

Enhancing Guest Experience Through Digital Innovation: A Case of Park Hotel Hong Kong



Source: Pexels (2024)

Background

Located in the heart of Tsim Sha Tsui, Park Hotel Hong Kong is a 4-star hotel developed by Park Hotel Group. In 2020, the hotel took advantage of the low occupancy and completed a full renovation amid the COVID-19 outbreak. The fully refurbished hotel now features 334 spacious guest rooms and suites featuring modern design and amenities (Park Hotel Hong Kong, n.d.).

To encourage booking and provide potential customers with more information, the hotel features a 360° virtual tour on its official website. The tour provides a detailed look to every room type, dining outlets and event space of the hotel, as well as a drone view of the hotel building, indicating its location and surrounding structures (Park Hotel Hong Kong, n.d.). In addition to eliminating uncertainties and assisting potential customers in making informed decisions, this tool can also reassure guests by enabling them to preview amenities and envision their stay in advance. Additionally, by highlighting the hotel's location and surroundings, the virtual tour aids guests in finding the hotel more easily upon arrival.

The hotel has also introduced a virtual concierge named Carrie on its website. This AI-powered chatbot is available 24/7 to assist with inquiries related to reservations, hotel services, and local recommendations, enhancing the convenience and responsiveness of guest interactions (Park Hotel Hong Kong, n.d.).

At the same time, the hotel emphasizes on E-commerce through social media platforms. In addition to promoting its own offers, the hotel regularly shares content about local attractions and cultural events, such as the Big Buddha and the dragon boat races, to engage followers and enrich the guest experience (Park Hotel Hong Kong Instagram, n.d.). This strategy also helps potential guests discover things to do in the area, creating added value and fostering emotional engagement with the brand.

Recognizing the growing influx of mainland Chinese travelers and the widespread adoption of WeChat, the hotel has also launched targeted campaigns on the platform. To boost its follower base, the hotel recently offered a HK\$100 cash coupon for users who follow its official WeChat account, where followers can access the latest promotions and exclusive offers (Park Hotel Hong Kong, n.d.).

Challenges

While the virtual concierge offers 24/7 assistance, its current functionality is limited by its inability to escalate more complex issues to human staff, potentially impacting guest satisfaction in certain cases. Despite its investments in e-commerce and social media marketing, the hotel's efforts on platforms like Instagram and WeChat have been constrained by a relatively small follower base, limiting engagement and visibility. Furthermore, to fully tap into the growing mainland market, the hotel should consider expanding its presence to other popular Chinese social platforms such as Xiaohongshu (Little Red Book) and Douyin, which have proven effective in influencing travel decisions among younger audiences.

Discussion Questions

1. How can Park Hotel Hong Kong improve the functionality of its virtual concierge to better address issues that require human intervention?
2. What strategies could the hotel implement to grow its social media follower base and enhance engagement on platforms like Instagram and WeChat?
3. Is offering platform-specific promotions (e.g., Instagram-exclusive or WeChat-exclusive offers) an effective marketing strategy? What are the pros and cons?
4. How does promoting local attractions and cultural events enhance the guest experience, and how can the hotel further leverage this approach?
5. What additional features could be added to the hotel website or social media accounts to make it more appealing and informative for potential guests?

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Keywords

- Hotel Technology
- Virtual Reality (VR)
- AI chatbot
- Social Media
- E-commerce
- Cross Promotion

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