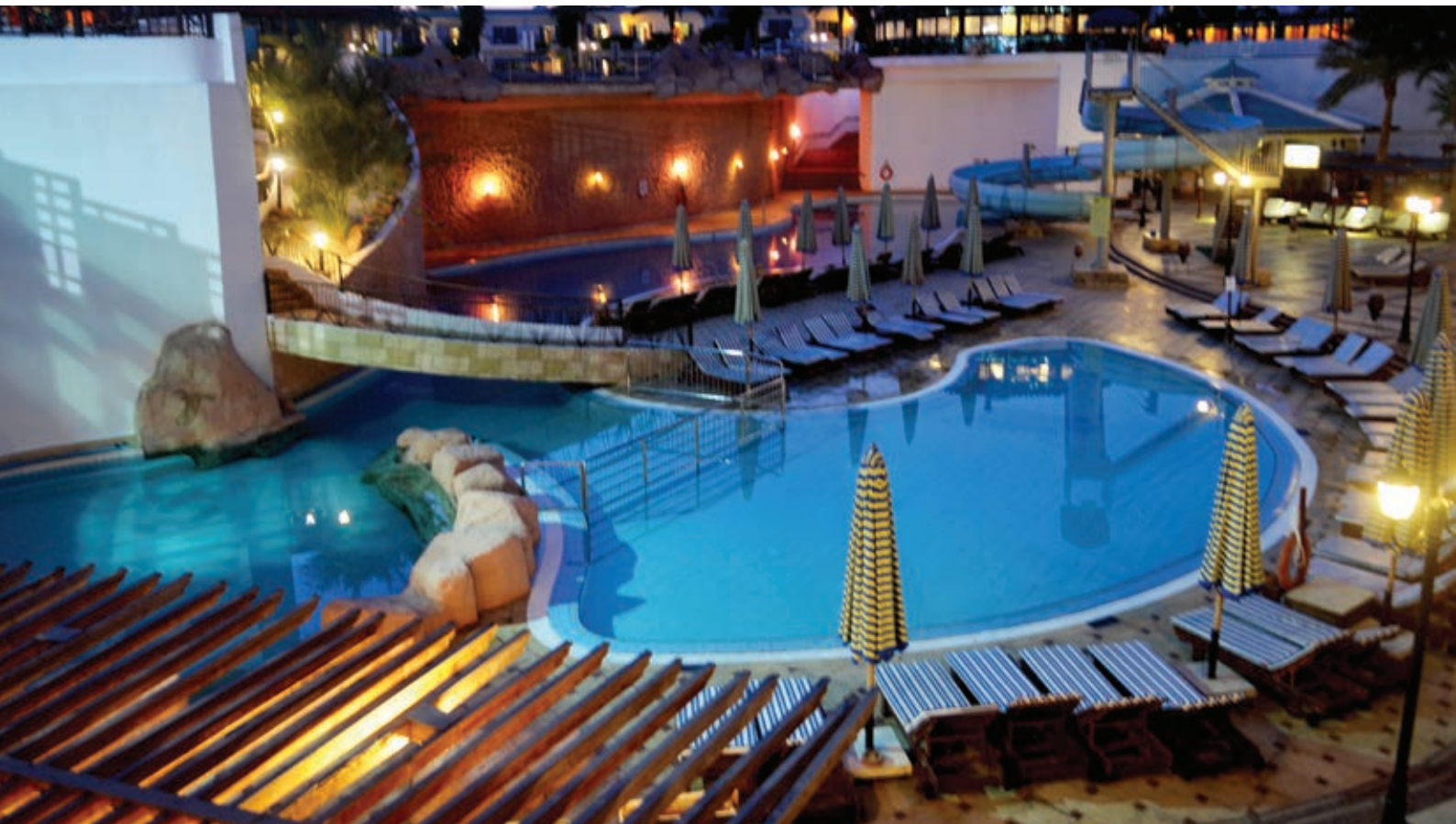# 'An Award-Winning, Automated 5 Star Resort In Egypt'

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This Hotel features a private sandy beach with overwater decks on the Sharks Bay, and 5 palm-framed freshwater pools offering views of the Tiran Island. The air-conditioned rooms at Sultan Gardens offer a brightly colored décor with wooden furnishing and TVs with satellite channels.

There are 5 restaurants, a 24 hr coffee shop, and a lounge bar available at Sultan Gardens Resort. Guests can schedule massage treatments at Sultan's spa, or relax on a wooden lounger on the poolside.

Sultan Gardens Resort is a 5-Star Automated Resort. The benefits of including automation in hotels are increased productivity, lower costs, more accurate forecasts, precise pricing decisions, and a better experience for both staff & guests. Hotel Automation means hotels will run far leaner operations and do more with less.

With the help of this case study, one can understand how hotels can automate most of their operations, bridging the gap between operational expenses and providing value to their guests. Also mentioned are some of the best tools on the market for hotel automation.

The Client's Vision

The Client had requested an established Check-In Kiosk at Reception. For a more efficient, queue-reducing system that eliminates the desk staff working 24 hours, the check-in kiosk proves to be an ideal solution for hotels. Further installations of information kiosks across the hotel as well as distribution of mobile room keys can aid in cost reductions. Another example would be mobile-based request menus, which allow guests to easily ask for products and services using their devices, which can translate into increased revenues for the hotel.

Purpose of Automation in Hotels

Hotel automation systems allow total control over operations, further optimizing processes to reduce costs and increase guest value, such as contactless check-in/checkout processes.

Like the two sides of any coin, disadvantages of hotel automation include the initial high-capital investment, an automated system for a hotel depending on size/scale, usually costs millions of dollars to design, fabricate, and install. Another drawback is the higher level of maintenance required in comparison to a manually operated system, and also automated systems offer a lower degree of flexibility.

However, the benefits of automation for hotels overweighed the disadvantages in the Sultan

Gardens Resort. Automation has proven to bring increased productivity at considerably lower costs and provided a better experience for both staff and guests.

Other systems within the Hotel industry that can be further automated such as travel systems, the ordering processes, inventory management, role assignments, and creation of rooming, transfer, bus, and flight lists, etc. Employees can handle more leads and bookings thanks to automated communications and sales operations. Companies thus can do more business with the same staff. Travel agents, hoteliers, and tour operators can automate document generation, marketing efforts, communication with customers, invoicing, finances, reporting, and other processes. This automation not only reduces the expenses and time spent on day-to-day and periodic activities.

Automations Integrated

Automation improves quality in several ways, by eliminating human error, and improving consistency and accuracy. It allows the creation of more complex goods and possesses the ability to identify errors along the way.

The growing preference for automation in the hotel industry is because it lowers the cost per unit of output, simply put more productivity using fewer resources is achieved. Today automation can
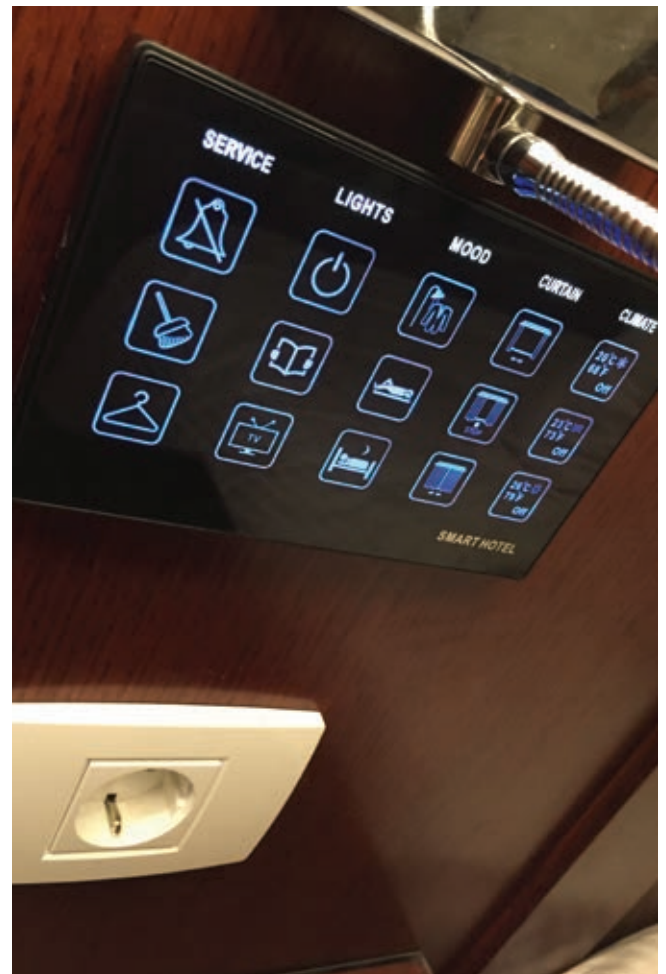
be defined as "the creation and application of technology to monitor and control the production and delivery of products and services."

The three relevant types of automation in hotels are :

- **Fixed automation,**

- **Programmable automation,**

- **Flexible automation**

Hotel automation systems give hotel owners full control over operations while optimizing processes to reduce costs and increase guest satisfaction.

Creating a Smart Hotel includes :

- Guest access automation for contact-less check-ins/check-outs, which means operating without front desk staff.

- Smart app control of lights, TV, fans, blinds, A/C, heating, and all in-stay technology, empowering guest personalization while keeping energy costs low.

- Real-time digital service requests (housekeeping, do not disturb, laundry, and maintenance) with automated notifications so relevant staff are instantly notified.

- Intuitive employee scheduling and task management optimize schedules to reduce staffing costs and distribute workloads evenly.
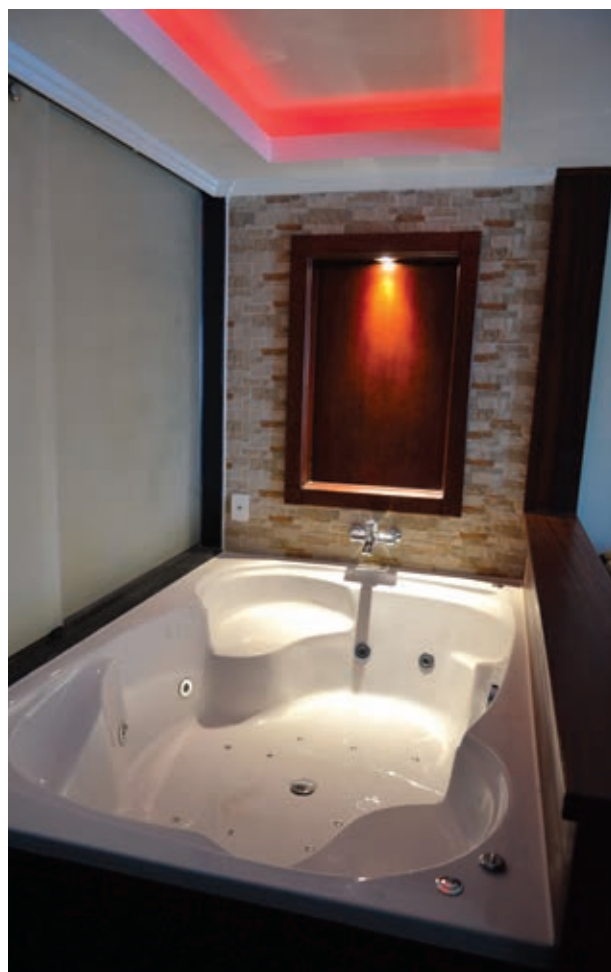
• Hotel automation software should integrate with your PMS to connect all operations (owners, guests, maintenance, customer service, housekeepers, etc.) in one place.

Automation presents an ideal way to maximize operational efficiency with limited hotel staff while providing exceptional quality service to guests. Below mentioned are some ways in which automations benefits hotel owners :

• With remote check-in, guests can show up at the hotel and go directly to their room. They don't need to go to the front desk and wait in line. Without a traditional front desk, the customer service staff is free to provide additional services to guests, ensuring a better quality experience. This is an example of the dramatic lowering in staff numbers while increasing efficiency and improving the guest experience.

• By leveraging guest portals in hotel automation software, guests and staff can interact more effectively and directly via their mobile devices or in-room smart apps. Guests can communicate their needs through apps like Operto without the need to visit or call a busy front desk, for instance, if they need a housekeeper, maintenance, or laundry services. Traditionally, guests would contact the front desk with problems and the front desk would hunt down the relevant person. Hotel automation cuts out the middleman, sending guest requests directly to relevant staff members - meaning you save time and money on staffing costs. The PMS or channel manager probably already has an automated messaging tool—some are even AI-powered, providing smart responses to guest questions. But they often fall short after check-in. The future of hotel automation goes beyond guest booking queries and connects them digitally to staff, devices, and their whole experience through powerful PMS integration.

• Many hotels operate with an employee ratio of one per 10 units. By leveraging hotel automation, hotels are now able to operate with a ratio of 1.5 employees per 24 rooms. That's cutting staff costs by more than half. Guests expect to be able to manage and experience their whole booking in a digitally connected format. Front desk staff are an expensive relic of the hotel industry.

• A considerable portion of operational costs goes to energy costs. By implementing guest room energy control, staff can control and monitor energy consumption improving energy efficiency and cutting costs even further.

- Future-proofing operations are thought worthy of consideration for Hoteliers. By putting automation in place, hotel owners can continue to operate at full potential, no matter what comes our way in the future. As many other hotels are already transitioning to this model, and to stay competitive, hoteliers need to move to more automated operational systems as well.

- Total control over all aspects of the hotel, A hotel automation system gives full control over hotel operations without increasing the workload. Hotel automation tools can integrate directly into a current PMS system, providing a centralized hub to manage everything.

- Guests feel empowered when they can control and personalize their stays, while hoteliers retain control ensuring security, efficiency, and cost-effectiveness.

Hotel access is another area where automation aids in saving time and guest satisfaction, hotel access automation is the 'key'. Traditional keys and key cards are risky as they're easy to lose, these lost keys are an extra inconvenience for staff and guests, and also pose a security risk. Automation solutions like G4 use coded access to get into each room, by generating unique codes for each guest, it enables them to check-in/out by themselves, contact-free, and automatically notifies the relevant staff when the guest leaves.

Listed below are the many systems in hotels that can be controlled via automation:

1. All devices in your building from one interface

2. Energy usage

3. Employee scheduling and task management

4. Staff and guest access

5. Lighting & Fans
6. Blinds/Curtains
7. HVAC systems

The hotel guest rooms use automation systems, similar to those of a smart home. Such guestroom automation doesn't only benefit the guest, these smart features can always hugely reduce the energy costs of a hotel.

Automation Companies Used

Below mentioned are a few automation companies best suitable for hotel automation;

G4 is a comprehensive hotel automation system that gives guests control to personalize their stay while allowing hotels to leverage and lower operational costs. Their operating system seamlessly integrates with the hotel's PMS to connect the booking to all in-stay technology.

G4 also contains a portal for everyone, not just the guests. For instance, housekeepers can get detailed scheduling and real-time updates based on guest check-ins/check-outs. Each staff member receives a unique access code and management can customize permissions based on the level of access each staff member is allowed.G4 automates everything through direct integration with your GRMS.

Mews is a GRMS that helps hotels and hostels automate their operations. Regardless of the size of the hotel or hostel, Mews can handle it. It's based in the cloud and helps hotel management to optimize their processes using its six-product interface. Mews includes a booking engine,

concierge application, payment automation, housekeeping management, payment automation, and more. Plus, they have more integrations than any other PMS, including integration with G4.

Cloud beds is an entirely cloud-based GRMS for small to medium-sized hotels that combine six tools in one system. It features a booking engine, a channel manager that syncs with hundreds of online marketplaces, and a reservation calendar. Its price intelligence index gathers real-time market data to help hotel owners optimize their pricing based on industry benchmarks. The interface is very user-friendly and makes it easy for staff to manage bookings, check-ins, and check-outs. It even integrates with other tools like G4 which allows users to support contactless check-ins/check-outs.

Open Key is a digital key software tool that provides contactless guest room access via a mobile app. The app is available in iOS / Android local language and enables guests to check-in and out of their rooms without having to do so in person. The app also promotes local amenities directly through the platform.

Client's Feedback

Automation is the key to optimizing a hotel, this provides a more efficient experience for guests while minimizing operational expenses. Investing in hotel room automation proves to be an added value to guests and doesn't mean investing in more staff.

By leveraging the hotel automation systems available, any hotel can adapt to the industry's current changes and continue to operate successfully.

Final Takeaway

Automation has been a hot topic in the hospitality industry over the past few months. From AI concierges to electronic butlers to fully robotic hotels, hotels have been embracing this technology to improve their operations and revolutionize the guest experience. The general stance remains that automation has an important place in hotels as long as it does not supplant quality service.

Hotel automation should create a balance such that it complements the human touch. With tangible advantages for both guests and hoteliers, backend issues and problems faced by guests can be tackled using automation technology.