TECHNOLOGY IN THE HOTEL INDUSTRY

Types of Technology

Automated Service
• Self check-in kiosks.
• Automated feedback systems send outscheduled email to guests who have recently checked out.

Mobile Apps & Tablets
• Mobile door key using near-field communication technology. Uses a magnetic field induction to enable communication between devices when touched or close to each other.
• Mobile concierge and room service.
• Booking for spas, restaurants, shows and concerts.

Mobile Hub Spots
• Better bandwidth to create faster internet speed.
• Tech lounges.
• Fully equipped meeting spaces.

Social Media
• Key role in communicating the brand of a hotel.
• 70% of social media users share updates and photos on vacation.

Artificial Intelligence
• Hotels use AI to create unique and memorable experiences in combination with automated room features.
• Many hotels offer in-room voice command technology.

The Evolution & Future

Websites
• Virtual room tours and 360 videos.
• More than 50% of guests book their stay online. It is important to have a user friendly website that is creative and on brand.

VR
• Marriott hotels came out with VR Postcards which gave the guests a creative experience without having to leave the room.

Robot Technology
• Robot maids, butlers, bell boys already exists and hotels are testing them.
• Deliver drinks, linens and luggage.
• Heavy lifting of up to 1,400 lbs.
• Programmed to show guests anywhere in the facility and help answer basic questions.
• Capable of opening doors and operating elevators.

Guest Experience

• Technology is changing the expectations and experiences for travelers around the world.
• Allows guests to have the option to use self service.
• Immediate responses give guests the impression that they are valued and concerns are being handled.
• Hotel staff are able to contribute more of their time to guests.
• Having high security on technology allows the guests to feel secure.

Blockchain Technology
• Transfers information from A to B in a fully automated and safe manner.
• All data is decentralized and traceable.
• The database can never go offline or be removed through cyber-attack, which is important when dealing with financial transactions.
• Make both accessing and storing information much easier, allowing for enhanced collaboration and ultimately improving the overall travel experience for customers.

Natural Disasters
• Design a disaster recovery plan in place.
• Should be periodically tested to ensure all parties involved know what to do.
• Label and document network and equipment for easy transportation if necessary.
• Ensure that data is backed up regularly.

Technology Costs
• Cloud versus premise based is less expensive as there is no need for heavy equipment that could fail or become outdated.
• No need for potentially costly IT experts to maintain systems at all hours.
• Robot installation, training, and service costs roughly $2,000 a month depending on the contract.

Competitive Advantage
• Through the property management system, hotels can store data on guests preferences.
• With this information they can create an experience catered to the guest.
• With hotel robots delivering items for hotel guests, staff are able to focus on bigger tasks.

Benefits

Costs
• Technology allows for there to be less employees. Can save on salaries and benefits.
• A hotel with an average of 20 guestroom deliveries per day could easily see a $8,315/year ROI just in labor costs by adding a delivery robot to the team.
• Hotel automation can minimize energy costs. Lights and room temperature will not be in use when guests are out of the room.
• More money can be put towards security.