

2015

Study Report

Lodging Technology

Implementation

By Tanya Venegas, MBA, MHM
Executive Director of the HFTP
Americas Research Center



A service of
HFTP
Hospitality Financial and
Technology Professionals

www.hftp.org



INTRODUCTION

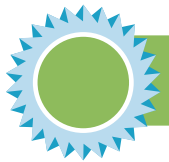
In an effort to best assess the current technology standards in the lodging industry, the HFTP Asia Research Center and HFTP Americas Research Center developed an online survey which focused on important issues such as: IT budgets, technology installation decisions, current technology projects, in-room technology installation successes and failures, and mobile technology usage. The survey was sent out to HFTP members and released via social media to garner input from all facets of the industry.

Overall, the vast majority of responses came from those holding property or regional level IT positions such as: IT manager, director of IT and property systems technology manager. In addition, most responses came from respondents working at lodging properties or hotel management companies (88.8 percent). The other responses were from individuals working at conference/convention centers, casinos and gaming facilities, and private clubs.

Look for the entire report in the Summer issue of HFTP's *The Bottomline* magazine

Tanya Venegas, MBA, MHM (tanya.venegas@hftp.org) is executive director and HFTP Fellow at the HFTP Americas Research Center. She is a regular contributor to *The Bottomline* and speaker at HFTP educational events.

This report was produced by Hospitality Financial and Technology Professionals. For more information, visit www.hftp.org or contact the HFTP Communications department at publications@hftp.org.



REPORT INDEX

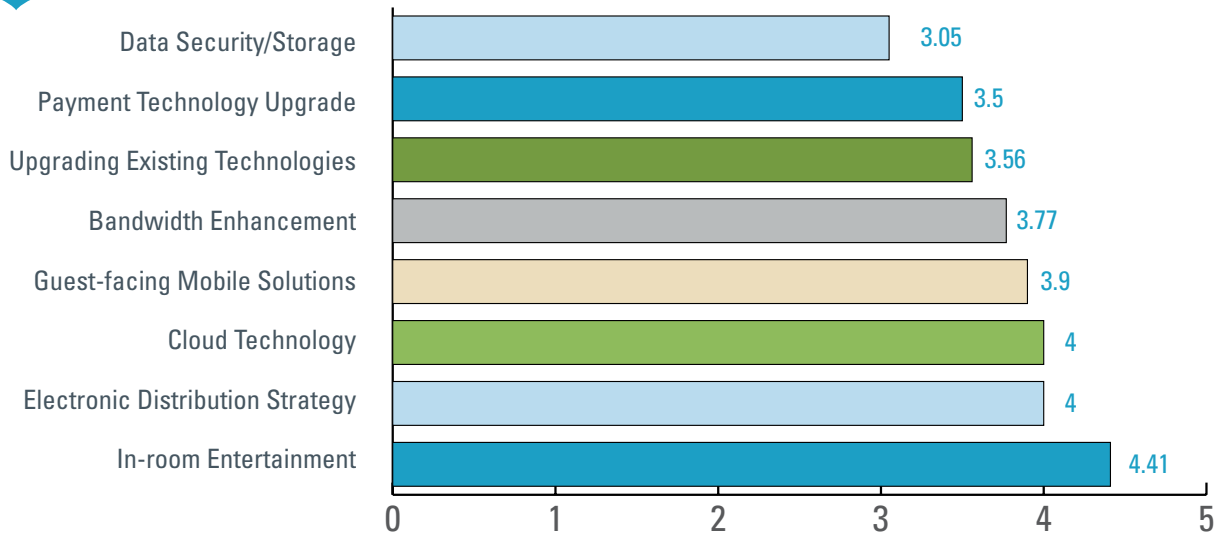
- 3** **TECHNOLOGY PROJECTS**
- 7** **MOBILE TECHNOLOGIES**
- 9** **IT BUDGETS**
- 9** **DEMOGRAPHICS**



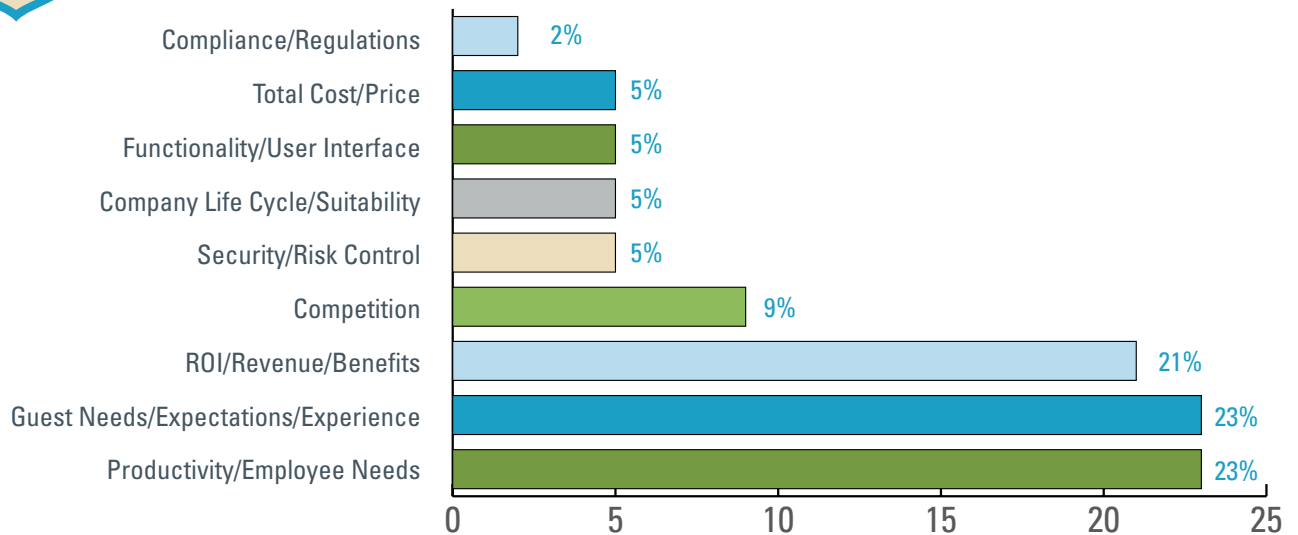
TECHNOLOGY PROJECTS



What are the most important technology projects for your property/company in 2015?



What are the most important factors considered when deciding on technology investments?



Using a scale from 1 to 5, with 5 most important and 1 least important.

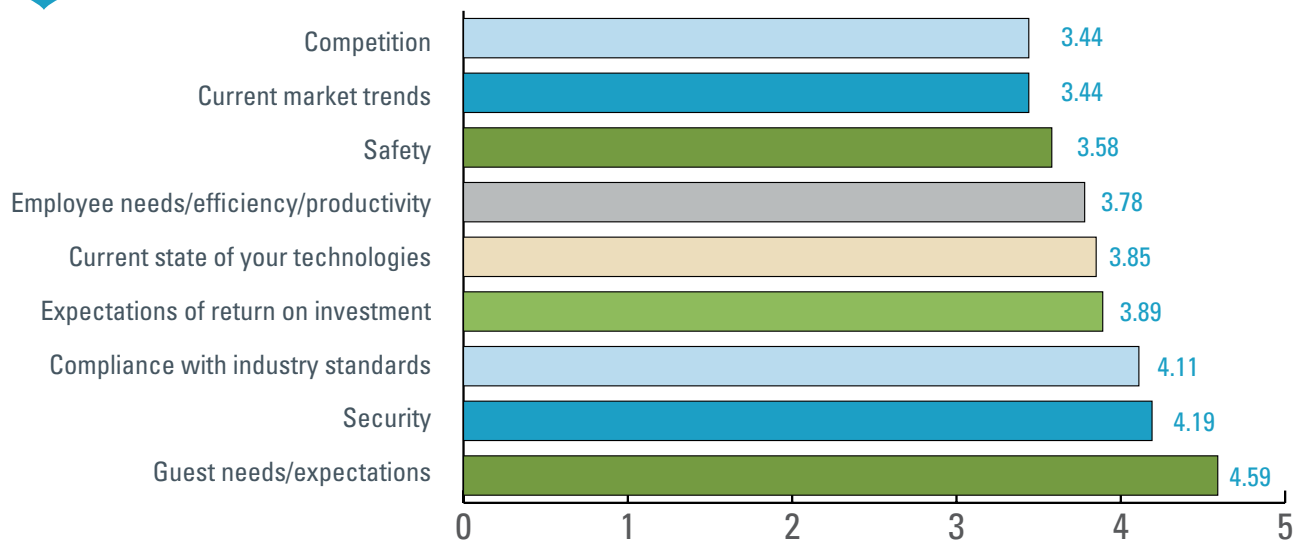


What are the top 10 technologies lodging properties should be investing in during 2015?

1.	Mobile Solutions (web site and app)
2.	Bandwidth/HSIA (wireless and wired)
3.	Connectivity (smart TV with guests' devices)
4.	CRM Solutions (feedback and integration)
5.	Business Intelligence (RM, e-marketing, etc.)
6.	Central Reservation System
7.	Network Security (hotel and guest)
8.	Big Data Analysis
9.	Green Energy Management
10.	Digital Transformation (going paperless)



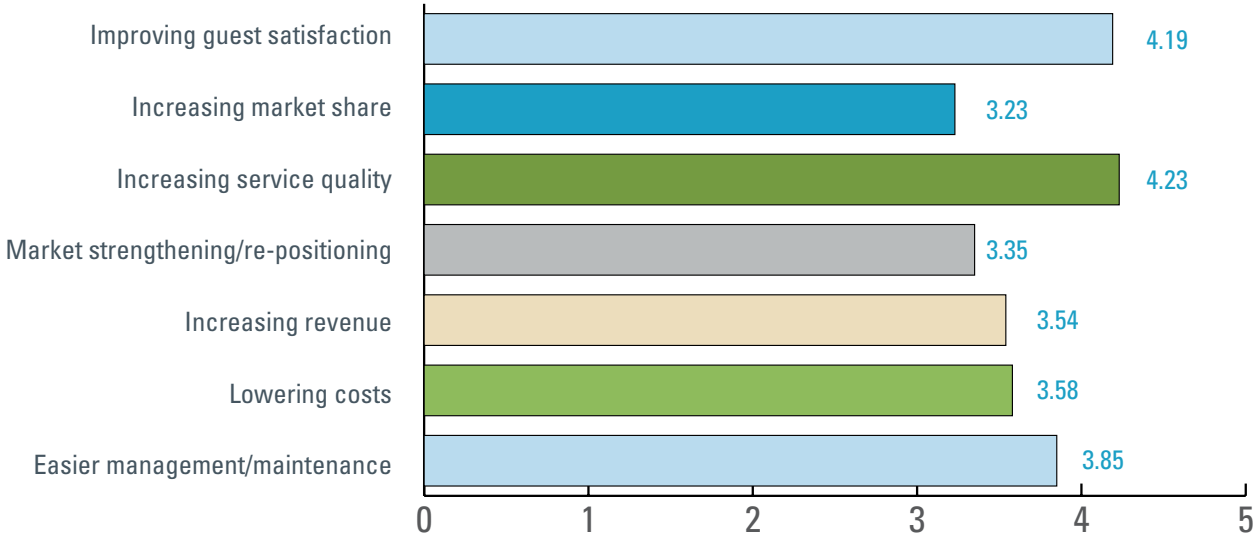
How important are each of the following factors in determining which technology to invest in?



Using a scale from 1 to 5, with 5 most important and 1 least important.

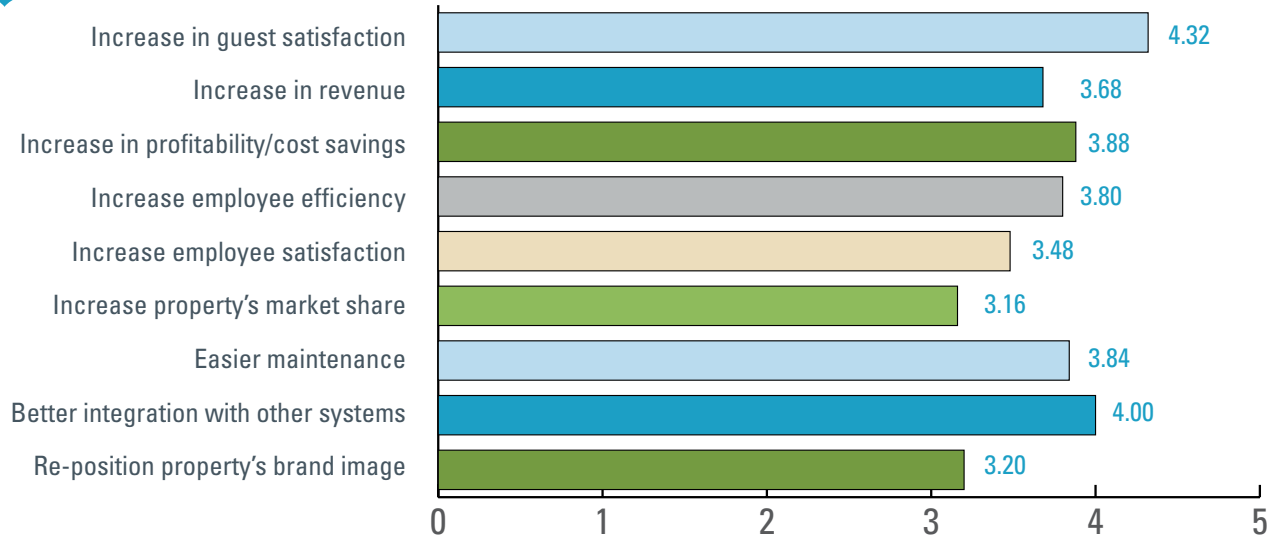
QUESTION
5

In general, what extent do IT investments help you to achieve the following goals?



QUESTION
6

How important are each of the following factors in evaluating the success of your IT installations?



Using a scale from 1 to 5, with 5 most important and 1 least important.



What do you think are the top in-room technologies worth investing in?

1.	Guest Wifi/Wifi/HSIA
2.	HDTV/TV/IPTV
3.	Room Control/Environmental Control
4.	Wiring/Infrastructure/Bandwidth
5.	Integrated Entertainment Solutions/ In-room Entertainment
6.	Door Locks/RFID
7.	VoiP Phone
8.	Mobile



What in-room technologies do you wish you hadn't invested in/ installed during the past 5 years?

1.	Video on Demand
2.	Wired Guest Rooms
3.	VoiP with Screens
4.	iPads in the Guest Rooms
5.	iPod/iPhone Docking Stations

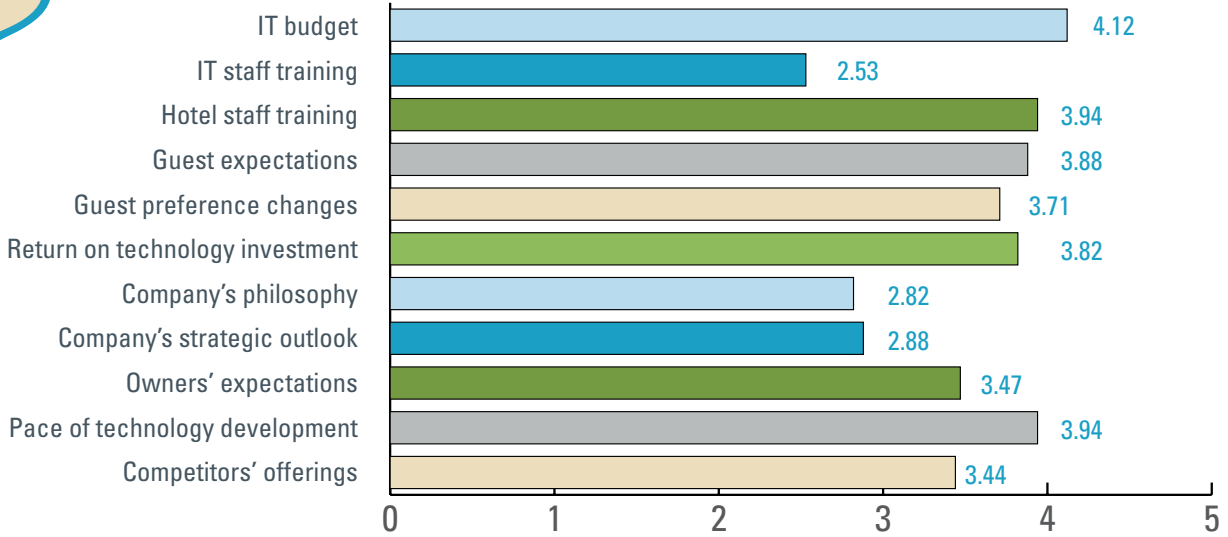


What in-room technologies are the most important to the guest experience?

1.	HSIA (wireless and free)
2.	Television and Television Content
3.	Connectivity (own devices)
4.	Integrated Room Control (ambiance, facilities, etc.)
5.	Guest Request Solution (orders & information)
6.	Door Room Locks
7.	Energy Management Solutions
8.	Phone (VoIP)

QUESTION
10

Please rate how challenging the following factors are to offering in-room technologies.

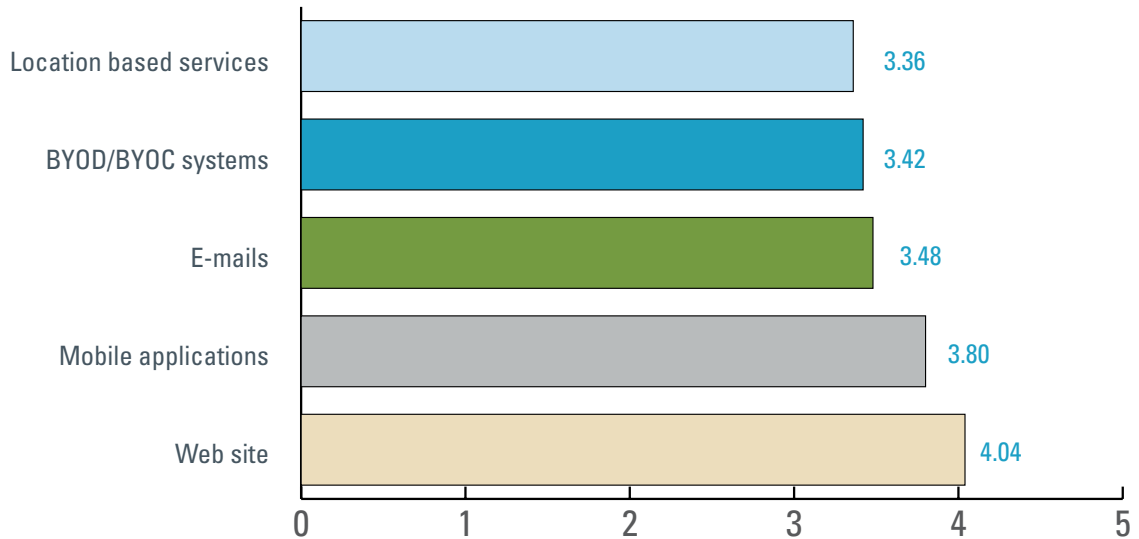


Using a scale from 1 to 5, with 5 being most challenging and 1 being least challenging

MOBILE TECHNOLOGIES

QUESTION
11

How would you rate the importance of the following technologies in creating a personalized guest experience?



Using a scale from 1 to 5, with 5 being most important and 1 being least important.



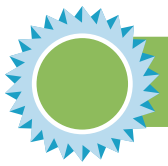
How do you currently utilize mobile technologies at your property?

Main Purposes	Main Technologies
Booking/Promotion	Mobile Devices (tablet, smart phone)
Guest Service/Online Concierge	Mobile Web Site
Internal Usage (communication, maintenance)	Mobile Application
Productivity (express check-in & -out, process optimization, etc.)	Connectivity Solutions
Loyalty Program	SIP (for communication)
Guest Survey	Process Optimization
Connectivity	RFID Room Keys



Do you plan on adding mobile technology capabilities in the near future?

Main Purposes	Main Technologies
Guest Experience/Service	Mobile Devices (tablet, smart phone, POS system)
o Guest Tracking	Mobile Application
o Virtual Concierge	
o Guest Request Follow-up	
o Order Taking	
o Check-in & -out	
Booking	
Loyalty Program	



IT BUDGETING

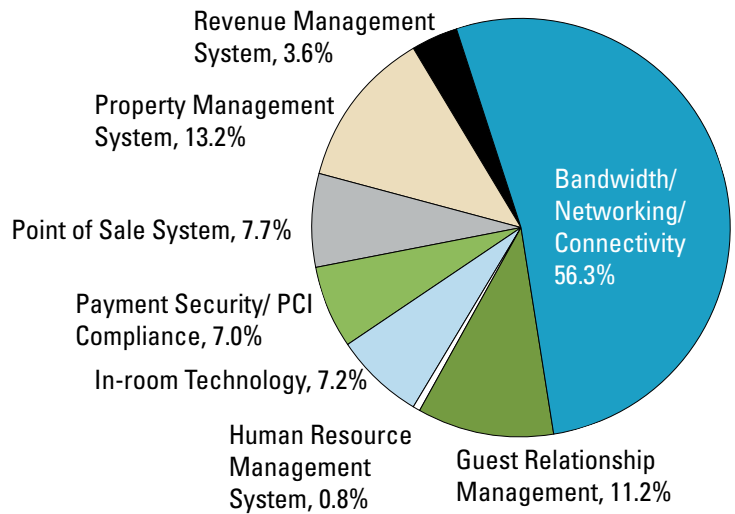


IT budget as a percentage of revenue

2014 = 5.06%
2015 = 4.41%



What percentage of your IT budget is dedicated to the following items?



DEMOGRAPHICS



For the budgeting questions, please indicate at which level you are reporting.

