



Washington, DC

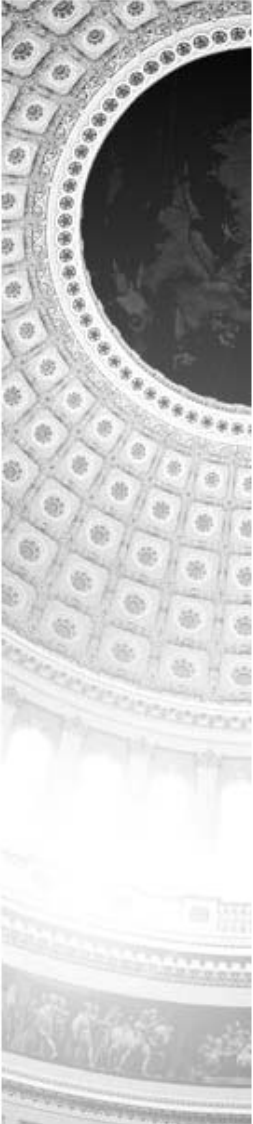
October 30 – November 1, 2008

Technology Update

Today's Trends, Tomorrow's Directions

Technology Trends

- Jon Inge – Property Systems
- John Burns – Reservations
- Bonnie Buckheister – Revenue Management
- Don O’Neal – Networks/Telecoms
- Jeff Loether – Audio-Visual
- Jay Troutman – BI, Accounting
- Ted Horner – International Viewpoint



Property Systems

- Great desire for more information
 - BI for better-informed operations
 - CRM for more effective marketing
- Greater integration between systems
 - More complete and accurate data
 - More fluid operations
 - Centralized systems
- Security
 - PCI, data protection, systems security
- Guestroom technology
 - Emphasis shifts to infrastructure
 - Supporting guests' needs vs. supplying them



Reservations

- Web 2.0
 - Useful, but still a spectator sport for hoteliers
 - Monitor RSS feeds, respond judiciously
- Electronic Distribution
 - Brand.com prevails
 - “Opaque” sites growing: Priceline & Hotwire
 - Rich Content “wins” – Multiple photos & videos
- Revenue Management Drives Distribution
 - “Reservations” now “Revenue Management”
 - RM: More granular analysis, more detailed manipulation, higher visibility
 - Ongoing search for talent, techniques, tools



Revenue Management

Trends Driving Transition

- Pressure to preserve asset value & increase profitability overall
- Evolution of the Internet (Travel 2.0)
- Supply growth, demand decline
- Technologies convergence
- Technology integration
- Extreme amounts of market intelligence data available
- Interdependence of disciplines





Networks/Telecoms

- Ubiquitous High Speed Internet Access (HSIA)
- Internal Voice Communications
- Dual Mode Voice Communications
- In-Room Control System
- Mini-Bar Communications
- Administrative WLAN for Workstations
- AV Controls
- Point to Point Wireless Bridge to Outbuildings

Beware!

- Never let HSIA vendors design a Wi-Fi network that will be used for other applications.
- Use Wireless Access Points that are more robust than a Cisco product.

Audio-Visual



- **Raising the Bar**
 - Flag Branding, IACC “Design for Great Technology”
 - More AV Service Options
- **Infrastructure**
 - Bandwidth, Power Quality, Acoustics
- **More Technology Integration**
 - Digital Signage & Way-Finding
 - Virtuality
 - “Great Room” Initiatives
 - Interactive, Intelligent systems
- **Digital Events**
 - Space Shifting, Time Shifting

Business Intelligence

- Ownership Companies – Investing Big
- BI Role – Helping Evaluate Management Companies & Brands
- Data and Hosting Trends – Where are we going?
- Balanced Scorecards, Performance Management
- BI and CapEx Decisions
- BI Deal Trends, Investment Bankers





International Viewpoint

- Keeping up with consumer demand for latest entertainment options
- Deployment of connectivity panels to allow guests to plug in their own devices
- Increasing importance of energy conservation, use of technology to address this in the guestroom
- TVs vs. screen-based phones as the vehicle to drive all the devices in the room
- Convergence: is this the way forward?
- The future of the guestroom phone

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