

Types of Technology

Automated Service

- Self check-in kiosks.
- Automated feedback systems sends out a scheduled 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 the 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

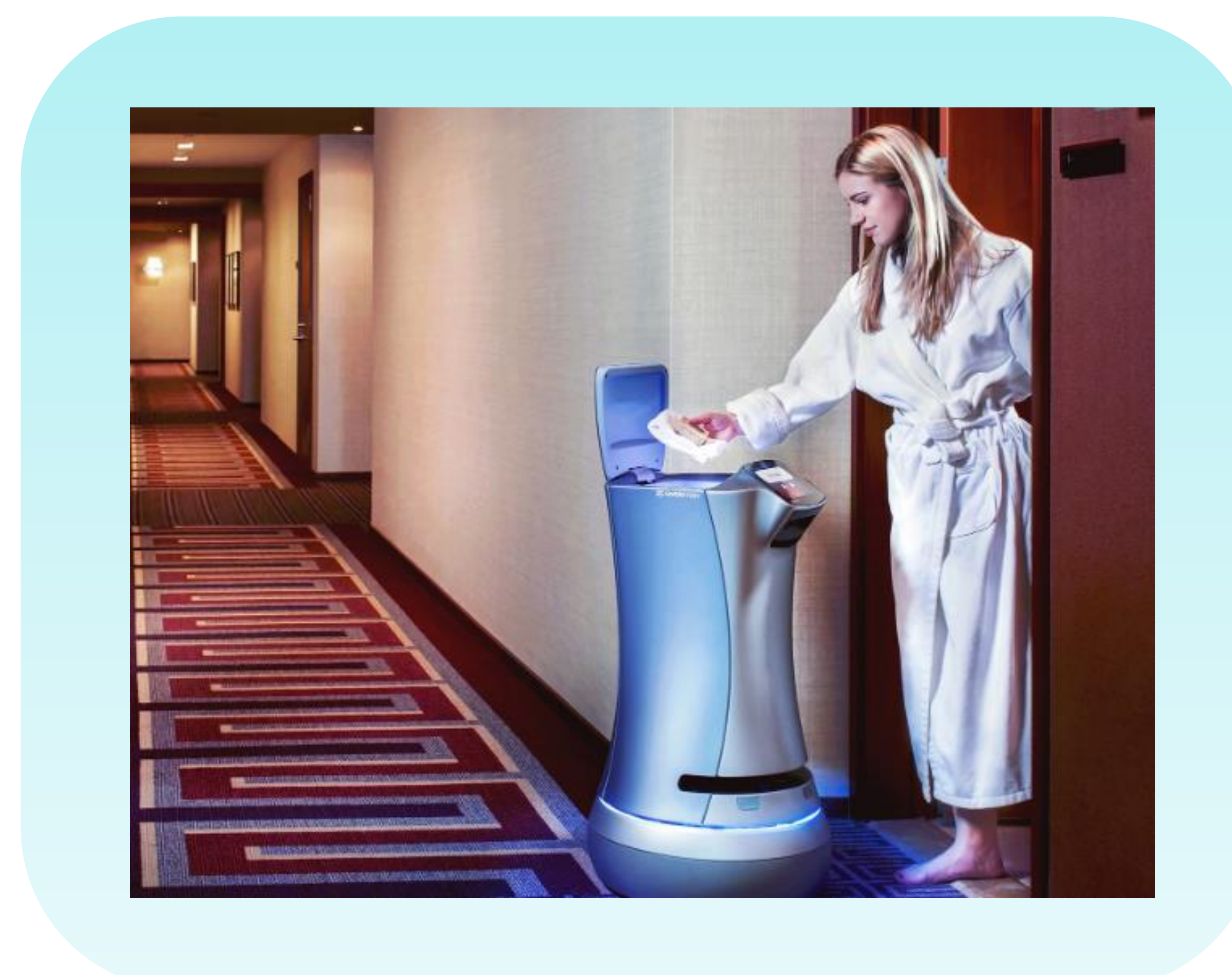
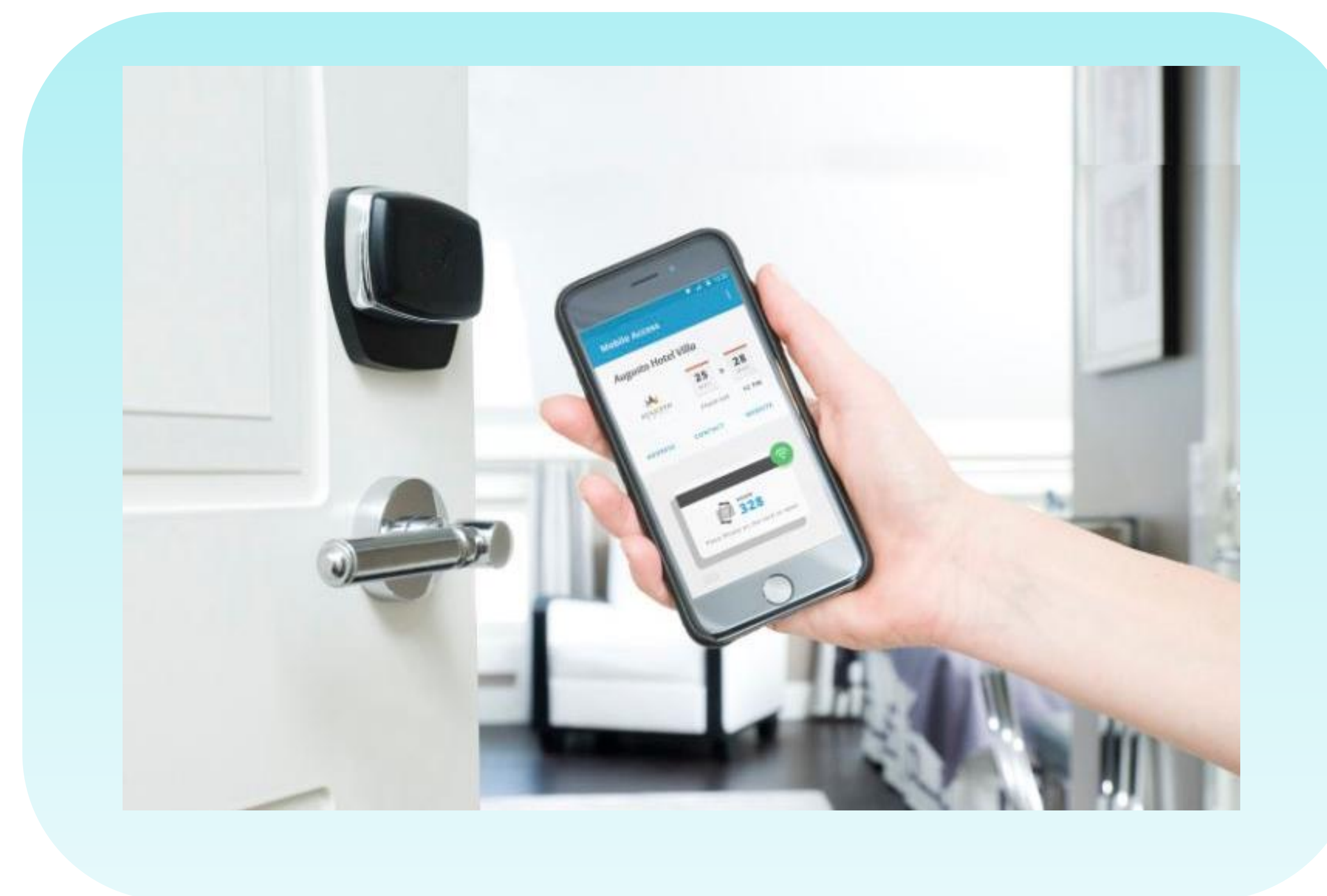
- Marriott hotels came out with VR Postcards which gave the guests a creative experience without having to leave the room.

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.



Security & Costs

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.

Benefits

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.

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.