INNOVATIONS & TECHNOLOGIES

Making It Simpler

Guest Editorial - Fraser Hickox – Managing Director - The Conceptual Group

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The key issue for hoteliers today is making things simpler. We need to simplify the systems and provide the delivery. In other words, we are more interested in delivering bandwidth to the guest than any of the things that hang off of it. The television is an important part of life, but I wouldn't be putting too much more in the room.

In the future, we are going to offer less technology, but more of the wherewithal for people to use their own technology. I don't see people wanting to use computers left in rooms, and I am very reluctant to do that. In the hotel, I listen to music services on the internet, I watch TV on the internet, and I think that's where

it's going. If I can use the pairing device, I will watch it on the TV.

If you walk around an airplane at night, you should count the number of people watching films and other content on their own tablets. To be able to pair that with the TV is an opportunity. In other words, we are more and more carrying our own programming.

If the TV works and the lights have some control so you can have thematic manipulation, as long as the bathroom has lots of light and does everything you want, then that's basically it. The young people are sitting around the common areas drinking coffee and talking to their own kind.