

AR Technology in Hospitality Industry: A Case of Holiday Inn London



Source: Unsplash (2018)

Background

At the 2012 London Olympic and Paralympic Games, Holiday Inn London was one of the first hotels to introduce augmented reality (HolidayInnUKIreland, 2012). In collaboration with an AR company, Aurasma, the hotel offers guests the opportunity to meet Olympic athletes in different areas of the hotel. For example, BMX World Champion Shanaze Reade could be seen performing tricks on her bike at the hotel lobby and windsurfing world champion Nick Dempsey pretending to windsurf on a hotel bed (Zou, 2022). Through the official hotel app, guests can access the AR chroma video footage of the athletes by pointing their phone's rear camera at different locations within the hotel.

The implementation of AR technology and Olympic elements has helped Holiday Inn differentiate itself from other hotels. The hotel reported an increase in RevPAR of 2.5% and overall increase in revenue of 8% during the period of the games (IHG Financial Report, 2013). Furthermore, the development also helped the hotel to expand its market segment, attracting tech-savvy individuals and sports lovers to stay in the hotel.

Challenges

Despite the success of the hotel's use of AR technology during the London Olympic and Paralympic Games, the long-term viability of using AR as a selling point for the hotel is debatable. While the AR experience featuring Olympic athletes might be captivating, it could only be perceived as a one-time event, which calls for new themes and new AR videos to be made regularly to keep the guests interested. This may pose a huge financial burden on the hotel, as the production of high-quality AR experiences can be both time-consuming and costly.

Discussion Questions

1. Is AR application in hotels appealing to you in terms of influencing your decision to stay there?
2. How can hotels ensure a seamless and user-friendly AR experience for guests of all ages and tech proficiency levels?
3. How can hotels differentiate their AR offerings from those of competitors to maintain a unique market position?
4. What are the emerging trends in AR technology that could be applied to the hospitality industry in the future?

References

Hayes, A. (2024). Augmented Reality (AR): Definition, Examples, and Uses. Investopedia. Retrieved from <https://www.investopedia.com/terms/a/augmented-reality.asp>

HolidayInnUKIreland. (2012). Holiday Inn World's First Augmented Reality Hotel - The Launch. Retrieved from <https://www.youtube.com/watch?v=OewNWIOQWy0>

InterContinental Hotels Group PLC. (2013). IHG announces double digit operating profit growth in 2012. Retrieved from <https://www.ihgplc.com/en/news-and-media/news-releases/2013/ihg-announces-double-digit-operating-profit-growth-in-2012>

Unsplash. (2018). Person holding black ipad. Retrieved from <https://unsplash.com/photos/person-holding-black-ipad-87oz2SoV9Ug>

Zou, Y. (2022). Holiday Inn, a pioneering augmented reality example in hospitality industry. Medium. Retrieved from <https://medium.com/marketing-in-the-age-of-digital/holiday-inn-a-pioneering-augmented-reality-example-in-hospitality-industry-dd827538e1b7>

Keywords

- Hotel
- Augmented reality (AR)
- Interactive guest experience
- Technology
- Digital marketing
- User experience

Acknowledgement

This case study is based on and adapted from the work of Master's student Wrzosek Margaux from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University

AR 技术在酒店业的应用：以伦敦假日酒店为例



Source: Unsplash (2018)

背景

在 2012 年伦敦奥运会和残奥会期间，伦敦假日酒店成为首批引入增强现实技术的酒店之一 (HolidayInnUKIreland, 2012)。酒店与一家名为 Aurasma 的 AR 公司合作，为客人提供在酒店不同区域“遇见”奥运运动员的机会。例如，客人可以看到小轮车世界冠军 Shanaze Reade 在酒店大厅表演自行车特技，以及帆板世界冠军 Nick Dempsey 假装在酒店床上进行帆板运动 (Zou, 2022)。通过官方的酒店应用程序，客人只需将手机的后置摄像头对准酒店内的不同位置，即可访问这些运动员的 AR 色度键抠像视频片段。

AR 技术和奥运元素的实施，帮助假日酒店实现了与其他酒店的差异化。酒店报告称，在奥运会期间，其每间可售房收入增长了 2.5%，总收入整体增长了 8% (IHG Financial Report, 2013)。此外，这一举措还有助于酒店拓展市场细分，吸引精通技术的人士和体育爱好者入住。

挑战

尽管酒店在伦敦奥运会和残奥会期间使用 AR 技术取得了成功，但将 AR 作为酒店卖点的长期可行性仍有待商榷。以奥运运动员为特色的 AR 体验可能引人入胜，但或许只会被视为一次性活动，这意味着需要定期制作新的主题和新的 AR 视频才能持续吸引客人的兴趣。这可能会给酒店带来巨大的财务负担，因为制作高质量的 AR 体验既耗时又昂贵。

讨论问题

1. 就影响您的入住决策而言，酒店内的 AR 应用对您有吸引力吗？
2. 酒店如何确保为不同年龄和不同技术熟练程度的客人提供无缝且用户友好的 AR 体验？
3. 酒店应如何使其 AR 产品与竞争对手区分开来，以保持独特的市场地位？
4. 未来有哪些 AR 技术的新兴趋势可以应用于酒店业？

参考文献

Hayes, A. (2024). Augmented Reality (AR): Definition, Examples, and Uses. Investopedia. Retrieved from <https://www.investopedia.com/terms/a/augmented-reality.asp>

HolidayInnUKIreland. (2012). Holiday Inn World's First Augmented Reality Hotel - The Launch. Retrieved from <https://www.youtube.com/watch?v=OewNWIOQWy0>

InterContinental Hotels Group PLC. (2013). IHG announces double digit operating profit growth in 2012. Retrieved from <https://www.ihgplc.com/en/news-and-media/news-releases/2013/ihg-announces-double-digit-operating-profit-growth-in-2012>

Unsplash. (2018). Person holding black ipad. Retrieved from <https://unsplash.com/photos/person-holding-black-ipad-87oz2SoV9Ug>

Zou, Y. (2022). Holiday Inn, a pioneering augmented reality example in hospitality industry. Medium. Retrieved from <https://medium.com/marketing-in-the-age-of-digital/holiday-inn-a-pioneering-augmented-reality-example-in-hospitality-industry-dd827538e1b7>

关键词

- 酒店
- 增强现实
- 互动宾客体验
- 技术
- 数字营销
- 用户体验

致谢

本案例研究基于并改编自香港理工大学酒店及旅游业管理学院硕士研究生 Wrzosek Margaux 的作品。

AR 技術在酒店業的應用：以倫敦假日酒店為例



Source: Unsplash (2018)

背景

在 2012 年倫敦奧運會和殘奧會期間，倫敦假日酒店成為首批引入擴增實境技術的酒店之一 (HolidayInnUKIreland, 2012)。酒店與一家名為 Aurasma 的 AR 公司合作，為客人提供在酒店不同區域「遇見」奧運運動員的機會。例如，客人可以看到小輪車世界冠軍 Shanaze Reade 在酒店大廳表演自行車特技，以及帆板世界冠軍 Nick Dempsey 假裝在酒店床上進行帆板運動 (Zou, 2022)。通過官方的酒店應用程式，客人只需將手機的後置鏡頭對準酒店內的不同位置，即可訪問這些運動員的 AR 色度鍵去背影片片段。

AR 技術和奧運元素的實施，幫助假日酒店實現了與其他酒店的差異化。酒店報告稱，在奧運會期間，其每間可售房收入增長了 2.5%，總收入整體增長了 8% (IHG Financial Report, 2013)。此外，這一舉措還有助於酒店拓展市場細分，吸引精通技術的人士和體育愛好者入住。

挑戰

儘管酒店在倫敦奧運會和殘奧會期間使用 AR 技術取得了成功，但將 AR 作為酒店賣點的長期可行性仍有待商榷。以奧運運動員為特色的 AR 體驗可能引人入勝，但或許只會被視為一次性活動，這意味著需要定期製作新的主題和新的 AR 影片才能持續吸引客人的興趣。這可能會給酒店帶來巨大的財務負擔，因為製作高質量的 AR 體驗既耗時又昂貴。

討論問題

1. 就影響您的入住決策而言，酒店內的 AR 應用對您有吸引力嗎？
2. 酒店如何確保為不同年齡和不同技術熟練程度的客人提供無縫且用戶友好的 AR 體驗？
3. 酒店應如何使其 AR 產品與競爭對手區分開來，以保持獨特的市場地位？
4. 未來有哪些 AR 技術的新興趨勢可以應用於酒店業？

參考文獻

Hayes, A. (2024). Augmented Reality (AR): Definition, Examples, and Uses. Investopedia. Retrieved from <https://www.investopedia.com/terms/a/augmented-reality.asp>

HolidayInnUKIreland. (2012). Holiday Inn World's First Augmented Reality Hotel - The Launch. Retrieved from <https://www.youtube.com/watch?v=OewNWIOQWy0>

InterContinental Hotels Group PLC. (2013). IHG announces double digit operating profit growth in 2012. Retrieved from <https://www.ihgplc.com/en/news-and-media/news-releases/2013/ihg-announces-double-digit-operating-profit-growth-in-2012>

Unsplash. (2018). Person holding black ipad. Retrieved from <https://unsplash.com/photos/person-holding-black-ipad-87oz2SoV9Ug>

Zou, Y. (2022). Holiday Inn, a pioneering augmented reality example in hospitality industry. Medium. Retrieved from <https://medium.com/marketing-in-the-age-of-digital/holiday-inn-a-pioneering-augmented-reality-example-in-hospitality-industry-dd827538e1b7>

關鍵詞

- 酒店
- 擴增實境
- 互動賓客體驗
- 技術
- 數位行銷
- 用戶體驗

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院碩士研究生 Wrzosek Margaux 的作品。