

Beat: Travel

## **FITURTECH 2016 will show how will be the hotel of the future**

**Organized by IFEMA in Madrid**

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**USPA NEWS** - The first business and promotion forum for the world tourism industry will be staged in Madrid from 20 to 24 January. In the tenth edition of FITURTECH will include the designing of a unique space that will recreate the experiences and feelings that the user can enjoy in the Hotel of the Future.

It is ITH Travelinmotion by Emotion Experience, a project developed by the Hotel Institute for Technology (ITH) and the sensory marketing company Emotion Experience. This space recreates a sensory hotel of 200 square meters in which to live an on-site experience that will be aimed at awakening the senses of guests through sound, lighting, fragrances and audiovisual elements.

The "hotel guests" may well plunge into an immersive space where the digital conceptualization of space and new technologies will be the main driver. This innovative project also has the support of other large companies such as Cisco, Cosentino, DomésticoShop, Fibratel, Gennion, HP, Oracle, Pikolin, Rock, Desso, POK Hotel, DeFinlandia, Linguaserve and Bassols.

A guided visit to the hotel can be booked easily online or through a specific app and the check-in is done automatically via the Smartphone. The tour will start in the hall, where Emotion Experience will take the guest in the hotel of the future through a space with the market's latest technological elements such as Superflex LED screens, which come to life thanks to its visual and creative potential.

Through a visually infinite corridor, thanks to its light and texture, we will enter a room that will take us to every corner of the world just by looking out your virtual window. The Zensorial Lounge commitment immerse visitors in the Zensations experience that combines the aesthetic appeal of nature, colors and restorative sound frequencies provide a more complete welfare, accompanied by spectacular audiovisual montage. The immersive room will be another major attraction, a space made to achieve a satisfactory customer experience.

The bar closes the tour, where design is present through the use of the newest materials available and the latest sensor technologies; carrying scents, music that surrounds and a transparent screen that divides the room in two. To finish off and relax in the Hall you can enjoy Digital Detox (detoxification digital) space, which will help you to find yourself. With ITH Travelinmotion with Emotion Experience is given a vision of "phygital" space, where the virtual reality and the physical intertwine creating a clear stimulation of the emotions of the user. A new perception of space that delights the senses is created and leaves no one indifferent.

### **Advancing the future**

As every year, FITURTECH 2016 shows the technological advances that are affecting tourism and the traveler behavior, increasingly technical and more connected to the destinations, through an extensive program of conferences and debates to be attended by tourism and the pioneering technology companies. This edition would address the application of artificial intelligence to business to make it more competitive, for companies and destinations to anticipate changes and exceed customer expectations. Moreover, dedicated to the analysis of sustainability, ITH organizes FITURGREEN, in its seventh edition is titled "Renewing tourism" and will have an international character.

### **Article online:**

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**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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