



apaleo

Beyond COVID-19

HOW HOTEL TECHNOLOGY CAN DRIVE RECOVERY

SUMMARY

The hospitality industry faces unprecedented challenges brought about by COVID-19. Over and above the immediate need to look after impacted customers, safeguard employees and take decisive action to survive the crisis, many hoteliers are also turning their thoughts to a post-coronavirus landscape and the role that technology can play to remain both competitive and relevant.

TABLE OF CONTENTS

- 1 Introduction**
- 2 The problem with legacy**
- 3 New tools for a new world**
- 4 Why now?**
- 5 Your new tech stack – the “must haves”**
- 6 A brave new world**

There are very few positives to take from the current COVID-19 crisis, but if we had to choose one, it might be how technology is keeping us sane as we battle with the physical and mental challenges of being in “lockdown”. From video calls with elderly loved ones to binge watching box sets on our favorite streaming service, it is evident now more than ever just how integral technology has become to our lives. Granted, the majority of us might not go to quite the lengths that photographer George Krieger has to stay connected to his father¹, but technology has undoubtedly enabled us to stay safe, connected, stimulated and productive in a way that would have been unimaginable even 20 years ago.

We all know the current situation will end sooner or later and some semblance of normal life will gradually return. Few, however, would challenge the assertion that COVID-19 will fundamentally change at least some of our basic routines. The scale of this pandemic is such that we can reliably look to past global crises for a sense of the seismic shift in ingrained human behavior that will follow.

Inevitably, businesses will also need to radically transform their practices to adapt to a new world order, enable their employees to be even more productive in a significantly altered working environment and, of course, meet and exceed heightened expectations from their customers in order to remain competitive and relevant.



Jordan Hollander
HotelTechReport

“Tough times force companies to think outside the box and become more efficient. While it by no means takes away the pain of the present, this time will undoubtedly accelerate the long term trend towards digital transformation in hospitality in a variety of ways that will create a stronger hospitality industry in the medium to long term.”²

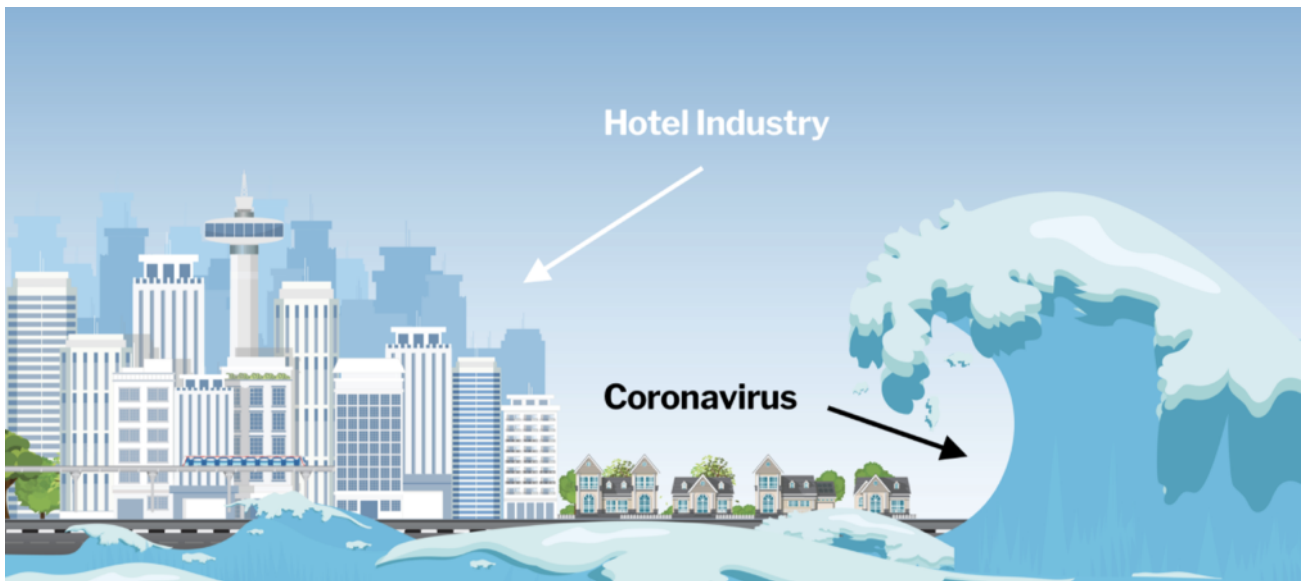


Image courtesy of [Hotel Tech Report](#)

In the hospitality industry, the challenges we face are more substantial than most. However the opportunity for significant and meaningful transformation is greater, given

that many hotels have held back on technology investment and the industry is largely still dominated by legacy players with outdated capabilities.

This whitepaper sets out to:

- ▶ navigate the current technology landscape and the associated challenges now faced by hotels in the context of COVID-19
- ▶ summarize the opportunities presented by new technologies, which have perhaps not yet been adopted in significant numbers across the industry
- ▶ explore why the coming months may actually present hoteliers with a once in a lifetime opportunity to review, test, integrate and implement new solutions with intent and focus
- ▶ discuss how those hoteliers will emerge from this crisis leaner, more efficient, with better equipped employees and a product that meets the demands of the newly invigorated digital traveler