

Designing a Guest Experience with Technology!

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Nearly every guest visiting your resort comes with a computer in their pocket or purse, creating an endless stream of possibilities for enhancement to their experience at your resort. Today, the integration of the internet into everyday devices and appliances has created what the tech IoT advancements pave a path for a new kind of hospitality. Let's take a look at areas where the guest experience can be enhanced with the most current technological trends.



Essential Technologies To Improve The Guest Experience. So Many Choices!!!

Mobile Check-in

Covid caused most in our industry to adapt quickly to the use of technology in order to keep us safe and socially distanced. The idea of Mobile or Contactless Check-in has already started to take hold and is an option that is likely to remain and improve. Whether using a mobile device for self-check-in or a kiosk on-site, the strategy has proven to cut down on wait times for check-in, leading to higher customer satisfaction. Software available for mobile check-in means, your guests can begin their check-in process before they even arrive on site. It also provides a secure means of identification confirmation and payment all in the same place.

Keyless Entry

The next step to a truly mobile and contactless check-in is the keyless entry. Keyless entry requires both [software](#) and hardware updates with changes necessary for door mechanisms. The guest downloads a mobile key to their phone and uses the device to open the door. Both Hilton and Marriott have paved the way in this realm, proving guests are willing to use mobile keys with 7.6 million downloaded through their app in 2018 – pre-pandemic. The keyless entry process eliminates the front desk visit and the hassle of lost keys. Converting to a keyless entry system will require communication in your check-in email about how the process works and instructions to download the app. It also means the work of your concierge and resort staff will need to be done virtually as well, so guests know all that is available to them during their stay.

Room Controls

Whether your guest uses a mobile key or a physical one, once in the room, IoT technology offers the ultimate personalization of the room experience. Smart features for lighting, thermostats, motorized window treatments, and in-room entertainment are all on the market. Quickly improving technology also allows for voice automation of all of the above with an additional device such as Amazon Echo.

In addition, IoT is a benefit to the back of the house as well, allowing for easier control of thermostats and lighting that has been proven to reduce energy bills.

And Beyond

Beyond room control tech, advances in virtual reality and robotics are finding new applications in hospitality marketing and operations. Sales rooms don't have to rely solely on photos and videos any longer. The omnidirectional camera makes it possible to create 360-degree videos of your property that can be viewed online or through a VR experience in your salesroom.

Robots are already at work in some hotels handling tasks such as room service delivery and cleaning service. Imagine how quickly word will spread when your guests return home to tell their friends, "And then a robot delivered us extra [towels!](#)"

There's an App for That

General Manager at The Clancy, An Autograph Collection Hotel, Amy Arbuckle said it best, "At this point, it's no longer news that mobile app technology has changed the hospitality industry immensely. And it's a change for the better – for both guests and hotel staff."

Integrating an app into your guest services allows for mobile check-in, keyless entry, and room controls we have already discussed. It also allows for room service orders to be made anywhere on the property, concierge alerts directly to the guest and cashless tipping for your staff. Even more, it is an opportunity to expand your brand's reach with the integration of a booking platform, loyalty program, and personal profiles – providing valuable feedback and information about your guests.

Evaluating the benefit of technological updates is an ongoing discussion. How much of the available technology you integrate into your resorts is a decision we recommend making with a team of people, including an [Interior Designer](#) and an IT specialist who can help you navigate options. As with any type of update to your resort, your technological advances need to be planned and phased to guarantee success. Best of luck navigating all of these NEW technologies. It is not easy or cheap, so shop around, use your network to get advice on best practices and my advice is to invest in an integrated systems management platform. Happy Techno! Time to embrace the obvious.

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