

Technology and IT used in hospitality industry



Impact of Technology on Guest Experience

01 Smart Room Technology

Smart rooms equipped with IoT devices have been enhancing guest experiences since 2015, allowing for personalized control of lighting and temperature.

02 Mobile Check-In and Check-Out

Mobile check-in and check-out processes, popularized by Marriott in 2016, reduce wait times and streamline the arrival experience.

03 Virtual Concierge Services

Virtual concierge services, pioneered by companies like Hilton in 2017, provide guests with instant access to hotel information and services via mobile apps.



Automation in Hospitality

Robotic Assistants

Robotic assistants, such as those introduced by the Aloft Hotels in 2014, deliver amenities directly to guest rooms.

Automated Check-In Kiosks

Automated check-in kiosks have been adopted by major hotel chains like Hilton since 2015, expediting the check-in process.

Inventory Management Systems

Advanced inventory management systems implemented by major hospitality brands in 2018 enhance operational efficiency and reduce waste.

Data Analytics in Hospitality



Customer Behavior Analysis

Data analytics tools have been utilized since 2016 to analyze customer behavior and preferences, helping hotels to tailor their services.

Revenue Management Systems

Revenue management systems, widely adopted in the industry since 2017, optimize pricing strategies based on demand forecasting.

Guest Feedback Analytics

Guest feedback analytics have gained traction since 2018, enabling hotels to improve services based on real-time reviews.

Online Booking Platforms



01

Rise of OTAs

Online Travel Agencies (OTAs) like Booking.com and Expedia have dominated the market since the early 2000s, changing how travelers book accommodations.

02

Direct Booking Incentives

Hotels have increasingly offered incentives for direct bookings since 2015, such as discounts and unique perks.

03

Integration with Global Distribution Systems

The integration of hotels with Global Distribution Systems (GDS) has become crucial since 2016 for reaching a wider audience.

Social Media Marketing



01 Influencer Collaborations

Collaborations with influencers have become a key marketing strategy in hospitality since 2016, enhancing brand visibility and reach.

02 User-Generated Content

User-generated content campaigns have been widely adopted since 2017, encouraging guests to share their experiences on social platforms.

03 Targeted Advertising

Targeted advertising on social media platforms has revolutionized marketing strategies for hotels since 2018.

Sustainability through Technology

Energy Management Systems

Energy management systems have been implemented by many hotels since 2015 to reduce energy consumption and operating costs.

Water Conservation Technologies

Technologies for water conservation, including smart irrigation systems, have been adopted in the hospitality industry since 2016.

Waste Reduction Initiatives

Many hotels have initiated waste reduction programs, utilizing technology to track and minimize waste since 2017.



Cybersecurity in Hospitality

Data Protection Measures

Enhanced data protection measures have been prioritized by hospitality companies since the 2018 GDPR legislation.

Cybersecurity Training for Staff

Cybersecurity training programs for staff have become commonplace in hotels since 2019 to mitigate data breaches.

Incident Response Plans

Development of incident response plans has become essential for hospitality businesses, particularly since the rise in cyberattacks in 2020.





Future Trends in Hospitality Technology

1

AI and Machine Learning

The integration of AI and machine learning in hospitality operations is expected to rise significantly by 2025, enhancing customer personalization.

2

Contactless Technology

Contactless technology adoption has accelerated since the pandemic, with many hotels implementing it as a permanent feature.

3

Blockchain for Secure Transactions

Blockchain technology is being explored for secure transactions and identity verification in the hospitality industry since 2021.

Thank you for your attention



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