THE HOTEL MARKET

FOR SUPPLIERS, SPECIFIERS AND BUYERS OF:

- ENVIRONMENTAL (HVAC) CONTROLS
- LIGHTING CONTROLS
- ACCESS CONTROL
- CCTV SURVEILLANCE
- INTRUDER ALARMS
- FIRE DETECTION & SAFETY SYSTEMS
- ELECTRICAL NETWORK MANAGEMENT
- STRUCTURED CABLING
- FIRE EXTINGUISHING SYSTEMS
- SMOKE EXTRACT
- REFRIGERATION
- MANAGEMENT INFORMATION SYSTEMS

THIS REPORT PROVIDES A COMPREHENSIVE REVIEW OF THE MARKET FOR ALL TYPES OF SYSTEMS IN HOTELS AND THEIR INTEGRATION

Traditionally, the planning of building services has revolved around the construction industry. Contracts have been formed by particular disciplines and the control of each has been decided separately and in isolation. It has not been possible to share information and this approach has stifled opportunities for hotel operators and guests to obtain maximum information and control of the building. This report shows why it is time to turn this procedure on its head and take an holistic view of the hotel market which, through the interconnection of the different infrastructures, not only provides better performing buildings, but also has a beneficial impact on the performance of the business process. To provide holistic solutions these two factors must work and operate in tandem, for this report clearly illustrates that the best systems not only make the work and trading place more efficient but mesh with enterprise resource planning, customer relationship management and supply chain management systems to provide a total solution. To achieve this it is essential that suppliers focus on understanding the business processes taking place in hotel buildings and their linkage with the building performance. Change is a constant feature of this market and developments in the business economy and new technologies will require the work and business place to be flexible and adaptive and this will be a constant demand driver for Intelligent Building Management Systems (IBMS). Finally, an integrated solution will provide a more effective solution and in most cases, at a lower first-time cost.

This 150 page study of the hotel market is part of our series of reports "Intelligent & Integrated Infrastructures in Buildings", which update our first study on this subject published in 1990. The Hotel Market report represents the most comprehensive analysis of its kind available in the UK and the only investigation to address the installation and integration of all the intelligent infrastructures in hotels.

The report covers the full range of hotel buildings, identifying the existing building stock in each of the hotel groups and independent hotels, output of new construction and major building refurbishment so that the potential accessible market can be assessed. The report is based on interviews with hotel groups, designers and suppliers, as well as extensive desk research. It also benefits from the experience of a dedicated team who have been reporting on intelligent controls in buildings for almost 20 years.

Written for buyers, specifiers and suppliers alike, it provides detailed descriptions of each of the intelligent infrastructures in hotels, their frequency of installation and current levels of integration. A wide range of intelligent infrastructures are included - from those designed to improve the comfort, efficiency, safety and security of hotels where there has been little integration to date, to those designed to automate and enhance the customer-facing hotel business processes and the guest experience where integration is practically the norm in mid & upper tier hotels. Readers will deepen their understanding of the benefits of installing and integrating such systems as well as the issues associated with their integration and the barriers that continue to hinder its progress.

It establishes that despite regular integration of trading-place systems such as property management systems, electronic point of sale, room locking systems, audio visual, telecoms and more, the incidence of their integration with technical building services remains very low despite proven benefits.

The study concludes that suppliers must develop strategies for delivering integration, including proposals for raising end user awareness of benefits and how barriers can be overcome.

Intelligent & Integrated Infrastructures in Buildings

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THE HOTEL MARKET

Review

Comprising some 150 pages and over 30 charts and tables this report identifies and analyses:-

- The best opportunities and priority hotel types for Intelligent and Integrated Infrastructures and the buyers who support it
- Which suppliers of Intelligent Infrastructures are delivering solutions to hotels - complete with company profiles
- Demand drivers for intelligent infrastructures in the hotels
- The hotel business model - how differing business propositions and differing critical success factors impact the relevance of installing and integrating intelligent infrastructures
- The relevance of ownership versus operation
- How barriers can be overcome
- Who benefits, how & why -
  - Building owners
  - Building operators & end users
  - Suppliers
- The installed market size in hotels for each Intelligent Infrastructure
- The frequency of installation and integration of different building services including environmental (HVAC) controls, lighting, access control, CCTV, intruder alarm, fire detection, electrical network management, structured cabling, fire extinguishing, smoke extract and refrigeration
- The frequency of installation and integration for business process related systems including PMS, telephone, EPOS, TV / Video, time and attendance, loyalty / smart card and intelligent mini-bars
- What the buyer expects - future opportunities
- Case studies to show where progress has been made in IBMS
- The impact of migration towards information communication technology and Internet protocols for the transmission and management of data from building controls systems and its integration within the wider enterprise environment
- How the Internet and web-enabled devices are revolutionizing maintenance and energy efficiency
- The importance of delivering the message that addresses end user requirements

The order form to purchase this study can be found on the accompanying "Business Overview" synopsis

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