

5G TECHNOLOGY - A GREAT BOOST FOR THE HOTEL INDUSTRY



5G technology, the next generation of mobile networks, is closer than it seems, and it is opening a wide range of possibilities with lots of potentials. It is 1000 times faster than the current 4G LTE technology, meaning we will have greater speed, coverage, and better connectivity, all translating into more agility in the digital world.

The 5G technology offers a promising horizon for the Internet of Things (IoT), as it will become the technological basis of new developments that extend the Internet to objects.

Automated vehicles, facial recognition, voice commands, connected appliances, buildings, and smart cities... these are some examples of all IoT developments that will benefit from this new and powerful infrastructure.

The advantages are clear: greater reliability, improved connectivity, lower latency, it will reach more places and improve the capacity, so more users and devices are connected at the same time.

All this leads to an ease of connection between smart objects, which ultimately represents an improvement in the user experience in hotels.

5G technology will make devices connect with each other in a much more efficient way. This technology is only available in a few countries as of now, and there is no doubt that the hotel industry will have to embrace it; first, to get ahead of the competition, and second, to adapt to the needs of customers who already have 5G devices.

Its applications for the hotel industry are a great advantage since the connectivity among these smart devices will promote and make customization easier by turning it into a much more automatic and instantaneous process.

A client who is staying at a hotel during a business trip wants to be able to download files quickly or to be able to make a video call without connection problems. A bad connection causes a lot of stress, and that is something the client will definitely remember. However, 5G technology is not only essential in these cases; events held in hotels should also turn to this technology so that they can create the desired environments in each gathering or conference.

The advantage is evident. Since clients will have greater bandwidth, the need for Wi-Fi connections will decrease, with thousands of devices being able to connect, allowing connections among them and favoring the use of technologies such as virtual and augmented reality to create the wow effect in these events.

It is quite clear that this technology is essential to not lag behind in this digital era that we are living, and that will be stronger and faster in the following years.

Big data, automation, digital transformation, high definition, augmented reality, virtual reality and the Internet of Things will experience a very important push after its implementation, and not only in the tourism industry, but across all areas.

5G technology provides the possibility to digitize the hotel industry much more quickly, as well as implement new business models. A world of possibilities opens up that will change our way of living and working, as well as our way of interacting with the environment.

Once again, this technology will allow us to offer more personalized services and to allocate more time for the people to ensure a personal treatment that clients demand. In this sense, 5G is a great boost for the services industry as well, giving a new meaning to the expression, “technology at the service of people”.

The possibilities that the fifth generation of mobile networks brings make it impossible not to think about all the advantages that we will get from it, especially in an industry where user experience is everything.

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