



Case Study:
Hotel 1000 and MTM Luxury Lodging



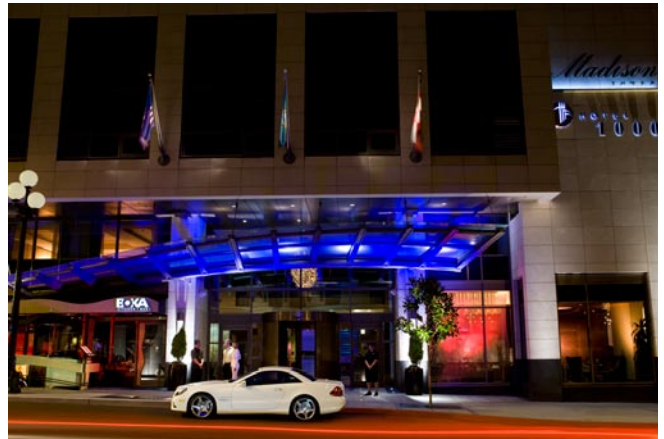
Hotel 1000 and MTM Luxury Lodging

High-Tech Without Losing the Human Touch

The technology used by Hotel 1000, a luxury hotel in downtown Seattle, must serve multiple “audiences,” each with different needs and expectations. During the week, Hotel 1000’s key customers are business travelers who expect the absolute cutting edge in technology—often because they themselves work for the high-tech firms that are defining and creating that very cutting edge. These are guests for whom high-speed Internet access isn’t a selling point—it’s simply expected.

But Hotel 1000, managed by MTM Luxury Lodging of Kirkland, WA, is located in a city that attracts lots of leisure travelers eager to enjoy Pike Place Market, Pioneer Square, great restaurants and a thriving cultural scene. For these guests, Hotel 1000 needs technology that is unobtrusive, reliable, and contributes to a great guest experience for each individual.

In addition to its 120 hotel rooms, the property also includes 47 condominium units whose owners can use hotel services including housekeeping, room service and catering, with charges automatically routed to their monthly bills.



All these different technology “roles” are played, and played well, by a converged network with high degrees of connectivity between Hotel 1000’s guest-facing applications and its back-of-house systems. Central to the property’s technology strategy is its use of systems from PAR Springer-Miller, including the ^{SMS}|Host@ Property Management System and its fully-integrated modules: ^{SMS}|Touch Fine Dining, ^{SMS}|Membership Management, ^{SMS}|Spa/Resort Scheduling and ^{SMS}|Golf Tee Times for the hotel’s golf simulator.

Property Prefers to be on Technology’s Cutting Edge

In addition to PAR Springer-Miller’s wide range of solutions, the company’s leading role in the Hotel Technology Next Generation (HTNG) organization has been a crucial factor in its extensive use by all the MTM properties. Chuck Marratt, MTM’s Vice President of Information Technology, also likes PAR Springer-Miller’s willingness to help the chain stay ahead of the technology curve.

“We’re not afraid to break the mold and do something different. We did that in June 2006 when Hotel 1000 opened with the whole converged network concept. Prior to that, it was only a theoretical white paper.”

Chuck Marratt, Vice President of Information Technology, MTM Luxury Lodging

“Even though MTM is a small company, with only six properties, we’re known within the hospitality industry to be cutting-edge in terms of technology,” says Marratt. “We’re not afraid to beta test products, and we’re not afraid to break the mold and do something different. We did that in June 2006 when Hotel 1000 opened with the whole converged network concept. Prior to that, it was only a theoretical white paper.”

Building on the success of the converged network at Hotel 1000, MTM deployed similar networks at its newest properties, Boston’s Liberty Hotel and the Bardessono in California’s Napa Valley, and it has continued to improve its use of the technology at all three properties.



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For example, since its opening Hotel 1000 has upgraded from T-1 lines to being one of the few properties in the U.S. with a fiber optic Internet connection, providing guests with 100 Mb of bandwidth. All guest room phones offer two-line color display voice over IP (VoIP) technology, allowing guests to receive complimentary local and long distance calls and to view information such as flight data, weather, stock quotes, area dining and entertainment choices and personalized text messaging.

In the hotel's public areas, several kiosks provide access to the hotel's web page, which was designed specifically for Hotel 1000. In addition to printing airline boarding passes, the kiosks make use of Microsoft Virtual Earth®, an advanced mapping program that allows guests to pull up views of the area and zoom in on points of interest. Hotel 1000 also features a table in its studio area with Microsoft Surface™ technology. While it looks just like an ordinary table, the technology recognizes spatial input such as hand movements, and it can interact with other devices, including guests' own wireless phones and PDAs.

Converged Network Helps Tailor Hotel's Customer Service

Hotel 1000 also works hard to personalize each guest's stay, building up extensive customer profiles in SMS|Host and using this data to provide both subtle and noticeable customer service touches. For example, if the profile includes a preferred guest room temperature, upon check-in SMS|Host automatically routes that information to the hotel's INNCOM Energy Management system via an HTNG-based XML interface. The system raises or lowers the room temperature so that it's at the desired level by the time the guest enters.

"Hotel 1000 uses these profile capabilities the most of all our properties," reports Marratt. "A guest's likes and dislikes can be discovered unobtrusively. Based on requests that are made during your stay, we can document these requests and tie them to your profile. For example, if you liked a certain red wine and ordered it while you were here, that would become part of your profile. The next time you stayed with us, we would ensure that we had that wine, and we would also use that information to welcome you."

High-Tech but with a Human Touch

Personalization and a high-touch approach are as important as the property's high-tech mandate. For guests who don't want to use a public space kiosk to get information, Hotel 1000 employs a concierge. A sophisticated wireless communication system used by employees allows them to greet guests by name.

"It's very important for all MTM properties to understand why you're staying there," explains Marratt. "Is it for an anniversary? Do you have a job interview in Seattle? Is it for an important business meeting? We try to tailor your stay based on that purpose, and to ensure that it's going well for you. The staff is made aware of this, and that's why they may ask you how your meeting is going, or put an amenity in your guest room wishing you a happy birthday."

The high-tech/high-touch combination works. According to post-stay guest surveys, "Invariably, what we see in the comments section from the people who rated their stay as 'outstanding' are about actions that were taken based on the guest profile," says John Carter, Manager of Hotel Technology for MTM.



Carter gave the example of a guest who, during the reservation process, mentions that she's coming to the hotel for an anniversary. The chain's central reservations office or the property reservations department notes this information in the guest's profile, and during the guest's stay an action is taken, such as delivering an amenity to the guest's room wishing the couple a happy anniversary. "People are really impressed with the fact that we care enough to notice things from the beginning of the reservation process and throughout their stay, and that we act on that information," says Carter.

The SMS|Host system and the converged network also make it easier for Hotel 1000 to automate charge routing, so that guests who are part of a group that covers certain fees will only see the charges they themselves are responsible for on their individual folios. In addition, full integration with the SMS|Touch fine dining POS system and the system handling in-room minibars allows for real-time posting of these charges, so guests aren't waiting for their folio to update when they're anxious to check out quickly.



"The fact that PAR Springer-Miller is willing to develop these types of interfaces, and is a really a strong participant of HTNG, makes the whole process easier for us," reports Marratt. "When we want to integrate different technologies, not every property management system company says 'We want to make this work.' We've pushed the envelope a bit and PAR Springer-Miller has been right there with us. They're forward-thinking, like we are."

About Hotel 1000

Hotel 1000, open in downtown Seattle since June 26, 2006, features 120 luxury guest rooms, BOKA KITCHEN + BAR, Spaahh and The Golf Club. At Hotel 1000, genuine, caring, personalized service enabled by leading-edge technology and intimate yet spectacular accommodations redefines the luxury experience. Hotel 1000 offers unexpected pleasures, distinctive amenities, anticipative service and a customized experience tailored to any occasion. Located at 1000 First Ave. at the corner of Madison Street, Hotel 1000 is steps away from the waterfront along Elliott Bay, and conveniently centered between Pike Place Market, Seattle Art Museum, the business district and lively and historic Pioneer Square. For more information, please visit www.hotel1000seattle.com

About MTM Luxury Lodging

Seattle-based Hotel 1000 is managed by MTM Luxury Lodging, the Northwest's premier collection of boutique hotels. Amongst its other exquisite properties in the Northwest are Cave B Inn at SageCliffe (by the Gorge); Willows Lodge (Woodinville); and The Woodmark Hotel, Yacht Club & Spa (Kirkland). Other MTM luxury properties from coast-to-coast include The Liberty Hotel (Boston) and Bardessono (Napa Valley). Without exception, MTM managed hotels are among the very best in the markets they serve. For more information, please visit www.mtmluxurylodging.com

About PAR Springer-Miller Systems

PAR Springer-Miller Systems is a leading provider of hospitality management solutions that meet the technology needs of all types of hospitality enterprises including city-center hotels, destination spa and golf properties, timeshare properties and casino resorts worldwide. The SMS|Host Hospitality Management System is distinguished from other property management systems with its truly integrated design and unique approach to guest service. The SMS|Host product suite, including more than 20 seamlessly integrated, guest-centric application modules, provides hotel/resort staff with the tools they need to personalize service, exceed guest expectations and increase revenue. For more information on PAR Springer-Miller Systems, visit our Web site at www.springermiller.com.

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