Smart Technology Applications for Hotels
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Travel and Technology

“When was the last time you got cash over the counter and not via the ATM?” - Barak Obama

- 90M US Travelers planned their trips using the Internet with 76% doing it for leisure (Traveler's use of the Internet 2009)
- Cebu Pacific is now the country's largest domestic airline (RoutesOnline at 41.3%). Their best deals are booked online.
  - Has created a whole new world of impulse booking. If you want to available of the air ticket at a discount then you probably have to plan for the other stuff (land transfers, lodging, activities).
What are we covering today?

- **Discover** – How do customers find you?
- **Experience** – What do we give them?
- **Reward** – How do we thank them?
Discover
Reaching Your Customers

• Make sure you are reachable – the Basics
  • Email, Web site (fixed and mobile), Telephone
  • Use Internet applications as contact points:
    – Skype, Facebook, Twitter, Foursquare, ...
  • Update your Internet presence and entries
    – Google Maps/Local, TripAdvisor, Bing, Wikitravel, ...

• Social Interactions and Hyper-share
  • Increase use of social networking applications such as Facebook, Twitter and Foursquare to share experiences.
  • Gen-Y and Millennial customers tend to hyper-share experiences. Capitalize on good ones and manage bad ones.
Make It Easy to Book

• Make use of Electronic Booking
  • Provide a means to book online. Why make it hard to collect money from customers? Reward customers for paying in advance by giving them better deals.
  • At a minimum, provide a mechanism for online reservations.

• Increase touch points
  • Web-based bookings are minimum
    – Own or outsourced (i.e. Agoda).
    – Ensure they are mobile-friendly as well.

• Internet Services
  – Facebook, Twitter, Skype
Reduce Friction

- **Mobile Contact-less Room Keys**
  - Uses a technology called Near Field Communications (NFC).
  - Assign keys for booked and paid activities upfront. No need to fall in-line to wait for room keys.
    - Keys also are electronically managed and can auto-expire when checked-out.
    - Can also be used to manage other entitlements: gym, business lounge, exclusive offers.
  - Major handset manufacturer support
    - Nokia, Song, Samsung, RIM, HTC.
    - Others are working on it such as Apple.
  - Why let the airlines and banks have all the fun?
Experience
Re-modeling for Technology

- **Lodging**
  - Free hotel-wide (no just in the lobby) high speed Wi-Fi.
    - Provision for multiple devices from multiple users.
    - Past Wi-Fi practices maybe insufficient nowadays.
  - Larger lobbies with tablet/notebook-friendly tables and more universal power sockets.
  - Rooms with more universal power sockets or in-room power consoles, surround sound audio systems, Giant LCD television sets and iPod/device docking stations.
  - Printing stations. They don't have to be complete offices.
  - Fitness equipment and entertainment systems with device docks.
  - Kiddie Playroom with game consoles.
Digital Concierge

- **Digital Access to Information**
  - Execute a mobile and/or tablet application (or phablet) that customers can carry around.
  - Provide access to deals and activities that can be co-promoted.

- **Mobile Contact-less Smart Posters**
  - Various points of interest (POI) that automatically load information when an NFC-enabled phone is tapped on them.
  - Orange Pilot Roll-out in Nice, France
Digital Concierge
Augmented Geo-Travel

• Spice it up a bit more with Augmented Reality!
• Point your device camera to anything and extra information will pop-up at your fingertips!
• Can also be used to provide access to online services (ie. reservations and bookings).
• Technology is still in its infancy but can definitely add more flavor to one's browsing experience.
Augmented Geo-Travel
Augmented Geo-Travel
Augmented Geo-Travel

[Image: A smartphone displaying an application that provides augmented reality travel information, showing the Piazza del Duomo in Milan with GPS accuracy and distances to various landmarks.]
Reward

THANK YOU
Instant Gratification

- **Give Stuff Out**
  - People like free stuff. What better way to distribute it then electronically?
  - Electronic offers can be place (ie. 4SQ mayor deals), time and/or volume bound (group buying ala Groupon).

- **Use Rewards to improve Internet exposure**
  - Create promotions that increase online visibility (ie. AMEX Twitter Daily Deals campaign).
  - Harvest followers (ie. FB Fans or Twitter follow). Let's go beyond electronic mail.
Summary

• Growing customer technology needs.
  • Pervasive High-speed Internet.
  • Online access to everything.
  • The need to hyper-share.

• Growing technology capabilities.
  • Multiple discovery, interaction and reward mechanisms.
  • Emergence of new technologies like NFC and Augmented reality.

• More Opportunity!
Questions and Comments
References

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