

# TREND: INNOVATIVE HOTEL SMART ROOMS



The technology industry has developed countless applications whose objective is none other than to make our lives simpler, easier and, of course, more practical. Smart rooms have definitely become one of the strongest trends in the hotel industry. Thanks to technology, today it is possible that the development of certain basic tasks within a room is just a click away.

## What Is a Smart Room?

When we talk about hotel smart rooms, the idea of a space with futuristic touches and with technology as the protagonist surely comes to mind. Thus, **a smart room is a space that is conditioned with different types of technological equipment that allow the automation of various tasks within the room.**

For this reason, several technological applications have been created, whose main objective is to facilitate the execution of certain activities and achieve that control of them can be done in an agile and simple way through a mobile device.

## Uses and Applications of a Smart Room

Designing a smart room or intelligent room is a task that requires a lot of precision, knowledge and creativity. Although we can get in the market different applications for this type of needs, it is essential to know the basic aspects such as the compatibility of the elements with each other, the characteristics of each of them and the advantages they offer.

The operation of a smart room is based on the structuring of several devices with Internet connectivity and the ability to receive digital information. Hotel smart rooms can include features such as voice control, and automation via mobile, and there are even applications that promote energy efficiency.

## Benefits of Hotel Smart Rooms

Without a doubt, smart rooms are becoming a trend, as they are not only positioning themselves in homes, but also in the hospitality sector. In fact, the hotel industry is looking to integrate new technologies into its spaces in order to take the user experience to another level.

Thanks to the advantages of new technologies, smart rooms offer great benefits to hotels, among which the following stand out:

### More sustainability

For hotels, smart rooms represent one of the best ways to achieve a high level of sustainability. This is possible thanks to all the energy-saving possibilities offered by the various automation devices. For example, the use of smart light bulbs, and the option to control heating automatically and turn off appliances that are not in use, will undoubtedly be reflected in a reduction in consumption.

## **Personalization**

Smart hotels ensure that the user's experience exceeds their expectations and that their stay is completely pleasant and enjoyable. For example, with automation, the TV can be configured with the name of each guest; they could also access their personal Netflix or Spotify accounts.

## **Cost reduction**

Technological applications brought to the tourism sector make it possible to reduce operating costs by allowing centralized configuration, maintenance and management of smart devices in each room. This, in addition to energy savings, represents an enormous opportunity to minimize costs.

Here are some examples of smart room capabilities:

## **Entertainment and voice control**

Thanks to smart speakers, the user will be able to access the music or TV content offered by the hotel just by mentioning a few simple commands.

## **More agile and effective services**

With all the smart devices, the hotel considerably increases its service capacity. For example, ordering food or beverages from room service is now just a couple of clicks away. Efficiency is increased and has a positive impact on customer perception.

## **Default options**

With the use of accurate data, hotels can extend, personalize and execute services tailored to each individual guest.

**In short, hotel smart rooms are the new big challenge facing the hotel industry.** However, with a properly executed plan, the new smart applications will be the best allies for the management and administration of a hotel.

Date: 2022-10-31

Article link: <https://www.tourism-review.com/hotel-smart-rooms-growing-in-popularity-news12781>