



2022 ISHA AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by September 1, 2021 through August 31, 2022.

Name JOE SAVARISE Title PRESIDENT & CEO
Association OHIO HOTEL & LODGING ASSOCIATION Email joe@ohla.org
City COLUMBUS State OHIO Zip 43215
Phone (614) 461-6462 Fax NA

Entry Category:

Education/Workforce Development – A program or project that introduces new employees, demonstrates an effective training mechanism, or otherwise enhances knowledge of our industry.

Events and Fundraising – A program or project that clearly raised significant funds for a industry related cause and/or an event that experienced a dramatic increase in attendance, industry visibility and/or net profitability.

Governmental Affairs – A program or project that effectively communicates the message of governmental activities, or demonstrates success in championing an industry cause.

Member Programs – A program or project that shows performance results through increases in members or retention of members.

Public Relations – A program or project that positively highlights the activities of the association to external audiences.

Communications – A program or project that positively impacts the association's communication to members and stakeholders.

Please respond to the following questions on a separate piece of paper.

1. Title of Program
2. Goals & Objectives of Program
3. Target Audience
4. Results of Program
5. Evaluation Measures
6. How was the program presented to the Target audience?
7. Addition information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 12, 2022



Title of Program: OHLA Innovation & Technology Initiative

Goals & Objectives: Being a people-serving-people business, as we emerge from pandemic the service industry must evolve to meet the changing demands of guests, while improving the levels of service, strengthening financial positions for owners, and optimizing operational efficiencies. The integration of technology solutions as stand-alone systems or in support of associates is a necessity for our industry. Limited availability of workers threatens the service industry's capabilities to perform in a way that meets the expectations of our guests. A new generation of travelers, comfortable with technology, will see value in hotels that are adaptable with technology solutions allowing self-service, mobility and creating a better guest experience. Transparency and accountability for cleanliness and the provision of safe solutions is the new standard that can only be met by continuing to innovate while integrating technology solutions, robotic or otherwise. The hospitality industry lags other sectors in the development and adoption of technology specific to our businesses. We need to up our game on innovation to successfully address workforce challenges, sustainability, economic viability, and consumer demand.

OHLA's Innovation & Technology initiative was created to bring new partners with needed solutions into our industry, to identify pain points for hotels that can be addressed through creation and adoption of new ideas, to support emerging technologies in the hospitality space through R&D, funding, marketing and promotion, and to involve public agencies with resources in helping facilitate these solutions.

Target Audience: An idea born of discussion among officers, board members, and key members and partners of OHLA, the *Innovation & Technology* initiative started with the formulation of an all-new committee and supporting working groups which include hotel brands, owners, management companies and operators; leaders of technology companies; venture capitalists; academics; inventors; entrepreneurs; experts in government grants and economic development programs. This core group developed outreach and programming aimed at the tech sector, and at hotels and related businesses. Every hotel member, Allied Member, and travel economy partner is informed about and can benefit from our *Innovation & Technology* initiative.

Results of Program: OHLA's *Innovation & Technology* initiative has greatly expanded the organization's membership, revenue, partnerships, visibility, engagement levels, and ROI. It has created a dramatic increase in visibility and net profitability. Our organization has become a technology innovator, working directly with companies and entities not previously engaged with the hospitality industry. We are developing new solutions for hotels while providing immediately available solutions as options for hotels and those who do business with hotels.

Key results to date include:

- New investments in OHLA at record-breaking levels from new members and sponsors in the technology space. One single new member sponsorship for 2022 totaled \$45,000.
- In just the past 12 months, OHLA has realized more than \$100,000 in additional investment specifically for Innovation & Technology, new dollars not available previously and not diverted from other investments. That number continues to grow.

(continued)

Entry Category: Events and Fundraising

State: Ohio

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- 18 new Allied Member companies
 - 8 new Annual Conference exhibitors
 - 10 all-new sponsors of OHLA events and programs
 - 50 new active Allied Member prospects
 - Media coverage of technology solutions and our industry
- Creation of a “White Paper” on the **Integration of Technology in the Service Industry** laying out the strategic ideas and how the association can make an impact.
- Creation of the OHLA “Call for Solutions” program. This allows tech companies to submit their solutions through a dedicated online portal for consideration and judging by the OHLA Innovation & Technology Committee. These are vetted for development opportunities, and the top solutions are featured at the OHLA Annual Conference, with voting for a “Member’s Choice” winner at the event. In just over a year, more than 130 solutions have been submitted through the portal for consideration.
- Launch of the OHLA Ideation Workshop. This program is facilitated by experts to help hoteliers and partners envision new ideas and approaches to how they do business. The outcome of the Ideation Workshop is to build the hotel of tomorrow – but to do that today, not years down the road. The Ideation Workshop produced six viable concepts that the initiative is now moving forward to develop. (Banded Mobile Care Community on Wheels; Gig Worker Staffing; Immersive Experience; Individual Custom Designed Hotel Stays; Virtual Reality; Wearable Tech for Staff)
- Hosting of multiple “**Robot Roadshows.**” In partnership with national autonomous security robot (ASR) firm Knightscope, OHLA brought the company’s NASA-like demonstration pod to Ohio to educate and inform hotels and other partners about this critical solution. Hotels and other entities in Ohio are already procuring ASR technology as a result of these events.

See attached for examples of information produced by OHLA.

Evaluation Measures: The impact of this strategic initiative is long-term, but along the way it has produced visible and measurable results:

- New Allied Member company growth – 18 new member companies in 12 months.
- Revenue growth – record-breaking sponsorships including a single sponsorship for \$45,000 and more than \$100,000 in additional investment specifically for Innovation & Technology.
- Increased prospect pipeline, with 50 active Allied Member prospects and more than 130 companies in the “Call for Solutions” program.
- Growth in membership and retention in hotel members specifically interested in Innovation & Technology. This includes engagement by the only hotel brand headquartered in Ohio (Red Roof) and has created interest within the Asian-American owner community, with strong representation on the *Innovation & Technology* committee.

(continued)

How the program was presented to the target audiences: OHLA has made *Innovation & Technology* part of our core focus, and positions the program that way with the general membership. An all-new brand was created for the initiative. Regular updates are provided via regular communications, new Innovation & Technology communications, social media, and in person events. Special events such as networking dinners, demonstrations and transformative events like the Ideation Workshop allow us to expose and involve members and partners in person. Video content helps demonstrate the ideas and energy.

See video of [Ideation Workshop in action.](#)

See video of [technology concept for virtual concierge.](#)

Additional information: While the requirements for this award category include numbers, and while the *Innovation & Technology* initiative has and will continue to deliver those, this idea is also about something much larger and more strategic. Through this program, we have the opportunity to help drive the transformation of the industry. Hoteliers and partners are energized by that opportunity and want to be part of it. We are certain from member surveys, comments and feedback that our leadership in this area is recognized and appreciated for the ROI it will provide short-term and long-term. Injecting positive energy and the ability to make a difference into the daily experience of any hotelier these days is itself worth its weight in gold. The measurement of energy and emotion behind this program is “off-the-charts.”

See attached for examples for more information about the program.

INSPIRE THE FUTURE

Innovation & Technology in Practice



WHAT IS IT? A Dream Workshop is an ideation session designed to provide unique, disruptive, innovative solutions to help our hospitality community solve some of the hardest problems at hand.

Mission Statement:

Reinvent the lodging experience with sustainability, health & wellness and robotics in mind; creating immediate, short-term & long-term solutions that operationalize workflow and improve the guest & employee experience.

PROJECT KICK-OFF

Define mission statement & deliverables



INSPIRE PHASE

Research report presented by "Core Team"



Team created dream boards to share + build innovative ideas to create hyper-personalized amenities, collaborative education, unique experiences, meet changing demands and discover new cultures.

LABOR

There are three key aspects of labor to address — a labor shortage to fill open positions, the need for innovation in HR/people operations, and solutions to improve operational efficiencies while mitigating injury for repetitive tasks.

SUPPLY CHAIN/INVENTORY

Finding opportunities for efficiency & sustainability in supply chain management, including tracking supplies & locating alternative suppliers; and solutions for more seamless, automated inventory management systems.

COMMUNICATION

Enhancing existing technology and innovation to streamline inter-department communications, including emergency communication

PROPERTY MANAGEMENT

Property Management Systems to manage rate and inventory for the lodging property, while increasing revenue.

GUEST EXPERIENCE/DELIVERY

Utilizing robotics and automation for labor intensive tasks, increasing staff efficiency, which can improve the guest experience.



PROBLEMS & SOLUTIONS

CONCEPT 1 BRANDED MOBILE COMMUNITY CARE ON WHEELS

Mobile hotel units that can be used for both profit and nonprofit lodging. Bringing a better connection between the hotel and the community.

CONCEPT 2 GETTING GIGY WITH IT

A hotel designed to be staffed solely by gig workers, receiving a percentage of ownership or profits in addition to gig pay.

CONCEPT 3 IMMERSIVE EXPERIENCE

Creating a new personalized lodging and marketplace experience for our hotel guests, through the use of VR/AR. Fostering a shared community experience from your hotel room to our virtual experiences.

CONCEPT 4 MY HOMETel

A lodging experience designed specifically for me, from the type of bedding to my Alexa all the way to my favorite shows and movies on TV, my home away from home.

CONCEPT 5 REALLY UNREAL REALITY

My hotel wearable NFT key, allows me to have a memory of my stay as well as a way to monetize the NFT if I decide to sell it.

CONCEPT 6 TECH CARES

By using new wearable and robotic technology, our staff can be better connected, feel safer and reduce injuries, allowing us to work more efficiently and feel part of the whole team.

DREAM PHASE

2-day Ideation Workshop



AWAKEN PHASE

3-6 digital concepts formed by Koala Team

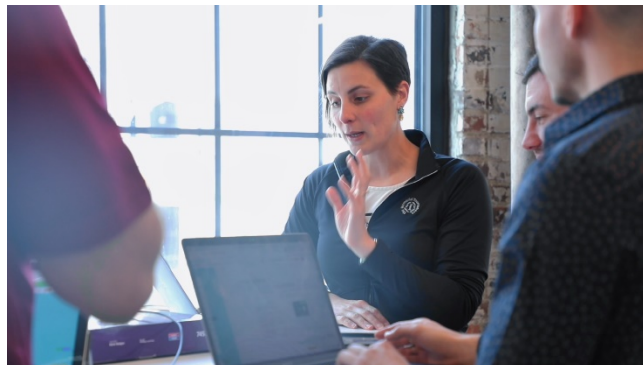
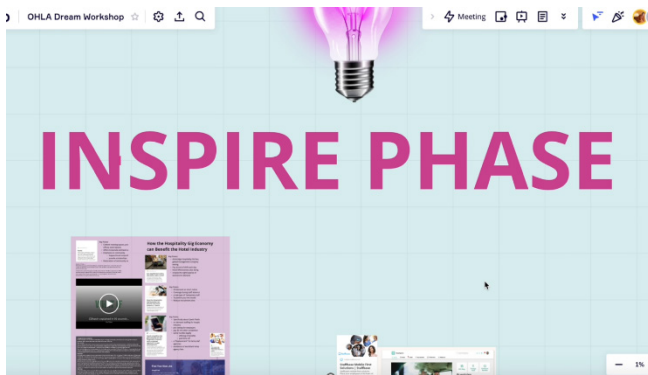
OHLA x Awaken Koala are furthering these 6 concepts into quickly-available solutions that will be game changers for the hospitality industry.



175 S. Third Street, Suite 170 • Columbus, OH 43215
(614) 461-6462 • info@ohla.org © 2022



Ideation Workshop Process





Call for Solutions for Hospitality Industry

The Ohio Hotel & Lodging Association (OHLA) Innovation & Technology Committee is hosting a reverse pitch program to discover, vet, and implement a set of novel, technology-based products and services to help solve some of the most pressing operational challenges in labor, supply chain/inventory management, communication, property management and guest experience/delivery to improve the hospitality industry.

We are seeking submissions from research institutions, nascent tech firms, and leading commercial providers to submit their new and existing offerings for consideration in this year's contest by **October 1, 2022.**

Learn more about Call for Solutions or Submit your solution here: www.callforsolutions.org.

In 2021, we received over 60 submissions for our first reverse pitch round, awarding three solutions top prize in the areas of sustainability and robotics/automation. To learn more about these solutions, check out ohiolodging.com/innovation - Projects & Pitch Programs.

For more information about OHLA's Innovation & Technology initiatives and opportunities, contact:



Halle Markwas
Director of Strategy & Engagement
Ohio Hotel & Lodging Association
175 South Third Street, Suite 170
Columbus, OH 43215
(614) 461-6462
halle@ohla.org



The Robot Roadshow Has Landed

You are invited to meet Knightscope's Autonomous Security Robots in person! These crime-fighting robots are touring the US and will be on display for a limited time. Visit this space-age POD and experience all the technology that is enabling these robots to help make sites safer across 5 US time zones today.

When

4 May 2022
10:00am to 2:00pm ET

Where

Columbus, OH - Marriott Columbus OSU
3100 Olentangy River Rd, Columbus, OH 43202



ROBOT ROADSHOW



Knightscope is on a long-term mission to make the United States of America the safest country in the world and has deployed its crime-fighting Autonomous Security Robots (ASRs) on a U.S. tour to show you how! The Robot Roadshow is a hybrid physical and virtual event where Knightscope technologies are made available for people to experience in a fun, interactive and in-person format. A short video of a past event hosted by the Los Angeles Police Department may be viewed [here](#).

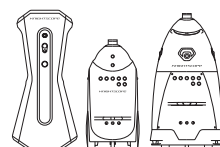
ATTEND THE ROBOT ROADSHOW

Visit this space-age, NASA-like “pod” and experience all the technology that is enabling these robots to help make sites from Hawaii to Rhode Island safer today. Each Roadshow landing is virtually attended by a Knightscope expert, and visitors will be able to interact directly with each of our ASRs and see the Knightscope Security Operations Center (KSOC) user interface in action. These best-in-class security solutions provide additional eyes and ears that augment security programs to improve public safety and reduce security spend. Clients, investors and the media are all welcome to attend to learn more at each location.

Robot Roadshow landings are typically held from 10:00am – 2:00pm local time, but times vary based on the venue. There is no charge to participate in or visit the Roadshow and available slots fill up fast, so RSVPs are recommended.

HOST THE ROBOT ROADSHOW

Forget having to drive to another venue – host the Robot Roadshow at your location! We are planning to hit as many major cities as we can in 2022. If you would like us to consider your site for a landing, we’d love to hear from you. Volunteer to host the Robot Roadshow by filling out the Host Form [here](#).



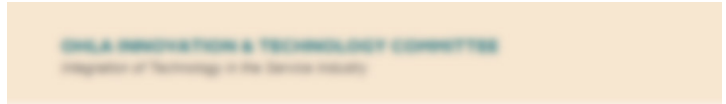
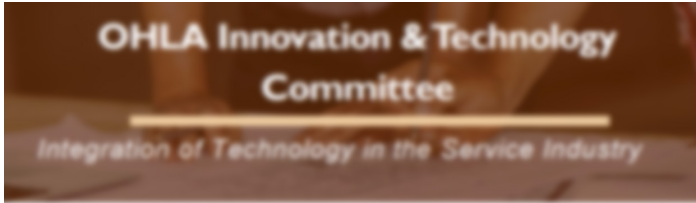
ROBOT ROADSHOW



Vision, Creation and Start-up Process 2021-22

1. Recognition during the height of the pandemic that innovation & technology would be even more critical in meeting challenges in hotel & hospitality.
2. Creation of White Paper by OHLA Board Member Sue Graves on *The Integration of Technology in the Service Industry*. Examination of trends, employment, markets, competition, SWOT analysis and identification of problems to address.
3. Creation of official OHLA committee chaired by Sue Graves. Inclusion of representatives from hotel ownership, management, and operations, as well as partners that provide solutions, academic, funding/capital, public policy and other partners. OHLA dedicates bandwidth and staff time led by Halle Markwas, Director of Strategy & Engagement, and creates an OHLA student internship for Innovation & Technology.
4. Onboarding of technology & innovation partners to build business opportunities with hotels. Companies new to working with our industry, with Allied membership, sponsorship, underwriting and other opportunities. These companies are part of and help lead our innovation & technology initiative. Their experience and expertise are as important as their financial investment. Early examples were FlexCart and SpacelIntel.
5. Initial *Call for Solutions* program in 2021. More than 60 participating companies submitting products, services and solutions from an innovation & technology perspective. Judging in rounds to narrow winners, with final voting by members at OHLA Annual Conference in November. Top three solutions featured to hotel & lodging businesses. Round 2 of Call for Solutions now underway, already exceeding the number of participants in Round 1.
6. Technology showcases such as Autonomous Security Robots. Bringing together solution providers, hotel businesses, community partners, media and others to spotlight real-world products and systems available today.
7. Ideation and Dream Workshop. Our facilitated process to reinvent the lodging experience with sustainability, health & wellness and robotics in mind, creating short-term and long-term solutions that operationalize workflow and improve both the guest & employee experience. Key challenges were identified as labor; supply chain/inventory; communication; property management and guest experience/service delivery.

OHLA Innovation & Technology White Paper: Integration of Technology in the Service Industry



2019		2020		2021		2022		2023		2024	
Revenue	Profit	Revenue	Profit	Revenue	Profit	Revenue	Profit	Revenue	Profit	Revenue	Profit
\$100M	\$10M	\$100M	\$10M	\$100M	\$10M	\$100M	\$10M	\$100M	\$10M	\$100M	\$10M

SERVICE INDUSTRY OVERVIEW

As a people serving people business in a post-pandemic world, the service industry has had to evolve to meet the demands of the guests who are expecting a contactless environment, while improving the levels of service, strengthening financial positions for owners, and optimizing operational efficiencies. The integration of technology solutions to work alone or as a companion for our associates is a necessity for the industry. Low unemployment levels and limited availability of workers throughout the state and the country threaten the service industry capabilities to perform in a way that meets the expectations of our guests. A new generation of travelers, comfortable with technology, will see value in hotels that are adaptable with technology solutions in a fast paced environment allowing self-service, mobility while creating a better guest experience. Transparency and accountability for cleanliness and the provision

OHLA INNOVATION & TECHNOLOGY COMMITTEE Integration of Technology in the Service Industry

TECHNOLOGY MARKET FOCUS

A detailed description of the target market and its potential risks and important indicators for our technology and innovation focus throughout the ongoing industry in the state of Ohio include:

STRENGTHS

- Improved services
- Operational efficiency
- Accessible help resources
- Increased savings
- Increased productivity
- Reduction in regulatory risks
- Improved associate safety
- Accountability and transparency for key stakeholders
- Security
- Sustainability impact
- Better management
- Improved productivity

OPPORTUNITIES

- New products
- Enhanced experience
- Improved services
- Adoption of new tech
- Expense reduction
- Consistency
- Accountability and transparency
- Improved risk prevention
- Job creation in the technology industry
- Training opportunities
- Additional job creation in the service industry
- Solutions for working smart
- Digital transformation
- Cyber security protection
- API integration
- New channels and partnerships
- New business opportunities/growth
- Multiple legacy systems
- Operational and task performance improvements
- New ways to spend
- Further innovation
- Personalization of tasks
- Service sector shift
- Adoption barriers



OHLA INNOVATION & TECHNOLOGY COMMITTEE Integration of Technology in the Service Industry



When segmenting the market, we will start by defining the Total Available Market (TAM), then Serviceable Available Market (SAM), and finally Target Market (TM).

- **Total Available Market** – This represents the entire industry the OHLA is operating in. It will also include all the different types of customers who are potentially interested in OHLA's services. For example, when operating a hotel, the TAM is everyone who is interested in buying a hotel product or service. Providing data on the number of prospects in the lodging industry, for example, businesses, households, etc.
- **Serviceable Available Market** – This is a subset of TAM and represents all customers that the lodging properties can effectively serve. As a lodging property in the state of Ohio, for example, it may not be possible to serve everyone in the country. Therefore, the SAM may need to be defined according to geography. It would be reasonable to sell products/services to people in nearby cities for local transient travel, while impacting a greater geography for product/service offerings nationally and internationally for groups visiting the state of Ohio for a variety of reasons.
- **Target Market** – This is a subset of SAM and represents the specific intended customers to serve. For example, it is possible to segment the target market according to criteria such as price (high-priced versus low-priced), quality, geography, occasion (wedding, meeting, convention, sporting event, leisure), and others.

November 16, 2021

Dear **NAME**,

Congratulations on being selected as a finalist for the 2021 Ohio Hotel & Lodging Association (OHLA) Reverse Pitch Program (RPP)! The OHLA RPP was created out of necessity for the lodging industry to discover, vet and implement novel, technology-based products and services to help solve some of the most pressing operational challenges facing our industry.

The judges have worked tirelessly to analyze and discuss all of the solutions put forward to solve challenges in five key areas: **Labor, Supply Chain/Inventory, Communication, Property Management, and Guest Experience/Delivery.** We are thrilled to introduce your solution to our industry.

Finalists are asked to present their solution to OHLA Annual Conference attendees **in-person on Tuesday, November 23 during the Luncheon with Tech: Tech Reveal at the Hyatt Regency Columbus in Columbus, Ohio at 11:00 am.** To assist you in attending our event, we will provide one complimentary overnight stay and a \$300 travel stipend.



We hope you can join us at the largest gathering of Ohio's hotel professionals in the state, OHLA leaders and special industry guest, Ken Greene, President & CEO of the Asian American Hotel Owners Association (AAHOA) for the entirety of conference. Enjoy sessions ranging from technology, to labor & workforce, and sales. Enjoy networking and dinner at our *Ohio Stars of the Industry* Gala Dinner on Monday, November 22.

We invite you to consider attending the full conference this year with your team to continue learning and growing alongside lodging industry professionals. **#TogetherWeRise**

Please contact Halle Markwas, OHLA Director of Strategy & Engagement to complete your registration.

Congratulations!

Sincerely,



Joe Savarise, President & CEO
Ohio Hotel & Lodging Association



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Ohio Hotel & Lodging Association Announces Strategic Partnership with SpaceIntel

May 10, 2022

FOR IMMEDIATE RELEASE

COLUMBUS, OH – In conjunction with the Ohio Hotel & Lodging Association’s recently-launched Innovation & Technology initiatives to identify, recruit and promote companies, individuals and partnerships that can bring technology-based solutions to our industry, it has formed a partnership with the New Albany-based company SpaceIntel.

SpaceIntel specializes in virtual facility intelligence. This management software allows for universal remote virtual management of facilities such as hotels, commercial offices, manufacturing, quick service restaurants, and retail & banking establishments. By using remote management software an establishment can better manage costs and maximize their assets.

“The leadership and team of SpaceIntel are grateful for the opportunity to innovate, adapt, and push the evolution of technology in the hospitality industry to support labor shortage, morale, and accountability issues along with empowering the guest experience through virtual reality experiences,” Jennifer McGregor, SpaceIntel Managing Partner & Chief Revenue Officer, said. “Our goal is to work with OHLA and other hospitality leaders to represent the state of Ohio, align with the ‘Silicon Heartland’ vision and continue technology company growth on the heels of Intel, Facebook, Amazon, and Google. We have great minds and support from other hospitality leaders to bring simple and innovative solutions that add value to the industry TODAY.”

The Ohio Hotel & Lodging Association, through the creation in 2021 of a dedicated Innovation & Technology Committee, is increasing efforts to address the rapidly evolving need for the introduction of new and advanced technology to the hotel & lodging sector. The vision of this initiative is to identify solutions while forming unique partnerships that increase sustainability, consider the incorporation of health and wellness, and advance operations through the implementation of robotics. The Innovation & Technology Initiative has already seen successes in the recent months including the completion of a Reverse Pitch Program and the creation of a cutting-edge Ideation Workshop at the start of 2022.

###

About the Ohio Hotel & Lodging Association

Founded in 1893, the Ohio Hotel & Lodging Association (OHLA) is one of America’s longest-serving hotel associations. Its mission is to provide advocacy, information, resources, and education for Ohio’s lodging properties and professionals while promoting the growth of Ohio’s travel economy. Contact info@ohla.org or (614) 461-6462.

About SpaceIntel

SpaceIntel is a universal remote management platform that combines virtual reality, 3D interactivity, and predictive analytics to deliver an organization a sustainably more efficient facility management experience. Contact: Jennifer McGregor, Managing Partner/CRO, jennifer@spaceintel.net or visit <https://spaceintel.ai>.



Crime-fighting robots make stop in Columbus

by Natalie Comer - Wednesday, May 4 2022



OHLA hosted the Safety and Security Technology Road Show, allowing guests to meet Knightscope's Autonomous Security Robots. (WSYX){/p}

COLUMBUS, Ohio (WSYX) — Crime-fighting robots made a stop in Columbus on Wednesday.

The Ohio Hotel and Lodging Association (OHLA) is combining two key priorities: efforts to bring more innovation and technology into the industry and an increased focus on safety for guests, employees and travelers.

MORE | [Columbus hotel employees and guests concerned about personal safety](#)

OHLA hosted the Safety and Security Technology Road Show, allowing guests to meet [Knightscope's Autonomous Security Robots](#).

Reports and surveys show that crime and public safety have a direct impact on economic recovery, [especially in downtown and urban areas](#).

The crime-fighting robots strive to make locations safe.

The new technology can be part of how businesses and communities can work together to increase safety and security.

OHLA Ohio Hotel & Lodging Association
@OHLA_Ohio

Through OHLA's Innovation & Technology Committee initiatives you are invited to meet Knightscope's Autonomous Security Robots in person!

Marriott Columbus OSU
May 4
10am - 2pm - Stop by anytime!

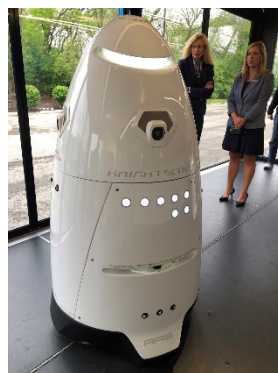
If you have any questions about this event contact halle@ohla.org.

Watch on Twitter

10:00 AM · May 3, 2022

Reply Share

[Explore what's happening on Twitter](#)



But Wait – There's More...



“TEST THE TECH” AT OHLA'S EXHIBITOR MARKETPLACE

Monday, Nov. 21 – 9:30 am – 5:00 PM

Technology companies will be showing off their latest gadgets and solutions for you to try out! Take a spin on the Oculus & watch robots get to work at this innovation & tech feature!



**Register today at
www.ohiolodging.com/conference**