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Mobile Technology: Next Level Innovation

Despite the recent adversity that has challenged the entire lodging industry in every facet of its operation, the relentless march of digital innovation continues unabated. Part of this is driven by the need to outperform the competition so hoteliers can promote their operations to digitally-savvy Millennial travelers, and part of it is driven by the desire to continuously find new ways to enhance the guest experience. In that regard, hotel apps that provide mobile check-in/out, room access, room service, and the capacity to control in-room lights, curtains, temperature, and television programming from a guest's personal device is fast becoming standard. Soon, new features such as voice control, facial recognition, smart rooms, and the use of A.I. for things like virtual hotel tours may be on the horizon. The January Hotel Business Review will report on how some hotels are integrating new mobile technologies into their operations to offer their guests an impressive, next level experience.

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