

## HOTEL TECHNOLOGY TRENDS

— You Need to Know —

"The front desk of the future will change with the developments in mobility and cloud-based applications. Guests are going to be driving the needs for the technology deployed in the hotels, unlike currently where hotels are deciding what their guests need."

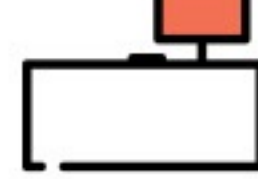


**Harbans Singh**

International Hospitality Technology Hall of Fame Inductee & developer of next generation hospitality solutions.



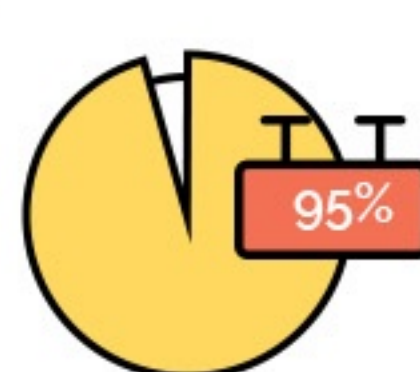
### Review Widget/Plugin Implementation



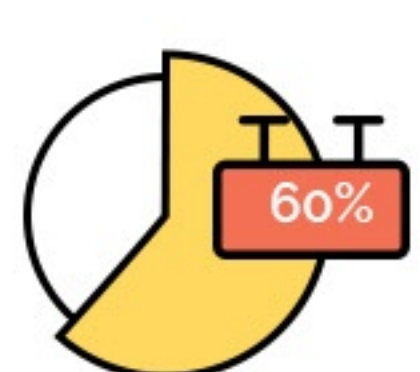
- Embedding a review widget or plugin on your website allows **potential guests to read unbiased feedback** from your **previous guests**, without leaving your website.
- Sites like **TripAdvisor** offer free widgets/plugins to hotels.
- As widgets/plugins **automatically take content from other sites** where a **potentially negative review** may be posted, it would also feature this review on your website.
- Some **hoteliers** may be slow to implement these widgets because of this.
- However reviews are an opportunity for hotels to **improve their customer service**.



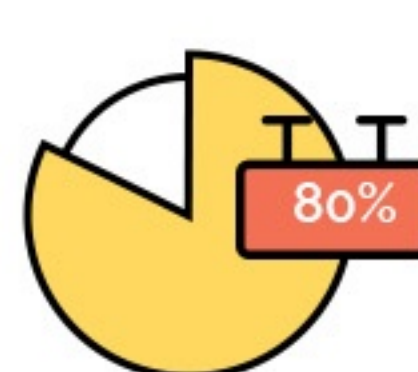
### How Do They Improve Customer Service?



95% of online shoppers suspect that **reviews may have been censored** if they do not see any **negative reviews**.



More than 60% of TripAdvisor users say that a **good management response** to a negative review makes them more likely to book, compared to no response.



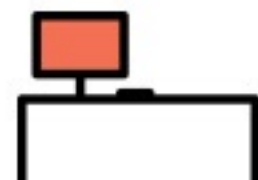
80% of TripAdvisor users say they think a hotel cares more when it **posts management responses**.

### Key Takeaway



Implement review widgets/plugins to perfect customer service & manage your hotel's online reputation.

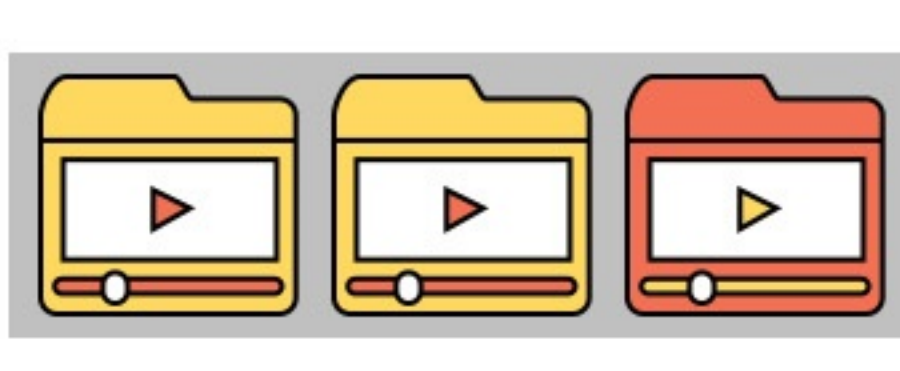
Source: *GuestRevu 2016*.



### Social Media Cultivation



Except for **Facebook**, no other **social media channel** is used intensively across the hotel industry. Only **1 in 3** currently have **videos on YouTube**, even though video has become the **single most important online format** predicted to account for **80% of global internet traffic by 2019**.



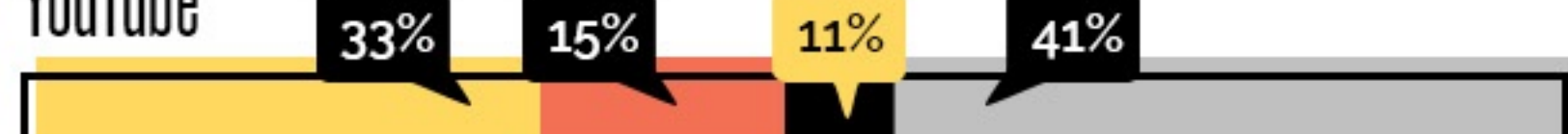
### Social Media Usage in the Hotel Industry



Facebook



YouTube



Twitter



Instagram



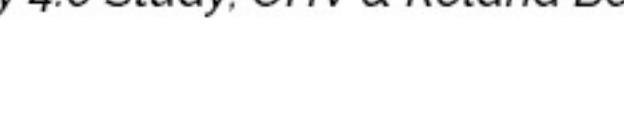
- In place
- Planned in the next year
- Planned in the next 3 years
- Not planned

### Key Takeaway



Utilise social media more, especially video based channels like YouTube to future proof your hotel online marketing efforts.

Source: *Hotel Industry 4.0 Study, OHV & Roland Berger, 2016 & Hootsuite*.



### The Future Could Be 5G



**5G** is the latest variation of mobile. It is not expected for mass adoption before **2020**.



### 3D Image Exploration

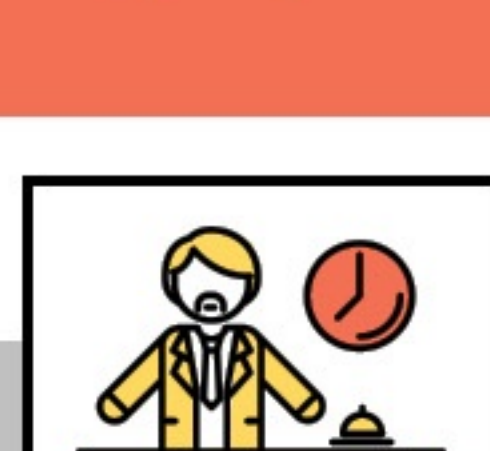


In a 5G enabled hotel, potential guests may be able to choose their hotel room stay by viewing & exploring the hotel in 3D images.



This could be similar to Google's Streetview & gives guests a virtual tour.

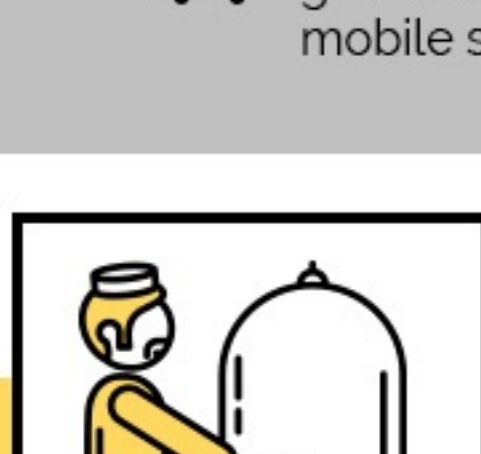
### Self-Check-In



5G mobile could lead to extremely efficient 'self-check-in' options for guests.



This could see front of house hotel staff evolving into guest service co-ordinator roles & communicating using mobile social media & apps.



### Staff Training



5G mobile could also prove invaluable for staff selection & training.



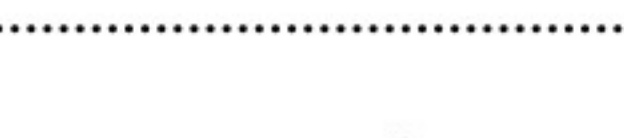
Mobile learning could provide real-time on-the-job training using software to analyse, rate & provide advice on how to improve employees' service skills.

### Key Takeaway



It is early days yet, but keep an eye on the rise of 5G technology in the next 4 years & start a conversation around it now with hotel management.

Source: *eHotelier, 2016*.



*"The expert quoted is not affiliated with Ard na Sidhe."*



### References



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