

ABOUT THE PANORAMA.

The panorama shows a bandwidth of thoughts and approaches towards the future of hospitality.

The panorama digs into different degrees of innovation.

The panorama shows different levels of detail - switching from big picture to detailed feature and back.

The panorama brings together trends, quotes, benchmarks and inspirations - from inside and outside of hospitality industry.

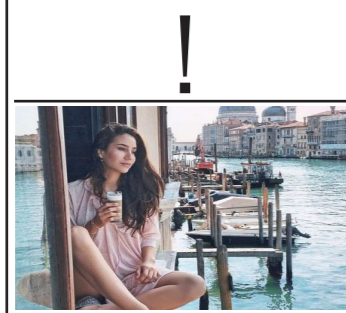
The panorama is a pool of inputs to open minds for ideation and transfer examples to specific solutions.

Not every idea in the panorama is valid for every case of hospitality.

Everything written in the panorama is subject to change and extension over time.

START WITH THE BASICS.

DON'T FORGET GUEST OBSESSION IN ALL THIS SELF OPTIMIZATION



TAKE THE PAIN AWAY.

Reduce time and effort for:

- Check-In and -Out
- Wayfinding
- Room entry
- Service Bookings
- Problem articulation
- ...the famous lightswitch handling

to the absolute minimum.

EXAMPLE:
Alibaba
Flyzoo Hotel

- Biometric check-in
- 100% Automated

Building a good customer experience does not happen by accident. It happens by Design.



ALL PAINS SOLVED? LET'S GET TO THE FUN PART.

HOSPITALITY IS HUMANITY.

HOSPITALITY IS CARING...

- ... for people.
- ... for environment.
- ... for society.
- ... for future.

EXAMPLE:
La Granja, Ibiza

“La Granja is a farmstead set among Ibiza's pastoral inlands and run in collaboration with Friends of a Farmer, an international association devoted to the cultivation of art, crops and inner gardens.”

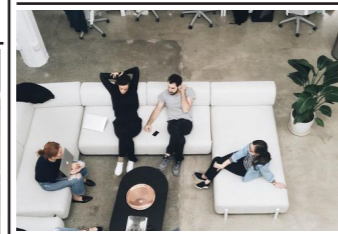
HUMANITY IS...

- ... adaptability.
- ... smartness.
- ... communication.
- ... rationalism.
- ... emotion.
- ... curiosity.
- ... empathy.

„Wenn Roboter unsere Aufgaben übernehmen, wird Menschlichkeit unser neues Alleinstellungsmerkmal.“
Miriam Meckel

EXAMPLE:
Airbnb's
PERFECT IMPERFECTION

“Die Idee hinter diesem Konzept ist, auf einer Reise kein fremder Tourist zu sein, sondern ein willkommener Gast.”

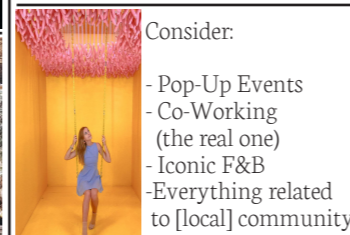


EMBODY... INNOVATION. DEVELOPMENT. EVOLUTION.

CREATE A MICROCOSM THAT LIVES UP TO SOCIETY.

IT'S NOT ABOUT TECHNOLOGY.

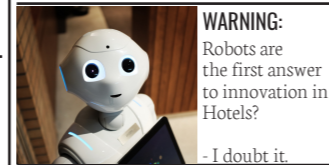
Next Gen is Biz Models. And Services. And Revenue Streams.



EXAMPLE:
The Student Hotel

TECH IS ONLY A SERVANT.

THE BACKEND IS THE KITCHEN. THE FRONTEND IS THE PLATE.



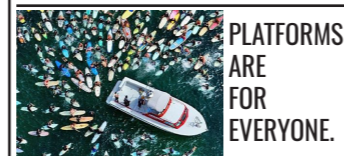
WARNING:
Robots are the first answer to innovation in Hotels?
- I doubt it.

DISRUPTION ALERT: END-TO-END EXPERIENCES.

As a hotel, you decide to be one building block or to impact the whole chain of experiences.

CONSIDER YOURSELF A PLATFORM FOR JOURNEYS.

PLATFORMS ARE Flexible & Modular Dynamic Accessible Engaging exchange Adapted by the user

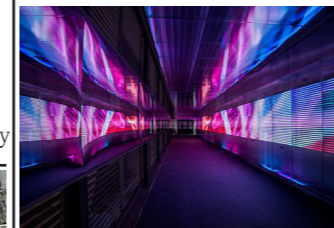


OFFER TRANSFORMATIONAL TRAVEL EXPERIENCES.

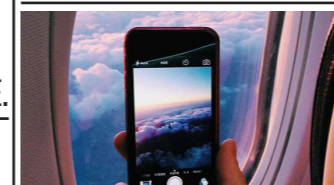
IT'S ABOUT FULFILLING COMPLEX NEEDS.

WHO WILL RULE THE BUSINESS? THE ONE WHO PREDICTS THE FUTURE.

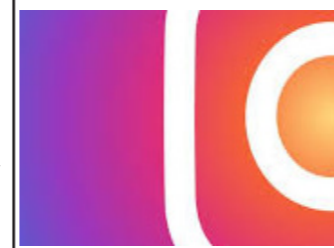
“Understanding what customers do, allows you to predict what they will do next.”



Your guest is much better informed than you are.



SOCIAL MEDIA IS YOUR GUEST'S REALITY.



EVERY GUEST HAS A VALUE TO YOU.



GIVE THEM A GOOD REASON TO RETURN REGULARLY.



EXAMPLE:
Roomers Hotel
“Roomers steht für die Liebe zum Leben. Und die Leidenschaft, sie mit der Welt zu teilen.”
Roomers

‘I'M NOT A TARGET GROUP.’ *Your Customer*

HOW TO BE RELEVANT?

DO RELEVANT THINGS. AND MAKE SURE PEOPLE KNOW.



BEWARE OF GEN Z.

“Not only are they able to consume more information than any group before, they have also become accustomed to cutting through it. They are perhaps the most brand-critical, bullshit-repellent, questioning group around and will call out any behavior they dislike on social media.”
Lucie Greene

WE'RE ALL GETTING A BIT Z.

CHALLENGE OWN MINDSET. QUESTIONING.

NO BOXING. FLUID PERSONALITY.

WHAT DRIVES YOUR GUEST TRAFFIC?

... High Quality Hospitality.

... Visible Service.

... Communicative Setting.

... Inspirational Staging.

--> Please don't be the next random lifestyle Hotel.



LEARN FROM THE PIONEERS.

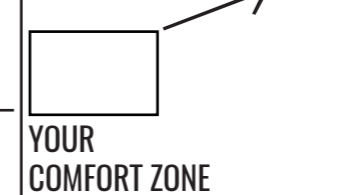
EXAMPLE:
QO Hotel, Amsterdam
The QO prove that embracing a sustainable, circular approach is the only way to create a genuinely positive impact - for people & planet.

SHOW COURAGE

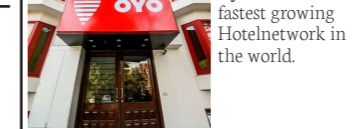
Make yourself digestible. Make experiences easy and intuitive.

RETURN ON INVEST -> RETURN ON INNOVATION.

WHERE THE MAGIC HAPPENS



YOUR COMFORT ZONE



CRATE A DATA DRIVEN, CONNECTED, GUEST & CUSTOMER EXPERIENCE.



YOUR EMPLOYEES ARE YOUR BRAND AMBASSADORS.

PEOPLE CAN LITERALLY SMELL AUTHENTICITY.

GET INSPIRED BY THE MASTERS IN OTHER CLASSES.

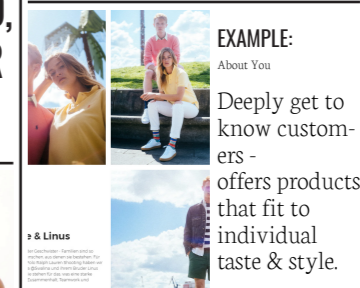


ENGAGEMENT IS BORN FROM INTERACTION.

CONTEXT IS KING.



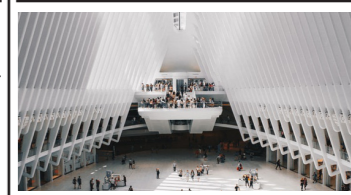
‘PEOPLE DO NOT BUY GOODS AND SERVICES. THEY BUY RELATIONS, STORIES, AND MAGIC.’
- SETH GODIN



HAVE YOU HEARD ABOUT CLIENTELING?



USE SPACE AS A FRAME. A TOOL. A PLATFORM. A CHANGE.



THE CUSTOMER HAS CHOSEN TO BE HERE. PROOF HIM RIGHT.

THERE ARE NO LIMITS TO SENSES.

- Let the customer
- > See
- > Hear
- > Smell
- > Touch
- > Inhale Identity.

Technology has to become a new standard building block to architects and designers.

EVERY PIECE OF FURNITURE CAN BE SMART & CONNECTED. AND FABRICS TOO.



EVERY SURFACE CAN BECOME A DISPLAY. AND A TOUCHPOINT.

Customization doesn't stop with environments.



CREATE NEW SPHERES, LIKE..

...CONNECTING CLUBS

...MIXED-USE & REPURPOSED PROPERTIES

