

Smart Hotels: The hotel scene is changing and Gen Y is behind it

Upwardly mobile, millennials are wired into the world around them with the newest technology, expecting connectivity options to cater to their every need and demand. Known as Generation Y, millennials enjoy travelling and its expected, that by 2020, half of all tourists will be millennials. However, it's not only millennials who are filling hotel rooms in South Africa, international tourists are also flocking to the mountains, beaches and game reserves of the beautiful expanse that is South Africa.



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According to the [South African Strategic Research Unit](#), a total of 1,144,088 international tourists arrived in the country between January and May in 2017, up 10.6% from the same period last year. These tourists are well travelled and expect to have the same level of electronic comfort they are accustomed to at home in Europe, North America and the Far East.

Traditionally, hotels focus on personal customer service and luxury, but the scene is changing – it is evolving to become an experience in technological advancement with various online and automated services to choose from, rather than only a place to stay. In the past, internet access was available at a price, today, however, Wi-Fi is considered a human right and is expected, especially by millennials. Generation Y will soon be the main demographic for hotels and it is important to get a head start in understanding their expectations.

“ Home is where the Wi-Fi connects automatically... ”

“Samsung is collaborating with hotels to transform premier businesses into Smart Hospitality hubs where guests can walk into a lobby and a video wall informs them of local attractions and must-do activities in the area,” says Richard Chetty, Samsung South Africa director of services.

Smart hospitality solutions

A self-service kiosk will allow visitors to search hotel guides and top restaurants using an interactive touchscreen. No time will be spent on hotel staff attempting to find your booking, taking your card and eventually providing you with a key card. Smart check-in will allow visitors to receive check-in information on their mobile devices, which will also be used to open their room doors.

Business operations will be uncomplicated and efficient, using WLAN with AirEqualiser and, offering uninterrupted, seamless wireless connectivity. Dining in a smart hospitality hub restaurant will ensure simple and convenient use of mobile devices to place meal orders and make payments, while video walls are met to provide patrons with entertainment.

With operations more streamlined, organisations will be able to live track exactly what is being done where in their building and staff will be optimally dispatched, as staff will be trained in the use of smart devices, from maintenance and room service to management and back office operations.

“Home is where the Wi-Fi connects automatically, and in this case, it will be your favourite smart hotel. Samsung and Smart Hospitality hubs are set to blend comfort with an exceptional sensory experience, keeping you comfortably connected while you travel,” concludes Chetty.

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