Beyond bed and breakfast - the new customer for the hospitality industry

hy | the axel springer consulting group
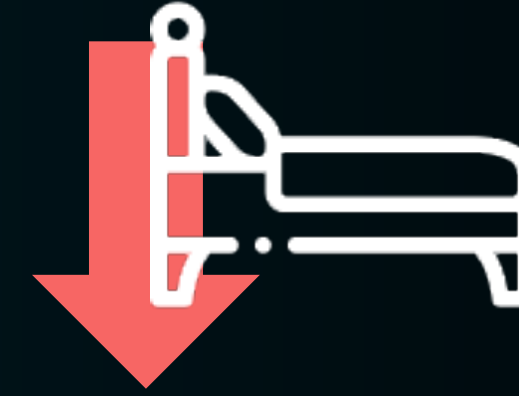
Covid had a huge impact on travel demand and traveler expectations

-68% less international tourist arrivals in Europe ('20 vs '19)[1]

-61% reduction in **business travel spendings** ('20 vs '19)[1]

-72% decrease in **hotel night bookings** in Germany ('20 vs '19)[1]

Digital First

67% research travel inspiration **online**[2] and **66%** of travel **revenue** is **generated online**[3]

Environmental Consciousness

83% of travelers believe that **sustainable travel is important**[4]

Health & Safety

Safety is the second most **important factor** when planning trip[5]

Flexibility

77% of travelers want the **ability to cancel or change bookings** at the last minute[5]

Sources: [1]*Statista* - Impact of the coronavirus (COVID-19) on the hotel and hospitality industry, [2]*Booking.com* - The Future of Travel 2020 (n=29K), [3]*Statista Mobility Market Outlook 2021*, [4] *booking.com survey (n=29K),* [5]*Airbnb-Report-on-Travel-Living 2021 (n=10k)*

These last two years of 'shutdown' also changed what people are looking for when they travel and accelerated the need for innovation

Travel as we know it is changing fundamentally

Personal Growth

Awareness culture leads to an increase of purposeful travel.

Work & Travel

Home office and flex work policies invite to work while being away from home.

Green Trends

Ecological trends and scarce resources inspire to prevent long distance travel.

Convenience

Digital services are essential elements in fostering customer loyalty.

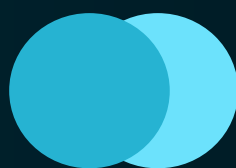# There's a need to innovate in order to keep up with the changing market
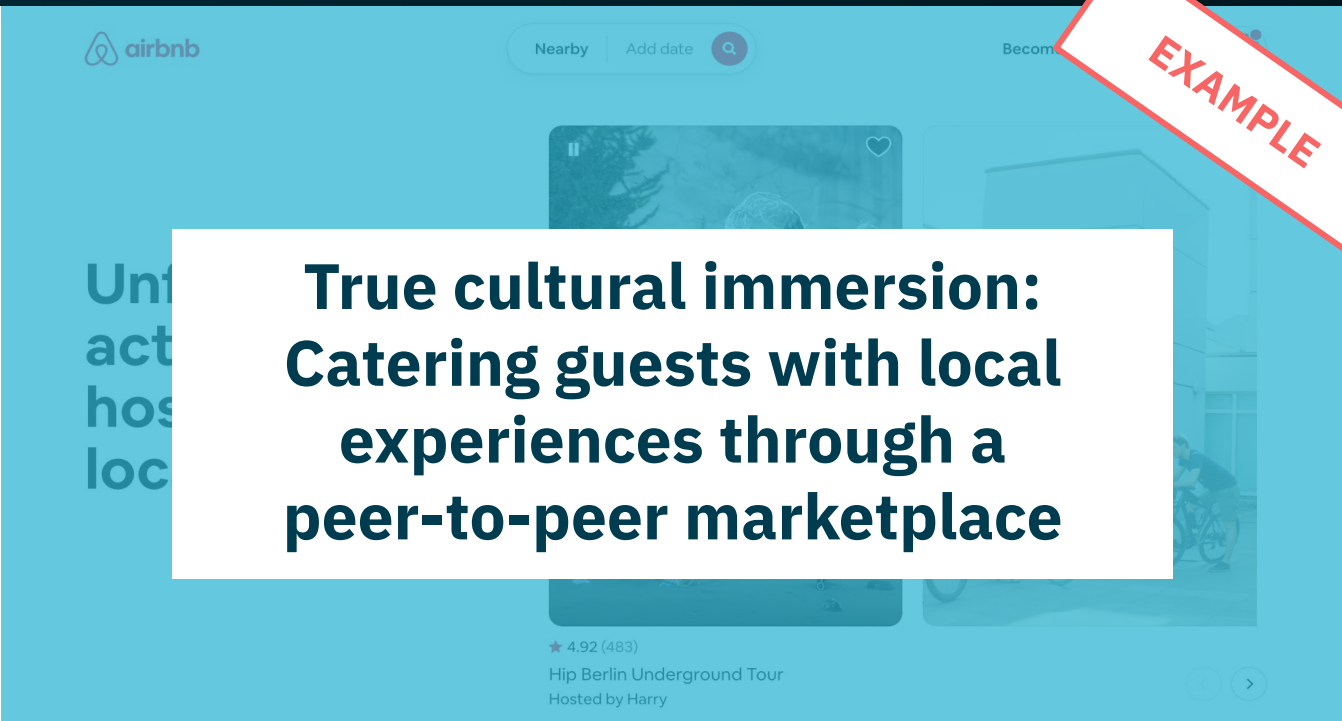
Within the current business

EXAMPLE

Personalization & convenience: Providing a fully personalized guest experience managed via a mobile app
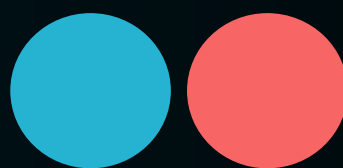
Adjacent to the current business

EXAMPLE

True cultural immersion: Catering guests with local experiences through a peer-to-peer marketplace
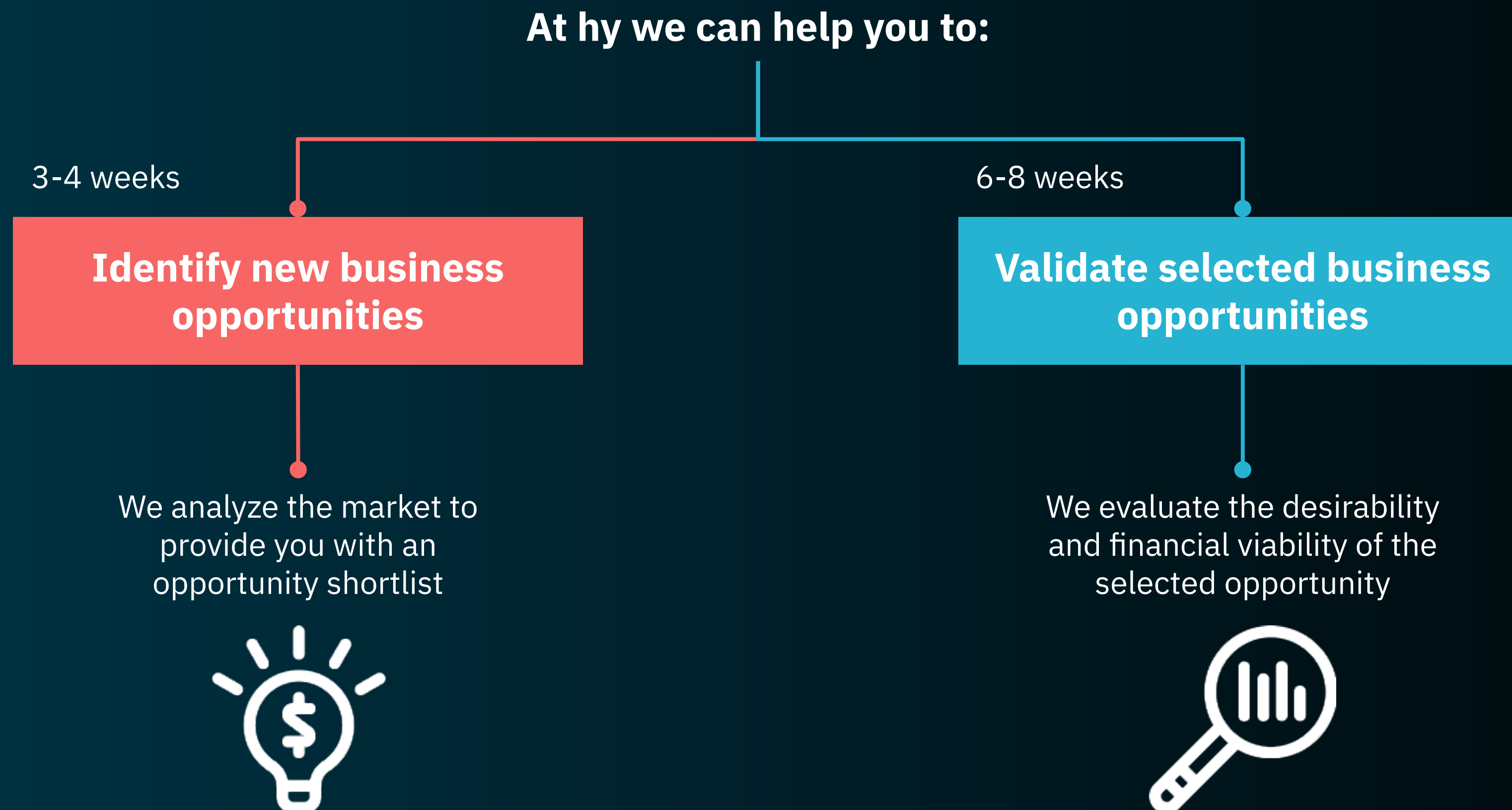
Diversified into new areas

EXAMPLE

Experiential retail: Offering an online shop where guest can buy the hotel's products as souvenirs

# Don't stay behind and prepare your hospitality business for the future

At hy we can help you to:

3-4 weeks

Identify new business opportunities

We analyze the market to provide you with an opportunity shortlist

6-8 weeks

Validate selected business opportunities

We evaluate the desirability and financial viability of the selected opportunity
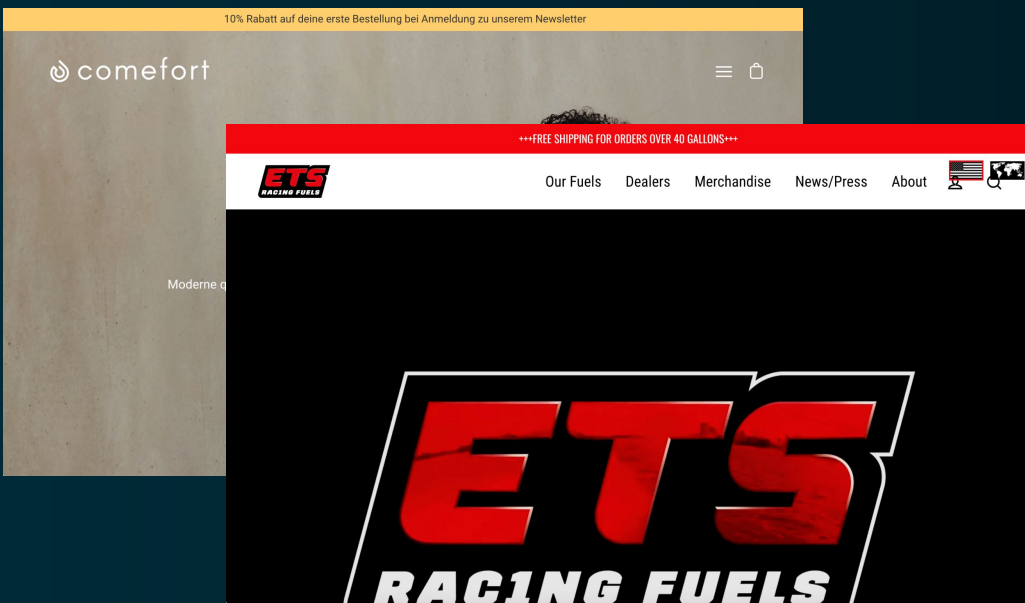
At hy we work hands-on to bring fast and actionable results

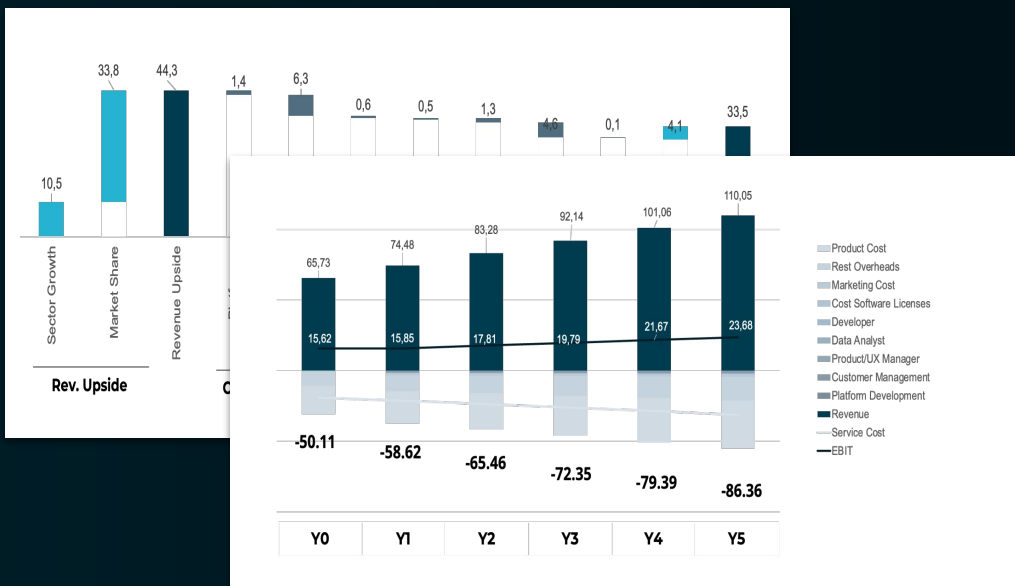**We have the right tools to identify trends and opportunities**
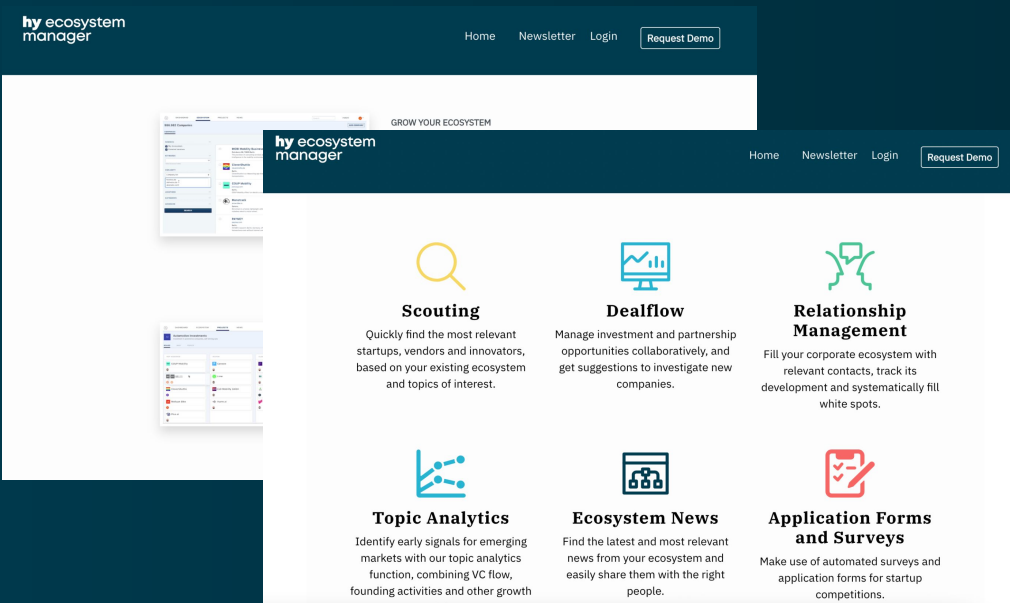
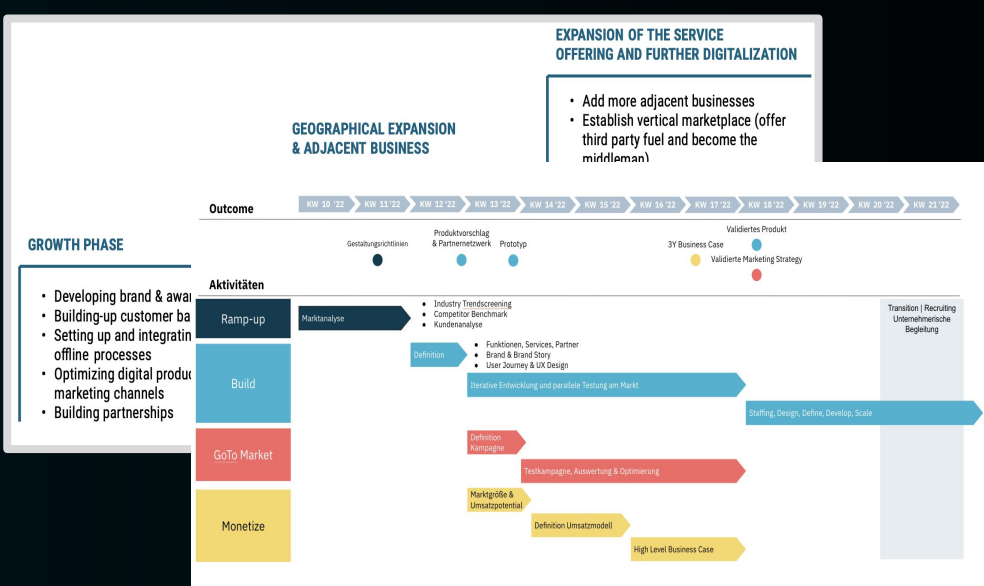**We validate iteratively and test opportunities directly in the market**

We know that a quick ROI and profitability are key

We provide you with actionable recommendations

hy Ecosystem Manager

Prototype/MVPs

Business Case

Roadmap or Playbook

Developing, validating and launching new concepts is our expertise

Within the current business

Adjacent to the current business

Diversified into new areas
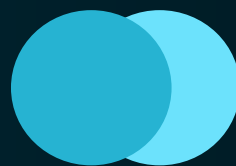
We supported the coating manufacturer Dörken in the validation and implementation of a new digital B2B-marketplace for painting supplies.
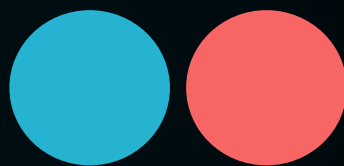
We helped foam material producer Neveon to extend their business along the value chain by validating and building the mattress recycling venture "REMATTRESS".

We enabled a manufacturer for advertising material to diversify their portfolio by concepting, validating and developing a product and brand builder for influencers

FarbFinder

Von Malern - für Maler!
Die Vergleichsplattform für Farben, Lacke und Oberflächen.

Caparol Indeko
ab 89,00 €
★★★★★

Kategorien

Hersteller

DÖRKEN

MATRATZEN-
ABHOLUNG
BUCHEN

Lass deine alte Matratze ganz einfach und bequem zuhause abholen.

NEVEON

palero

Don't miss your opportunity to grow.

Discover how to innovate your hotel business and keep up with the changes in travel behaviour.

We can't wait to getting started with you!

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Appendix

Market Trends

There is a more conscious focus on the different purposes for travel and addressing them will open new opportunities for diversification

Personal Growth

In recent years we act more and more on our desire for growth and new experiences - and this also translates into the way we travel. We consciously combine our leisure time with ways that enable us to develop in different aspects of life: personally, professionally, spiritually. This poses the question how the hospitality can provide a more purposeful and personalized experience for travellers.

52% of respondents put an increasing focus on transformative travel[1]

Connected sub trends

\# **Solo travel**
\# **Travel & learn**
\# **Conscious travel**
\# **True cultural immersion**
\# **Transformative travel**
\# **Connective travel**
\# **Personalization**

Study abroad program for the modern workforce

Sojrn offers month-long stays - called chapters - in foreign cities for remote workers who want to educate themselves in a specific field.

Connecting travelers and locals

Withlocals is a global marketplace for personalized travel experiences connecting tourists with local hosts and private tours ensuring they get a different experience off the beaten track at an affordable price.

Connecting solo travelers through adventures

Flash Pack connects solo travellers in their 30s and 40s during their award-winning boutique group adventures.

Personalized local travel recommendations

Welcome is a city curation app providing its users with highly-personalized and contextual recommendations based on their interests. It takes into account factors such as weather, time, location, current events and place details.
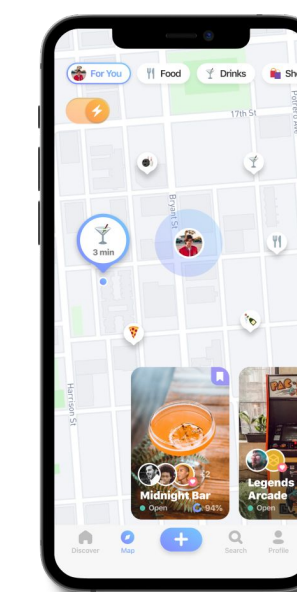
Transformative journeys with a view

Goodtimes Sportreisen is one of many platforms to book yoga retreats with beautiful scenery.

COVID accelerated the blurring between work and leisure and is posing the question how the industry's offerings can address this trend

Work & Travel

Moving between different locations regularly while working remotely has already been an emerging topic before the pandemic. However, being locked inside and craving for a better view has accelerated this trend - now that companies were forced to offer remote working models. This challenges the existing views on travel and hospitality and creates the opportunity of building environments catering for leisure but for work as well

49%
of surveyed Germans would like to occasionally work from a different place[1]

Connected sub trends

\# Co-Living
\# Digital nomadism
\# Spontaneous travel
\# Bleisure
\# Clocking off
\# Everything-as-a-service

Enabling next-level workation employee benefits

Smace is an Italian startup offering corporate welfare solutions for employees' workation.

Working & living from 12 apartments in 12 months

Ukio disrupts the traditional residential real-estate market by offering stylishly furnished apartments for one month or more

Panoramic workation escapes for executives

Wander is a U.S. start-up offering luxurious smart homes with a great view that are optimized for workcations.

Worry-less work & travel around the world

Soho House is a private members' subscription service empowering creatives to stay, explore, mingle and work wherever they want.
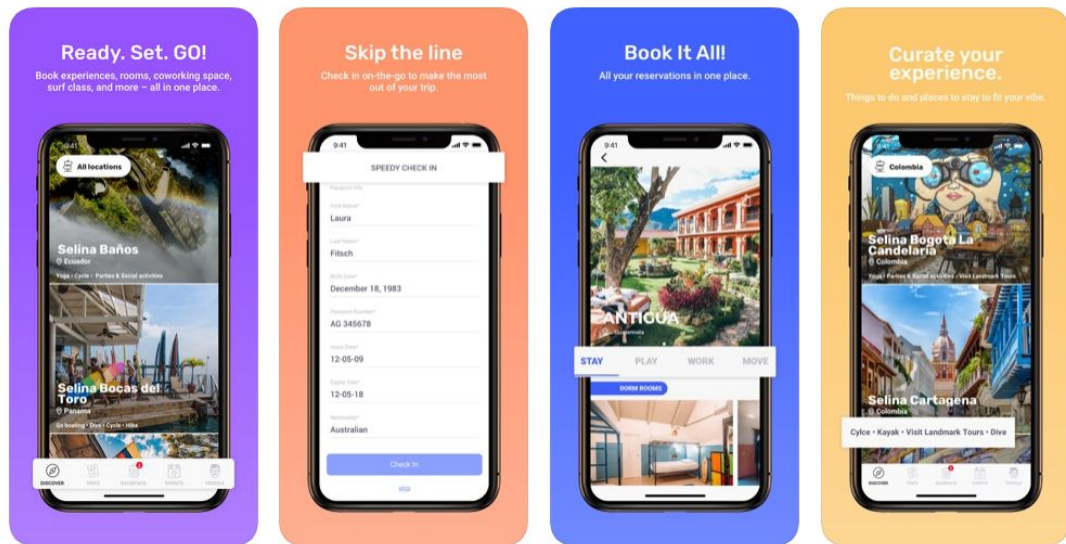
One-stop shop for all your digital nomad needs

Selina is a fast-growing digital-first hospitality brand enabling digital nomads to live, work and connect abroad.

Environmental concern starts to affect the travel choices for an increasing amount of people. How does sustainable tourism look like in the future?

Green Trends

We are increasingly concerned about how our travelling impacts the environment. While our willingness to offset our emissions we also question our approach in its core: How can I balance my urge to see new places and gain distance to my current day-to-day life with my ecological beliefs? This challenges not only the hospitality set-up, but also the transparency and communication of brands.

37%
want to travel more sustainably in the future[1]

Connected sub trends

Eco-travel
Local travel
Slow travel
VanLife
Carbon offsetting
Brand transparency
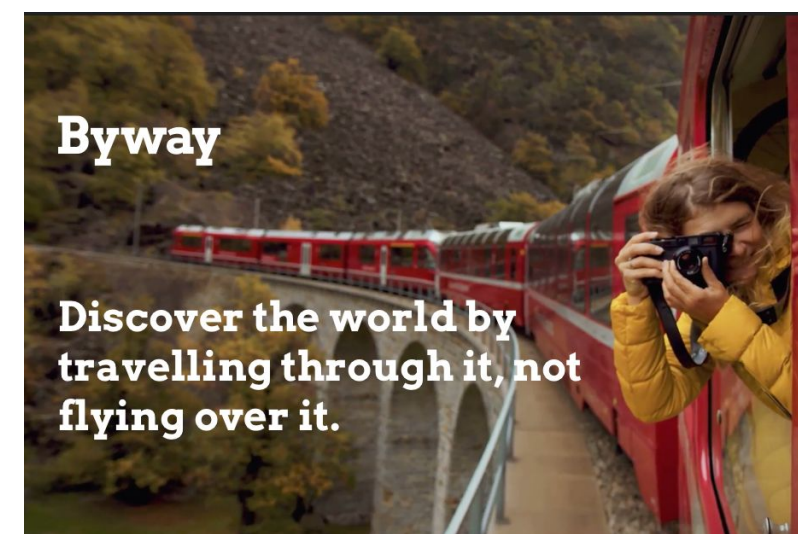
Byway

Discover the world by travelling through it, not flying over it.

Comparing means of travel through the sustainability lense

Green Tickets is a Dutch startup developing a sustainable route-planning solution for the European market enabling users to compare the sustainability of the different offered routes.

Changing the pace of traveling

Byway, is a London-based provider of flight-free journeys with a > $1.4M funding.

Next-level sustainability as a hotel's brand focus

The QO in Amsterdam is a luxury hotel with sustainability as a focus. From local and recycled building materials over food ingredients sourced from the greenhouse on the rooftop to smart water and energy systems.

Digital solutions don't only increase efficiency in operations they also enable creation of value-driven experiences and unlock personalization

Convenience

Emerging technologies adapt to our dynamic lifestyles, sometimes even inspire us and we start to transfer our expectations into other aspects of our lives such as travel and hospitality. How can we address the needs of convenience-driven customers with digital helpers along their journey?

69%
of hoteliers believe implementation of new technologies will improve their ability to increase profitability[1]
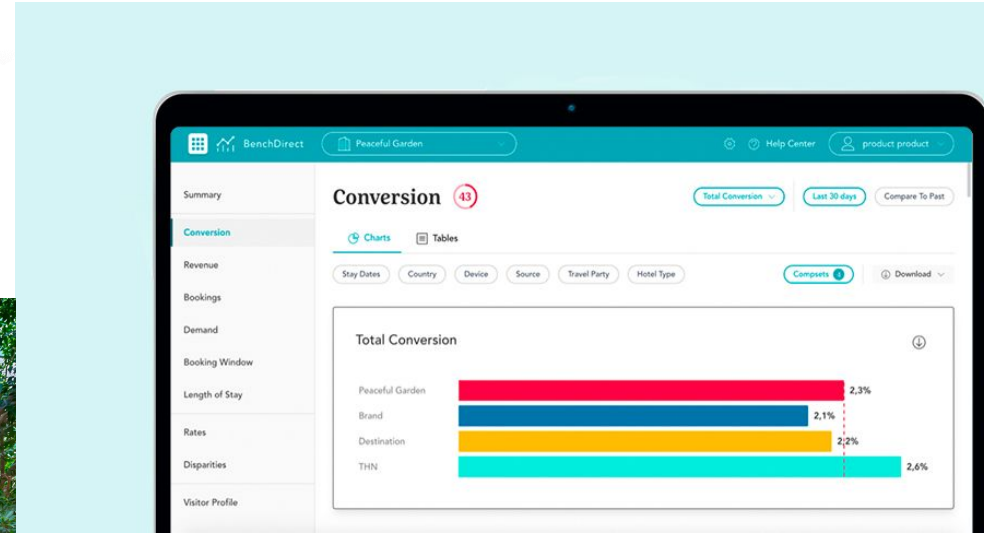
Connected sub trends

\# Contactless
\# Smart home
\# Super apps
\# Predictive Analytics
\# Personalization
\# Immersive interfaces

Revolutionizing convenience in travel with one single solution

AirAsia's SuperApp taps right into traveler's convenience needs by not only offering booking of flights & hotels but integrating services such as food delivery, ecommerce, logistics, ride-hailing and a digital wallet in one single user touchpoint.

Personalization to maximise conversion

The Hotels Network enables hoteliers to increase their direct bookings through predictive personalization throughout the conversion funnel.

Guest app and Alexa for increased travel comfort

Wynn Las Vegas not only offers an app for their guests to inform themselves and make reservations, but also installed voice control through Amazon's Alexa in all of their 2,000 rooms.

AI-driven travel recommendations

LuckyTrip is a travel inspiration app using AI to help their users find unique trips fitting to their preferences.

Adaptive tech and interfaces to personalize room experiences

Marriott & Samsung joined forces to create a futuristic hotel room focussing on personalization and immersive interfaces.

Sources: [1]Travel Singularity Study, 2021