DEDEMAN HOTELS & RESORTS INTERNATIONAL

DIGITALIZATION IN HOSPITALITY

GSTC2023 SUSTAINABLE TOURISM CONFERENCE

ANTALYA, TÜRKİYE

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DIGITALIZATION & INNOVATIONS
In Hospitality

- IoT in Hotel Management
- Digital Tools for Guest Experience
- Data Analytics for Decision Making
- Integrated Hotel Operations
IoT in Hotel Management

• **IoT is a network of digital devices** and machines interrelated through the Internet.

• IoT devices are **revolutionizing** hotel management and guest experiences.

• IoT technology can reduce **energy consumption** and increase the efficiency of smart in-room devices and energy management systems.

• Adopting IoT solutions contributes to a more sustainable hotel management by **reducing energy costs** and the overall eco-footprint.
IoT in Hotel Management

• **Smart Room Devices:** Smart room devices include smart TVs, lighting systems, temperature control, and voice assistants.

• **Energy Management Systems:** Energy management systems (EMS) monitor and control energy consumption across the hotel, including HVAC, lighting, and other systems, using IoT-enabled sensors and devices.

• **IoT Sensors and Monitoring:** IoT sensors gather real-time data on various hotel functions, such as occupancy, temperature, and lighting.

• **Smart Lighting Solutions:** Smart lighting systems use IoT-enabled sensors and controls to adjust brightness and color based on occupancy, natural light, and guest preferences.

• **IoT-enabled Security Systems:** IoT technology can be integrated into security systems, including smart locks, cameras, and access control, ensuring a safe and secure environment for guests and staff.
Digital Tools for Enhanced Guest Experiences

• Digital tools are transforming the hospitality industry, creating **personalized and seamless guest experiences**.

• Implementing digital tools such as mobile applications, chatbots, and AR/VR technologies can lead to a more **sustainable and efficient** hotel management.

• Embracing digitalization ensures that hotels stay **competitive** and relevant in the rapidly evolving hospitality landscape.
Digital Tools for Enhanced Guest Experiences

- **Mobile Applications**: Hotel-specific mobile apps can provide guests with a one-stop platform for booking, check-in, room control, and concierge services.

- **Chatbots and AI-powered Assistants**: Chatbots and AI-powered assistants can provide instant support and response to guests’ inquiries, assist with reservations, local recommendations, and other services.

- **Virtual Reality (VR) and Augmented Reality (AR)**: VR and AR technologies can offer immersive experiences for guests, such as virtual tours of hotel facilities or local attractions, and augmented reality-enhanced services.

- **QR Codes and NFC Technology**: QR codes and NFC technology can be utilized for contactless check-in and check-out, digital menus, and in-room service requests, streamlining guest interactions and reducing physical touch points.

- **IoT-enabled Smart Rooms**: IoT technology can be used to create smart rooms, offering guests personalized control over lighting, temperature, and entertainment systems.

- **Social Media Integration**: Social media integration can facilitate guest engagement, feedback, and online reputation management.
Data analytics can significantly advance digital marketing efforts in the hospitality industry. By leveraging various data types and tools, hotels can optimize pricing, improve guest experiences, and gain valuable insights. Implementing data analytics supports sustainable hotel management by driving efficiency and better resource allocation.
Data Analytics for Decision Making & Digital Marketing

- **Pricing and Revenue Management**: This includes optimizing pricing and revenue management through demand forecasting, competitor analysis, and historical data.
- **Guest Experience Analysis**: Analyzing guest reviews, social media interactions, and feedback data can help hotel operators identify areas for improvement and tailor their services to meet guest expectations.
- **Digital Marketing and Personalization**: Data analytics enables hotels to personalize digital marketing efforts, segmenting their audience based on demographics, behavior, and preferences to deliver targeted promotions and content.
- **Online Channel Analysis**: Analyzing data from online channels, such as booking websites and social media platforms, can help hotels clearly understand their online presence and oversee their performance.
- **Competitor Analysis**: Monitoring competitor pricing, offerings, and marketing strategies enables hotels to adapt and stay competitive in the market.
- **Demand Forecasting**: By analyzing historical data, market trends, and external factors, hotels can forecast demand and make informed decisions regarding pricing, staffing, and inventory management.
Integrated digital hotel operations management can significantly improve efficiency, reduce costs, and streamline hotel operations.

The adoption of digital tools and technologies can enhance the performance of various hotel departments and processes.

Embracing digital solutions for hotel operations management contributes to sustainable hotel management practices.
Data Integrated Digital Hotel Operations Management

- **Digital Housekeeping**: Digital housekeeping solutions enable real-time communication between housekeeping staff and management, automated task assignments, workflows and efficient tracking of room statuses.
- **Maintenance Management**: Digital maintenance management systems allow for streamlined tracking of maintenance requests, prioritization of tasks, and efficient allocation of maintenance staff.
- **Food and Beverage Management**: Digital tools for food and beverage management can optimize inventory control, automate ordering processes, and provide real-time sales and cost data.
- **Front Office Solutions**: Digital front office solutions, such as property management systems and contactless check-in/out processes, can streamline guest management, enhance communication, and improve guest experiences.
- **Revenue Management Solutions**: Digital revenue management tools can help hotels optimize pricing strategies, forecast demand, and analyze market trends.
- **Contactless Devices and Solutions**: Implementing contactless devices and solutions, such as mobile key access systems and contactless payment options, can enhance guest experiences and reduce the need for physical interactions.
SMART
by DEDEMAN
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