trends from startups 🚀

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