

MONTCALM HOTEL

The video is an advertisement for the Montcalm Hotel Marble in London. The hotel is peculiar because it is entirely connected through the internet. All the services are provided thanks to a connected device, a watch or a tablet.

THE PATRONS

You can book your reservation, do your checking-in, manage the various indoor-services such as asking for dinner or set the room temperature.

This is a wonderful and amazing experience as you can manage your own services. The client is not bothered and enters the hotel without having to check-in and she is offered a digital key. She feels at home and she does not waste time in checking operations. Whenever she needs dining she can make orders by touching a key on her connected watch or tablet. We have here digital/virtual intelligence at work.

THE MANAGERS

There are many advantages. They have all the information about the customers' desire beforehand so they can anticipate with more data at hand and respond more specifically to the customers' wishes. With the sensors and other TT equipments, the managers can collect sensitive information about the customers' habit which can be helpful to attract potential customers.

THE DISADVANTAGES

However ? despite all the benefits mentioned above, we can notice that with this new kind of hotels, the customers is almost invisible, anonymous. Social contacts are lacking and the hotel contribute to develop distance between people. It is pleasant to be served and have contacts with people who care for your well-being. Besides, with all the sensors set in your room, you are spied all the time which is not acceptable. You don't have a private life. Sensors are recording and analysing all your acts and gestures. This is an infringement on people's rights.