

**“Through the eyes of the customer's
experience of hospitality -
the ultimate in room experience”**

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Anticipating **CHANGE**

The vital first step in competing for the future is the quest for
"*industry foresight*"

This is the race to gain an understanding deeper than competitors, of the trends and discontinuities - technological, demographic, regulatory or lifestyle, that could be used to transform industry boundaries and create

"*new competitive space*"



Global Hospitality Trends

- Changing customer profile
- Intensifying competition
- Dwindling differentiation
- Diminishing Brand loyalty
- Increasing value orientation
- Escalating concern for safety / security



Changing Customer Profile

- Japan's percentage of population over the age of 65 years is growing faster than any other nation
- A 90 year old person was a lot older fifty years ago
- Youthful spenders outdo baby boomers
- Baby boomers want functional high-tech accommodation
- Gen Xers want comfortable, luxurious accommodation



The New Customer Mantra:

What I want,

When I want,

How I want,

and...

I WANT IT NOW!



Hot feature in Beirut's Intercontinental Hotel.....

“Customize your room furniture”



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Intensifying Competition

“When you see a competitor drowning, grab a fire hose and put it in his mouth.”

Ray Kroc, *McDonald's* founder



Example:-

Simon Woodroffe's YOTEL inspiration for a hotel room came from a British Airways first class cabin:-

- 10.5m² room
- Techno wall
- Sony flat screen television with surround sound
- Wi-Fi access free of charge

Example (cont)...:-

- Double rotating beds
- Aircraft cabin mood lighting
- En-suite bathroom with luxury rain shower
- Luxury bedding
- Automated check in & out

Dwindling differentiation

“Westin Develops Concept Suite”

- Guests enter through “decompression chamber”
- Renewal themed music
- White tea scent diffused into the environment
- Special lighting features designed to soothe the senses
- Guests can customize interactive, colour calming artwork



Dwindling differentiation (cont...)

- “Zen-like” home gym with yoga mats and accessories
- the bathroom is a Spa by itself
- Westin’s signature Heavenly Bed
- Special memory foam bolster pillows that conform to the shape of the neck
- Natural elements, tactile fabrics, botanicals, music, scents, art and technology are all key features in the rooms, which also feature homeopathic and spiritual touches throughout



Diminishing Brand Loyalty

PERKS NOT POINTS

Someone *please* tell the world's marketers that the road to our hearts, minds and wallets is **not** paved with frequent-stay points. Real business travellers have all the points they need and far more free trips that we can ever claim. What we want is perks!: recognition that we are loyal, profitable customers. The upgrades and preferred treatment, a more comfortable life while we do business on the road, a simple "thank you" for emptying our wallets into their cash registers



Increasing Value Orientation

"What is your favourite hotel room luxury?"

(Results of Travel & Leisure magazine's poll with AOL 2005)

- Balcony - 51%
- Bathrobes - 18%
- DVD Players - 13%
- Gym - 12%
- Internet access - 6%



Increasing Value Orientation (cont...)

- Hilton launches in-room fitness programme, whereby treadmills may be delivered to in-house guests at a daily fee
- Westin unveiled its "*Workout*" guest rooms, designed especially for frequent business travellers, charged at a much higher room rate
- Embassy Suites features grease boards in the shower to jot down ideas, crayons, exercise and yoga tapes



Amenity / Service Examples (Other)

- One & Only Palmilla sewing kit with its needle already threaded
- Oberoi luggage service - remove the extra tags
- Oberoi laundry forms - guest's names appear on forms upon check in
- Hottest in-room amenity - Apple iPod and poolside wireless television



Escalating concern for Safety & Security

- Include security and first aid kits in the rooms
- Bulletproof boardrooms
- Leisure / business travellers have a 70% willingness to pay for enhanced security measures, according to a pole conducted by Yahoo.com



Guests and Allergies

- Hilton - Chicago Airport provides haven for guests with allergies:-
 - Two guest rooms have been fitted with hardwood floors, non-vinyl wallpaper, all-cotton bedding, wooden blinds and furniture, chemical filters on shower heads, fragrance free toiletries, air filters and air quality monitors



What water would you prefer?

- The Manhattan Ritz Carlton boasts a *Water Sommelier*. The first in the world!
 - Six varieties of water on offer with every menu, ranging from *Evian*, *Fiji*, *Voss*, *Perrier*, *Aqua Della Madonna* and *San Pellegrino*
 - The idea is to keep the flavours separate



Hotel Pet Peeves and Needs

- Carlin Ball Associates

The *Sleeping Room* should be:

- Welcoming
- Comfortable
- Upscale
- Designed for business
- Guests needs must be taken care of quickly but unobtrusively!



The Sleeping Room (cont...)

The Bedroom

- Provide a variety of pillow choices: foam, fibre, feather, soft and hard at a minimum
- Layers of bedding: A single sheet is too cold and a duvet seems like it was rated for a Mount Everest expedition!
- Loose the bedspread as it is not cleaned daily
- A simple alarm clock. Most need a degree from MIT to set them!



The Sleeping Room (cont...)

The Bedroom (cont)

- Telephone automated wake up call back up option
- Provide sufficient light for reading on either side of a king bed with a simple switch to operate
- An easily accessible plug point near the bed, in case I need to charge the cellular phone, and use it as an alarm clock at the same time



The Sleeping Room (cont...)

The Bathroom

- Provide a night light: Lighted shaving mirror, or automated night bulb built into mounted hair dryer socket
- Provide enough surface space for toiletry items
- Soap wrap should be easily removable
- Provide flat corner shelves (standing height) in the shower for the shampoo and razor



The Sleeping Room (cont...)

The Bathroom (cont..)

- Simple to use shower controls
- Adjustable and directable shower heads
- Super sized towels. This is a cheap way of providing a sense of luxury
- Well-lit around the mirrors



The Sleeping Room (cont...)

The Bathroom (cont..)

- Shaving / make up mirror
- Adequate extraction
- Hooks conveniently located



The Sleeping Room (cont...)

The Entertainment Centre

- Easy to use remote controls
- Flat panel television screens that can swivel!
- Sockets for iPods and MP3 players
- Provide video and audio plugs to view camera images



The Sleeping Room (cont...)

The Closet

- Easy to use iron and ironing board
- Normal size clothes hanger hooks and enough of them
- Easy to set digital safe, large enough to store a laptop
 - Nice touch would be to provide a socket inside the safe, at counter level to avoid having to crawl
- Lighted closet upon opening



The Sleeping Room (cont...)

General

- Thermostat should be easy to use
- Coffee / tea maker conveniently located
- Windows that open and provide natural light
- Room doors must automatically close and lock
- Provide a floor length mirror



The Sleeping Room (cont...)

General

- A comfortable recliner chair
- Ensure carpets are kept clean
- Two guests assigned per room, two luggage racks
- No smoking rooms should have no trace of smoke smell



GUEST ROOM

2010



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Guest Room 2010

- In recent years, the guest room has evolved to serve multiple purposes, such as a “home away from home”, an “office away from the office” and an “escape” from both home and office
- To fill this role, hotel and resort managers have used technology to offer guests fast internet connections, high definition television and in-room concierge services
- Guestroom 2010 is designed to provide an “up close” look at how innovations in technology thread their way through every aspect of the room



Technology defined

More people think of technology in terms of computers and electronic devices. However, according to “The American Heritage Science Dictionary”, technology can be defined as any use of scientific knowledge to solve practical problems



Room Layout

- Frequent traveller tour groups have indicated that they dislike hotel delivery staff (room service, bell man and housekeeping) passing by their bathroom upon entering the room. Therefore the trend is to move the bathroom to the back of the space
- Tour groups have also expressed their preference to natural light in the bathroom, as it assists with waking up and jetlag. Therefore false large windows with changeable privacy glass from clear to private at the touch of a button is becoming more popular



Passageway

- RFID technology will be used to alert room service staff of empty food trays, diminishing the unsightly appearance of used dishware in hotel hallways
- Mobile phones are a “can’t be without” accessory to many guests. Guests will be able to remotely check in on line and receive a code, enabling their phone to open the guest door



Display and Video devices

- 3-Dimensional electronic screens in public areas
- Global travellers frequent areas where the local language is different to their own. Translation devices in certain areas will become the norm. These devices instantly translate to the guest's language upon speaking into a microphone
- HD flat screen televisions will be one unit including complete surround sound



IN CONCLUSION.....



- Nearly all top performing hospitality related companies, in some form or another, rely on **four principles**, in order to achieve high levels of customer satisfaction
- There is no physical or emotional substitute for this. The principles are...

1

They create a customer – centered culture that identifies, nurtures and reinforces service as a primary value



2

They use a rigorous selection process to populate the organization with superior service delivery staff

The impulse to care about accommodating customers, cannot be taught to people who are not predisposed to it



3

They constantly retrain employees to perpetuate organizational values and to assist them attain greater mastery of products and procedures



4

They systematically measure and reward customer-centric behaviour and excellence in service delivery to enforce high standards and reinforce expectations



I sincerely hope that all organizations, represented at this conference today, strive to achieve these principles in their respective organizations.

Thank you