

HotelNewsNow

Vital information for hotel decision makers

Search

[Newsletters](#) [Log in](#) [Join](#)

[Data](#) [Digital](#) [Ownership](#) [Operations](#) [Regions](#) [Profiles](#) [Opinions](#) [Marketplace](#)

HeBSdigital

Shift Share from the OTAs this Summer with 20% off!

I'M READY TO SHIFT SHARE!



4 future technology trends to watch

12 Jun 2013

Looking ahead to the next 12 months, technology increasingly will become part of how people live their lives and do business.

Highlights

- People have a desire to become more untethered by using mobile devices in a wireless and portable mode.
- Gesturing and touching things with our hands, or voicing controls and inputs are becoming the norm for the future.
- Where possible and practical, we will remotely collaborate with co-workers and clients.

By Terence Ronson
HNN columnist
Terence@pertlink.net

This is the second part in a four-part series from the International Society of Hospitality Consultants discussing technology trends in the hospitality industry. Read part one [here](#), and look for parts three and four this week.

It is common practice for me to look back midyear at what transpired over the last 12 months. In doing so, I try to predict what's going to happen in the future. Honestly speaking, what's the point of looking back, we should just look forward.

Predicting the future is a challenge but there are a few certainties for the future of technology that I will classify into four categories:

1. Mobility

People have a desire to become more untethered by using mobile devices in a wireless and portable mode. That does not mean we will get off our butts and be more active, but instead it means having more things in the palm of our hand—and doing more things in ways that we are used to doing.

As we carry more devices, we will seek out more sources of electrical power, and we will expect the places we go to, such as hotels, to be equipped to supply us with this. But it might not always be for free.

Our mobile devices will carry more content such as movies, TV shows, magazines, books etc., and make us less reliant on accessing that content in traditional ways. The traditional way will morph itself into on-demand capabilities, allowing us to watch everything on our device whenever we want.

2. Connectivity

Our insatiable demand for bandwidth will continue—in all shapes and formats—whether at home, hotel lobbies, coffee shops or even on public transportation. We may be able to accomplish this with a BYOB (bring your own broadband) dongle or a general pocket radio service, but we prefer if it's provided to us for free, as some hotels kindly do. Demand for upload speeds is as critical as download speeds based on the amount of video and photos we take of what we eat, our pets (especially cats) and loved ones.

Geo-placeshifting allows media stored on a device to be accessed from another place through another devices. And spoofing our location using our virtual private network will increase in popularity so we can circumvent



Terence Ronson



ATRIO
User Friendly Interface For Zero-Training Simplicity
[Schedule Your Demo Now](#)

TRENDING

MORE



The evolution of hotel room distribution



Hoteliers seek loyalty among millennials

Loyalty programs are worth the cost

How to breathe life back into loyalty

Heading to the top of the hotel cycle

What really drives a hotel's income?

ice sapphire
It's More Than Just a Pretty Interface
From Intelity - www.intelitycorp.com

ATRIO
The Future of Hospitality is Here
[LEARN MORE >>](#)

HOTELDATA CONFERENCE
Hosted by STR and Hotel News Now
Presented by Loews Vanderbilt Hotel
data geeks unite!
SEPTEMBER 4-5, 2013 NASHVILLE, TN

geo-fencing of various Internet-protocol restrictions by certain apps such as BBC iPlayer, iTunes and Pandora.

We will use more cloud services not just for backup and access to music or email but for real work. This, however, brings with it certain security issues that will need to be overcome, especially when dealing with corporate compliance.

We will try to eliminate as many data cables as possible and continue to look for ways to wirelessly stream content to a playback device, such as a TV or audio system. The same requirement applies to printers and projectors.

3. User experience

Gesturing and touching things with our hands, or voicing controls and inputs are becoming the norm for the future.

4. Work/life balance

Where possible and practical we will remotely collaborate on a regular basis with co-workers and clients, opting to work from home and coffee shops. Not only is this a saving on boring and unnecessary commuting time, it also allows us to be more productive, and in some cases, saves cost to employers. Skype, WebEx, Telepresence, WhatsApp, WeChat, Facebook and all manner of collaboration tools make all this possible.

Lastly, we will increasingly shop online seeking out deals, buying from the comfort of our homes and office. Services such as online Chinese marketplace Taobao, Amazon.com and the Apple Store will capture more and more of our disposable income.

Whatever this year brings, let's hope it's exciting, peaceful and filled with good health, joy and prosperity.

Terence Ronson launched his diversified hospitality career as a chef more than 30 years ago, and since then, has held various general management positions with prominent hotels in the U.K. and Asia. In the mid '80s he developed his penchant for technology, and in 2000 he started Pertlink—a high-profile consulting firm headquartered in Hong Kong. Terence can be reached at: Terence@pertlink.net, www.facebook.com/Terence.Ronson.pertlink or pertlinkblog.blogspot.com.

The opinions expressed in this column do not necessarily reflect the opinions of HotelNewsNow.com or its parent company, STR and its affiliated companies. Columnists published on this site are given the freedom to express views that may be controversial, but our goal is to provoke thought and constructive discussion within our reader community. Please feel free to comment or contact an editor with any questions or concerns.

COMMENTS 1 Show All

84704296

Wed Jun 12 2013

Brilliant! What a revelation!

Login or enter a name

Post Your

Comment

VIDEO

MORE



Inland American values key hotel markets



Denihan Hospitality looks West



W Hotels at 15



Rob Winchester, Waterford Hotel Group



Pillar looks to support ownership position

LATEST NEWS



CHG eyes Asia for its innovative brands

Find 'owners' who embrace change at your hotel

OTA growth market appears at or near peak



New growth avenue for LodgeWorks

The importance of deposition preparation



A history lesson in hotels

Check to follow this thread via email alerts (must be logged in)
(4000 characters max)

Comments that include links or URLs will be removed to avoid instances of spam. Also, comments that include profanity, lewdness, personal attacks, solicitations or advertising, or other similarly inappropriate or offensive comments or material will be removed from the site. You are fully responsible for the content you post. The opinions expressed in comments do not necessarily reflect the opinions of HotelNewsNow.com or its parent company, Smith Travel Research and its affiliated companies. Please report any violations to our [editorial staff](#)

Submit Comment



September 17th - 20th



[Log In](#)
[Join](#)
[Advertise](#)
[Subscribe](#)
[Hotel News Now mobile](#)
[About Us](#)
[Contact Us](#)
[Contact STR/STR Global](#)

[Cookies Policy](#)
[RSS](#)
[Twitter](#)
[Facebook](#)
[LinkedIn](#)
[Events](#)
[Hotel Data Conference](#)
[Hotel Data Presentations](#)

[Ownership](#)
[Data](#)
[Operations](#)
[Opinions](#)
[Video](#)
[Technical Support](#)
[Corrections Policy](#)
[Transparency Policy](#)

Contact Us
Hotel News Now
18500 Lake Rd.
Suite 310
Rocky River, Ohio 44116

