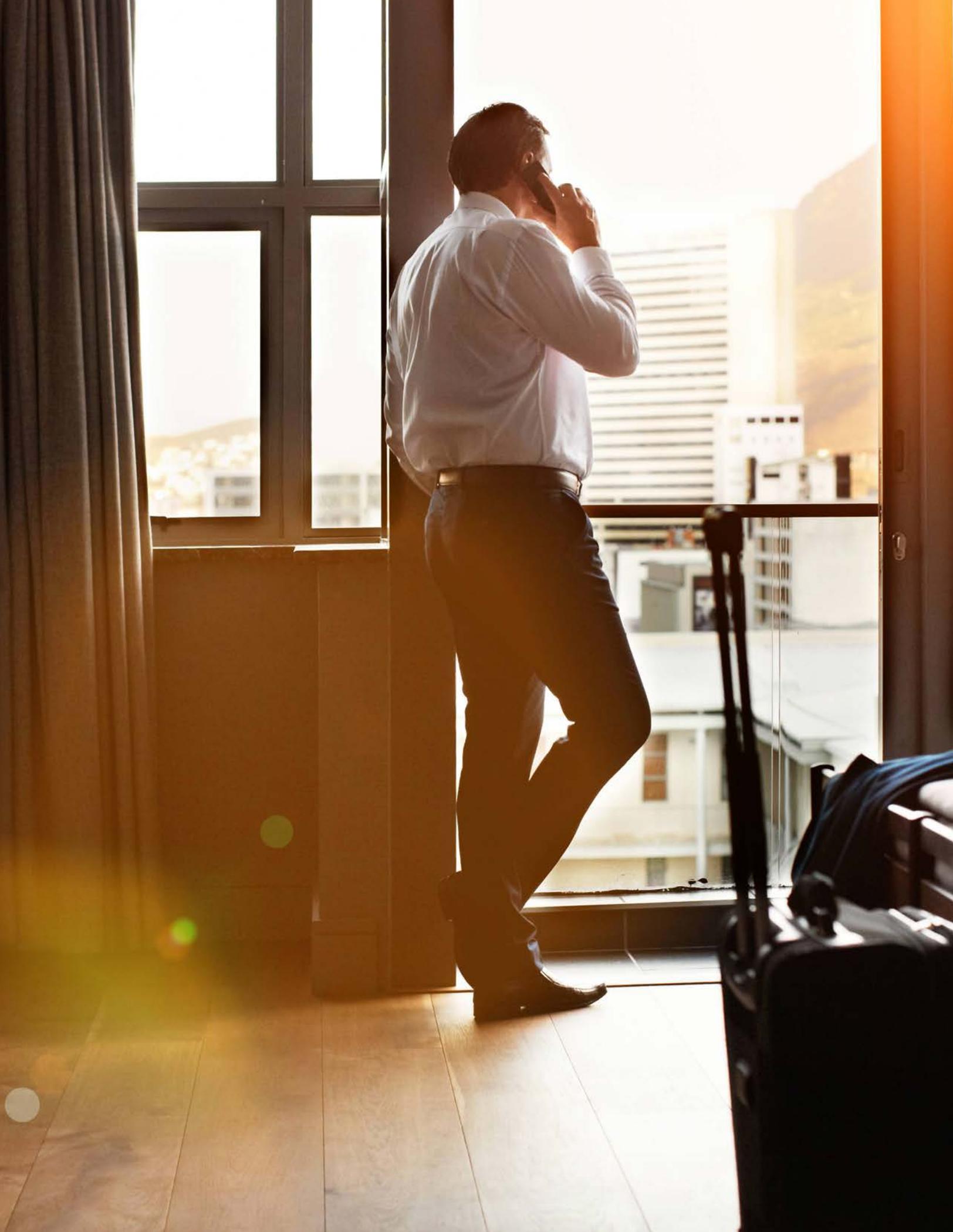


HOSPITALITY

SOLUTIONS FOCUSED ON ENHANCING THE GUEST EXPERIENCE





THE IMPACT OF SMART BUILDING SOLUTIONS ON THE HOSPITALITY INDUSTRY

Since the global pandemic nearly crippled the hospitality industry, innovation and technology have been at the heart of the resurgence that has changed how people travel and how the industry monitors, measures, and enhances the guest experience.

Travelers choose their hotel accommodations based on a variety of reasons: amenities, price, convenience, and location are some of the criteria reviewed at booking. In addition, customer reviews on service, aesthetics, and the overall guest experience also play a vital role in the booking decision. Hoteliers that stay on top of the trends through technology and innovation rank high on the five-star rating scale.

The power of smart building solutions through an integrated building management system supports operational efficiency while enhancing guest safety and comfort. By implementing an integrated building management system, hotel operators can customize parameters to optimize energy efficiency by controlling and automating thermal management, lighting features, and protective systems. In addition, the BMS delivers actionable data and insights through a single pane of glass to predict and troubleshoot any issues that may arise.

Energy Efficiency and Sustainability

Hotels are highly complex, energy-intensive facilities. With round-the-clock operation of amenities and services, hotels spend roughly \$2,196 per available room each year on energy, according to Energy Star.¹ In many instances, however, guest rooms are unoccupied nearly 70% of the time, according to the report, but the energy spend equates to roughly 6% of operating costs.

Integrating systems like HVAC, lighting, and security into one building management platform enables centralized monitoring and control of all building technologies. Hotels can leverage the data provided from the platform to improve environmental sustainability and energy efficiency. For example, smart thermostats can adjust room temperatures based on occupancy patterns, ensuring optimal comfort while minimizing unnecessary energy consumption. Likewise, lighting controls can dim or turn off lights in unoccupied areas, saving on electricity consumption and costs.

Ultimately, enhanced building efficiency benefits a hotel's bottom line and supports a greener and more sustainable future.

\$2,196

Hotel energy spend/ available room each year.

CREATING A SEAMLESS GUEST EXPERIENCE

Macroeconomic impacts have pressured hotel operators to improve guest experiences by taking a holistic view of their facilities.

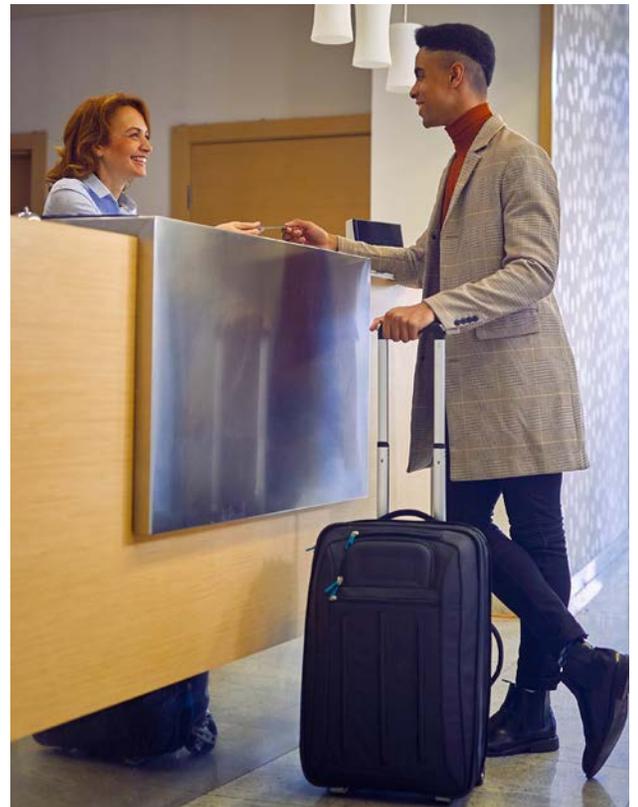
From rising costs, increased demands, and a strained labor market, the hospitality industry must think outside of the box to meet guest requirements and approval standards. Online satisfaction reviews can make or break a potential guest's decision on where to make a reservation.

So, what makes a perfect guest experience? It starts with creating an environment where guests feel comfortable and right at home. Intelligent rooms equipped with complete automation systems and controls enable guests to personalize various aspects of their stay through user-friendly interfaces. This includes intuitive and elegant guest-facing technology for temperature, lighting, curtain, service calls, and entertainment-system control. Additionally, customizable preferences can be saved and replicated throughout the duration of the stay and for future stays. This guarantees a consistently comfortable experience with a personalized touch.



“Installing individual room or area temperature monitoring and control can save up to 30% in HVAC energy consumption alone.”

*Wireless Energy Management in Hotels,
EnOcean Alliance²*



This level of convenience and customization creates a comfortable and relaxing environment, allowing guests to feel more at home. In addition, with the rise of the Internet of Things (IoT), integrated systems can now seamlessly connect with guest devices and wearable technologies, creating a truly immersive and connected guest experience.

OPTIMIZING SAFETY AND SECURITY

Whether they are local visitors, or traveling from afar, guests prioritize safety and security when deciding where to book a reservation. Guests who feel safe during their stay are more likely to recommend the hotel to others in the future.

Hotels can demonstrate their commitment to guest safety by investing in best-in-class protective systems like CCTV/ surveillance cameras, access control systems, fire alarm systems, and emergency response mechanisms that immediately alert guests, staff, and emergency personnel if a situation occurs.

Protective systems are vital in keeping building occupants comfortable, safe, and effective. Through master systems integration, building security infrastructure can unify with building management systems for faster, more efficient, and potentially life-saving decisions in the field. A centralized platform provides proactive risk management and enables real-time monitoring and quick response to potential threats. As a result, guests can relax and enjoy their stay knowing they are safe and protected.

- ▲ Access Control
- ▲ Lighting Control
- ▲ HVAC, Building Automation
- ▲ Asset Key Tracking
- ▲ Intrusion & Weapons Detection
- ▲ Elevator Integration
- ▲ Public Address
- ▲ Video Surveillance/CCTV
- ▲ Biometrics, Wireless Locks
- ▲ VoIP Intercoms
- ▲ Professional Audio Clock Systems
- ▲ Visitor Management
- ▲ Fire Detection & Alarm
- ▲ Parking Management
- ▲ License Plate Recognition
- ▲ Mass Notification/Lockdown

FUTURE-PROOFING THE HOSPITALITY INDUSTRY

With just over 166,000 hotel and motel businesses in the United States as of 2023, the hospitality industry is a highly competitive market.

In order to stand out from the crowd, hotel owners must find ways to create unique and memorable experiences for their guests to increase loyalty and advocacy. According to a McKinsey report, companies that excel at personalization generate 40% more revenue than average players.³ As digital technologies continue to penetrate our everyday lives, guests have begun to not only expect but demand personalized experiences wherever they go.

Implementing the right integrated building systems enhances guest experiences and future-proofs the hospitality industry. As technology continues to evolve, these solutions offer scalability and adaptability to meet emerging trends and guest expectations. By embracing these trends, hotels can stay ahead of the curve and remain competitive in an ever-evolving market.

ACHIEVING YOUR OPTIMIZATION GOALS

Stark Tech, an energy technology company, helps customers increase guest satisfaction and loyalty with cost-effective solutions that improve comfort, safety, and overall experience with leading-edge technology and lifecycle services.

Every building has a mission; our job is to optimize it on every level. Our full suite of capabilities unifies building automation, intelligence, high-quality products, and services. Our goal is to bring a focus to a building's health, wellness, and energy efficiency with actions and insights that future-proof each building's needs.

Sources

1. ["Hotels: An Overview of Energy Use and Energy Efficiency Opportunities." Energystar.Gov](#)
2. ["Wireless Energy Management in Hotels; Save Energy & Enhance the Guest Experience." Enocen-alliance.org](#)
3. ["Unlocking the Value of Personalization at Scale for Operators." Mckinsey.com](#)





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