

ROHAN JANI: ASSOCIATE VICE PRESIDENT – DIGITAL & TECHNOLOGY



- 16 Years with Hyatt Hotels Corporation
- Live in Orlando Florida, USA
- Have opened over 100 Hyatt Hotels worldwide
- Managed owners' technology investments in upwards of \$500 million
- Trusted advisor to multiple hotel ownership groups and operators worldwide
- Advisor to various real estate development groups on potential hotel acquisition opportunities
- Advisory board member of leading hotel technology manufacturers

WHAT ARE WE GOING TO TALK ABOUT TODAY?

1. What is Digital Transformation
2. Top 2 Challenges for hotel owners in 2022
3. Top Technology trends in Hotel Industry



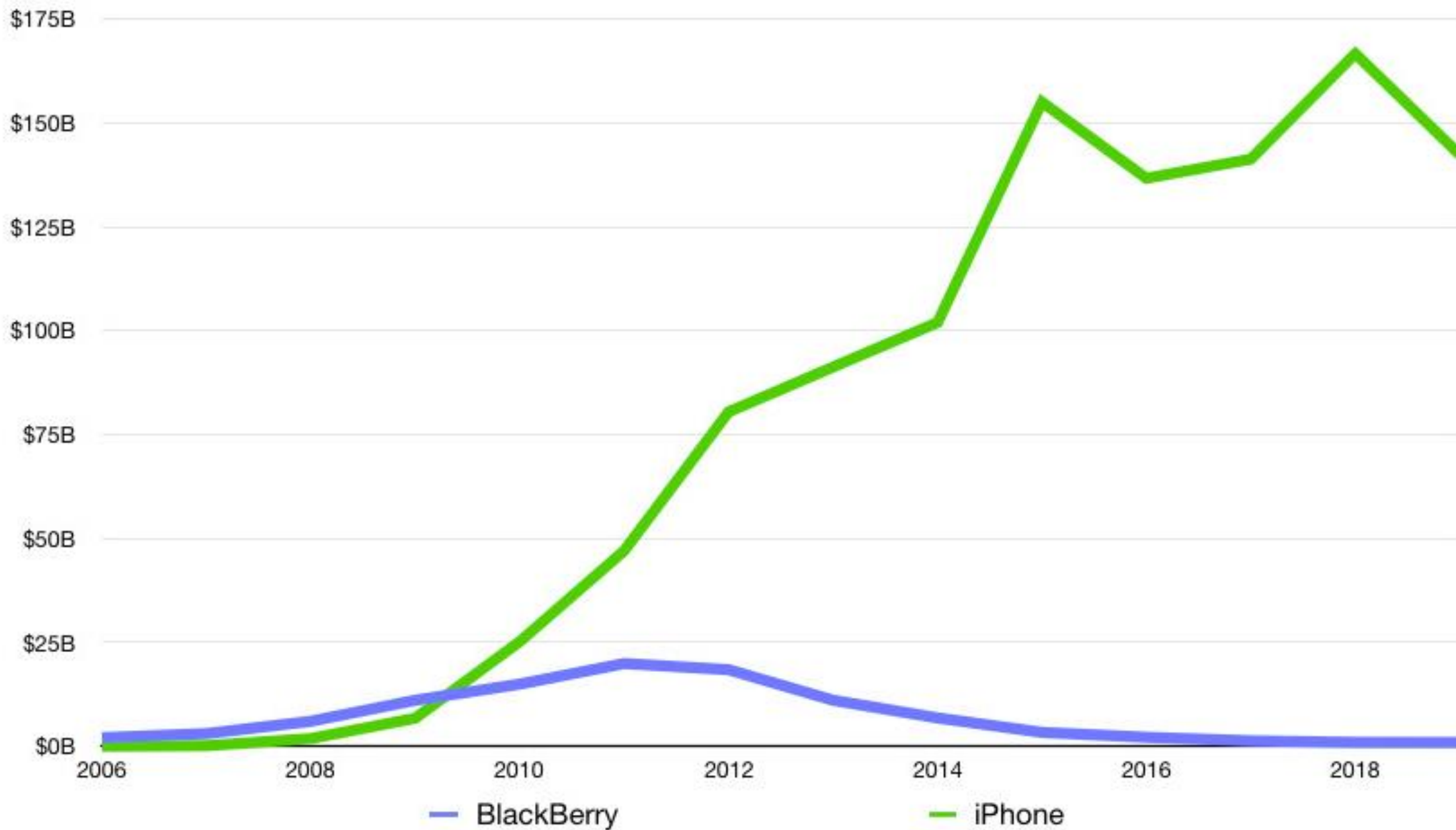
WHAT IS DIGITAL TRANSFORMATION ???? ?

BUT BEFORE WE DOREMEMBER THIS DEVICE?



.... Rest in Peace

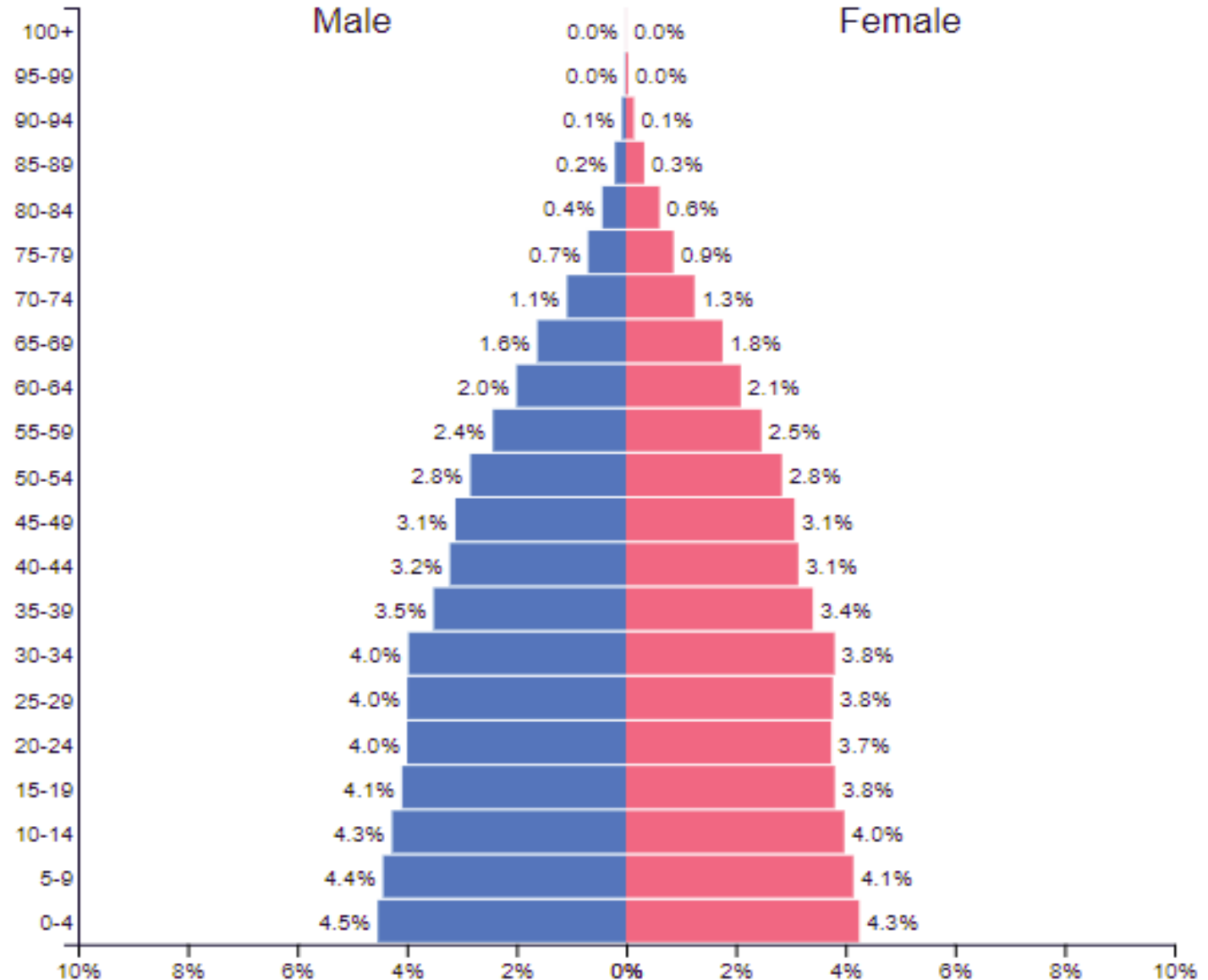
BlackBerry Annual Revenue vs iPhone Annual Revenue



UNDERSTANDING THE DEMOGRAPHIC

Around 50% of the World population is under 30 years old ...that's over 2.8 Billion people!!!

And they are Digital Forward



DIGITAL IS TRANSFORMING OUR LIVES



6.378 billion people, and this means 80.76% of the world's population owns a smartphone

DIGITAL IS TRANSFORMING OUR LIVES



Average person spends 240 hours/year on WhatsApp a 20% increase compared to last year

DIGITAL IS TRANSFORMING OUR LIVES



1. Facebook
2. YouTube
3. Instagram

An average user spent 2 hours and 24 minutes per day on social media in 2020. That is over 36 days in a year!

DIGITAL IS TRANSFORMING OUR LIVES



DIGITAL IS TRANSFORMING OUR LIVES



90% of buying decisions are based on Social Media Reviews

DIGITAL IS TRANSFORMING OUR LIVES



Most jobs are now searched on LinkedIn and major corporate announcement now happen on LinkedIn

THE POINT IS – DON'T RESIST DIGITAL TRANSFORMATION



– embrace it

TOP 2 CHALLENGES FOR OWNERS IN 2022 & THE OPPORTUNITY

1. Supply Chain Blockage, Price Fluctuations
2. Skilled Labor Shortages

BLOCKAGE OF CARGO SHIP ALL OVER THE WORLD – DISRUPTING SUPPLY CHAIN

- Increasing delivery times from few weeks to several months
- Direct impact on hotel opening dates
- Direct Impact on hotel revenue

ACT NOW!



32 – 37 weeks lead time!

SUPPLY CHAIN SHORTAGES



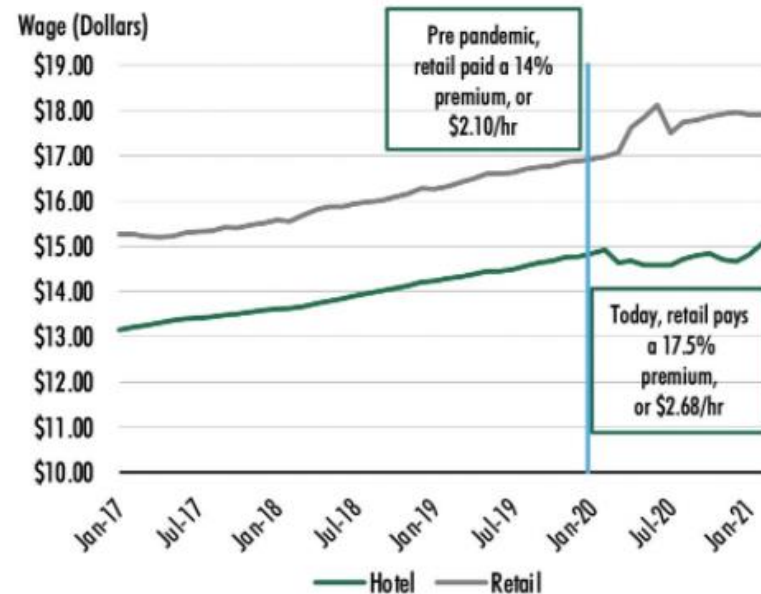
- There is a global shortage of semi conductor chips
- Impacts all hotel technology equipment
- 6 months or more lead time to delivery
- Order early or lose out on your dates

LABOR SHORTAGES – DISRUPTING HOTEL OPERATIONS

- While daily rates, revenue, and property values are all likely to return to pre-pandemic levels — and even eclipse them — the hotel industry's labor market faces permanent changes.
- Other industries like retail offer more competitive wages to hotel workers with easily transferrable skills.

Hotel Operators Continue To Confront a Challenging Labor Environment

WAGE PRESSURES A HEADWIND TO MARGINS JOB OPENINGS PER HOTEL ARE INCREASING



HOW TO OVERCOME?

MACHINE LEARNING & ARTIFICIAL INTELLIGENCE

APPLE WALLET – DIGITAL KEYS – COMING SOON WITH HYATT HOTELS



Alternative to plastic key card

Less cost

More savings

More secure

APPLE WALLET – CAR KEYS – AVAILABLE TODAY WITH BMW



APPLE WALLET – CREDIT CARDS AND BANKING – CONTACTLESS PAYMENTS



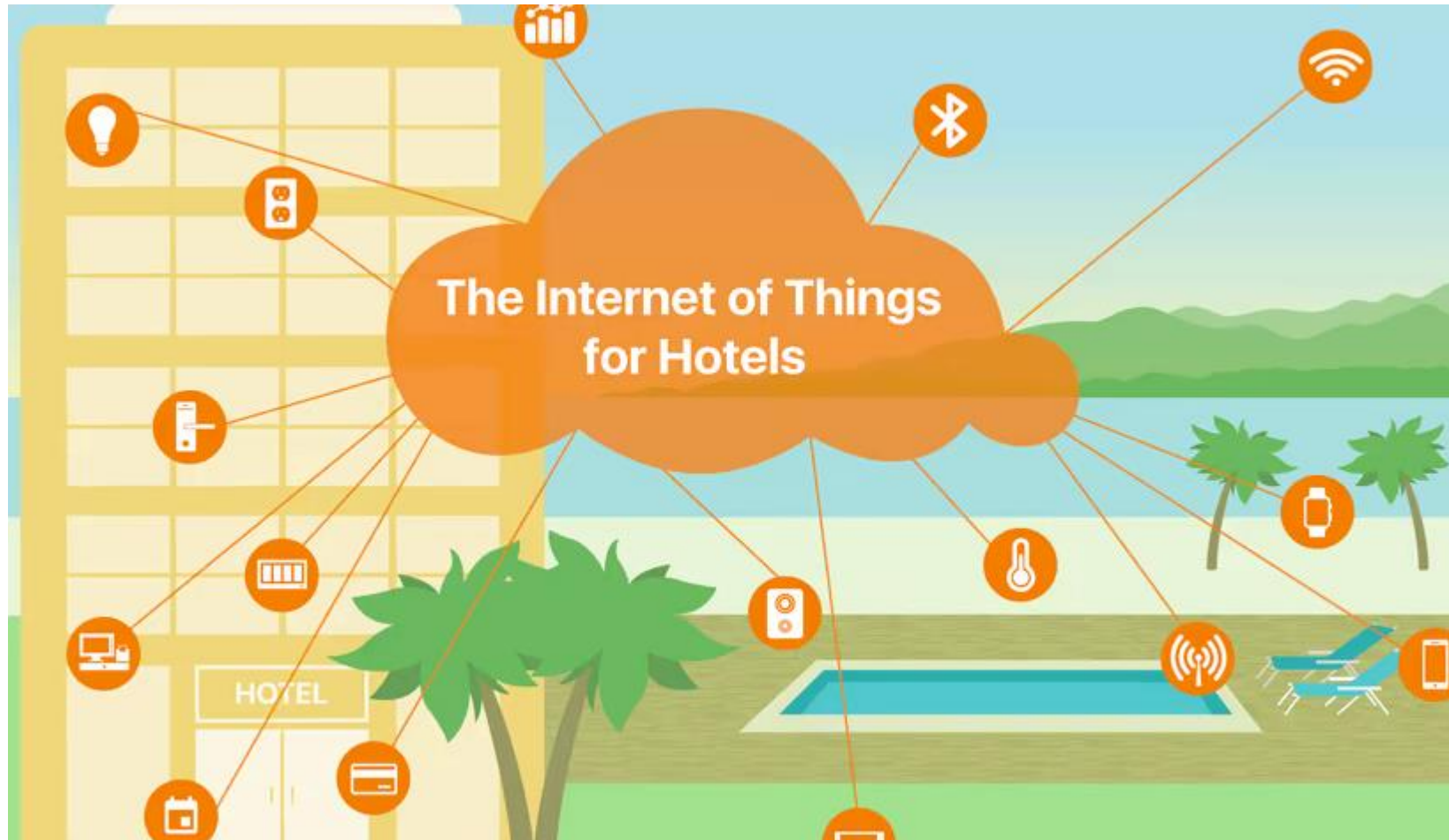
APPLE WALLET – MUTIPLE BOARDING PASSES



APPLE WALLET – DRIVERS LICENSE – COMING TO IOS15



INTERNET OF THINGS (IOT)



Mobile Engagement

Hyper-Personalization

Guest-room Automation

Predictive Maintenance

APIs and 3rd Party Integration

VOICE ASSISTANCE



Speaks various languages

Automates tasks

Reduces friction

Reduces labor cost

Touchless experience

REMOTE WORK + HYBRID MEETINGS



ZOOM ROOMS

MICROSOFT TEAMS

FUTURE OF HOTEL Wi-Fi

Wireless Paradigm Shift

Today's Network

“Theoretical peak speed”

11a | 11b | 11g

11n

Wi-Fi 5 (11 ac)

Wi-Fi 6 (11 ax)

Tomorrow's Network

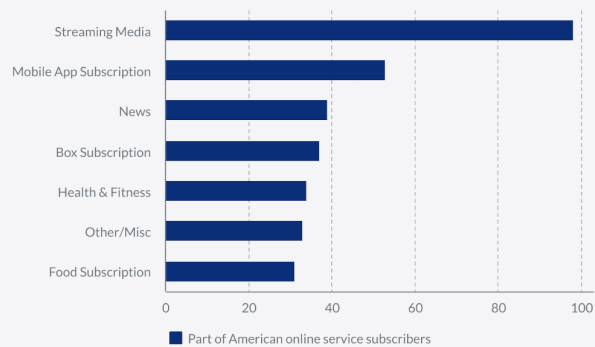
“Overall network capacity”

CONTENT STREAMING

Subscriptions are growing

Subscriptions

98% of US consumers subscribe to at least one OTT streaming media app



Created by: uscreen
Source: <https://www.uscreen.tv/blog/ott-statistics/>

Data Source: Brightback

4 Average number of paid video streaming services subscribers have

Streaming usage is increasing

115% Increase in OTT streaming to TVs between 2020 and 2021

4.9b GB The amount of data used to stream content to smart TVs in 2020 (up from 1.6 billion GB in 2018)

Top five apps streamed in the US



Cord cutting is on the rise

6m+ US households cut the cord in 2020 – the largest ever drop

VIRTUAL REALITY – VR

- Allows you to present a digital recreation of your hotel for users to check out from the comfort of their own home.
- VR is the ultimate way to experience a hotel before making a booking and many hotel websites are turning to [VR tours](#) during the booking process to attract additional sales.
- With concerns about COVID, VR tours can be especially useful, helping customers to understand exactly what to expect during their stay.

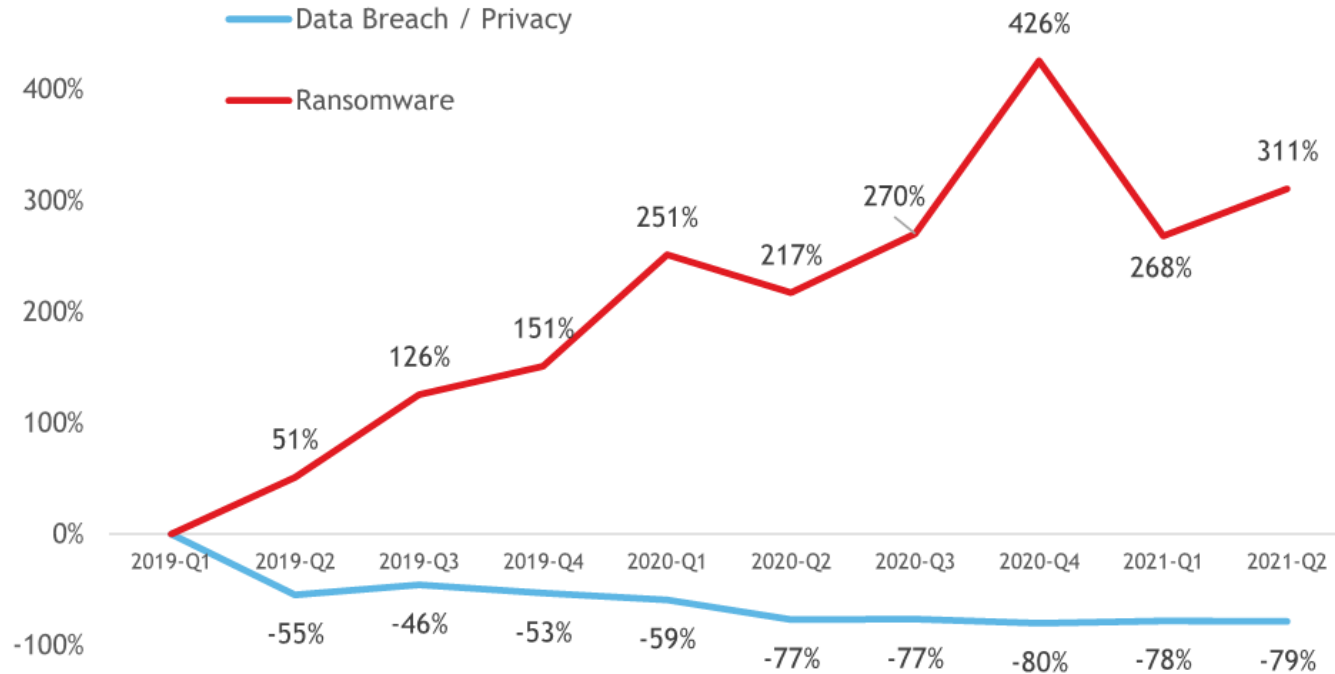


LEVERAGE THE POWER OF CLOUD : HOSTED VS ON-PREMISE SOLUTIONS



ASK YOUR VENDOR IF THEY HAVE A CLOUD BASED PRODUCT AND WHAT IS THEIR ROADMAP. IF THEY DON'T HAVE A PLAN BE CAREFUL PARTNERING.

CYBER SECURITY IS NOW IMPORTANT THAN EVER BEFORE



- Ransomware activity has dramatically outpaced Data/Privacy activity. 300% from Q1,2019 to Q2, 2021
- \$XX,XXX,XXX – 8 figure losses are common place.
- Business interruption represents the largest component of the loss E.g: Website outage

INVEST IN A GOOD cyber security program

COST OF DATA BREACH

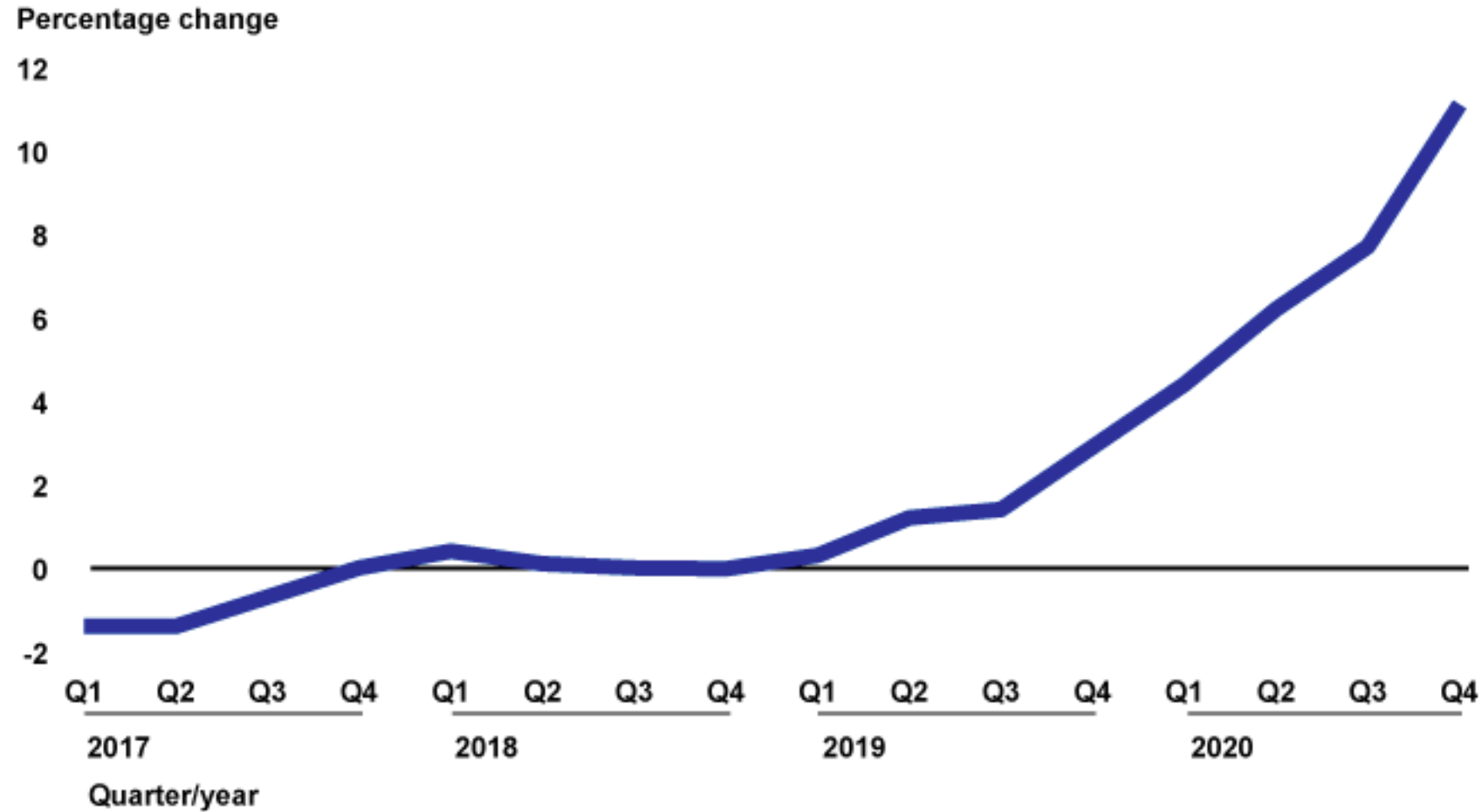
- Average Cost of a Data Breach in 2021 \$4.24M
- Up 10% from 2020
- Average Total Cost of a Ransomware Event \$4.62M
- NOT including ransom payment
- Average # of Days to Identify and Contain Breach 287
- Companies with a higher number of remote workers averaged 58 days longer than others
- AVERAGE COST OF BREACH –HOSPITALITY INDUSTRY \$3.03MM
- Way up from \$1.72M in 2020

WHAT CAN YOU DO?

- Develop a ZERO TRUST network
- Invest in Detection and Monitoring
- Tools + People
- Backup Your Data
- Prepare for the Worst

CYBER SECURITY INSURANCE COST

Change in Cyber Insurance Premiums, 2017-2020



THANK YOU!