Technology in Hospitality 2010

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Information Technology as a Differentiator

Give Customers As Many Options to Reach You
- Direct to Customers
- Interface to Partners
- Emerging Trends

Making Your Gadgets Happy

Make customer's feel - You've Got IT All
- Entertainment System on Steroids
- Business Suites that come with full IT-enabled offices
“Gone where the days when fine linen, a morning paper, TV in the bath, chocolate truffle delivered to one's pillow at turndown where enough.”

•Aaron Peasley, CX Discovery 2010/08
Highly Connected World  (ITU-T 2010)
- 4.5 Billion Mobile Phone Connections
- 2 Billion Internet Users
- 90M US Travelers planned their trips using the Internet with 76% doing it for leisure  (Traveler’s use of the Internet 2009)

Top Reasons for using IT  (McKinsey IT Demands Survey 2010)
- Differentiated Service for Existing Offerings - 18%
- Development of New Offerings - 17%
- Changes in Cost to Deliver - 17%
- Emergence of Improved Competing Products - 15%
- Emergence of New Channels – 13%

Convergence of Trends
Giving Customers Options to Reach You
Giving Customers As Many Options to Reach You

- **Direct to Customer** (B2C)
  - Telephone and Fax
  - Electronic Mail
  - Internet Booking (Website and Listings)
  - Mobile Reservation (SMS, WAP)

- **Interface to Partners** (B2C)
  - Dedicated Portal for partners (Travel Agents)
  - Wholesale Electronic Interface (Wholesalers)

- **Emerging Trends**
  - Social Networking - Facebook, Twitter and LBS
  - Click to Web Call via Skype
Giving Customers As Many Options to Reach You

- Re-establish the personal touch
- Allow establishments to create Internationally available contact points
- Remove long distance call anxiety

- Allow for casual discovery via social networking activity
- Typically tied to activity using Location-based Services (LBS)
Emerging Trends

Discovery and Utility Applications
- Most major airlines (CX, SQ) have **Mobile Clients** (iPhone, JavaME, BlackBerry)
- Langham, Marriott and most major hotel chains have an **iPhone Application**
- Mobile application provide recommendations and highlights as well as additional features like preferences selection, online check-in and baggage registration

Emergence of **Do-It-Yourself Tourism**
- Online tools for assembling vacations and trips
- Sites and services that develop customized itineraries
  - Break from the “Photographing from the Bus” tours
- New form of backpacking
  - Today's essential backpackers tool is the Internet
Giving Customers As Many Options to Reach You
Making Your Gadgets Happy
Making Your Gadgets Happy

Today's Traveler will typically have one or more of these!
Making Your Gadgets Happy

**Recreational Traveler**
- Cellular Phone
- Portable Media Player
- Portable Computing Device

Gadgets are primarily used for keeping in touch and discovery

**Business Travel**
- BlackBerry or Smartphone of choice
- Laptop and Tablet Computing Device

Gadgets are primarily used for work-related tasks (VPN-friendly)

**Common Requirements**
- **Connectivity** – must be wireless connectivity and hopefully you do your capture portals right
- **Power and Charging** – outlets with multiple interfaces are preferred, please have enough of them too
Emerging Trends

- **Digital Media Player Sound Docks** – particular iPod and iPhone sound docks
  - Connected to hotel room sound systems
- **The Berkley Hotel in London UK** loans out Apple iPads to their guests
  - iPads are pre-configured with WiFi
  - Also comes with multimedia and applications
  - And your choice of dailies
- **The Shangrilla in Nanjing CN** provides a desktop control panels for guest's gadgets
  - A bit extreme but a universal dock for a large range of popular devices
Make Customer's Feel – You've Got It All
Make customer's feel - You've Got IT All

Entertainment System on Steroids
- Telephony systems that also serve as Internet routers
- Some Marriott's come with a TV system that allow your to check your current running hotel bill
- The Parkyard in Shanghai CN comes with a STB that has a full MS Windows operating system

Business Suites that come with full IT-enabled offices
- The Mandarin in New York US comes with a full in-room video conferencing facility in some of their suites

Emerging Trends and Concerns
- More hotel chores are doable inside your room
- Discovery tends to be an issue – under-utilized investments
Make customer's feel - You've Got IT All
The technologies that do matter are also the ones that are within reach (and budget)

- **Electronic Reservation** – Good Ole Email
  - Simple queries and reservations via SMS
- **Informative Websites** with Contact Information
- **Wireless Connectivity** (WiFi)
  - Provide hotel information and allow performing hotel chores over the capture portal
  - Enough and flexible power outlets

Potential Opportunities that don't hurt your wallet

- **Social Networking** Exposure
  - Let your happy customer do the talking
  - Explore the power of LBS for service discovery

*We have a lot to look forward to in 2011!*
Thank You and Have a Nice Day!

Questions and Comments
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