Fact Sheet

6 November 2019

HOTEL INDUSTRY DIGITAL PLAN (IDP)

Background

Hotel Industry is a key pillar in the Tourism sector, and play an important part in strengthening Singapore's status as a vibrant global city that is a magnet for capital, business and talent. With more than 400 properties offering 67,000 rooms island wide, the Hotel Industry contributes to $4 billion dollars of tourist receipts and employs 35,000. Hotels, as an industry, also supports Singapore's business hub positioning, and fuels growth in other related industries such as Retail, Food and Beverage (F&B), and Meetings, Incentives, Conventions and Exhibitions (MICE).

However, the Hotel Industry also faces its own set of challenges. Changing customer expectations, slower workforce growth and increasing competition is driving the need for the Hotel Industry to innovate and transform. Hence, there is an increasing need for hotels to be on the lookout for solutions to improve manpower productivity, enhance guest experience and deliver greater value.

Hotel Industry Digital Plan

The Hotel Industry Digital Plan (IDP) is developed by Infocomm Media Development Authority ("**IMDA**") in partnership with Singapore Tourism Board ("**STB**"), and SkillsFuture Singapore ("**SSG**"), to guide enterprises, including SMEs, in the hotel industry as they embark on digital transformation efforts.
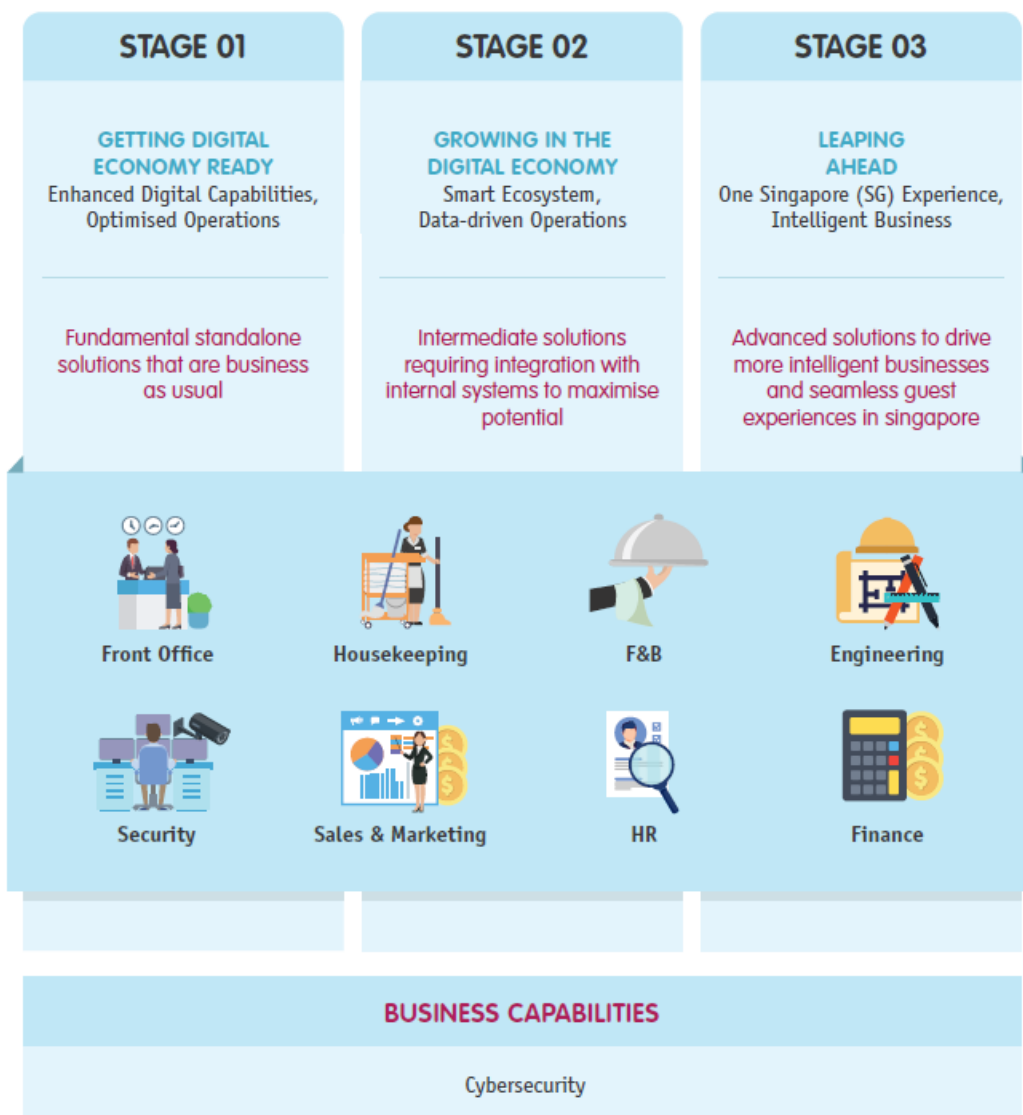
The Hotel IDP, aligned to the Hotel Industry Transformation Map (ITM), is part of the SMEs Go Digital programme designed to make going digital simple for the hotel Industry.

The IDP provides the industry with an easy-to-use, step-by-step guide on the digital solutions to adopt at each stage of their growth. It also includes a **Digital Roadmap for Training** to ensure that the industry's workforce is adequately prepared with the necessary skills and mindset to adopt digital solutions, and is ready for changes that come with digital transformation.

Broadly, the IDP covers 3 stages.

- **Stage 1: Getting Digital Economy Ready.** Digital solutions listed in stage 1 will enable Hotels to enhance digital capabilities, optimise operations and improve productivity.

- **Stage 2: Growing in the Digital Economy.** Hotels looking to enhance guest experience further can leverage Stage 2 solutions that would tap on data driven insights and integration across systems within and beyond the hotel's ecosystem.

- **Stage 3: Leaping Ahead.** Hotels exploring advanced solutions for higher levels of automation; as well as providing guests with a seamless overall experience in Singapore can tap into STB's Technology Resources.

For more information on the Hotel IDP, visit: http://www.go.gov.sg/imda-hotel-idp.

STAGE 01	STAGE 02	STAGE 03
GETTING DIGITAL ECONOMY READY Enhanced Digital Capabilities, Optimised Operations	**GROWING IN THE DIGITAL ECONOMY** Smart Ecosystem, Data-driven Operations	**LEAPING AHEAD** One Singapore (SG) Experience, Intelligent Business
Fundamental standalone solutions that are business as usual	Intermediate solutions requiring integration with internal systems to maximise potential	Advanced solutions to drive more intelligent businesses and seamless guest experiences in singapore

Front Office   Housekeeping   F&B   Engineering

Security   Sales & Marketing   HR   Finance

BUSINESS CAPABILITIES

Cybersecurity

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SMEs Go Digital

The sector-specific IDPs are central to the SMEs Go Digital programme[1], which comprises the following:

- **Consultancy Services**

  For a more comprehensive review of their business, SMEs can approach Business Advisors at their nearest **SME Centre**[2] for business diagnosis and advisory on digital solutions relevant to their operations. SMEs that require specialist consultancy on sophisticated technologies, such as data analytics and cybersecurity, will be referred to the Principal Consultants at the **SME Digital Tech Hub**[3]. These digital consultancy services are provided at no cost to SMEs.

- **Project Management Services**

  SMEs can also engage **Project Management Services**[4] to support them in the implementation of digital solutions. The project managers can help with business processes re-engineering and job redesign to get the maximum benefits and have more sustainable outcomes from going digital.

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[1] www.imda.gov.sg/SMEsGoDigital
[2] List of SME Centres can be found here
[3] http://www.digitaltechhub.sg
[4] Project Management Services can be accessed here

- **Pre-Approved Solutions**

  SMEs looking to build core digital competencies and optimise operations can choose from the list of pre-approved solutions on Tech Depot and receive grant support for eligible projects. Tech Depot is a one-stop, centralised platform aimed at improving SMEs' access to technology and digital solutions. SMEs can visit www.smeportal.sg/techdepot for more information.

  SMEs can also participate in digital sector projects that are initiated jointly by IMDA and industry leaders. Such projects pilot new digital solutions or platforms that have the potential to uplift the whole sector.

- **Start Digital**

  For SMEs that are just starting their business or are new to digital technology, they can take up a Start Digital Pack[5] to start their business right with foundational and competitively-priced digital solutions. New SMEs can take up any two solutions free for at least six months with a minimum 18-month contract period from five categories: Accounting, Human Resources Management & Payroll, Digital Marketing, Digital Transactions and Cybersecurity. The solutions are pre-approved by IMDA and offered by Start Digital Partners like DBS, Maybank, OCBC, Singtel, StarHub and UOB.

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

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[5] www.imda.gov.sg/StartDigital

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