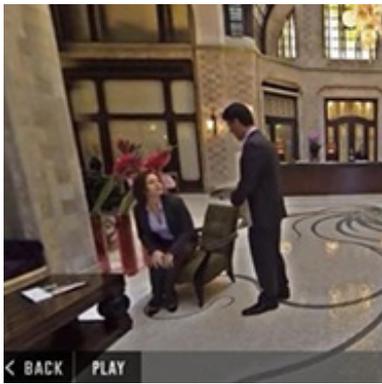


MOBILE

Four Seasons Budapest improves guest research ability via immersive app

June 3, 2014



Four Seasons Budapest Room360 app

By JOE MCCARTHY

Four Seasons Hotel Gresham Palace Budapest is letting prospective guests explore the property beforehand with a 360-degree immersive application.

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Luxury Daily

The Room360 app uses spherical filming technology for relatively seamless tours of the property's interior. As consumers continue to increase the amount of research they do prior to a trip, brands will have to meet the demand with similar apps and content.

"These apps can make the process easier for guests, and often more tailored to personal preferences," said [Damon M. Banks](#), freelance journalist and media consultant, New York.

"Once guests are at the property, they can often receive a more localized experience," he said.

Mr. Banks is not affiliated with Four Seasons, but agreed to comment as an industry expert.

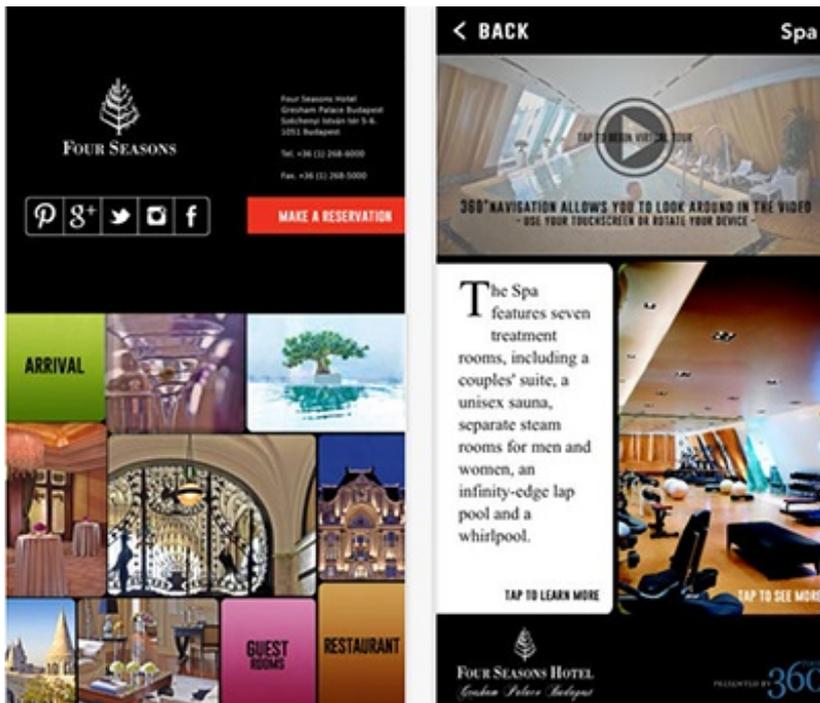
[Four Seasons Budapest](#) did not respond by press deadline. The app was developed by Room360.

Go ahead

Four Season's Room360 app strives to be an all-in-one research and companion app. Prior to a visit, guests can tour the property, learn about hotel amenities and local attractions and also make reservations. The app also links to social pages so guests can discover the latest news. Voice narration accompanies some of the filmed tours.

During a stay, guests can use the app to request information, communicate with the front desk and book services. Business guests can conduct video conferences through the app.

After a stay, guests can receive special offers for future visits and communicate with the property if they have any suggestions or qualms.



Four Seasons Budapest app

The property is highlighting the immersive tours while promoting the app.

As a film of the property runs, users can freely rotate the app as if moving through different parts of the property. Virtual guests can travel to areas of the hotel including suites, the bar, the restaurant and the pool. Consumers can also use the touchscreen features for mobility.

Embedded Video: [//www.youtube.com/embed/J5k3xsnjUHU](https://www.youtube.com/embed/J5k3xsnjUHU)

Room360 Promo film

The app can be downloaded [here](#) and is available for tablets, smart phones and can also be accessed online.

Held accountable

As information becomes more abundant and accessible, consumers are becoming experts prior to making purchases. Recent studies have found interesting research patterns among consumers.

For instance, British consumers are 11 percent more likely to access travel content on their smartphones than their United States counterparts, according to a new study from Expedia Media Solutions.

The study also found that 30 percent of Internet traffic is conducted on mobile devices in the United Kingdom, while 22 percent of traffic is similarly conducted in the U.S. The continued potential in the U.S. for mobile obviously dwarfs the potential across the Atlantic, but the report encourages brands to up their mobile game in Britain to take advantage of this consumer enthusiasm ([see story](#)).

Also, a report by Boston Consulting Group explores the online shopping tendencies of Chinese consumers such as a widely-held penchant for researching products at length.

"The Chinese Digital Consumer in a Multichannel World" report explains that the number of Chinese online shoppers is expected to reach 380 million by 2016, which presents brands with huge swaths of potential customers. Any giddiness marketers feel at such a prospect should be tempered by the fact that only .5 percent of online activity is conducted on brand or company Web sites ([see story](#)).

When brands are able to insert themselves into the research process, they can better shape consumer perception.

"It seems that if a brand has the means to develop and offer an app that is properly developed and executed, it's a wise investment, long term," Mr. Banks said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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