

# HOTEL OF THE FUTURE

Hotel chains have traditionally been focused on physical space and “heads in beds.” Today, hotel chains are multi-brand entities bringing varied faces and experiences to their guests. However, the hotel industry is in a period of significant evolution which presents a unique opportunity to reinvent the travel experience.

## THE HOSPITALITY INDUSTRY IS INCREASINGLY CHALLENGED IN THE FACE OF:

- Proliferation of brands, which has made it difficult for hotel chains to create differentiated experiences for guests on property, particularly in mid tier brands which are often hosting high frequency guests,
- Consumers who are increasingly expecting new capabilities, personalization and seamlessness in their hospitality experience,
- And a wealth of mobile, digital, cloud and technology solutions which can inform, enhance or complicate the ecosystem.

### THE CHALLENGE

**Hotels will need more than brands to differentiate in the future.**

*“I’m not so sure how long brands will survive and what is the long enduring factor that makes one sustainable...the market is over-saturated and there are still more to come.”*

HOSPITALITY EXPERT

*“By and large the hotels that we own are in a plus location, are extremely high quality, and are going to attract customers regardless of the brand they hold.”*

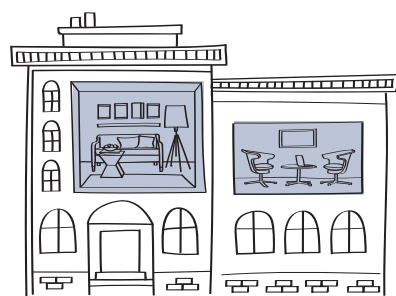
HOTEL MANAGEMENT COMPANY

*“Corporate hotels, they’re not awful, but they’re forgettable: nothing stands out, they all feel and look the same, you can’t tell them apart, and you are happy to leave.”*

FREQUENT BUSINESS TRAVELER

### THE OPPORTUNITY

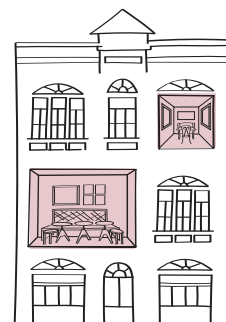
**Playing the role of an integrator can enable hotels to deliver differentiated experiences for guests and owners going forward.**



#### CURATOR AN INTEGRATOR OF EXPERIENCES

The hotel of the future will be an integrator of partnerships to offer new and varied experiences that can evolve with guests.

*Experiential, experimental, fresh, variable, exploratory, and delightful*



#### MATCHMAKER AN INTEGRATOR OF PEOPLE

The hotel of the future will be an integrator of networks and people to build more personal connections with and between guests.

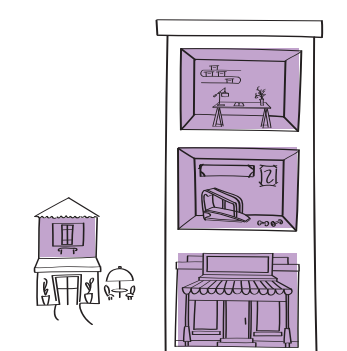
*Connected, personal, interactive, social, intimate, and networked*



#### NEIGHBOR AN INTEGRATOR OF CULTURES

The hotel of the future will be an integrator of cultures, merging global brands with local roles in communities.

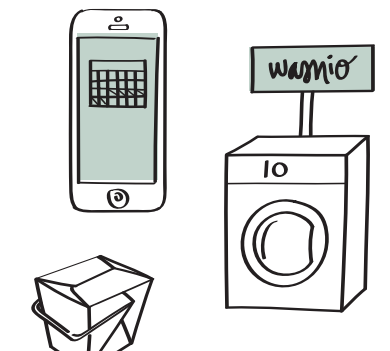
*Local, active, contextual, cultural, adaptable, participatory, and responsive*



#### ARCHITECT AN INTEGRATOR OF SPACES

The hotel of the future will be an integrator of multi-purpose spaces to provide a platform of resources that can serve new customers.

*Diverse, resourceful, flexible, distributed, and spatial*



#### CHOREOGRAPHER AN INTEGRATOR OF PROCESSES

The hotel of the future will be an integrator of services and businesses to play as the nexus of the travel industry.

*Convenient, seamless, efficient, automated and virtual*

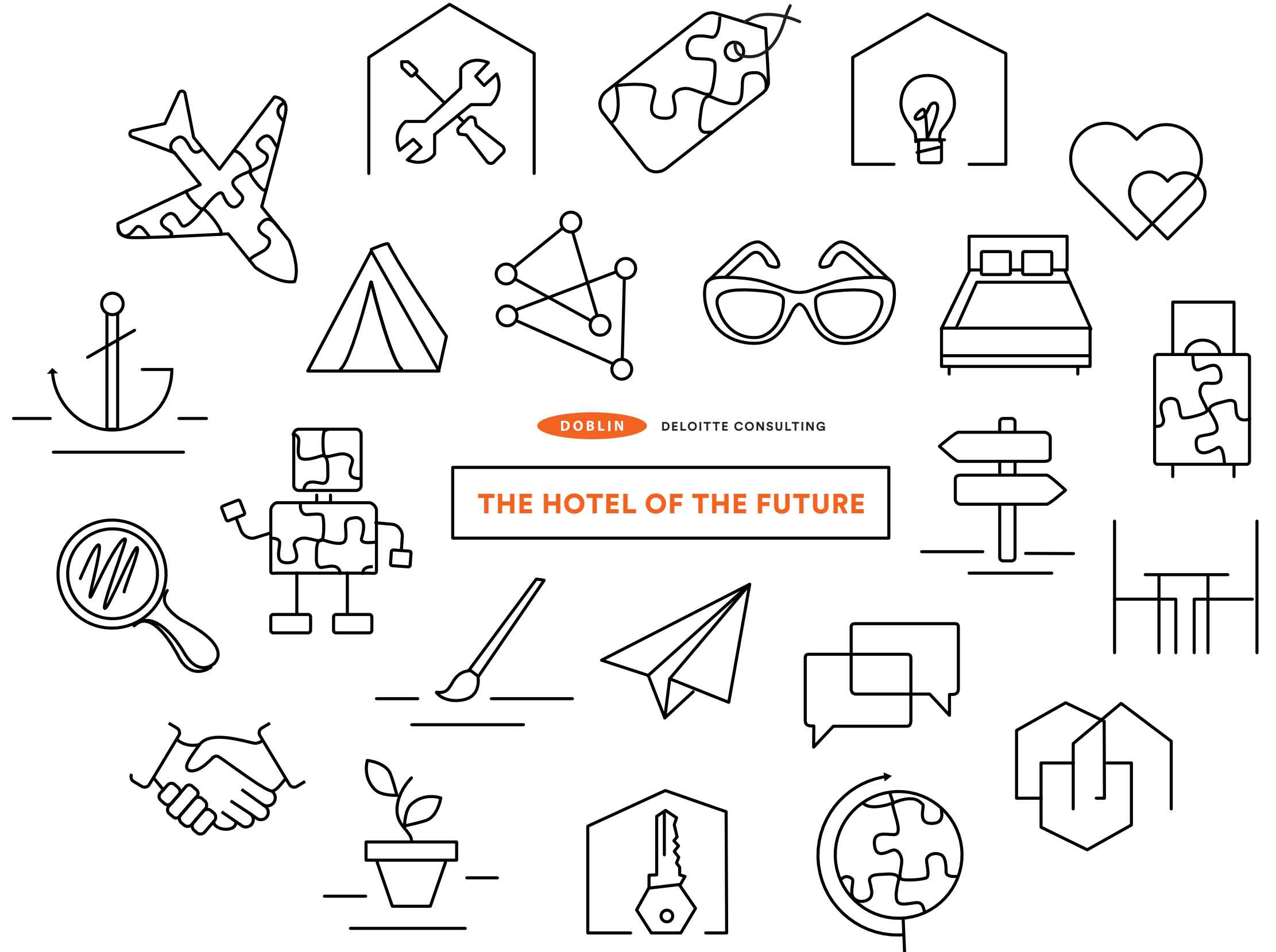
### MAKING STRATEGIC CHOICES

**What type of integrator will differentiate you?**

The combination of knowing who, what, where, and why to integrate is key. To make new choices, hotel companies will need to reflect on key questions:

- |                                 |                                       |  |  |
|---------------------------------|---------------------------------------|--|--|
| <b>Who</b> are we today?        | <b>What</b> is our current strategy?  | <b>Where</b> do we want to play?           | <b>Why</b> do we want to change?               |
| <b>Who</b> do we want to be?    | <b>What</b> challenges are we facing? | <b>Where</b> do we see the most potential? | <b>Why</b> will guests want to engage with us? |
| <b>Who</b> do we want to serve? | <b>What</b> are our strengths?        |  |  |

Hospitality has always been about experiences and connecting to people. Even in the face of new technology, evolving customer preferences, and new competitive threats, hospitality will continue to require a human touch. A tailored approach given a chain, brand, or property’s unique circumstances will place hotels on the same footing as the guests they serve and the owners they work with.



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