COVID Impact or no Impact?

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In 10 years

Travel & Tourism will continue to outpace the wider economy and supports 2% of new jobs created.

11.7%
of the world GDP

413 Mio
jobs worldwide

1 in 9 jobs worldwide

What's new

- Not so sure about that vision anymore

- COVID Impact, A Cluster Bomb...
  - Not everything is destroyed

    ... bits and pieces are left
  - Money is still around but...

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What's new

- "COVID has accelerated the Digitalization by 10 years"
Max Starkov
  - Eg: education, business meetings, grandparents visits...
- Can technology sort out the current staff shortage?

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Agenda

1. Worldwide trends, impact on hospitality

2. Specific to hoteliers

3. What's next in the pipe?

4. Conclusion

5. Q&A

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1. Fear to die?

- Over 300'000 death in USA / 2'455 US died in Afghanistan

- New skeptical individuals happy to destabilize

- What if COVID last?

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1. State moving in?

- Financial help
  - But limited in time
  - Not in every country
  - Lots of frustrations

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1. Sustainability moving in?

- Pressure
  - Electricity
  - Water conscious
  - Food waste
  - Mobility: bikes, trains… less planes
  - Speed: SlowUp, 30km/h
  - Part-time work
  - Rent instead of buy

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1. New paradigm?

- Wealthy asset owners scratched but not affected

- Airport Airlines in danger when Zoom, Teams growing

- Asset light Airbnb to recover faster than hoteliers

- E-commerce taking over Long trend purpose of a store?
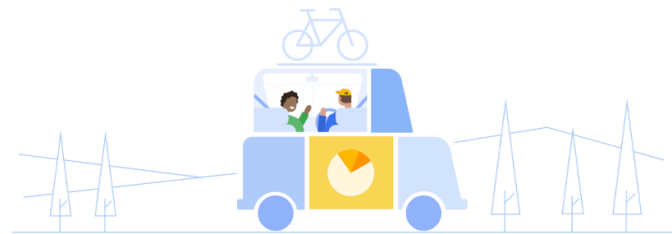
- Countryside is up when towns are down

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1. GAFAM in hospitality ?

- Acquire data's not customers
- You own the data, you own the customer

Travel Insights with Google

Helping the travel industry reach travelers, everywhere

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1. AI in hospitality

- Don't be surprised

- One to one segmentation

- Prediction in management

- Others will know before you (the trader VS the coffee grower)

- Not like in computing 1/0 but a probability

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1. Blockchain in hospitality

- Don't be left behind

- Secure your data from cyber attack

- Payment with bitcoins

- People and luggage tracking

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2. Hotelier specific

- Solve labor shortage of entry-level and unskilled workers, which plague the industry in *"normal"* times

- Solve high turnover of trained employees (20%-30%)

- Solve dull, repetitive, dirty or dangerous jobs

- Solve problems like poor discipline, lack of motivation…

- Lower labor costs, which are especially burdensome now

- Dramatically increase productivity

Max Starkov

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2. Hotelier specific

- Huge drop in turnover

- Layoff staff

- Little long-term variation in prices

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2. Hotelier specific

- Attractivity of the industry
  - New style requested, work life balance
  - Fierce competition for talents
  - Forget long-term prevision adapt to shorter term

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3. What's next?

- Italy
  - Unexpected competition in 3 years more offer on the market
  - Construction bonus for renovation
  - To be finished by June 2023

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3. What's next?

- Sweden
  - Campers Hotel: Do you want us to clean your room?
 - Fotografiska

3. What's next?

- Switzerland
  - PrivateDeal, price fixed by customer
  - Kitro
  - EHL Next
  - Food Detective

  Integration system

A Powerful Technology & API
Connecting the entire industry on a single interface & dashboard.

Bookings
Delivery
Shifts Planning
Social medias
Logistics Solutions
Food Waste Solutions
Community Management
Delivery aggregators
Stock Management
Recruitment Tools
Wholesalers
Financials
POS

Foodetective
For Business

Confidential

3. What's next?

• France

- Asset and Renovation more expensive
- Hôtellerie Outdoor & Yescapa
- Airbnb difficult in Paris
- Airbnb sponsor "Association du patrimoine"
- 60'000 jobs for Olympic games 2024

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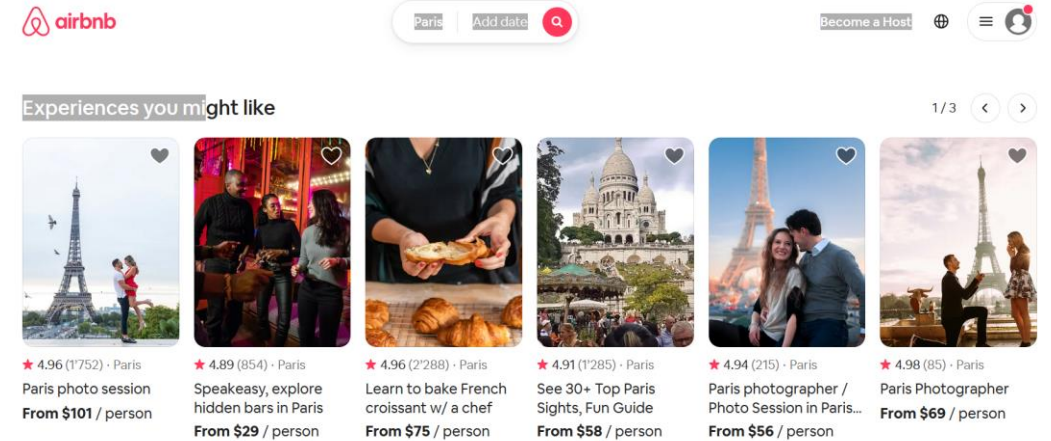
3. What's next?

- Key less entry, payment... on guest's phone

- Guest in the room, communication, music with his phone

- Voice activated tools in the room

- Pre-order with phone: arrival, treatments, bath amenities, in the fridge, electrical bikes...

- Partnership with Peloton, Les Mills...

PELOTON CLASSES
Bike, Tread, strength, yoga, HIIT, pilates, bootcamp and more

Explore Classes

Classes overview

Bike classes

Tread classes

Instructors

Membership

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3. What's next?

- Cloud PMS with Open API and integration hub

- Next-gen cloud RMS (Revenue Management System) using predictive algorithm rather than past trends

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3. What's next?

- New CRM go for repetitive customers

- Cleanliness technologies

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3. What's next?

- You use an iPhone
  - Thanks to the Rega app we know where you are
  - Thanks to Apple pay we know where you spend and on what
  - Thanks to Apple car play we know your music style and where you drive
  - Thanks to CFF app we know where you go by train
  - Thanks to your reading online we understand what matters
  - Thanks to your recent search we know your interest… all your apps are collecting data and selling them

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3. What if?

- Imagine one of you has an aggregated version of all these information's and one of you does not

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4. Conclusion

- New paradigm
  - Fight for staff & talent overall
  - Hire technologists
  - Business hotels travel never the same
  - Tourism hotels understand the expectations by testing not by standing still
  - Agility is counter intuitive in a repetitive business
  - Ask questions collect valuable data
  - Don't dream of the past invent something new

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This is not science fiction

SmartDuvet & LIVIT "inside the restaurant of the future"

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Thank you

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