



Business to Watch: Hospitality Vision



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Location: Corvallis

Website: hospitalityvision.net

Key leader: Marti Staprans Barlow, president

Number of employees: 5

What it does: Hospitality Vision has created in-room information channels for guests at hotels and a few years ago created virtual “concierges” that visitors to a hotel can download on their smartphones to access information about places to eat and other local attractions. The company’s “Concierge to Go” technology currently is available in more than a dozen hotels, said Marti Staprans Barlow, president of Hospitality Vision. The company’s original product, its local information channel that can be viewed in hotel rooms and lobbies, is available in 50 locations. Barlow said the company is working on a revision of its software and should be rolling that out in the next couple of weeks.

Why it’s worth watching: The company has just rolled out its latest expansion, a virtual concierge that’s designed specifically

for guests at bed and breakfasts. (The system is up and running at Corvallis’ Sweet Stay B&B.) “It’s exactly the same template,” said Barlow. “We adapted it to meet the needs of B and B guests.” So the virtual concierges – Brittany and Badu (initials, B and B; get it?) – are available to offer tips about local eateries and activities to lodgers. “I couldn’t find anybody else who has created a bed-and-breakfast concierge,” she said.

The company’s next step: With that software revision just about wrapped up, this looks like for a good time for the company to expand beyond Oregon. The software can be adapted for each location – at least one of the virtual concierges was designed to look like the hotel’s owner – so Barlow thinks the product could go national. “Now our challenge is to take the next step,” she said. “We can stay comfortably where we are. Or we can take the next step and go national.”

