SPARK
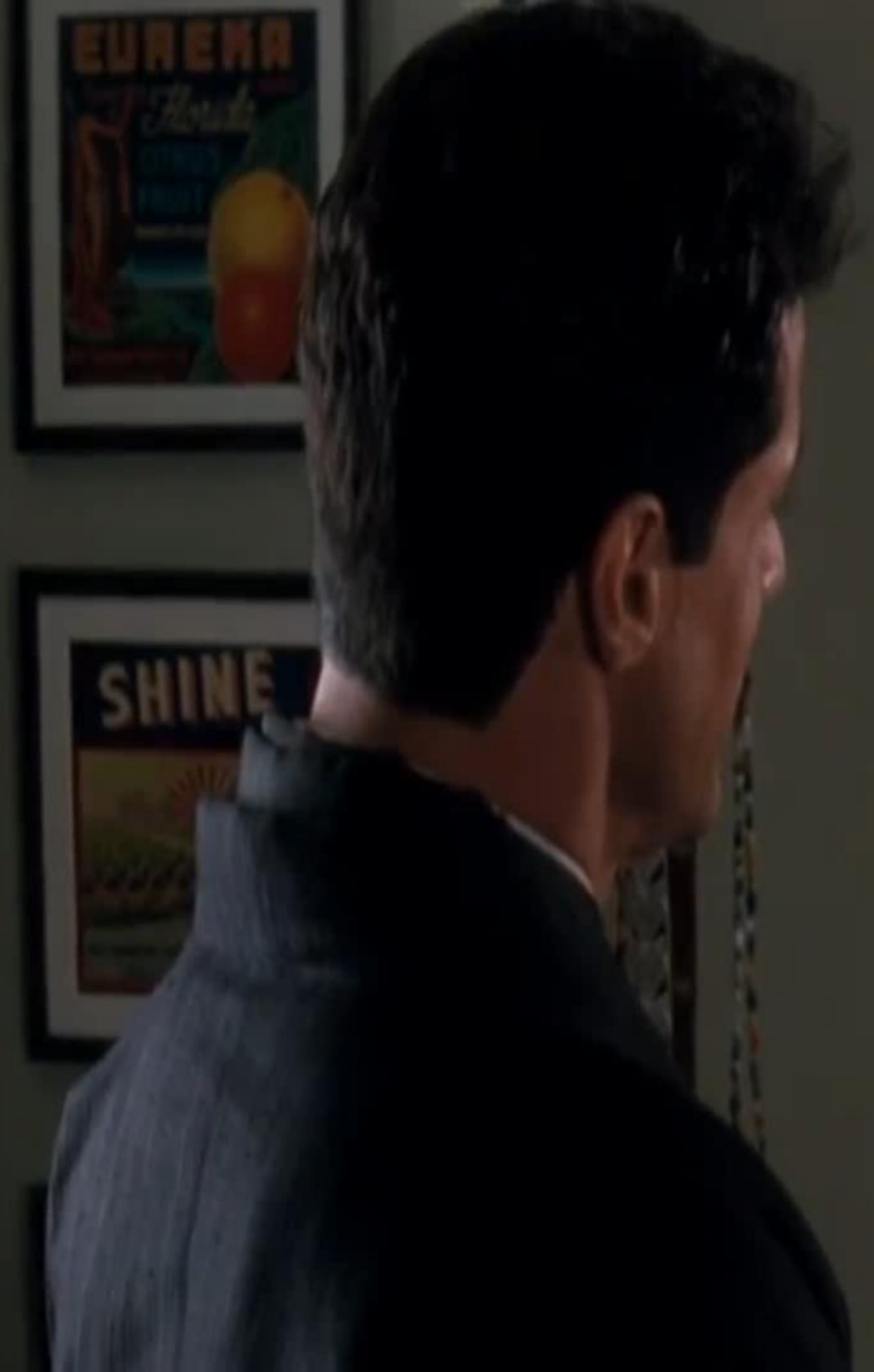
INNOVATION SPHERE
BY LES ROCHES

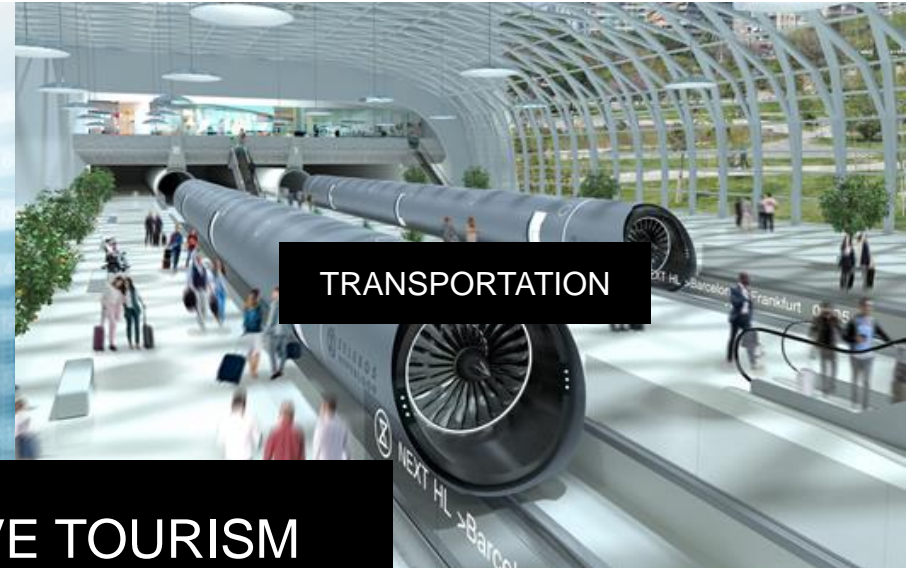The world is different & fast moving,
and so is the travel industry

From a traditional industry…
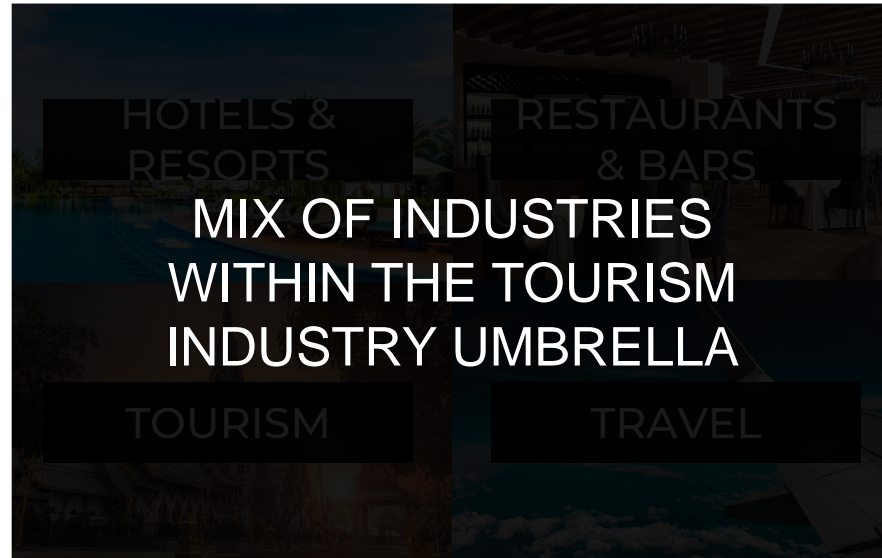

HOTELS & RESORTS

RESTAURANTS & BARS

TRADITIONAL TOURISM INDUSTRY

DESTINATION

TRAVEL

…to a revised industry…

TRANSACTIONS

TRANSPORTATION

INNOVATIVE TOURISM INDUSTRY

Ai TECHNOLOGY

NEW PRODUCTS

NEW SERVICES

…and to an augmented industry

EVENTS

CONFERENCE & EXHIBITIONS

THEME PARKS

AIRLINES

FINANCE & INVESTMENT

HOTELS & RESORTS

RESTAURANTS & BARS

CRUISES

MIX OF INDUSTRIES WITHIN THE TOURISM INDUSTRY UMBRELLA

SPA, HEALTH & WELLNESS

TOURISM

TRAVEL

LUXURY RETAIL

MARKETING

REAL ESTATE

MANAGEMENT CONSULTING

SPORTS

The travel industry has become a global mix between many industries, changing **even more post-pandemic**

New customers are different

- **Communication**
- **Participation**
- **Expectations**
- **Implication**
- **Offer**
- **Etc.**

Customers new priorities

Me, now, faster and hyper-personalized

- Customer expectations have increased during Covid-19

- Customers want simpler, seamless and faster services & digital solutions

- Customers want to share more and have a lower tolerance

- Younger generations request digital solutions which offer hyper-personalized and recommended services (not thinking, just doing)

Every company and institution need to **re-define** their services and experiences to engage & satisfy their customers.

Experience economy
## for every industry

The most important is the customers and their experiences :

- customers will leave because of their experience, not because of the price
- customer will not come back because of the price
- loyalty is really important

The tourism industry is already a bridge
between real & virtual

Moving to the 5th Industrial Revolution

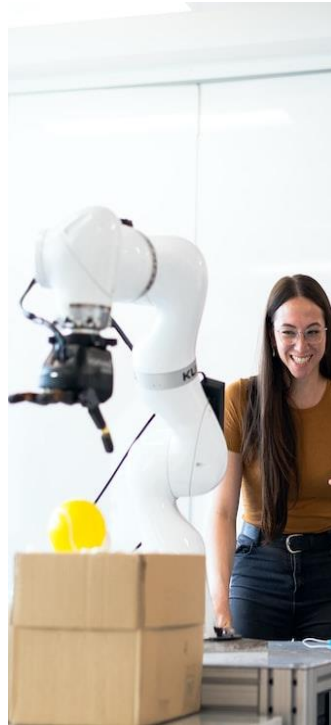4th Industrial Revolution fuels the exponential disruption
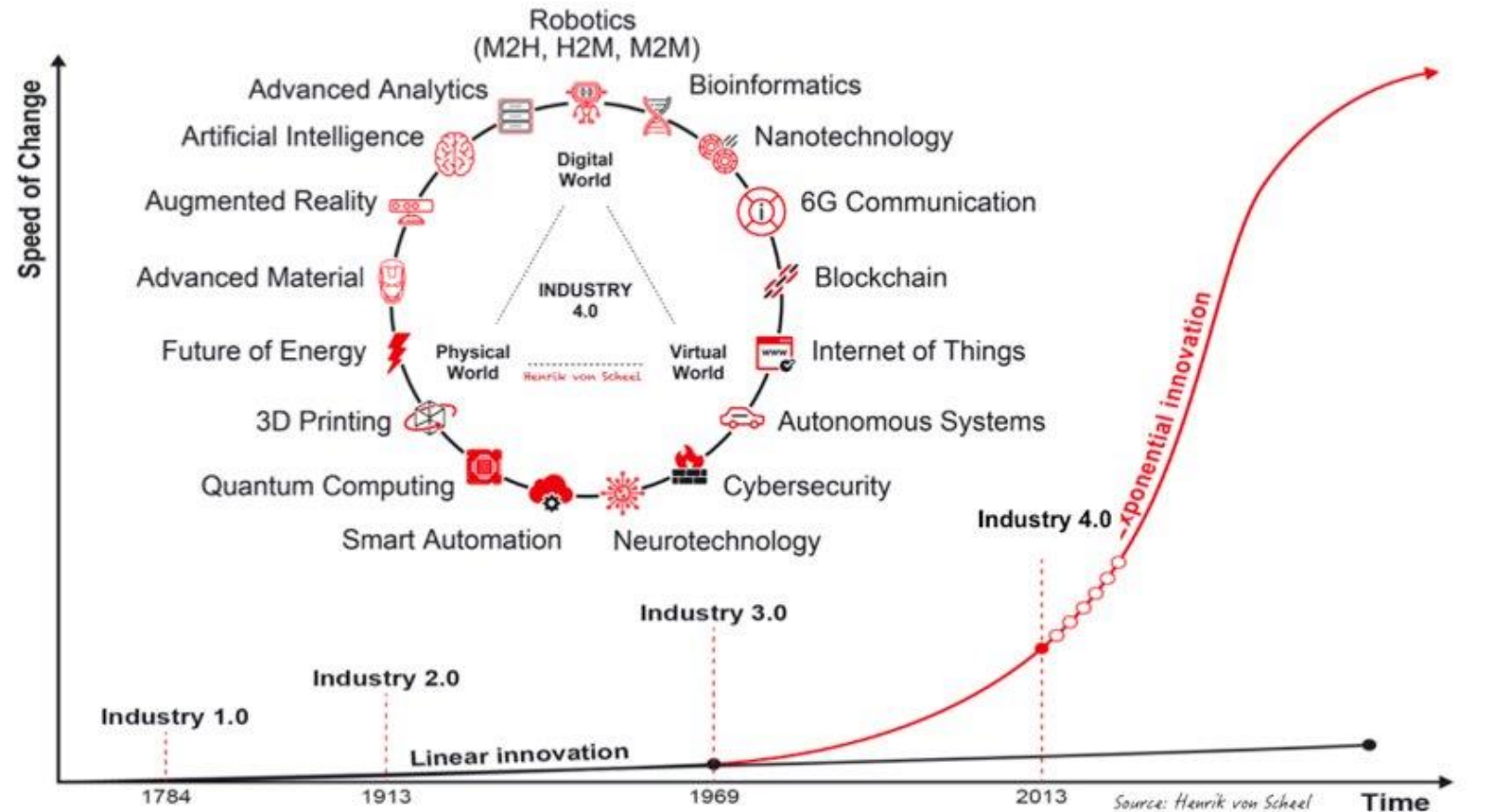
Most important technologies
already used by our industry

IoT

Robotics

AI

Blockchain

Other Realities

The most important is to use technology…**when it brings "real" value**

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3 realities to work with
to enhance customer experience

Real - Reality   **Augmented - Reality**   **Virtual - Reality**

The best reality is "now and here", but other "realities" can enhance experiences

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The future is now,
here are some TRENDS for the future

More human than ever
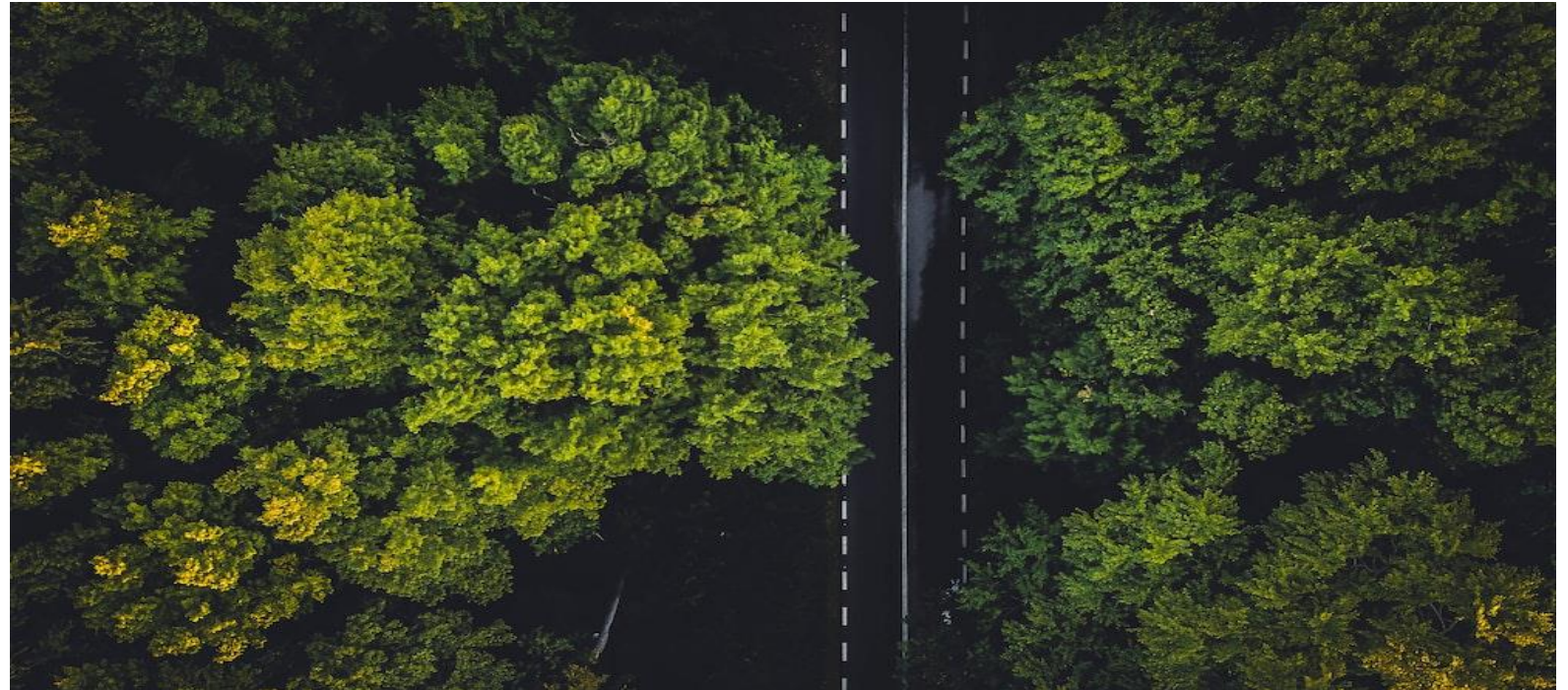## but with technology

Understanding most customers wants and needs is the key to produce:

- best services

- best tools (with technology) for customers & staff

- best hyper-personalization

- best satisfaction (to enhance revenue)

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More sustainable than ever
with technology

It's important to note that **sustainability is not only about the environment**.

It's also about **making a positive impact on cultures, economies, and people of** the destinations clients visit.

Technology will be one of the **most important tools to improve sustainability**.

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More connected than ever
with technology

Not only through mobile phones: **other devices** enhancing connectivity are arriving on the market.

But how to manage a **hyper-connected society**?

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And robots?
not to worry

Many of them will perform "robotic" actitivies, but they will only replace humans in tasks which are:

- Boring or dangerous

- Repetitive

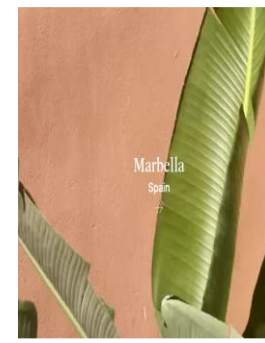- Don't require "human skills"

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Spark, Innovation Sphere by Les Roches

more than an Innovation Hub

SPARK
2 top locations for innovation in Europe

Switzerland is the most innovative country in Europe

Spain is building the new European Silicon Valley in Andalucia

SPARK
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Spark, Innovation Sphere
in a nutshell

Spark has built a global sphere to **foster hospitality innovation**.

With an ecosystem of tech and hospitality companies, faculties, students,
we research, develop and test new hospitality solutions for today and tomorrow.

SPARK is leading the answer to the market demand

- **empower future hospitality leaders**

- **co-develop new solutions and products for the industry**

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Spark wants to be an innovation vehicle

- Spark does not develop technology, it supports companies and institutions to **re-think the future**

- Spark supports projects which won't "remove humans", but rather **augment customer experiences**

- Spark revises how business procedures could be digitalized, so employees can have more time and energy **to focus on human and personalised value-enhancing services**

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BY LES ROCHES

Are you ready to meet the future?

The best way to predict the future is to create it

SPARK

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BY LES ROCHES**