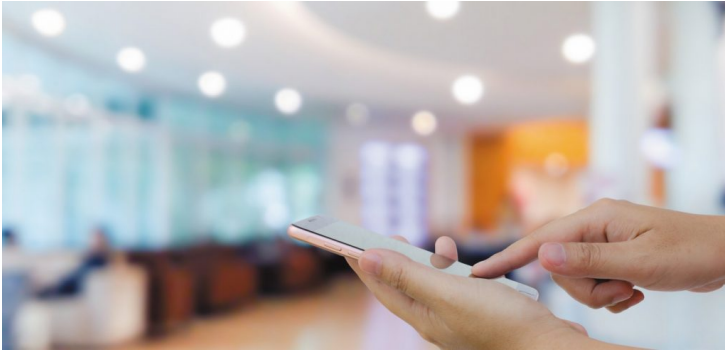


What makes a hotel a smart hotel?



In a recent article in [Today's Hotelier](#), the topic of what makes a hotel a smart hotel was discussed. A group of industry experts were invited to participate, and Dominic Locascio, InnSpire's President for the Americas added to the discussion from his experience. There are so many tools like hotel apps, smart TVs, web apps, and text-based services that can support the traditional concierge and improve the guest experience. I believe that hotels are at the tip of the iceberg in terms of maximizing this potential. The question is, will our industry outsource this expertise or will we integrate and leverage these tools to bring our own knowledge and experience into the process?

Read the full article [here](#).