Luxury hotels invest a lot of thought and money in providing their guests with an incredible experience that keeps them coming back. At the same time, hotel operators seek ways to reduce operational costs while complying with environmental and safety regulations. The balance is hard to strike, and a new product can offer some help.

SmarTap is a high-tech connected digital shower that creates a luxurious bathing experience for guests while using less water and energy, enhancing operations of the hotel’s wet systems, and ensuring guest safety.
FIRST IMPRESSIONS – GREAT GUEST EXPERIENCE

The guests’ first impression of SmarTap is when they see the sleek-designed, push-and-turn knobs with dynamic LED indicators, which replace the standard faucet in the shower. If available, they can also prepare and control their shower using a smartphone app or by voice commands using Amazon Alexa, including auto-filling the bath with the touch of a button. The entire experience is elegant, modern and high-tech, and can also be personalized. For hotels, using SmarTap can differentiate and potentially offer revenue-generating marketing ideas around bathing personalization or award programs.

DURABLE, RELIABLE, AND HIGH-TECH

The heart of the system is the SmarTap e-Valve. About the size of a shoebox, it contains the highest-quality valves and solenoids, tailor-manufactured by German companies Flühls and A. u. K. Müller. Embedded inside are proprietary sensors that measure water parameters along with software that performs sophisticated calculations to provide remote monitoring, automated alerts and control. For the hotel, this translates into new operational insights – about how showers are being used in terms of bathing frequencies, water consumption, temperature, pressure and flow. For the first time, a hotel can monitor every shower and track how water flows through the hotel’s wet system.

WATER AND ENERGY SAVINGS

To reduce water and energy consumption, the hotel can optimize water pressure based on actual use by room, by floor or hotel-wide. In a multi-year pilot in the Sheraton Tel Aviv, the hotel saved an average of $105 per room per year using the SmarTap shower. Hotel operators can also receive an indication of water system malfunctions or abnormalities and address the problem before it becomes more complex and expensive. They can even receive indications around possible water abuse or guest injury if showers are left on for an extended period of time.
GUEST SAFETY IN THE SHOWER

SmarTap can also help hotels protect their guests and possibly reduce legal exposure around burns and scalds by enabling maximum temperature caps in the shower. When needed, however, they can bypass this limitation in order to run specified sanitization programs designed to reduce the risk of legionella buildup – a health hazard that can end up costing the hotel far more than they bargained for.

The best time to install SmarTap is during renovation or new construction. The hospitality industry is already on the move towards installing smart technologies and systems aimed at improving the guest experience, generating greater cost savings and protecting the environment, and strengthening the hotel’s knowledge base and insight into its operational activities. SmarTap is currently the only system that addresses these issues for the hotel’s wet environment.

For more information, visit intro.smarTap-tech.com or reach out directly to info@smarTap-tech.com.