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Living in the Digital age

10 Travel Essentials Items

Hong Kong's Hidden Gems 





LIVING IN THE DIGITAL AGE

TECHNOLOGY TAKES OVER

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Technology has truly become second nature and has become inescapable in today's society. We use technology to keep updated with everything and everyone, making our lives easier, more fast paced and more connected than ever. In fact, you're probably reading this on your phone or tablet now, if not, it's probably near by about to ping with a notification from one of many apps you use.

Born in the height and development of the digital era, millennials are now the demographic to look out for as younger generations of tech savvy entrepreneurs and business professionals are travelling the world at an unprecedented pace. When living abroad, high-speed Internet, privacy, location and convenience are amongst the most important aspects rated by modern digital enthusiasts.

Growing up during the peak of the digital age, these travelers are young and adventurous, always "on-the-go", expect instant real-time updates and reliable searches with comprehensive information, all while demanding authentic and customized experiences delivered by companies and service providers. This generation of digital gurus and their need for instant gratification, constant excitement, entertainment and adventure will shape the future into an even more fast paced attitude of living. From shopping, to ordering dinner, to booking travel arrangements and job recruitments, the search journey starts online and **finding the right accommodation is no different.**

Serviced apartments are quickly catching up to this digital trend, catering to a new wave of business travelers and professionals across the globe. Establishing a strong online presence is key to showcase exactly what they have to offer. Whether it's a famous yoga instructor giving a class next week at 2pm, or exclusive offers and discounts for a limited time, travelers can expect to be immersed

with instant updates, more convenient ways to receive information and book travel arrangements **whenever, wherever.**

Social media platforms such as Instagram and Facebook show real time photos being uploaded of venues, luxurious suites, incredible views and amenities with geo tags to easily find the exact address and location. As this new wave of millennials record and showcase their lives on social media, a relatively new and free marketing tactic has been born from this. Brands get a free marketing boost when they post about their beautifully plated lunch from a restaurant or an exquisitely designed suite, all online for the world to see. Because of real-time live updates and comprehensive information available on-demand, online and social media and has become a reliable and quick tool to discover new sights, from shopping locations to luxury abodes, and with just a couple of clicks, hastag checks and search engine finds, it has become incredibly convenient to search for an accommodation, check their brand page and jump to a quick link to book now.



With thousands of options to choose from, it has created a wave of cynical, less receptive and hard to please audience. But with the development of more advanced innovative technology, forward thinking brands have adapted and refined their offerings using 360° panoramic listings to create a 24-Hour virtual tour of their accommodations. A look into what could possibly be your holiday home or apartment, anywhere in the world, be it short term or long term. This type of foolproof technology has an honest what you see is what you get attitude. There is no room to hide, stretch or create any illusions that space is bigger or brighter. This especially caters to the new age travellers, as they prefer less interaction and all the information at the drop of a hat. It makes it easier for travelers to line up their options for the now super simple task of process of elimination, make it snappy, they've got some app bouncing to do, emails to reply, news to check, photos to post and comments to write.

CONVENIENCE IS KEY

As an international finance, entertainment and adventure hub, Hong Kong is one of the top choices for businesses and travellers alike to plant their roots, to expand their corporation or seek new adventure within the rest of Asia. With a staggering 27.7 million visitors in Hong Kong last year, surpassing major cities like London, New York, Dubai and Singapore¹ convenience has been such a huge factor for both sides of businesses. They want everything accessible

and they want it now. From dining to laundry services, entertainment to transport, clientele want information and connectivity to be expeditious and reliable.

Hong Kong transport system is more convenient than ever, with the new intercity transport lines expanding as we speak, getting from opposite ends of the city has never been quicker and more efficient. Because of this, people are now more open to serviced apartments in areas that were once deemed the outskirts of the city because of where they work and vice versa.

Furthermore, the development of the Hong Kong-Zhuhai-Macau mega bridge is set to be complete by the end of this year, connecting 3 major gateway cities within the Pearl River Delta, transforming the entire region into a megacity. Distance will no longer be as daunting and imposing of an issue for businesses looking to expand into these regions with minimized risks of overseas relocation.

With greater cross-border freedom and connectivity, this new megacity will shape how businesses will be done and lessen the commitment of overseas travelers seeking accommodation abroad. A perfect opportunity to test the waters in different cities with a hop on hop off mentality. What better way to test the market or explore a new city than staying at a hassle-free, no strings attached serviced apartment, catered to your personal taste and preferences?



¹ Global Serviced Apartment Industry Report 2016/17

