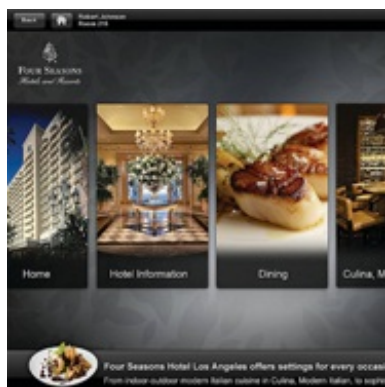


MOBILE

Four Seasons Hotel Los Angeles at Beverly Hills sees high traffic on in-room iPads

November 14, 2011



By KAYLA HUTZLER

The Four Seasons Hotel Los Angeles at Beverly Hills last week completed the installation of 285 iPads in its guest rooms and suites, which are already proving popular with the hotel's trendy guests.

[Sign up now](#)

[Luxury Daily](#)

The property has already had more 1,200 guests use the in-room iPads to order room-service, make spa appointments and research local attractions. The Four Seasons Los Angeles claims it is the first hotel on the West Coast to use the Interactive Customer Experience technology by Intelity to power the in-room devices.

“We want to offer cutting-edge technology to our guests and truly believe in the ICE technology with iPad 2 devices,” said Kim Kessler, director of public relations at the [Four Seasons Hotel Los Angeles at Beverly Hills](#), Los Angeles.

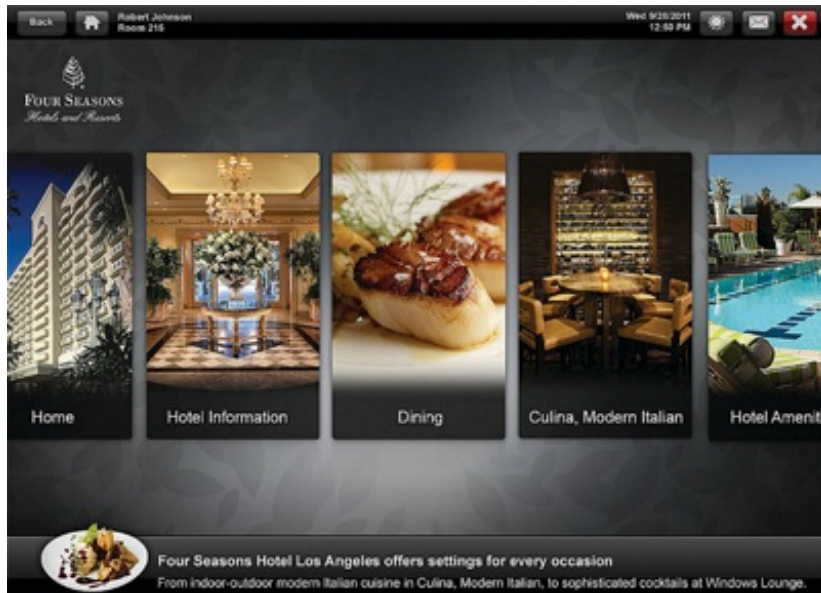
“Although it was a big investment, our guests are very savvy and we thought it was the ideal and valuable addition for our guestrooms following the recent \$35 million renovation of the hotel, which was completed

ICE streams

Four Seasons guests can use the in-room iPads to order room service, make dinner reservations at the hotel's restaurants and schedule appointments at the spa.

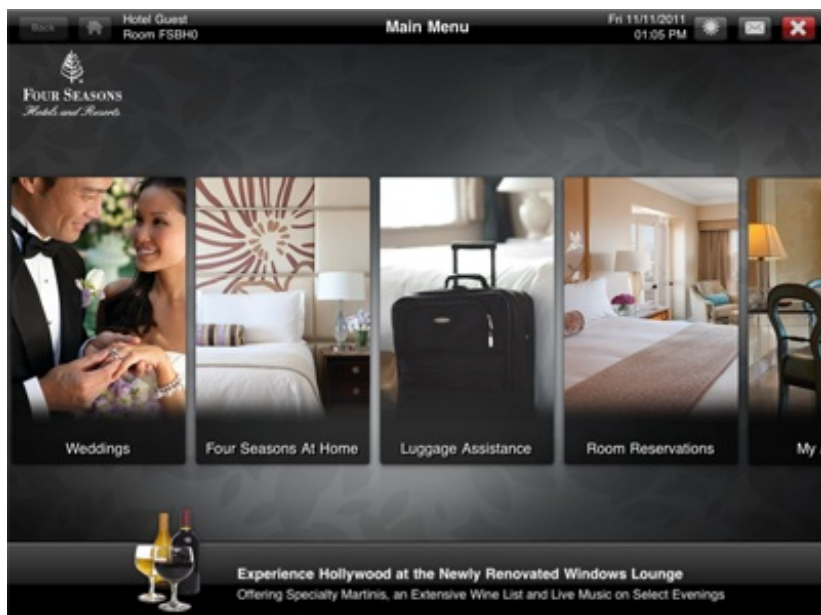
The iPads can also be used to make housekeeping requests such as the number of towels or pillows a guest would like.

Additionally, valet parking and transportation services to and from the airport can be arranged using the ICE technology on the iPads.



Guests can also use the iPads to learn more about local attractions and events.

Additionally, the tablets can be used to learn more information about weddings at the hotel, the hotel linens and make future reservations.



The iPads have been instrumental in shortening wait time since the requests are put directly through to the correct person in charge, according to Ms. Kessler.

Indeed, the hotel has seen 51,000 impressions on the iPads in the week since the installation was finished.

“The main benefit is that the order is more seamless and our guests seem to be impressed

with the new technology and iPad 2 devices in every guestroom,” Ms. Kessler said.

Plush efforts

The Four Seasons Hotel Los Angeles at Beverly Hills has lately been doing a lot to impress its trendy, technologically savvy guests.

The hotel completed a \$35 million renovation last year that included placing 42- and 50-inch flat-screen televisions in every room.

Additionally, a number of the suites were fiber-optic-wired to allow for live broadcast opportunities.

Guests can also request Jambox Wi-Fi speakers for their room.

The hotel’s technology and entertainment focus makes sense given its Los Angeles location and its trendy, affluent clientele.



Many hotels are experimenting with tablets to increase the customer experience during their stay.

For example, the St. Regis hotel in New York’s e-butler app acts as a virtual concierge for hotel guests, allowing them to browse restaurant, shopping and event suggestions as well as make reservations through the app ([see story](#)).

Taking it one step further, The Plaza hotel in New York implemented a digital concierge service that allows guests to order room service, book spa appointments, contact a concierge and make dinner reservations through in-room televisions, laptops and iPads ([see story](#)).

“This is ideal for many of our guests who are business executives and prefer to place orders and conduct research online versus taking the time to call room service or meet with our concierge,” Ms. Kessler said.

“This is unique as we are the first Four Seasons property in the world to offer this

technology and the first hotel on the West Coast,” she said. “The technology is advanced, yet definitely the wave of the future.”

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.