



DELIGHTING THE TECH-SAVVY GUEST



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IN YOUR OPINION, WHAT IS THE MOST DISRUPTIVE FORCE IMPACTING HOTELS TODAY? HOW CAN TECHNOLOGY HELP HOTELS EMBRACE THIS DISRUPTION?

Mobility continues to be a significant disruptive force impacting hotels. Millennials are looking for self-service throughout their journey, and hotels have some work ahead of them to provide self-

service through mobile devices while guests are on-site. A cloud-based PMS, with a strong ecosystem of integrations with other platforms popular with guests (such as social networks, entertainment sites, and travel sites) will be important for hotels embracing this disruption.

Mobility is also an important element to enabling hotel staff to provide a better guest experience. A cloud-based PMS with full access from any mobile device will allow staff to interact on a more personal level with guests while still having access to the information they need to support the guest needs where they happen to be on property.

AS CUSTOMER EXPECTATIONS FOR SERVICE BECOME IMPACTED BY TRANSACTIONS FROM NON-HOSPITALITY COMPANIES (THINK ABOUT THE AMAZON ABILITY TO PROVIDE IMMEDIATE AND CUSTOMIZED OFFERS), HOW CAN HOSPITALITY STAY AHEAD OF, OR EVEN ON PAR, WITH OTHER INDUSTRIES?

Hospitality has traditionally been a lagging industry when it comes to technology investments. That is certainly changing, and it will be important for hotels to continue to invest in technology in an ongoing basis in order to keep up with guest expectations that are being set by other industries. There's not always an obvious ROI when it comes to innovative ideas, so to stay up with other industries, hospitality companies will need to be more comfortable experimenting with ideas that may not always pan out. The process of innovation requires a strong understanding of market problems, more data-driven decision-making, a bit of trial-and-error and some tolerance for risk. Being able to more quickly learn from the innovation of other industries can help hospitality stay current with expectations.

WHAT ARE YOUR OPINIONS ON IN-ROOM TECHNOLOGY? IS THIS NOW ENTIRELY A COST CENTER? ARE THERE OPPORTUNITIES TO FIND REVENUE FROM IN-ROOM TECHNOLOGIES? IF SO, EXPLAIN.

Hotels no longer find revenue from call accounting, and with guests bringing their own entertainment with them when they

travel, the revenue opportunities for movie and game rental are dwindling as well. A good opportunity for hotels these days is to provide enough incentive for guests to install a hotel application on their phone or tablet, which can then be used by hotels to offer additional hotel amenities that the guest may not otherwise consider. A big incentive to install this app is that it could enable guests to connect to the room HD TV for viewing movies and playing games from their device. Once a guest has installed the application, the ongoing challenge will be to provide enough value for the guest to keep it, rather than uninstall it later on.

HTF'S KEYNOTE SPEAKER JEREMIAH OWYANG FOCUSED ON THE IMPACT OF THE CROWD ECONOMY. IS THIS A THREAT OR AN OPPORTUNITY, IN YOUR OPINION? WHAT ARE YOUR THOUGHTS ON HOW HOTELS CAN BETTER ENGAGE WITH THE CROWD ECONOMY?

The crowd economy is an opportunity more so than a threat. The accommodations available on Airbnb represent just another segment of the lodging industry, so the question for hotel companies is whether or not they are interested in going after that market. The crowd economy is all about connecting buyers with sellers, and hotel companies already have large distribution platforms that do exactly that. Opening up those platforms to support non-traditional accommodations, and allowing guests to accrue loyalty points are great ways for hotel companies to go after this market.

SHARE HOW HOTELS CAN BETTER ENGAGE WITH GUESTS USING MOBILE TECHNOLOGY. WHAT ARE YOU SEEING THAT'S BEEN WORKING WELL?

Hotels have been focusing a lot of attention on leveraging mobile technology to help guests to book reservations, and are now starting to look at how mobile technology can help with other stages of the guest journey. Guest self-service check-in, along with being able to use a mobile phone as a room key, allows guests to bypass the long lines at the front desk and get to their room sooner. Once the guest has that self-service application on their phone, hotels can use that as a personalized communications channel to the guest, offering additional amenities that guests can buy prior to arrival or during their stay. Some hotel companies are now leveraging their application to make it easier for guests to request Uber or Lyft rides, providing even more tangible value to the guest.



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