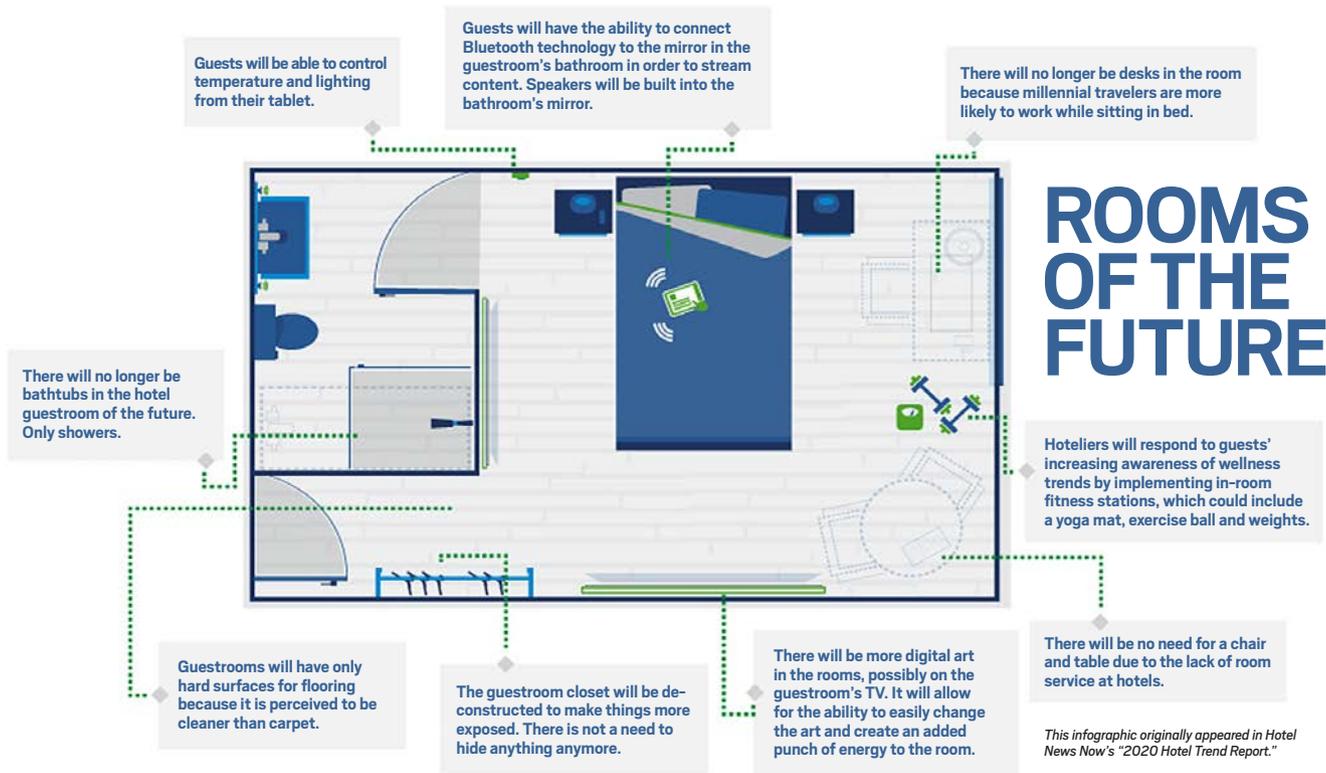


ROOMS OF THE FUTURE



Mobile apps blend high-tech, high touch

Technology is transforming Island hotels, restaurants

By Leslie Lang

Smartphone apps continue to offer the hospitality industry new technologies that might have surprised us even just a handful of years ago.

JobOn is a new mobile app specifically for hospitality and other service companies with high employee turnover rates. It's a customizable job application app where an employer can post a job opening. In response to that opening, an interested applicant can then upload a resume and record short responses to interview questions on his or her mobile device.

It's an improvement over what one hiring manager can handle in a traditional situation: Dozens of hopeful applicants can apply at the same time. The hiring manager can then prescreen applicants and schedule in-person interviews with only the best candidates.

More than 35,000 locations worldwide have used the job application technology, which lets employers not

only check experience, but also see applicants' personality and enthusiasm through their video responses.

"Nearly 100 percent of devices include some sort of camera," says JobOn founder and CEO Jody Presti. "JobOn's application process is even more revolutionary as it puts hiring the best worker right in the palm of your hand."

Another mobile technology that is boldly moving forward: In some hotels now, guests are using their mobile devices to swipe themselves into their rooms—no key or keycard needed. The keyless technology has not yet arrived in Hawaii, although some hotel properties here are paying attention.

Starwood Hotels & Resorts has implemented a mobile, keyless entry system in some of its hotels, and Hilton Worldwide is introducing keyless entry at some of its properties this year.

Currently, Starwood offers its Starwood Preferred Guest (SPG) members keyless rooms at 10 of its Aloft, Element and W Hotels around the world. The company says its keyless entry system will be on 30,000 doors at 150 Aloft, Element and W Hotels by early this year.

"This is just the beginning," says

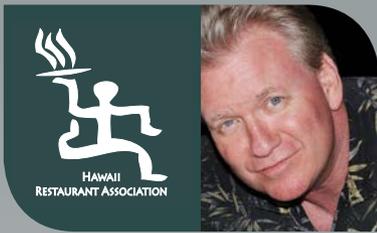
Frits van Paasschen, Starwood president and CEO, "because through mobile we have the opportunity to marry high-tech and high-touch to transform the hotel experience in many exciting ways."

How does it work? The guest registers his or her cell phone through the SPG app, allows push notifications, opts in to SPG Keyless, and then receives a push notification when checked in. When the room is ready, the app updates with the room number and Bluetooth key. At the hotel, guests can proceed directly to the room. He or she simply turns on Bluetooth.

Hilton Worldwide's move into keyless entry is a "next step" for the company. Last summer, the hotel started offering its Hilton HHonors members the ability to use their desktop, mobile or tablet to choose their room location down to the exact room number, as well as to check in. Now the hotel is rolling out a program where Hilton HHonors members will also be able to unlock their room door with their device.

Hilton is pilot-testing its keyless

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Aloha to all in the hospitality and foodservice industry

2015 is well under way and the Hawaii Restaurant Association (HRA) is working hard to support everyone in the industry. We are working closely with many to stay on top of current legislative issues that affect the restaurant and foodservice industry. Our relationship with the National Restaurant Association helps to keep us informed as things come out of Washington, D.C. Locally, we partner with other associations and groups to lobby at the capitol regarding issues that affect our bottom line. If you have an issue or concern, feel free to contact us to discuss.

HRA is also about networking business to business in our industry. This year will include some great events for you, your staff and family to attend: service excellence awards, a golf tournament, hall of fame dinner and more. In addition, you can look forward to an all new member benefits section that will include discounts and money-saving offers at our restaurant and allied members alike.

HRA also has a number of additional cost-saving seminars and ideas that will help you be more profitable in the future. I look forward to meeting with all of you and working together to strengthen the restaurant industry in Hawaii.

Gregg Fraser was named executive director at the Hawaii Restaurant Association, effective on Jan. 1. HRA is currently enhancing its website at www.hawaiirestaurant.org.

Kudos to Hawaii's hardest-working people

Every January, the Hawaii Lodging and Tourism Association (HLTA) recognizes hundreds of the hardest-working people in our hospitality industry at our Na Poe Paahana Awards luncheon.

This year's 25th annual event drew more than 850 guests to the Sheraton Waikiki on Jan. 8 to honor those who truly make visiting the Hawaiian Islands special. I'd like to take this opportunity to recognize them again for their outstanding contributions to Hawai'i's number one industry. Being a winner isn't easy as selection is based on nominations submitted by their supervisors and coworkers.

This year's Outstanding Lodging Employee of the Year was Wayne English, transportation driver at The Westin Kaanapali Ocean Resort Villas. Judges honored him for his exceptional professionalism, superlative service and commitment to giving back to the community.

"His notable acts of kindness and compassion continue, even after seven years of service at this Maui resort," wrote Sasha Tanaka, human resources manager at The Westin Kaanapali Ocean Resort Villas.

HLTA also honored THE Orchid Lei Company as our Allied Member of the Year for its support of Hawaii's visitor industry and the community. For the full list of award winners, see page 13.

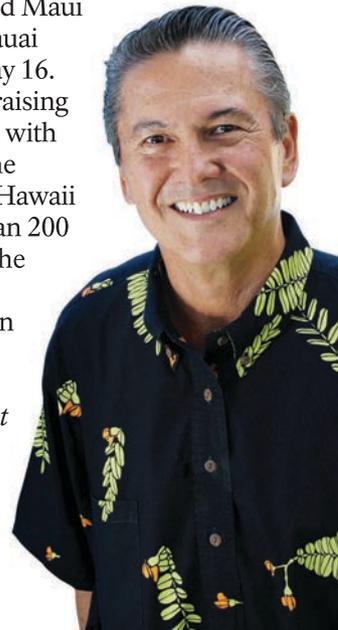
On behalf of HLTA, I extend my

sincere congratulations to all of the winners and mahalo nui loa for keeping Hawaii the most incredible vacation destination on Earth. It's never too early to start thinking about nominations for 2016.

Since 2005, the HLTA, in partnership with the *Honolulu Star-Advertiser* and the Department of Education, have honored one outstanding senior from every public high school in the state who best exemplifies citizenship in school and in the community with a \$1,000 scholarship. Known as the Citizenship Awards, this year's event takes place on April 9.

And mark your calendars for this year's Charity Walk taking place on Molokai and Lanai on May 2, Hawaii Island and Maui on May 9 and Kauai and Oahu on May 16. This year's fundraising goal is \$2 million with 100 percent of the funds staying in Hawaii to serve more than 200 charities across the state. Now that's something we can all get behind.

George D. Szigeti is president and CEO of the Hawaii Lodging and Tourism Association (HLTA).



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entry at 10 of its U.S. properties early this year. Conrad Hotels & Resorts soon after. In the summer, keyless entry will start rolling out at Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts and Canopy by Hilton brands in the U.S.

The app will also allow keyless entry to other areas requiring a "key," such

as fitness centers, executive floors, elevators and parking facilities. To start, it will be available for Apple and Android. In 2016, the mobile entry will be implemented globally across 11 brands.

Outrigger Enterprises Group says it is watching this keyless entry technology, although it doesn't have plans to introduce keyless room entry at its Hawaii properties at present.

"We see keyless entry being more

attractive to the corporate traveler right now and of less value to leisure guests, especially here in Hawaii," says Barry Wallace, executive vice president of hospitality services at Outrigger Enterprises Group.

"Hawaii is about hospitality and being welcomed with aloha. Our guests want to have that personal greeting and interaction with our hosts when checking in." 