



HOTELMANAGEMENT.NET

HOTEL MANAGEMENT

THE LEADING HOSPITALITY NEWS AUTHORITY SINCE 1875 | Vol. 237, No. 5 | June 2022

GETTING UP TO SPEED HOTELS PLAY CATCH-UP WITH NEW TECHNOLOGY



TOP 41 PURCHASING COMPANIES

AAHOA UPDATE

Fair franchising tops new leader's agenda

TECH TAKES CENTER STAGE

This month's issue takes an in-depth look at the hotel industry's relationship with technology—including how it affects operations and what tech will have the most impact during the rest of the decade. The issue also features profiles of technology companies in advance of the upcoming HITEC event.



20 TECHNOLOGY INITIATIVES TO WATCH IN 2022



Not so long ago, mobile keys were at the cutting edge of hotel technology. Today, hotels have to work harder than ever to impress tech-savvy guests. Here are some ways hotels are innovating through technology.

5G GAINS GROUND

1 Robert Rauch of R.A. Rauch & Associates predicted that 5G networks will “completely disrupt” hotel technology. “5G will be deployed for property-management systems and other uses beyond the guestroom entertainment including augmented reality, voice-assistant technology and more.”

OUTDOOR CONNECTIVITY

2 5G also will make it easier for tech platforms to expand beyond a hotel’s walls. Platforms like Beachy are designed to work outdoors without a Wi-Fi connection and in sunlight.

TOUCH-FREE IS KEY

3 Rauch expects many COVID-driven implementations to become normal. “Reservations, mobile check-in, messaging with guests, mobile room key and control of the guestroom via mobile phone will be standard,” he said.

WI-FI 6

4 The upcoming Hyatt Regency Salt Lake City will be equipped with the next generation of fiber optic cables that will support Wi-Fi 6—a faster, more efficient connection with the ability to rapidly scale much higher as needed in seconds.

BROADBAND DEMAND

5 Anthony Wei, area IT manager at the Andaz West Hollywood (Calif.), agreed that higher bandwidth is crucial. “We’re looking to increase by another 100 mbps download/upload,” he said. “This will allow us to provide even higher Wi-Fi speed for our guests.”

INTELLIGENT TEXTING

6 Last summer, Aqua-Aston Hospitality launched an intelligent text messaging platform at its managed properties that is designed to reduce hotel checkout lines up to 75 percent and expedite guest requests.

METAVVERSE

7 CitizenM plans to acquire a site in The Sandbox, a gaming virtual world, where the company will build a hotel in the Metaverse.

NFT TRANSACTIONS

8 CitizenM expects to fund the development of the virtual hotel by selling future non-fungible token collections it will commission from emerging digital artists.

CONTACTLESS GALLERIES

9 The art collection at The Shay Culver City (Calif.), a new Destination by Hyatt hotel, includes a unique, contactless QR code that links directly to the artist’s Instagram page or website, driving engagement from guests at minimal cost to the hotel.

VIRTUAL FRONT DESKS

10 Guests at Kasa serviced apartments can get information about their stay from a virtual front desk rather than talk with agents. “They can also adjust or modify certain aspects of their stay (extend a few days, request a late checkout, etc.) on their own so there is no need to spend time waiting for someone to help,” said Jeff McConathy, VP of engineering at Kasa Living.

THIRD-PARTY APPS

11 Hoteliers are using third-party open application programming interfaces to understand guests’ needs at any given destination. “This means that personalization can go beyond just what the hotel offers,” said Tausif Khiani, VP & hospitality portfolio leader at consulting company Capgemini Americas. “Brands can now provide advanced digital concierge services to further retain guest loyalty.”

CONNECTED SPACES

12 The Hyatt Regency Salt Lake City will have a tech-enabled Broadcast Lounge with mixed seating areas, flexible walls for privacy and the capability to livestream events from the main ballroom.

AUTOMATED ACCOUNTING

13 Platforms like Docyt help hoteliers keep ahead of their finances without a full accounting team or partnering with a firm. The program helps owners manage income, payouts and account reconciliation.

AI CONNECTIONS

14 Sasha Barak, marketing manager at Enso Connect, sees increasingly humanized conversations between bots and guests. “[Artificial intelligence] is learning the data your database feeds it, recognizes sentiment and elevates the guest experience during these chatbot interactions.”

IMPROVED ACCESSIBILITY

15 Technology is making hotels more accessible for guests with various disabilities. At the Schoolhouse Hotel in White Sulphur Springs, W.V., the toilet is completely controlled by a touchpad, making it easier for guests with limited mobility.

MOBILE WALLETS

16 When it opens in late June, World of Hyatt members staying at the Caption by Hyatt Beale Street Memphis, Tenn., will be able to access their rooms with mobile keys stored in Apple Wallet.

SMART DEVICES

17 At the Mercantile in New Orleans, guestrooms have smart thermostats and smart lighting that work with the voice-activated Angie platform.

SMART MARKETS

18 Guests at Virgin Hotels can use their in-room smart TVs to access the Virgin Hotels Marketplace, which integrates Agilysys’ point-of-sale system for browsing food-and-beverage promotions and placing roomservice orders. “Our ultimate goal is bring forth technology our guests didn’t know they needed,” said Jason Doebrich, VP of technology at Virgin Hotels.

ROBOT BUTLERS

19 The Mercantile also has a robot butler to deliver items to guestrooms—“quite beneficial as contactless experiences are now more important than ever,” said Joshua Herron, director of platform technology and business intelligence at Innisfree Hotels.

HIGH-TECH FURNITURE

20 Companies like Samuelson Furniture are adding technology to furniture for both public and private spaces. The company’s Sound by Samuelson line turns Bluetooth-enabled chairs into personal speakers.



1 Storage offerings

Eric Jourdan contrasts midnight blue tubing and dark walnut in his new sideboard and storage collection, Alando. The line features sweeping modular tubing and wide flap doors and is a stylish storage option. Designed by Marie Christine Dorner, Parabole is a rounded chest featuring three drawers and a ceramic stoneware top. The chest is finished in a dark walnut veneer and has two options for the ceramic stoneware top: white and black.

Ligne Roset

www.ligne-roset.com



2 Sideboard options

Ethnicraft offers two new sideboard options. Designed by Alain Van Havre, the Oak Stairs Sideboard creates a sense of volume through its dynamic shape. Its angular composition adds a unique flair to the classic sideboard. The Teak Mosaic Sideboard was inspired by the remaining offcuts from other designs. Van Havre was inspired by music and translated this love into his work. The layered pieces of wood form a pattern reminiscent of a pipe organ.

Ethnicraft

www.ethnicraft.com



3 Bedroom collection

Raggio, or “radius” in Italian, creates the basis of geometry for this bedroom collection in which every edge is curved. The Raggio Night chest includes a generous surface area for storage and display, while drawers provide storage for bedtime essentials. An integrated charging outlet can be located on the exterior or on a platform inside the suede-lined drawers to prevent devices from sliding.

Quintus

www.quintushome.com



4 Modern cabinet

The details of the #8744 Phorm Cabinet provide depth and character. The walnut sideboard’s geometrically adorned sliding doors conceal dovetailed drawers to the left and provide storage for a minifridge to the right. The center walnut doors feature a tasteful opening, uncovering a subtle repeat of the geometric pattern. A metal base and trim complete the sleek, modern look.

Samuelson Furniture

www.samuelsonfurniture.com

3 CASEGOODS TRENDS

- 1 Sustainability:** Guests are looking to lessen their impact on the environment.
- 2 Cleanability:** In the age of COVID-19, surfaces must be washable.
- 3 Regional design:** Guests like pieces that reflect their location.

Source: Hotel Management

CASEGOODS

Lessening humans’ impact on trees, water consumption and energy usage is becoming more and more important to hotel guests. Hotels are meeting the change by sourcing casegoods locally (which also often helps ease the supply chain delays the industry is dealing with) and selecting pieces that are Forest Stewardship Council-certified. FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. In addition, items must be able to be cleaned and sanitized between guests. In the age of COVID-19 and the reduction in decorative elements in the guestroom, casegoods can be a great option in terms of adding style to a design.