

Problem Statements for Travel Agent Innovation Challenge

S/N	Statements
1	How might we enable Travel Agents (TAs) to know what their target segment is researching on today so that they stay up-to-date on customer demand and gain first-hand insights on a destination, so as to create fresh and relevant itineraries?
2	How might we gather and use data to anticipate customer behaviour and preferences so that TAs can better retain customers?
3	How might we enable TAs to co-research and co-create a trip with customers so that the itinerary is personalised while also allowing customers to retain a sense of control in their trip?
4	How might we better connect TAs to their customers at every point in the trip from booking to travelling to post-trip so that they feel taken care of throughout their journey?
5	How might we enable TAs to leverage latest technology trends (e.g. Gamification, AR/VR, IoT/wearables), so that they can enhance the delivery of in-destination tour experiences and activities, as well as facilitate the visitor's ease of travel, navigation and transactions?

Problem Statements for Hotel Innovation Challenge

S/N	Statements
1a	How might we automate the regulatory checks required as part of the check-in and check-out processes to save on Front Office manpower hours?
1b	How might we collect guests' preferences before they arrive at the front desk?
2	How might we enable effective maintenance of building and guestroom facilities through the use of sensor technology and analytics to monitor performance and detect failure?
3	How might we enable tracking of inventory and auto-trigger procurement of commonly used items e.g. beverages, linen, amenities etc?
4a	Linen & Bed Making: How might we autonomously transport dirty linen from hotel rooms to the back-of-house collection point?
4b	Linen & Bed Making: How might we enable hotels to automatically share count of linen sent to and returned by the laundry vendor?
4c	Linen & Bed Making: How might we enable housekeepers to speed up the room-cleaning process by making a bed faster?
5	How might we enable easy location of luggage stored away by the bellman at point of retrieval?
6	How might we automate personalised recommendations for guest itineraries so that it reduces the Concierge's workload?

7a	Next generation customer engagement: How might we allow hotels to communicate and elicit guest feedback from alternative channels e.g. social media, messaging apps, to perform service recovery or raise service standards?
7b	Next generation customer engagement: How might we enable hotels to cater to guests' preferences effectively and raise service standards and increase revenue as a result?