

AH&LA Study Reveals Current and Future Technology Trends in Hospitality

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Wi-Fi and Customer Satisfaction Noted as Top Guest Demand and Motivation for Upgrades

The American Hotel & Lodging Association (AH&LA) announces the findings of its 2008 Current and Future Technology Use in the Hospitality Industry study. Funded by the American Hotel & Lodging Educational Foundation (AH&LEF), the not-for-profit affiliate of AH&LA, the research analyzes top areas of information technology (IT) most frequently being implemented at hotels, and quantifies increased customer demand motivating hoteliers to enhance their product with new amenities and programs.

Among the major findings, the survey revealed the following:

Among responding properties, there is an overwhelming agreement that IT is important for increasing customer satisfaction (82.4 percent), increasing employee efficiency (79.9 percent), and generating revenue (71.3 percent),

Wi-Fi services, were, by far, the IT system that guests care about most, according to 82 percent of respondents, Eighty-six percent of responding hotels offered Wi-Fi services, and 20 percent of those not offering it plan to do so within the next five years,

After Wi-Fi, in-room entertainment systems and airline check-in kiosks were cited as important to customers by 48 percent and 38 percent of respondents, respectively.

'Results of this study indicate hoteliers are critically monitoring and taking action to fulfill their guests' wants and needs as the average consumer gets more and more tech-savvy,' said AH&LA President/CEO Joseph A. McInerney, CHA. 'During the past decade, advancements in IT have significantly shaped the way the lodging industry plans, controls, and manages operations in all segments of the hospitality community.'

This survey, funded by AH&LEF, was conducted at the request of AH&LA's Technology & E-Business Committee with assistance from the University of Nevada, Las Vegas. Results are based on 244 responses received from managers (61 percent) and directors of hotel operations (11 percent) with more than 10 years experience in the hospitality industry (81 percent). Results complement findings in AH&LA's recently-released comprehensive 2008 Lodging Survey, which notes that 91 percent of hotels offer wireless Internet access, up 35 percent from just four years earlier.

AH&LA members can download a copy of the Current and Future Technology Use in the Hospitality Industry via the Members Only section of the AH&LA Website, www.ahla.com.

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