Hospitality conrad and vernon hotels. the organization controls

Hospitality alludes to the connection between a visitor and a host, wherein the host gets the visitor with charitableness, including the gatheringand excitement of visitors, guests, or outsiders.

Hilton Hotels and Resorts is a worldwide brand of full-benefit hotel andresorts and the leader brand of Hilton. Hilton Hotels and Resort is a standoutamongst the most renowned names in the hospitality business. The first companywas set up by Conrad Hilton. Whichever genuine city you end up in; you may findHilton Hotel.

Hilton International Group is a principle overall hotel brand andthe Company, with a worldwide game trademark of hotels, generally Hilton Brand(have the rights to the trademark), Scandic, Conrad and Vernon Hotels. Theorganization controls 380 hotels worldwide and is represented in 66 countries. .(Yearly Report, 2003). Starting at 2017, there were more than 570 Hilton Hotelsand Resorts properties in 85 nations and territories across six continents. Propertiesare either possessed by, supervised by, oversaw by, or franchised to free operatesby Hilton. Lately consumer behaviour in the hospitality industry has changedsignificantly with emerging global trends. Effectively accessible informationcombined with financial vulnerability has made the millennial travellers to agreat degree perceiving in their decisions in regards to the hotel propertiesthey book and how they book them.

The report below gives an evaluation of two emergent global industrytrends on Hilton Hotels and Resorts. The given vital systems give theexamination of the significance and effect of these patterns on Hilton Hoteland Resorts. This paper additionally to demonstrate how it can be advantageousfor hotels, by

utilizing the case of Hilton Hotels Group. 1. 1. Mobile technologyMobile technology alludes to an assortment of devices that enableindividuals to get to information and data from wherever they are.

Now and thenalluded to as " human-computer interaction," mobile processingtransports information, voice, and video over a network system through a mobilegadget. Mobile technology plays a vital part in the hospitality and tourismindustry. Both clients and businesses can profit from advance communications, reservations and visitor administrations frameworks. Mobile Technology permitspersistent communication and streamlines the visitor encounter, fromreservation to checkout.

It's anticipated that because of the utilization of mobile technology inhospitality, the front work area model will advance into a more productive onethat uses tablets or other mobile technology and interfaces the hotel with theclient from the first interaction, without an obstruction. This will probablychange the look and feel of the larger part of hotel lobbies and improve theguest/hotel relationship. The availability of smartphones in reclassifying the traveller encounteris currently more clear than any other time in recent memory.

Running fromapplication based booking and mobile boarding passes, to airplane terminal wayfinding and in-flight amusement utilization, cell phones have touched prettymuch every component of the air terminal and aircraft encounter. Beyond the boundaries of the terminal and aircraft, though, Hilton Hotelsand resort has embraced mobiletechnology to ensure the end-to-end journey, and the hotel experience inparticular, is as simple and

seamless as possible for travellers. Thehospitality giant has made a significant investment in exploring howsmartphones can positively impact the guest experience, and the results areimpressive. Mobile technology has made huge impacts on the hospitality industry. These impact has led to know theimportance of this trend to Hilton Hotels and Resorts.

As well as enabling gueststo make bookings via their smartphone there are other strategic importance ofmobile technology to Hilton Hotels and Resorts which are as follow·   Hilton HHonors members cancheck-in and choose their exact room from digital floor plans, and customisetheir stay by purchasing their upgrades and making special requests for itemsto be delivered to their room, all using their mobile device. ·   Guests are now able to check-outusing their personal device.·   Guests can also use theirsmartphone as their room key at the majority of Hilton hotels.· Guests can seamlessly accesstheir hotel and ground transportation reservations through the help of Uber apps.·   Guests have the ability to printwirelessly from their BlackBerry smartphones at 1, 300 hotels worldwide within thecompany's portfolio of brands.

·   Hilton Hotel and Resorts hastaken advantage of mobile technology to engage with the travelers, especially with the rise in Millennialtravelers who are highly dependent on their smartphone. According toPhoCusWright, one in four hotel bookings comes from a mobile device andMillennials alone add up to 38% of these bookings. Critic reviewTypically hotel businesses are non-technology firms but increasinglytechnology has into day-to-day operations. " Digital was in a silo and in a wayvery separate," explains Jim Abrahamson, Senior Director Mobile and DigitalProduct Management,

Marriott International, " but now the two are comingtogether. This is something we are trying to achieve but it is not always easyto do." One really big challenge for hotels is defining the roles of staff in theprocesses. Until now, a guest would either arrive at the front desk and dealwith the concierge at check-in, or pick up the phone and make a call for roomservice.

By developing an app for these conventional services hotels must nowrecognise that you could be getting a request at any time. " The guest willdecide when they want to do that transaction and that could be 24/7," saysAbrahamson. " But where does that transaction go, who receives it and what arethey going to do when they get it?" Another drawback ofmobile technology is when the server they are operating on is down, nothing canbe done during the moment and all activities will have to be stopped until theserver is up and running again. This usually happen during peak hours when theserver is exhausted by processing too many data packets going in and out at thesame time. Therefore, company needs to ensure that the server hardware such asrouters, switches, and cables are up-to-date and can accommodate big data toavoid any hiccups in future. If the company rent from outside server, ascertainto choose the right server with the right amount of big data. Nevertheless, thesuppliers usually will maintain their servers monthly so that they can ensuredelivering the best and high quality services to their clients.

Online guest reviewscan make a difference for your Hotel. It can make or break your business. Withthe help of mobile technology, consumers can easily or access the2. 2. MillennialsMillennials (those ages 18-34) are expectedto represent 50% of all travelers to the USA by 2025, according to

the CornellCenter for Hospitality Research. Hotels need to define their strategies basedon this demographic group's personality traits and habits— they travel a lot; are early adopters of technology; like personalized interactions and arespontaneous. Hospitalitychains are doing everything possible to meet the needsof these millennial travellers.

Hospitality industries are changing up decorations, updating rooms with trendier furnishings andglitzing up lobbies with musical acts , addingservices such as budget prices, 24-hour cafes, full-service bars and even yogaclasses in pursuit of the millennial traveler. And in a nod to this digitallyconscious generation, they are wooing them with social media, concierge apps, free Wi-Fi and smartphones used as room keys. Hotels will want to attract them with easy check-in and gourmet dining experiences at reasonableprices. In return, satisfied millennials will actively promote their businesseson social media channels.

In Jan, 2016, Hilton Woldwide unveiled Tru byHilton and embraced the ' Millennial mindset to meet customerexpectations. Senior Vice President of Hilton Worldwide Mark Weinstein statedthat " We put ourselves in themillennial mindset. We know that things like instant gratification, ease of useand lack of friction are important to them, and while they may be the mostvocal about it, everyone appreciates these things". (Mark2016) Hilton Worldwide unveiled the debut of a newchain of hotels that aims to attractyounger travelers by touting mobile features and lounge spaces in a bid tocompete with a space that has been upended by home-sharing purveyor Airbnb. The brand, called Tru by Hilton, is the 13th hotel concept by Hilton which already operates hotels under itsnamesake, Waldorf Astoria,

Embassy Suites, and DoubleTree, among others. Hiltonsaid it signed leases for 102 Tru hotels, with an additional 30 locations inthe pipeline in cities including Atlanta, Houston, Portland and Chicago." The brand will appeal to a broadrange of travelers who span generations but think alike; they are united by amillennial mindset—a youthful energy, a zest for life and a desire for humanconnection," Hilton said in a prepared statement. As millennials play a huge rolein shaping the hospitality industry, there are some strategic importance ofthis trend on Hilton Hotel and Resorts which are: New InovationsMillennials' appreciation andsatisfaction with a hotel services and amenities differ from previousgenerations.

First and foremost, millennials place high importance on the useof technology; 70. 9% have expressed that the availability of free Wi-Fi plays arole in their choice of hotel. Additionally, easy-to-reach outlets in the roomsand a lounge or lobby area conducive to working are crucial. When it comes to booking, checking-in, and checking-out, millennials want flexibility and exceptionalcustomer service. Since 52% use mobile devices to book hotels and many bookswithin 24 hours of arrival, a seamless process is critical. When checking inand out, 83% prefer self-service rather than interaction with staff.

Hilton hasrecently responded to this trend with the implementation of digital check-inand check-out via smartphones and has left other hotels wanting to follow thisparticular trend. Creating og affordable hotel brands Tru by Hilton focuses on a budget travellerand its has given Hilton the opportunity to build loyalty among youngertravelers whose spending is limited right now, but could afford a more upscalelocation in the future. Promotion on social

mediasMillennial are active users of the socialmedia and that has helped with the promotion of Hitlton Hotel and Resorts onsocial media. This generation spends more time on social medias when they usethe internet. Millennial travellers help promote hotel and cause awareness onsocial medias such as Facebook, Twitter and instagram when they feel satisfied with their wants andneeds from hotels. Millennial travellers has helped with the promotion ofHitlton Hotel and Resorts on social mediaCritic reviewMillennial travelers have been a populardiscussion in the news this year. While they are like other generations in manyways, there are strong differences in what they want and need as travelers and hotel guests.

And, given that Bazaarvoicepredicts that by 2017, Millennials will have more spending power than any othergeneration, it is crucial for hoteliers to adapt to these differences. Hoteliers needs to have new and effectiveways to engage with this new generation of travelers. An analyzed research for you has shown and identifiedsome critical ways hotels must adapt, in order to meet the needs of Millennialtravelers.

Increase Mobile AccessMillennial travelers prefer making requestsand interacting digitally, rather than speaking to a live person or making aphone call. A Nielsen survey found that Millennials have a more positive viewof how technology is affecting their lives than any other generation. More than74 percent feel that new technology makes their lives easierThis preference becomes important at keytouch points like checking in or making a service request.

Physically waitingin line to check in or having to attract a waiter's attention poolside is oldfashioned to this generation. The Millennial preference for machine overhuman also extends to complaints. They are more likely to go online to complainabout issues with a hotel than they are to seek out a staffer to ask for asolution. A full 77% of hotel Twitter accounts and 45% of hotel Facebookaccounts receive customer service-related posts, according to a report by L2. And, online review sites are only becoming more popular. So, it's crucial forhoteliers to meet mobile with mobile by interacting with Millennials on theirchosen communication channels. A mobile solution that aggregates all onlinementions onto one accessible dashboard can make it easy for hoteliers tomonitor online reviews and social media to resolve problems before guestsleave. 2.

RecomendationUpgrade the Lounge SpaceThe characteristics of Millennial travelers aren't solely digital on thedigital world. While they might not always want to talk face-to-face, Millennials enjoy spending time in public spaces. An E&Y report observes," Although Millennials place less importance on face-to-face contact than priorgenerations, they have a strong desire to be actively social, including viatelecommunication and social media. This hybrid of simultaneous socialinteraction in both physical space (sharing) and virtual space (communication)describes a phenomenon of isolated togetherness." In other words, although Millennials mayappear to be engrossed in the digital world on their smartphones, they do enjoyspending time with others, and may wish to spend very little time in theirguest rooms. To rise to this occasion, many hotels have expanded their loungeand lobby areas to include more seating, social, and casual dining whileworking

lounges. PentaHotels is a great example of a hotelbrand that appeals to Millennials. It promotes its pentalounge – a combinedlobby, reception, bar and café – as a " lifestyle lobby.

" Each pentalounge isdesigned as a lively gathering place for hotel guests and locals. I stayed at aPentaHotel in Hong Kong recently and was amazed by the amount of differentpublic spaces that were available: a game room and a library, in addition tomultiple lounges and restaurants. The guest room itself was lovely, but I onlyneeded it for sleeping and showering.