

## Case Study: Huntington Hotel Group

# Samsung Displays and Smart TVs Raise the Roof at Silicon Valley Hotels



## Overview

### Customer Need

Huntington Hotel Group wanted the latest in Smart TV and display technology for its newest Marriott SpringHill Suites and Residence Inn hotels in San Jose, Calif. Located in the heart of Silicon Valley, the hotels needed to match the technology experience of guests visiting with tech leaders such as Cisco, Intel and Samsung.

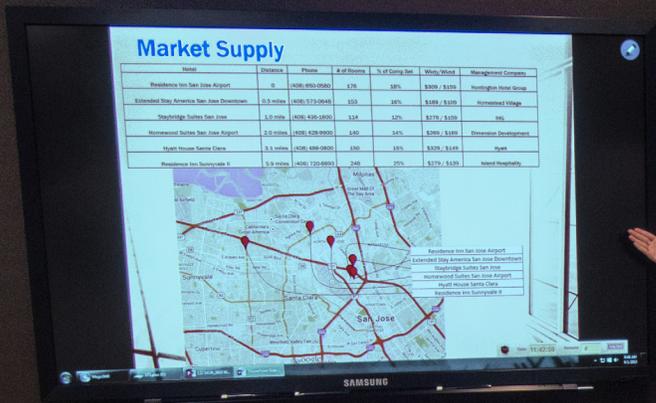
### Samsung Solution

Huntington Hotel Group selected Samsung as a single vendor for all Smart Hospitality TVs, interactive whiteboards and display walls throughout the San Jose Marriott SpringHill Suites and Residence Inn. All hotel rooms are equipped with 48-inch Smart TVs that interact and mirror with mobile devices. Large videowalls in the hallways feature local art and information about local restaurants and attractions. Meeting rooms include 75-inch digital whiteboards with touchscreens.

### Results

The Samsung displays and TVs have been a big hit with area businesses and the new hotels have reached high occupancy levels quickly. Local travel managers are quick to recommend their visitors stay with the hotels and have placed large contracts for corporate meetings throughout the year. The San Jose Marriott SpringHill Suites and Residence Inn are seen as a model for other Huntington Hotel Group properties to follow.

**SAMSUNG**



Huntington Hotel Group (HHG) develops and operates premium, select service hotels across the United States. The group's 24 properties and 3,400 guest rooms include Marriott's Courtyard, Residence Inn, Fairfield Inn brands, as well as Hilton's Garden Inn and Homewood Suites.

HHG recently opened two hotels in the heart of Silicon Valley. The Marriott SpringHill Suites and Marriott Residence Inn hotels are co-located in a single building near the newly expanded San Jose International airport. The combined 321 guest rooms provide comfortable accommodations for both business and personal travelers.

Most of the business guests are in San Jose visiting nearby technology companies such as Google, Facebook, eBay and Cisco. The hotels strive to offer guests the latest in technical amenities on par with the companies they visit.

## The Customer Need: A Silicon Valley Hotel Technology Experience

Early in the planning stages of the San Jose SpringHill Suites and Residence Inn hotels, HHG executives researched the nearby competition and realized that their guest technology consisted of traditional TVs with limited features and meeting rooms with old-fashioned whiteboards and markers. They saw an opportunity to differentiate from the competition by catering to the sophisticated needs of their tech-savvy guests.

"You had people coming to Silicon Valley to visit innovative startups and tech giants who have incredible technology in their offices, only to come back to their hotel rooms and interact with old TVs and meeting rooms with flip charts," says Toby Cheng, Huntington Hotel Group's vice president of sales. "We saw an opportunity to put technology in the hotel that matches or surpasses what they saw during their meetings at the local tech company headquarters."

To accomplish this goal, HHG decided every guest room needed large-screen, high-definition Smart TVs that would easily interact and mirror with guests' mobile devices. They wanted large display walls throughout the hotel to inform and entertain guests, and large digital whiteboards with touch-screen overlays that could out-class meeting rooms at any of the surrounding tech companies.

"Our goal was to create a tech experience that would capture the excitement of Silicon Valley and encourage the surrounding tech businesses to recommend our new hotels to their visitors," Cheng says. "We needed a recognizable brand that's known for offering the latest technology on a stable platform that is reliable and supports future growth, so we can take care of the technology needs of our customers now and in the future."

# The Samsung Solution: Samsung TVs and Displays for a Five-Star Experience

The Huntington Hotel Group selected Samsung as the single brand for all Smart TVs, digital whiteboards and display walls across both properties.

## TV Programs Anywhere, Anytime, and on Any Device

All 321 guest rooms are equipped with 48-inch Samsung 690 Series Smart TVs that can connect and mirror with guests' smartphones and mobile devices. HHG partnered with hotel services provider Guest-Tek to enable screen mirroring on Android and iOS mobile devices. This means guests are no longer limited to just what's on TVs. They can stream any content from sources like Netflix, Hulu or YouTube. The Samsung TVs and Guest-Tek software also enable guests to control their TV directly from their mobile device.

"With Samsung Smart Hospitality TVs and Guest-Tek software, our guests can scroll through the TV guide and go straight to their program from their mobile device," Cheng said. "They can even DVR programs so they never miss a program while at a meeting or business dinner."

## Digital Meeting Rooms

The hotels' six meeting rooms include Samsung 75-inch interactive digital

whiteboards. Guests can use the interactive whiteboards to access the Internet, share content from their mobile devices and use their fingers or stylus to draw or write content. Once completed, the content from the whiteboards can be shared over email.

"The displays essentially become 75-inch tablets for everyone to share in the room," Cheng said. "Our guests can watch videos, create spreadsheets or charts and then email it when they're done. It's no longer necessary to take pictures of a whiteboard or carry large sheets of paper home with them."

## Digital Walls Enhance Modern Décor and Guide Visitors

In the SpringHill Suites lobby, three Samsung 75-inch displays are combined to create an interactive video wall for guests to get information about local restaurants or other attractions and have directions sent to their smartphone.

In the hallway connecting the hotels, large 82-inch Samsung displays exhibit the work of local artists and photographers. And the hotel bar and open areas feature Samsung TVs.

## SMART HOSPITALITY TVs



Smart TVs designed to enhance the guest experience and simplify IT management.

Click here to see the full line up of Samsung Hospitality TVs: [samsung.com/hospitalitytv](http://samsung.com/hospitalitytv)

## SMART SIGNAGE DISPLAYS



High definition displays featuring Samsung's system-on-chip processor, eliminating need for external media player. Select models feature built-in Wi-Fi.

See full line up of Samsung Commercial Displays here: [samsung.com/digitalsignage](http://samsung.com/digitalsignage)

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# The Results: Setting the New Standard for Guest Technology Amenities

The new SpringHill Suites and Residence Inn hotels have been an instant hit with travelers and local businesses. The hotel is operating at high occupancy rates and frequently completely sold out. Much of this success has been credited to the Samsung displays, which were introduced during a successful grand opening that included travel managers from nearby tech companies.

“During the grand opening, we had jaw dropping reactions from everyone who toured the hotel and played with the TVs and displays,” Cheng says. “We had several corporate travel managers who saw the high-tech meeting rooms and the Smart Hospitality TVs and signed large contracts the next day. They said the high-end tech setting was exactly what they wanted their

travelers to experience when visiting San Jose. It’s been a huge success.”

Even with the latest tech amenities, the hotels have been able to keep prices comparable to the surrounding hotels. Given the guest and corporate engagement, HHG is considering similar Samsung display deployments in their other hotels.

“When we designed the digital display footprint for these two hotels it was to meet expectations of travelers in this particular market, but the results are so strong that it will raise the bar in other markets too,” Cheng said. “It’s a prime example of what we need to do to remain competitive overall. Marriott has taken notice and the brand managers are very excited about what we’re doing here in Silicon Valley.”

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