

New Hotel Vida Downtown Dubai Implements Innovative Technology - InnSpire?



Emaar Hospitality Group, the hospitality and leisure subsidiary of global property developer, Emaar Properties, have announced its new partnership with InnSpire Intelligent Hotel Solutions. The new InnSpire solution has been implemented at Vida Downtown Dubai, the flagship property under the group's newest brand, Vida Hotels and Resorts. . Vida Hotels and Resorts have been conceptualised with the aim of bringing state-of-the-art technology to UAE's hospitality industry.

Vida Hotels and Resorts and InnSpire's partnership has been designed to dramatically enhance the guests' experience within the hotel using their television screen and the guest hand held devices.

Guests will benefit from the latest technology and the best in digital entertainment, social media and technological advancements. InnSpire instantaneously offer guests the latest web based entertainment, music, fun Android games, and IPTV-channels.



Stefan Viard - General Manager of Vida Downtown Dubai

"During the design stages of Vida Downtown Dubai, we took numerous factors into consideration to enhance overall guest experience, which we believe is the brand's differentiating quality. The opportunity to integrate InnSpire presented itself and was a perfect fit for the Vida Hotels and Resorts concept. We are delighted to partner with such a dynamic company that offers a state-of-the-art solutions and is assisting us in revolutionising the way we interact with our guests. For our guests it is as easy as sitting by the poolside and ordering their food and drink from their handheld device. It is an amazing system to play and connect."

Guests can be anywhere in the hotel, from their room to the poolside, and still use the InnSpire system via their own handheld device. The 'any screen' concept, such as an iPhone, iPad, and Android device or the in-room TV can be used to connect to all hotel facilities. Guests can order their room service by using the on screen menu, book their laundry and buy gifts simply with a few clicks. All this can be achieved without downloads or "Apps".

As well as the basic hotel amenities InnSpire has integrated social media to the guest experience. The hotel has the ability to link information and images in their own social media pages on Facebook, LinkedIn, Google and more. For example, guests can "like" the hotel on a social media application like Facebook and the hotel is automatically visible to the whole network, bringing a whole new connected experience for hotel businesses.

Martin Chevalley - CEO of Innspire:

"We are very excited to partner with such an experienced and respected hospitality group as Emaar. We are also very proud to be part of the launch of Vida Hotels and Resorts and what it represents. We believe that the hotel of the future will be embracing technology of this kind. Current hotel in-room systems are old, outdated and more times than not prove expensive to run and are difficult to integrate with other operational systems. With InnSpire you can really work to enhance the customer's experience from the time they walk into the hotel to the time they check out. The InnSpire system brings the hotel's assets to life, it is eco friendly as it is server free and provides the ability for the property to reduce costs. The Sales, Entertainment and Analytics that form the fundamentals of the InnSpire system allow a hotel to showcase their wonderful property while driving additional revenues and capturing data that can prove valuable when looking at customers purchasing patterns."

