

# Room 2.0: Reinventing the Internet experience in hotels

Press event  
April 19th, 2007  
Hilton Amsterdam



# We serve a particular target group : business travelers

- Middle managers to executives, typically between 35-45 years
- Usually choose high- or top-end locations
- Most of them are frequent travelers
  - ⇒ 39% travel once per week, 31% every other week
- Typical length of stay: one (40%) or two (29%) nights
- 3 out of 4 business travelers in Europe are male
- High percentage of foreign travelers (44% in average)
  - ⇒ 27% from other European countries, 7% North America, 6% Asia

*Question: Is a fast and secure Internet connection all that business travelers require ... or do they need something else ?*

# We interviewed 1'100 business travelers...

- ...in two studies, conducted jointly with Swiss hotel school EHL and US-based design company IDEO
- at 25 three- to five-star hotels in UK, Germany, Netherlands, France, Italy and Switzerland throughout 2006.

## Research interests:

- the use of their time at the hotel
- their needs in terms of Internet, voice and entertainment services
- their interaction with the technological environment at the hotel

## Methodology:

- Quantitative approach: Face-to-face interviews inside the hotel
- Qualitative approach: Full emersion in guest's perspective
- Responses evaluated & condensed into four main "need categories"
- Findings used to define a new internet experience in the hotels

# What we learned about guests' Internet usage...

- 60% expect high-speed Internet access at the hotel room.
- 35% of those regularly used Internet inside the room.
- The average length of usage among those connecting is 62 minutes / day, split in 2-3 sessions (before dinner, after dinner, before breakfast).
- Guests bring an arsenal of personal devices which they expect to use.
- Consequently, an increasing number of guests uses new types of services, more demanding in terms of bandwidth.
- Meanwhile, current in-room entertainment (TV & video) is of lesser interest, mostly due to a limited choice and little flexibility on languages.
- As a result, Guests with laptops spend today more time on Internet as in front of the TV.

# ... and their activities, information & entertainment needs

- Guests search for a “living room experience” i.e. both comfort and personalization. The hotel must live up to that ideal, but:
  - ⇒ Guests cannot make cheap long-distance calls
  - ⇒ Their info & entertainment programs are not available
- They need to eat, shop, and sightsee:
  - ⇒ Only 15% spend more than 2h/day awake in their room.
  - ⇒ 76% leave the hotel for leisure activities.

**53%**

***“I’d like to do cheap voice calls”***

(44% of European / 57% US / 57% Asian guests)

**55%**

***“I miss my TV & radio channel”***

(52% European / 46% US / 71% Asian guests)

**36%**

***“I’d like my home newspaper”***

(36% European / 26% US / 45% Asian guests)

***“I leave the hotel for...”***

**69%** ...a meal with colleagues

**47%** ...shopping

**40%** ...sightseeing

**18%** ...visiting friends”

# The 4 key needs of each traveler...

## Stay in touch



*“When in a hotel I want to feel ‘home away from home’. I want to interact with my world.”*

## Explore



*“My Room is a retreat, but also my base camp to discover the surroundings.”*

## Enjoy



*“My Room is a place to relax, and to reproduce my living room entertainment routines.”*

## Streamline my journey



*“My time is valuable, I want to get things done quickly.”*

# ... form the basis for the Swisscom's response...

- Room 2.0 (Demo)

# A choice between basic access ... or much more

## Basic Access

- Light usage for simple e-mail checking and web browsing
- Limited bandwidth (512 kb)
- metered "Quick Check" offering
- Free Customer Care and Managed Network
- Reduced rate

## Premium Package

- Unlimited uploads & downloads, bandwidth-hungry applications
- Allows guests to make full use of multiple devices

### Room 2.0 V1

- Free eNewspapers
- Free Calls to all landlines
- Free Web Radios
- Local point of interests

**included at no extra cost**

### Room 2.0 V2 (development)

- Additional entertainment services

# What's unique about Room 2.0?

- **Needs-based approach:**
  - Guest insight, not technology drives the service offering
  - Bandwidth is the means, not the end
- First Internet access product with dedicated services **for business travelers**
- **Personalized services** based on location and personal profile of guest
  - Proximity to the user
- The **interface:**
  - advertising-free
  - fully customized according to the hotel location
  - With all services bundled in one portal, “at the user’s fingertips”
- **Web 2.0-based** information & communication services
- The modular and highly integrated **IT architecture**

# The hotelier's viewpoint: Marije Bekker, Hilton Amsterdam Director of Business Development

# Q&A

## Reinventing the Internet experience in hotels: Swisscom launches **Room 2.0**