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# INTERACTIVE DISPLAY TECHNOLOGY IN ...



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THE HOSPITALITY SECTOR

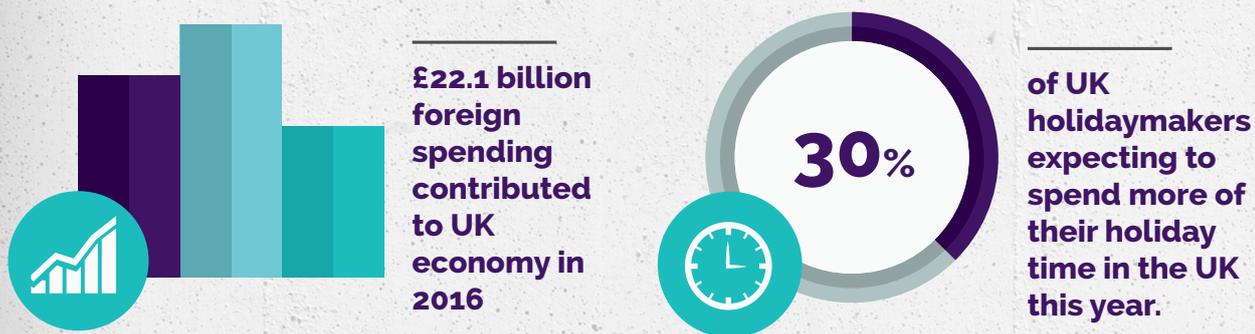
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OUR **E**XPERTISE IS YOUR ADVANTAGE

*midwich*

# INTRODUCTION

The hospitality industry in the UK is in strong health, with **foreign spending hitting an all-time high in the UK in 2016 which amounted to a £22.1 billion contribution to the UK economy.** With the sector clocking up seven consecutive years of growth, **it is expected that the total number of visitors will reach 38 million in 2017 – the highest figure ever<sup>1</sup>.**



The staycation's popularity also continues to rise<sup>2</sup>, with **nearly a third (30%) of UK holidaymakers expecting to spend more of their holiday time in the UK this year.** The demand is apparent in hotel build volumes, **with more than 3,000 new rooms opening in 2015 alone, a further 6,000 rooms in 2016, and an additional 7,000 rooms scheduled to come in 2017.**

This highly competitive environment means that technology now plays a very significant role in the hotel and leisure experience. For some time, operators have used preference data collected through their booking systems to personalise a hotel customer's stay, and this personalisation is becoming more and more important. Meanwhile, the demand for seamless experiences and minimal administration means that streamlining technology is being widely deployed.

*Hospitality and tourism is a key sector for growth, employment and overseas earnings in the UK. How the industry responds to current challenges and additional economic uncertainty will be a key barometer of economic prospects in the post-Brexit British economy.*

DR ANDREW SENTANCE SENIOR ECONOMIC ADVISER, PWC<sup>3</sup>

# THE MARKET

The hospitality sector is a key pillar of the UK economy, the 6th largest contributor to export earnings and 4th largest employer – accounting for 4.49 million people or 10% of the workforce and over 180,000 businesses<sup>4</sup>.

Overall, the hospitality industry has one of the clearest technology requirements around, especially regarding display technology. Anything that smooths the customer experience, enhances it by providing better, more intuitive services or simply delivers the wow factor is a significant asset. Small format interactive screens can be configured to deliver all of these things, in some cases several at the same time.

**THERE ARE APPROXIMATELY 22,000 HOTELS, MOTELS AND GUEST HOUSES IN THE UK, AND WITH MORE THAN 16,000 NEW ROOMS EXPECTED TO BE OPENED DURING 2017 AND 2018<sup>5</sup>, THE SECTOR IS SHOWING NO SIGNS OF SLOWDOWN.**

# 92%

of hoteliers believe that, by 2020, guests will expect their stay to be tailored by a series of choices they make before they even arrive. Smart, connected technology will let guests skip the queue at reception and arrive to a room prepared to their unique specifications: lights dimmed, correct temperature, TV set to their preferred channel and a mini bar stocked with their tipples of choice.<sup>6</sup>



# THE BENEFITS OF TECHNOLOGY

## INFORMATION

**Positioning interactive touchscreens at key locations engages and informs visitors without requiring significant footprint space or additional hotel staff.** Enabling guests to self-check and book optional extras reduces queuing, allowing a seamless and streamlined guest experience.



## SMARTER LIVING

**Fuelled by the immense power of the Internet of Things (IoT), consumer expectations around what is possible from a hotel room - or their mobile device - are growing.** From controlling the immediate environment via smart plugs, thermostats and connected audio devices, to streaming their own content from the cloud, managing bookings and checking in on loved ones back home, the requirement for smart hotel infrastructure is growing. With this, the emphasis on integrated smart displays is rocketing.



## IMPROVING WORKFLOW

**Incorporating a touch-integrated solution into employees' workflow has a considerable impact on streamlining work processes.** This in turn frees employees to focus on ensuring the happiness of guests and customers.



## INCREMENTAL REVENUE

**Additional revenue can be generated by using spare screen real estate to display ads.** Restaurants, spas and other organisations can purchase advertising space that can run on hotel touchscreens. This incremental revenue stream can also be increased by striking recurring sponsorship deals, weekend takeovers for special events, and many other variations.



## SMOOTH SERVICE

**Customers can save time, automatically collect loyalty points, and pay** – all without leaving a hotel's restaurant table. This increases satisfaction and spend, minimising administration for customer and business alike. Another example of use is for hotel car parks, where small touchscreens on reception desks can be used for inputting a license plate number to exit.



# THE SOLUTIONS

**Touchscreens are a familiar interface for guests and staff alike in a hospitality environment. Touch technology provides a fast and intuitive interface for all users and simplifies guest interactions, streamlining inputs and speeding up processes. Of course, no keyboard is required, saving valuable footprint space and therefore broadening the potential applications. In addition to functionality, touch technology provides a sophisticated, sleek and tech-savvy look.**

## RECEPTION

Using touchscreens allows interactivity, as well as the benefits of dayparting information. Motivational messaging, timetables, achievements, positive social media interactions and useful local information are only a few of the multiple applications for reception displays.



## GUEST CHECK IN / CHECK OUT

This application of touch displays is rocketing in popularity, as it allows guests to skip the queues and complete the most important 'barrier' transaction - checking into their pre-booked room. A positive check-in experience can be an important factor in overall guest satisfaction. An interactive small format display could also allow guests to preview upcoming hotel specials or to search for nearby restaurants or entertainment venues, as well as reserve a future stay, or to print boarding passes.



## KIOSKS

A hotel might employ a touch-integrated kiosk so guests can find their way around the premises or neighbouring area. This digital concierge service frees up staff to get to know customers better, as well as offering cross-selling opportunities. Kiosk content can easily be centrally managed, allowing larger enterprises to measure then standardise best-performing content and unify brand messaging.



## RESTAURANTS

Restaurants are constantly looking for innovations to enhance the dining experience. Integrating multi-touch screens into a table and allowing guests to access digital content that includes videos, digital menus, local delicacies, games and other applications make the dining experience a memorable one for the entire family. The integration of table-top touchscreens is beginning to gather momentum.



## BACK OFFICE

Perhaps one of the greatest growth areas for small format screens, the use of touch-enabled devices in back office fulfilment is rising fast. From POS devices in restaurants and bars that speed service by offering only the available choices for staff to select, to handheld scanners in the stockroom and touch displays in kitchens and housekeeping areas, the range of applications is vast. The overall benefit is integration, whether connecting front-of-house staff to the kitchen and stockroom or facilitating payments seamlessly, the time savings are immense, and thus the clear ROI argument is making real headway.



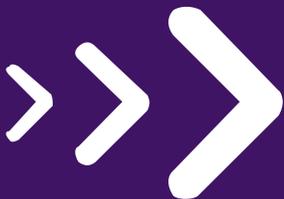
# SUMMARY

**Striking the right balance between technology and personal interaction is essential, but increasingly in hospitality applications touchscreen technology is re-imagining the guest experience both from inside and out.**

Whether kiosks or tablets, interactive displays are here to stay in hospitality - from placing orders front of house, through to back office applications, touchscreens can streamline services, minimise printed matter and seamlessly feed into logistics databases, creating benefits such as real-time room upgrades. The hospitality industry is one of the more obvious touchscreen markets. Where the end goal is the comfort for guests and visitors, touch-integrated monitors and displays are the perfect solution. They both impress and add value to the customer's experience.

#### REFERENCES

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4. <https://www.pwc.co.uk/industries/hospitality-leisure/insights/uk-hotels-forecast-2017.html>
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6. Facing the future, A question of balance, UK hotels forecast 2017, PWC



**TURN OVER TO SEE EXAMPLES OF INTERACTIVE TOUCHSCREENS THAT CAN REVOLUTIONISE THE MODERN HOSPITALITY ENVIRONMENT...**

*The screens are becoming increasingly common fixtures at hotels of all price levels, from limited service to luxury. Hotel executives say it's the best way to communicate with today's tech-savvy guest. It engages them in a way that a brochure, printed sign, or even a concierge can't, they say.*

**NANCY TREJOS, TRAVEL/HOTELS WRITER, USA TODAY**

# INSPIRE AND ENGAGE HOTEL GUESTS

## 42" FULL HD PCAP TOUCHSCREEN

### Iiyama TF4237MSC-B4AG

Guests can utilise hotel touchscreens to pick and choose the information they desire, be it activity timetables, menu choices or additional trips and excursions. All can be easily updated and changed, ensuring information is up to date and relevant.



# REDUCE GUEST QUEUE TIME

## 15" PCAP TOUCHSCREEN

### Iiyama T1521MSC-B1

Allow customers to self-serve and check themselves in, speeding up time at the reception desk. This durable and scratch-resistant touchscreen can be preloaded with room upgrade offers, branded videos, excursion options and more, all designed to add to the guest experience and increase revenue opportunities.

# ABOUT *iiyama* TOUCHSCREENS

iiyama is one of the world's leading manufacturers of commercial displays. Efficiency, performance, reliability and user comfort are all key to the development of iiyama products. iiyama's comprehensive range of touchscreens includes Small Format Displays (SFDs) and Large Format Displays (LFDs) available in various sizes. Their success has been achieved by the consistent evolution of high quality products and bringing them to market at an accessible price.