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There is a phenomenal growth in adoption of tablets and smartphones, and for Hotels, mobile presence today is becoming as critical as internet presence. According to the TripAdvisor Travel Trends 2012 report, 44% of all travelers will be using their mobile phone as a travel resource in 2012. Deloitte Hospitality Trend 2015 ranks mobile adoption as one of its top 10 game changers in the industry. In 2011 some 475 million smartphones were sold and 17.7 billion Applications were downloaded.

The travellers are rapidly moving into this digital age and it is critical for Hotels to engage Guests / Travellers on their mobile devices, and add value to their mobile experience!

But the biggest challenge is How to do so? What are the ways to leverage this new exciting platform? The answer is an App â€“ a Tablet based Guest Experience & Marketing App. The app would serve multiple purposes like Marketing, Branding, Advertising, Cross-Selling, Impulse Buying, Guest Loyalty, and Above all it Enhances Guest Experience. With effective implementation of such app, there is a definite increase in RevPAR.

Revolution in Guest and Hotel interaction

All guest services can now be presented in high quality multimedia formats with stunning images and videos. Whether it is the restaurants, spa, golf, in-room dining, concierge or travel services, presenting these services in rich multimedia formats will result in an increased exposure and usage.

Guest can access details of all offered services, place orders and requests directly from the mobile device.

Language is no longer a barrier for foreign guest to enjoy hotel services to the fullest.

All activities of the guests are logged. Hotel can track time taken to complete guest requests and monitor trends to make informed decisions based on factual data.

Live and up to date information to guests

All information presented to guests on the mobile device is controlled through a web based Content Management System. The hotel has complete control over all the content and can add, edit or remove anything at a click of a second. All changes are immediately reflected on all the devices.

Guests only see live and actual information. The hotel will never have to say â€œSorry, that item (or service) is not available at this timeâ€•.

Any special events or offers can easily be added to the app. Once the event is over, the information can be removed with a single click.

Hotel presence in the Mobile World

Hotel can have its presence in mobile devices worldwide, across all the devices, like iPad, iPhone, Android, Windows, etc.

With the Hotel app, Hotels can market their property and amenities to a much greater audience in

completely new and engaging ways.

Having Hotelsâ€™ own branded app on Appleâ€™s App Store or Google Play will significantly increase hotelâ€™s brand value.

The Bottom Line: Increase RevPAR

Such app gives an amazing ROI, ranging from 10-25%, in terms of increasing room service bills, restaurant bills, direct marketing revenues, internet revenues, cross-selling, etc.

Some of the great benefits that a Hotel receives, which will increase hotelâ€™s RevPAR:

Customer Satisfaction and Engagement

Targeted Advertising

Greater Brand Value

Shopping - Merchandise, Local Bookings

Increase Profitability by Cross-Selling

Increase Employees / Operations Efficiency

Reduce Operational / Manpower Costs

Competitive Edge

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Blynk Systems - About Author:
Blynk enables Hotels to offer a revolutionary a Guest Service Technology - Hospitality Apps, a Ipad Hotel App, Ipad Based Hospitality Solution and Android App for Hotel â€“ ask for Free Demo. For more information please visit: - a http://www.blynk.it/.

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