



COLLEGE OF
INNOVATION
THAMMASAT UNIVERSITY



Technology and the Travel and Tourism Industry from a Hotelier's Perspectives

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Technology and the Travel and Tourism Industry

- Drive Sales
- Drive Efficiency
- Enhance Guest Experience



18 Million USD on a Website?!!!!

- Industry average 35%-45% revenue generated online
- Website contribution has grown just 2% in the last 5 years
- Website will last 5 years
- 90 hotels with ADRs above 300 USD
- This company is doing just 12% of room revenue from their website
- Modest conversion would mean 600 million USD in room revenue (over 5 years)
- Total increase of 1 billion USD



Technology and the Travel and Tourism Industry

- Drive Sales
 - Social Media
 - Precision Target Marketing



Asset Management

- HK hotel invests 19 million USD for renovation (not included M&E or structural changes)
- Expected to bring a 30% increase in rates
- Break even in 2.1 years

OR

- Singapore hotel invests 230,000 USD on a revenue mgmt. system (including new revenue manager)
- Actual revenue increase of 14.4 million USD in less than 12 months
- Break even in 5.8 days



Technology and the Travel and Tourism Industry

- Drive Efficiency
 - Revenue Management
 - Checking In and Out
 - Back of House



The Inevitable Future

- China's eventual transformation from exporter based economy to consumer economy
- Average disposable annual income for Chinese urban residents in 2012 increase of 9.6% after taking inflation into account
- Travel and Tourism staff demanding high pay = pressure on the bottom line



Technology and the Travel and Tourism Industry

- Enhance Guest Experience
 - Temperature control
 - Security
 - TV options
 - Intuitive Reservation Systems



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Thank You

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