



Participate in the upcoming Round Table!

Ecole hôtelière de Lausanne



The Future of Guest Facing Technology In Hospitality

Friday 9th December 2011 09:00 to 11:00

Auditorium Tschumi



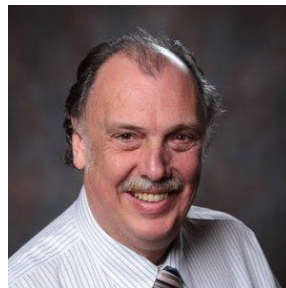
ECOLE HOTELIERE
LAUSANNE

INTEHL

INSTITUTE OF INNOVATION
& ENTREPRENEURSHIP

Your Panelists

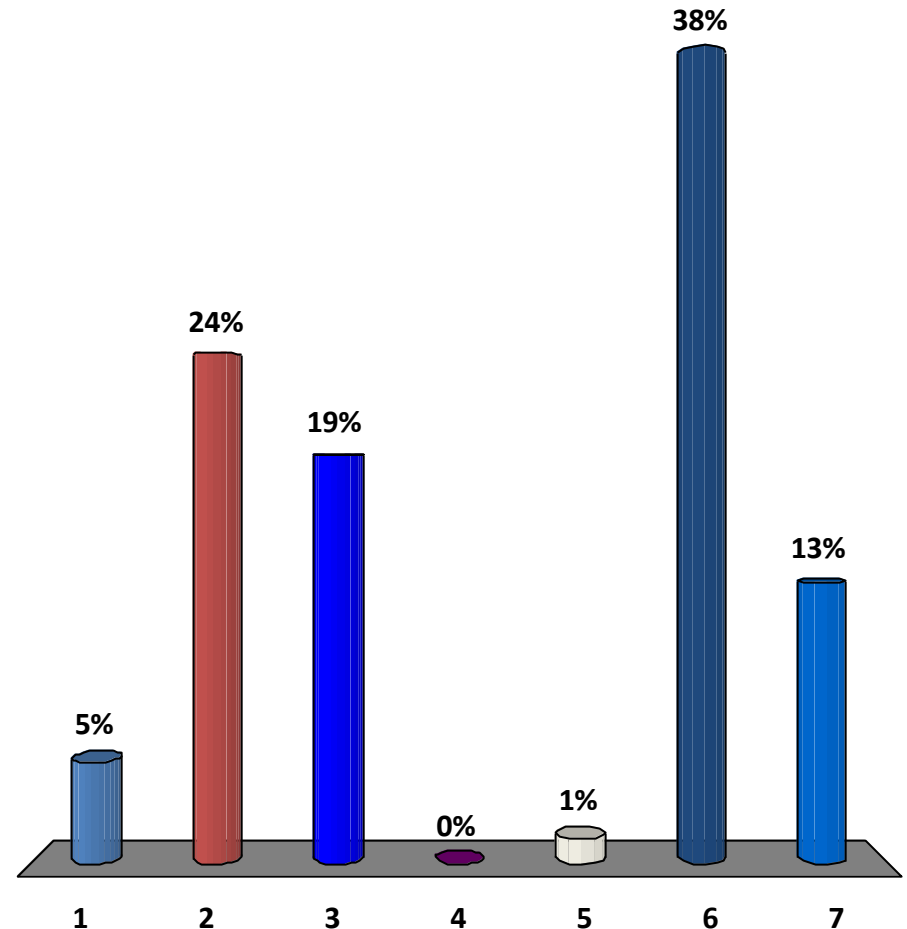
- **Jeremy Ward** **Senior Vice President Kempinski Hotels**
- **Wouter Staal** **Senior Global Marketing Manager Hotel TV – Philips**
- **Derek Wood** **Consultant – Derek Wood and associates**
- **Almir Kalender** **Group IT manager QDHP hotels**
- **Max Rosari** **CEO Rosari IT services**





When choosing a hotel which is the most important to you – choose 2

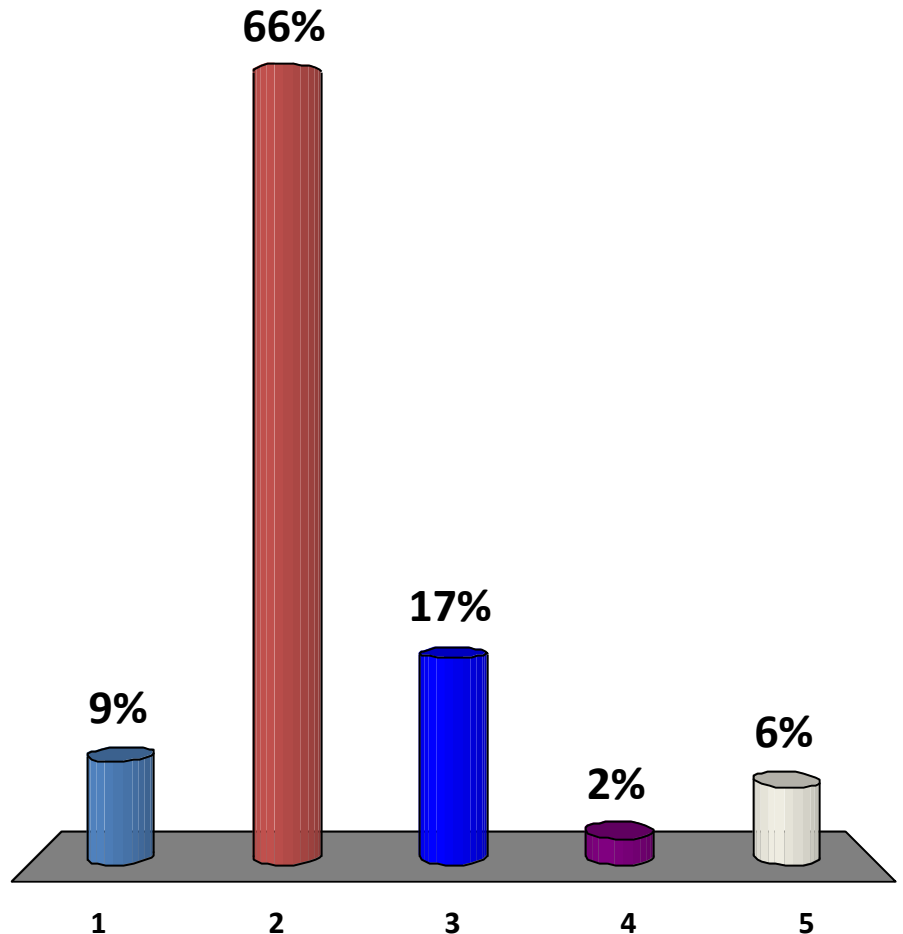
1. Shower
2. Bed
3. High Speed Internet
4. TV
5. Media Panel
6. Location
7. Food and Beverage





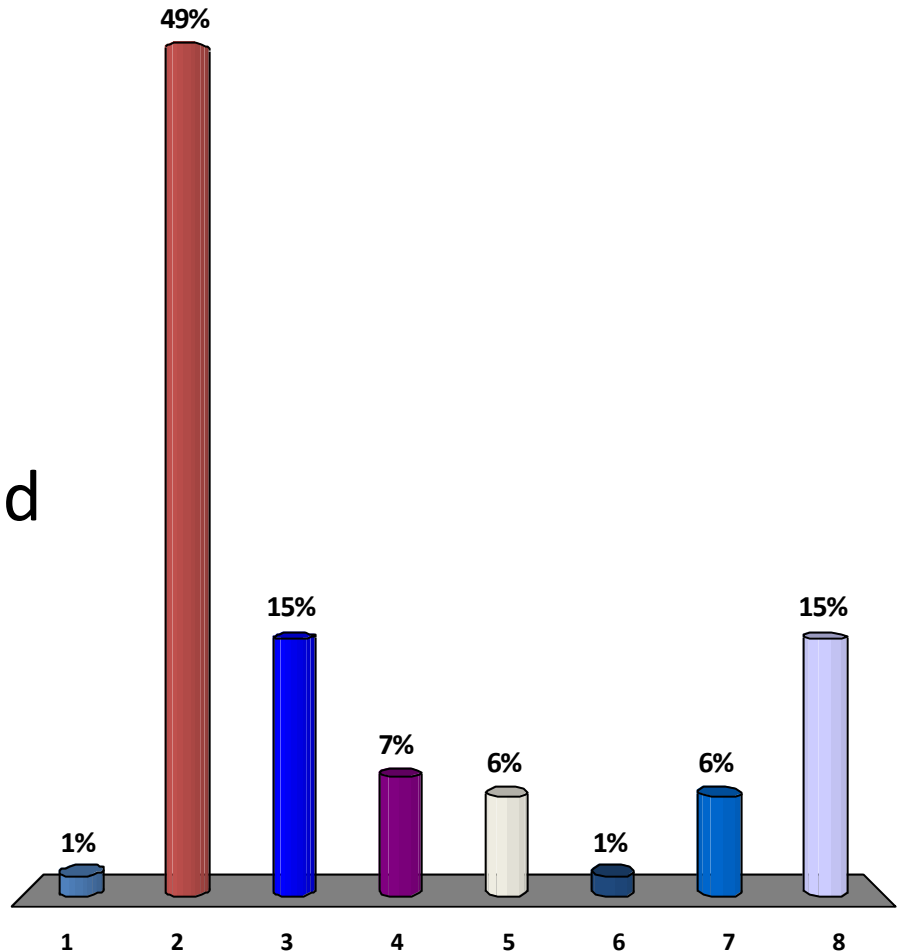
How highly from 1 to 5 would you rate guest room technology when choosing a hotel?

1. Very High
2. High
3. Indifferent
4. Low
5. Very Low



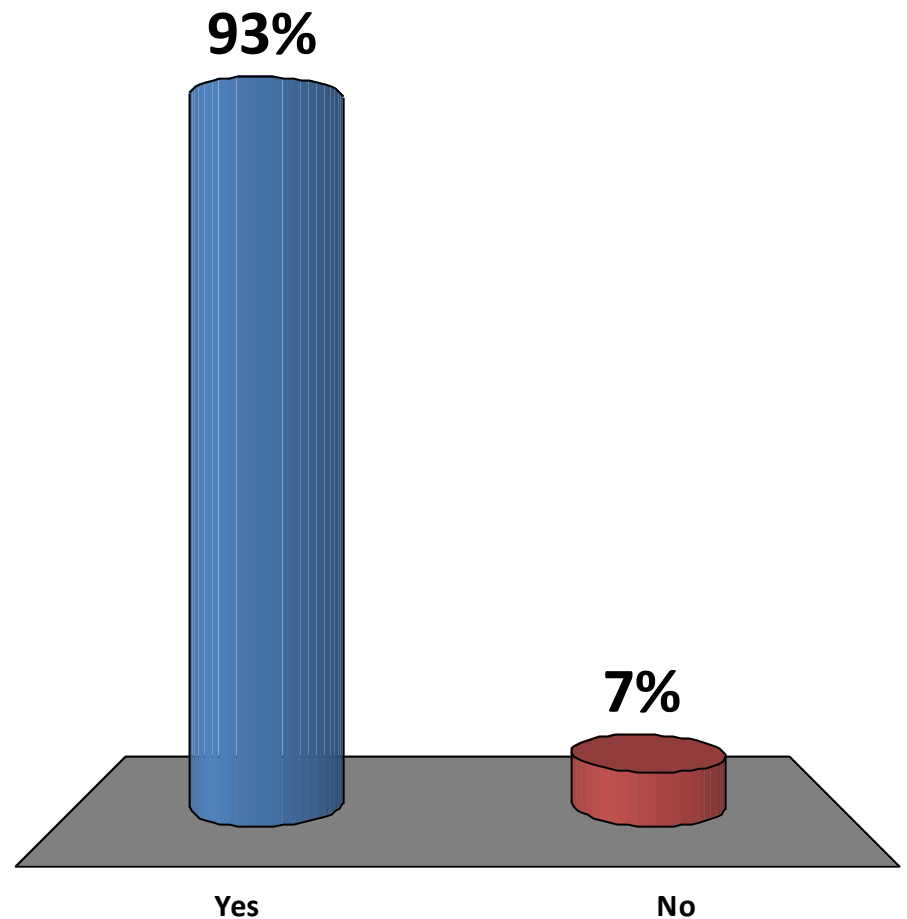
Which in room technology is most important to you – choose 2?

1. Wired Internet Access
2. WiFi Internet Access
3. HD TV and programming
4. Access to online content through the TV
5. Video or movies on demand
6. Media Panel
7. Telephone
8. iPad/iPhone dock



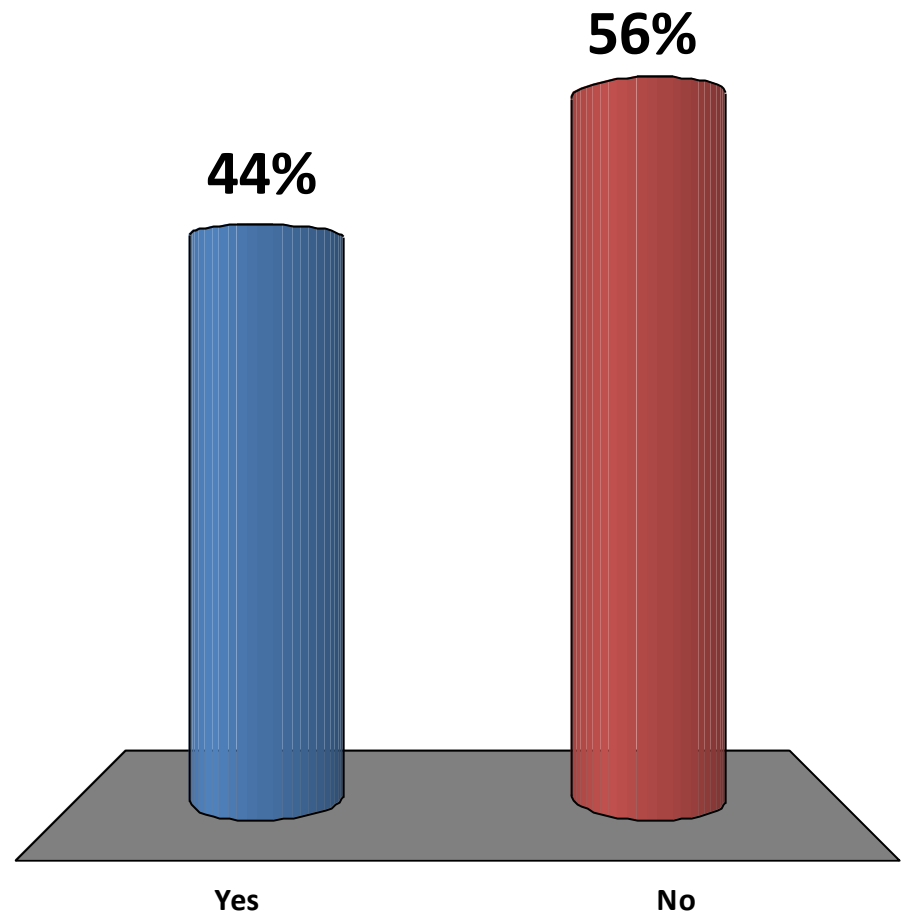
Should Internet be free in the hotel room?

1. Yes
2. No



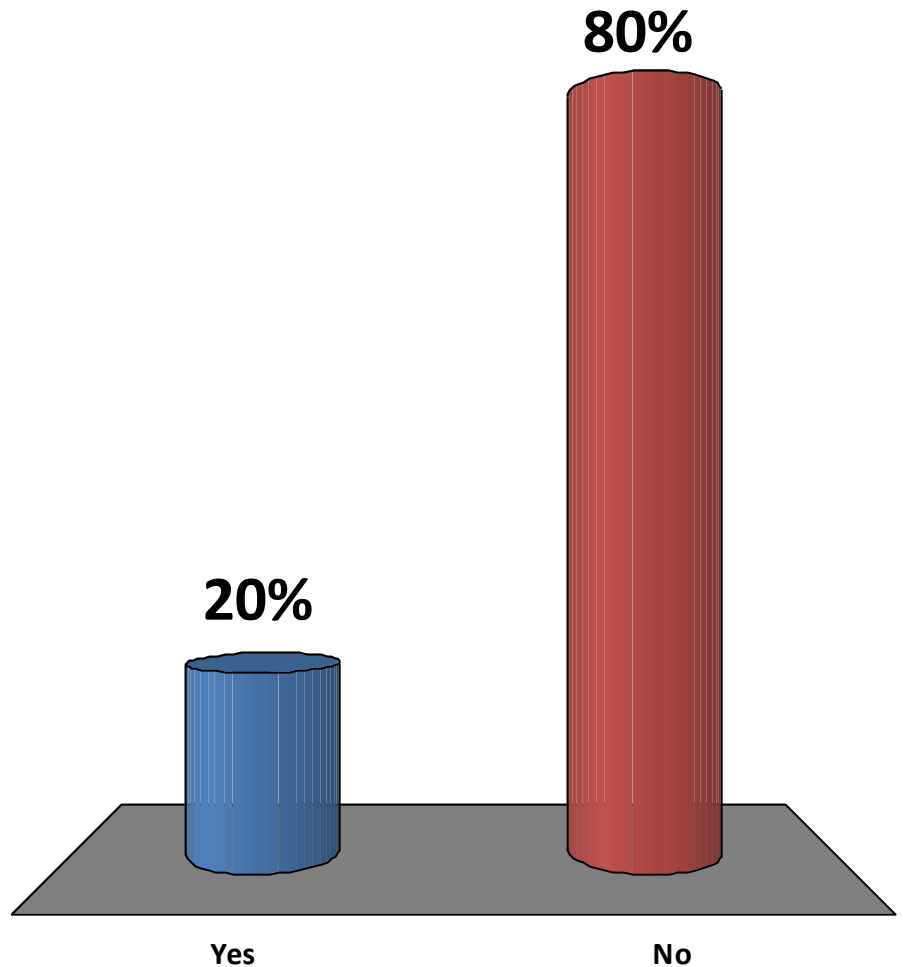
If internet access was free, would you pay extra (a reasonable amount) for more/faster bandwidth?

1. Yes
2. No



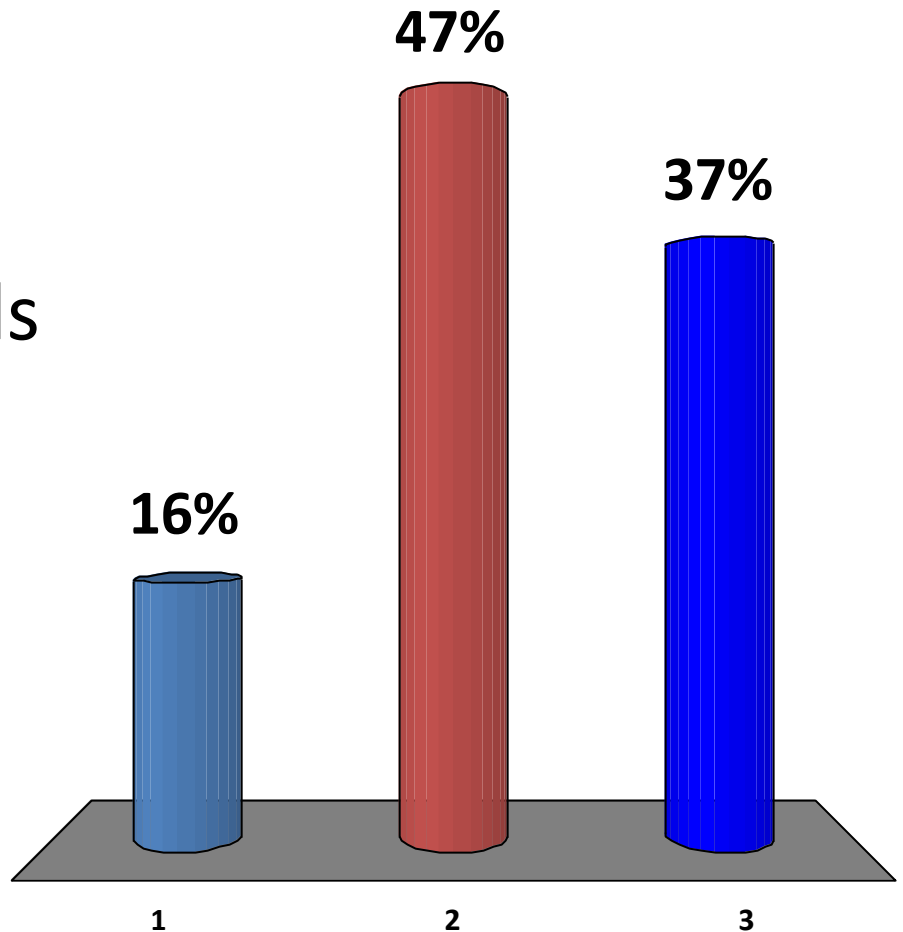
Do you get free internet access at home?

1. Yes
2. No



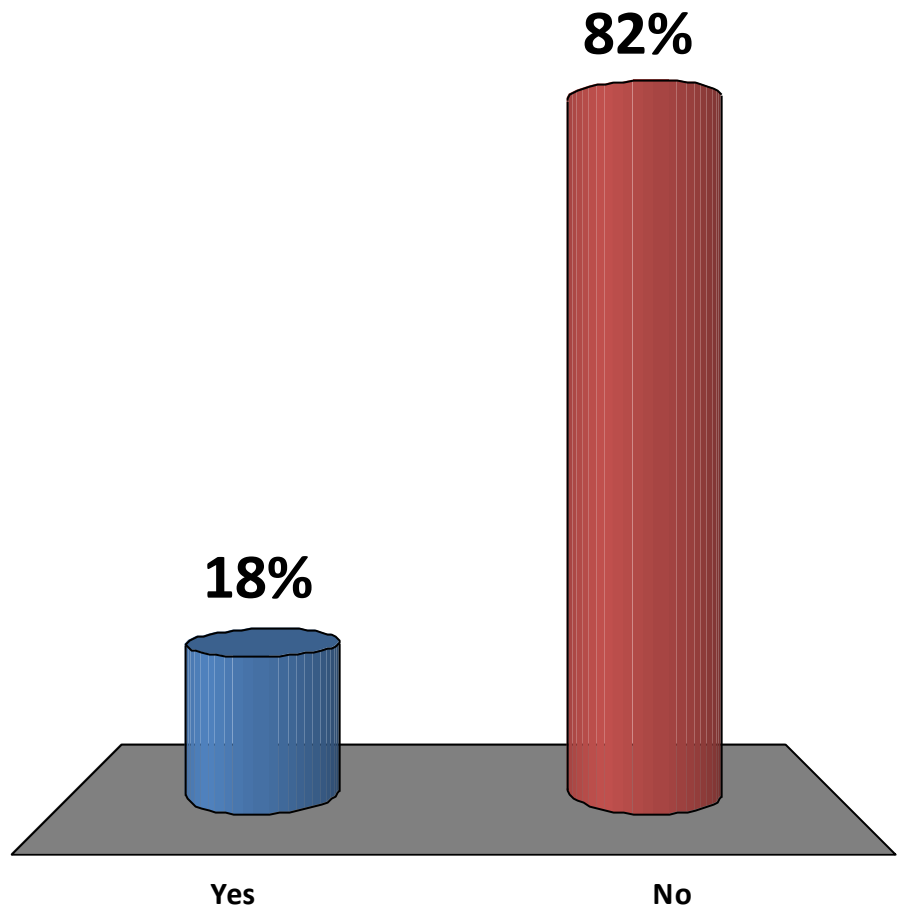
With Gen Y demanding any content, anytime, is HD and pay movies still a prerequisite for hotels?

1. HD and pay movies are important
2. I've no interest in HD movies or TV channels and hotel provided content
3. The hotel should provide access to online content through the TV



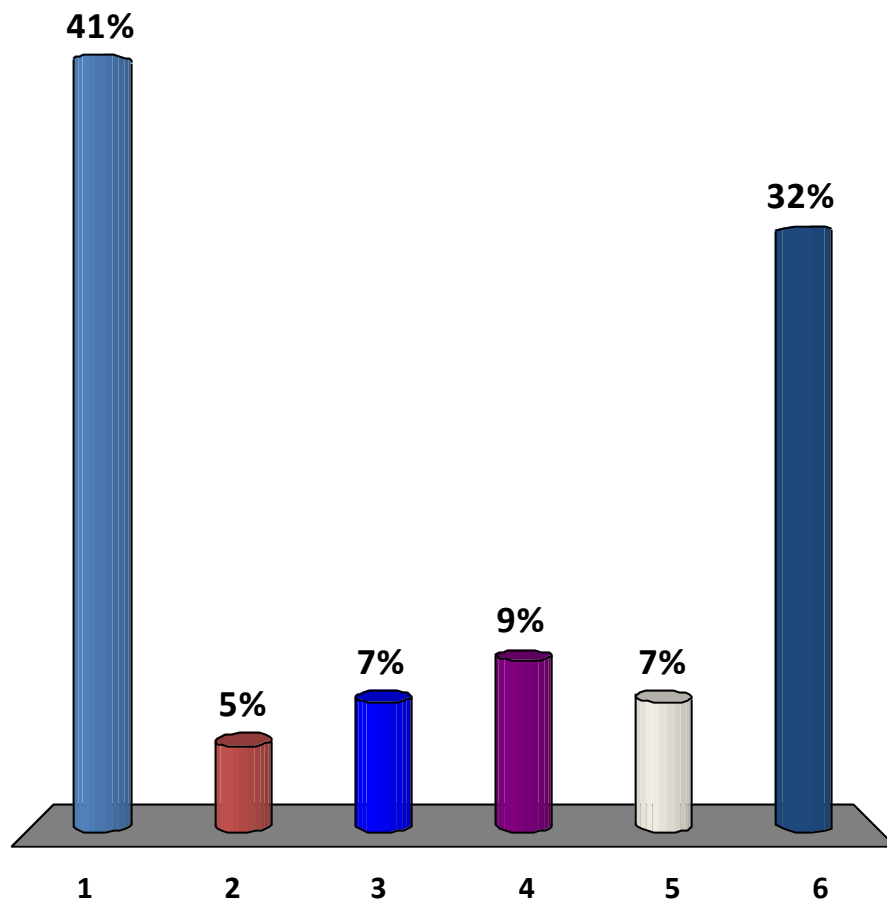
I would be willing to pay extra to access online content through my TV

1. Yes
2. No



Will 3D become the norm in the hotel guest experience?

1. No never
2. Yes within 6 months
3. Yes within 1 year
4. Yes within 2 years
5. Yes within 3 years
6. Yes in more than 3 years



Would you expect to use your smartphone/tablet to – choose all that apply

1. Control the TV
2. Order room service
3. Control the lighting
4. Stream media to the TV
5. Interact with the room phone
6. None of the above

