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THE WORLD DOESN'T NEED MORE STUFF IT NEEDS SMARTER SOLUTIONS

Data meets Hospitality: Hoe met data optimale gastvrijheid te realiseren?

PVKO, Utrecht



DATA EN HOSPITALITY ZIJN PER DEFINITE EEN MISMATCH

- Generaliseren
- Hospitality is onmeetbaar
- Data vs Gemiddeldes

Harvard Business Review

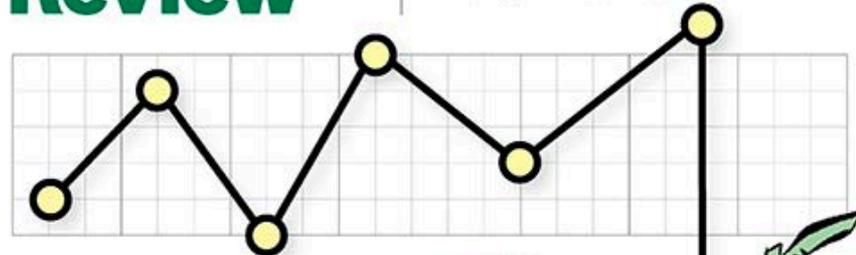
44 How Dual-Career
Couples Make It Work

70 Put Purpose at the
Core of Your Strategy

140 Learning to Work with
Intelligent Machines



HBR.ORG
September-
October
2019



Are **METRICS** Undermining Your Business?

Too many leaders
confuse numbers
with strategy.

62



DATA CATEGORIEEN

CONCEPTUELE DATA

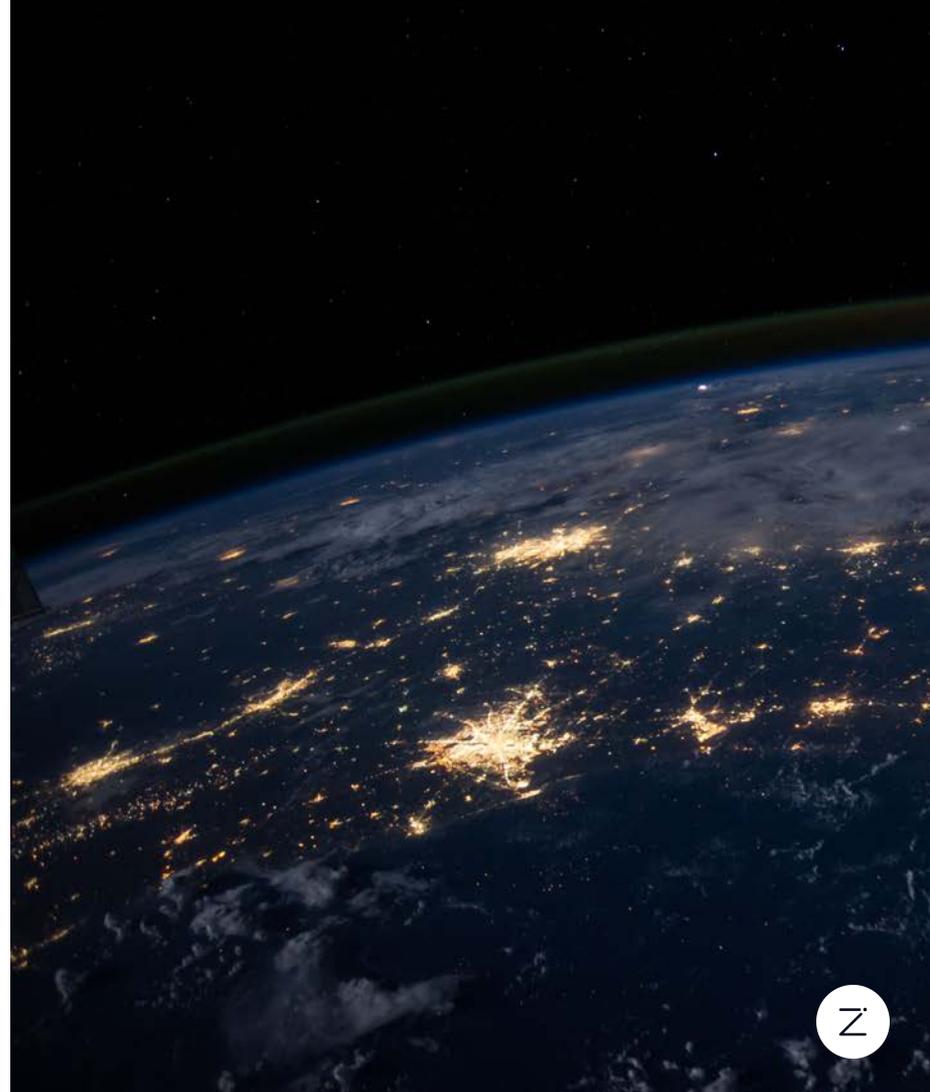
REACTIEVE DATA

PROACTIEVE DATA

PROFIEL DATA

RUIMTELJKE DATA

FINANCIELE DATA







A photograph of a white wall with a window on the left and a flooded area at the bottom. The wall has red graffiti that reads "I DON'T BELIEVE IN GLOBAL WARMING". The text is reflected in the water below. The scene is lit with a blueish tint, suggesting dusk or dawn.

I DON'T BELIEVE IN
GLOBAL WARMING

THE FUTURE
BELONGS TO
THE FEW OF US
STILL WILLING
TO GET OUR
HANDS DIRTY.





ONE OF THE DRIVERS OF THE GLOBAL ECONOMY

UNWTO: 2010 – 2020 expected yearly rise of 3.8% each year in international tourist arrivals

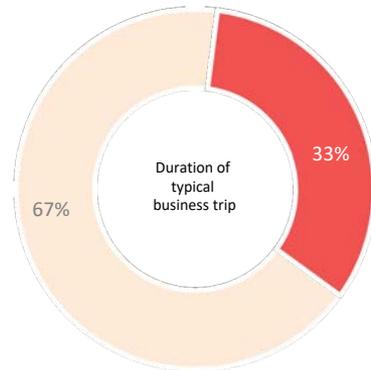


EXTENDED STAY GAINING MOMENTUM

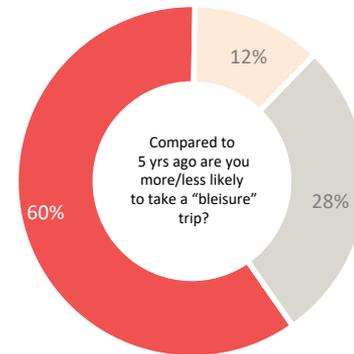
20% of business travellers book bleisure trips – and growing

growing market global business travel: 2015 - \$ 1.2 Trillion USD; 2020 \$ 1.6 Trillion USD

33% of business travel trips is more than five nights: 26.8 million extended stay trips in Europe (2015)



Less than 5 nights 5+ nights



More likely Less likely Equally likely

ZOKU



NEW CATEGORY

A home-office hybrid, also suitable for long stays, with the services of a hotel and the social buzz of a thriving neighborhood.



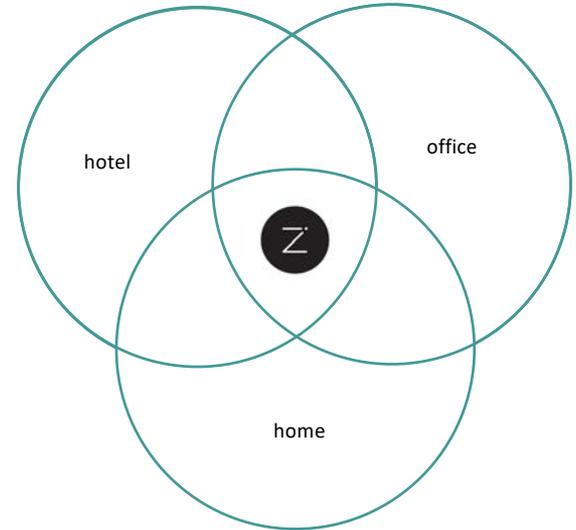
LIVE COMFORTABLY AND WORK EFFICIENTLY

Zoku offers a home base to work, sleep, play, meet and live in. It's optimally suited for living and working in a city from a few days to several months – and with a residential model for up to several years.



FLEXIBLE MODEL

Depending on the zoning of a building, Zoku can adapt and be suitable both for a hotel as well as a residential model.



ZOKU HOTEL MODEL

1 night



3 months

ZOKU LIVING MODEL

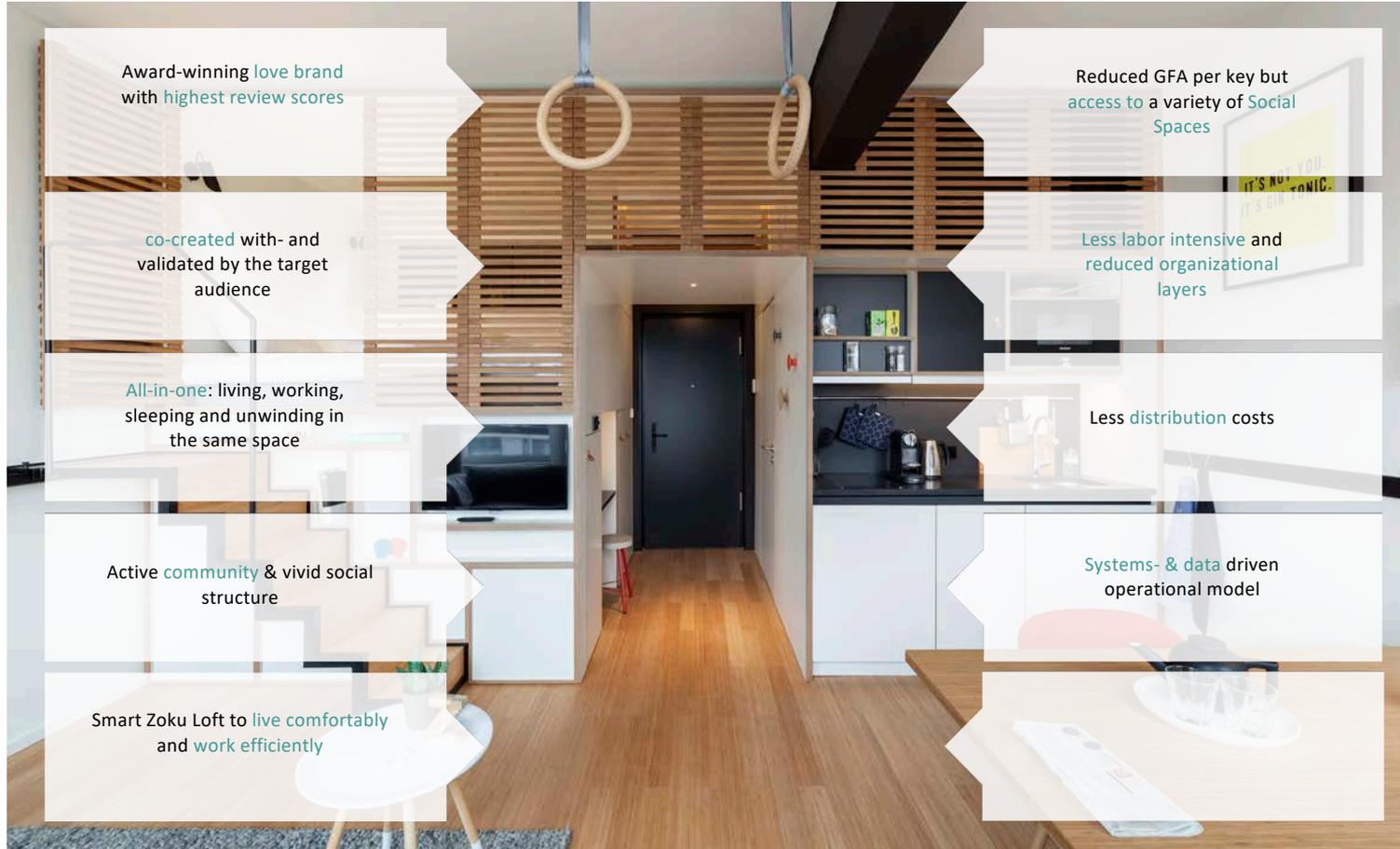


years



BENEFITS FOR RESIDENTS

vibrant, healthy & affordable city living



Award-winning **love brand** with **highest review scores**

co-created with- and validated by the target audience

All-in-one: living, working, sleeping and unwinding in the same space

Active **community** & vivid social structure

Smart Zoku Loft to **live comfortably** and **work efficiently**

Reduced GFA per key but access to a variety of **Social Spaces**

Less labor intensive and reduced organizational layers

Less distribution costs

Systems- & data driven operational model

MORE VALUE

LESS COST





SETTING A NEW STANDARD IN INTELLIGENT USE OF THE PRIVATE SPACE

The Zoku Loft can be personalized and comes with all the necessary residential and business facilities in the same size of a normal hotel room (25 m²).



HYBRID SPACE

Combining hybrid-living (living and working) with micro-living, the Zoku Loft has customizable interiors that shift focus from the bed to the living space. *Unused Capacity..*



FLEXIBILITY & SCALABILITY

Zoku has developed two basic Loft types (24 and 30 m²) with an efficient and industrialized interior system, where the expensive components (bathroom and kitchen) remain the same and other components can be adapted to meet different building- and grid sizes. This will allow Zoku to be integrated in new-built as well as existing buildings.



IT'S GIN TONIC.

DREAMS
DON'T WORK
UNLESS
YOU DO



IT'S NOT YOU.
IT'S GIN TONIC.

UNUSED CAPACITY CONCEPTS

Uber



Four Seasons Hotel George V Paris Palace

HOTELS REAGEREN



This week, the French multinational hospitality company, AccorHotels, announced an exciting plan with WOJO to become the largest coworking brand in Europe by 2022 by launching 1,200 new spaces over the next three years.

The Marriott International-owned [Sheraton Hotel & Resorts](#) is revisiting over 400 lobbies in an effort to make the spaces more work-friendly. Sheraton is reportedly planning to outfit the new lobby spaces with “productivity tables” that will contain USB ports, rentable drawers, and plenty of outlets.

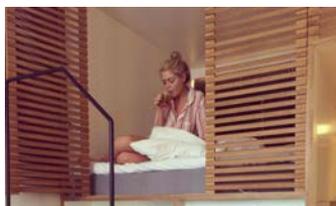
Marriott International has also implemented trendy, millennial-focused coworking spaces at their [Moxy Hotels Locations](#). By day, Moxy Hotels’ coworking spaces boast comfortable, modern workspaces for the independent worker or business

Spacemize now offers a passport-style option that allows business travelers, entrepreneurs, and corporate employees to work from luxury hotels and other venues on a cost-efficient, flexible basis.

Vienna’s [Hotel Schani Wien](#) announced a unique 10-day coworking pass for professionals looking to work from the hotel’s modernized lobby at a reduced rate of around \$100 USD.



DESIGNED SO YOU CAN STAY CONNECTED,
WELL RESTED AND THROW YOURSELF INTO
YOUR WORK, YOUR PLAY AND OUR C
THIS IS A PLACE THAT IS FURNISHED TO FIT, NOT TO
ENCOURAGING EACH OTHER
TO LIVE, NOT EXIST. DREAM, NOT SL
TO SMARTEN UP, NOT TO AN DUMB DO
TO GO AT IT TOGETHER. MORE THAN ALL
PLAY S... WORK HAPPY... REST EAS...
WHILST WE... COMBINE CULTU...
AND I... UP DREAM



CONCEPT TO REALITY

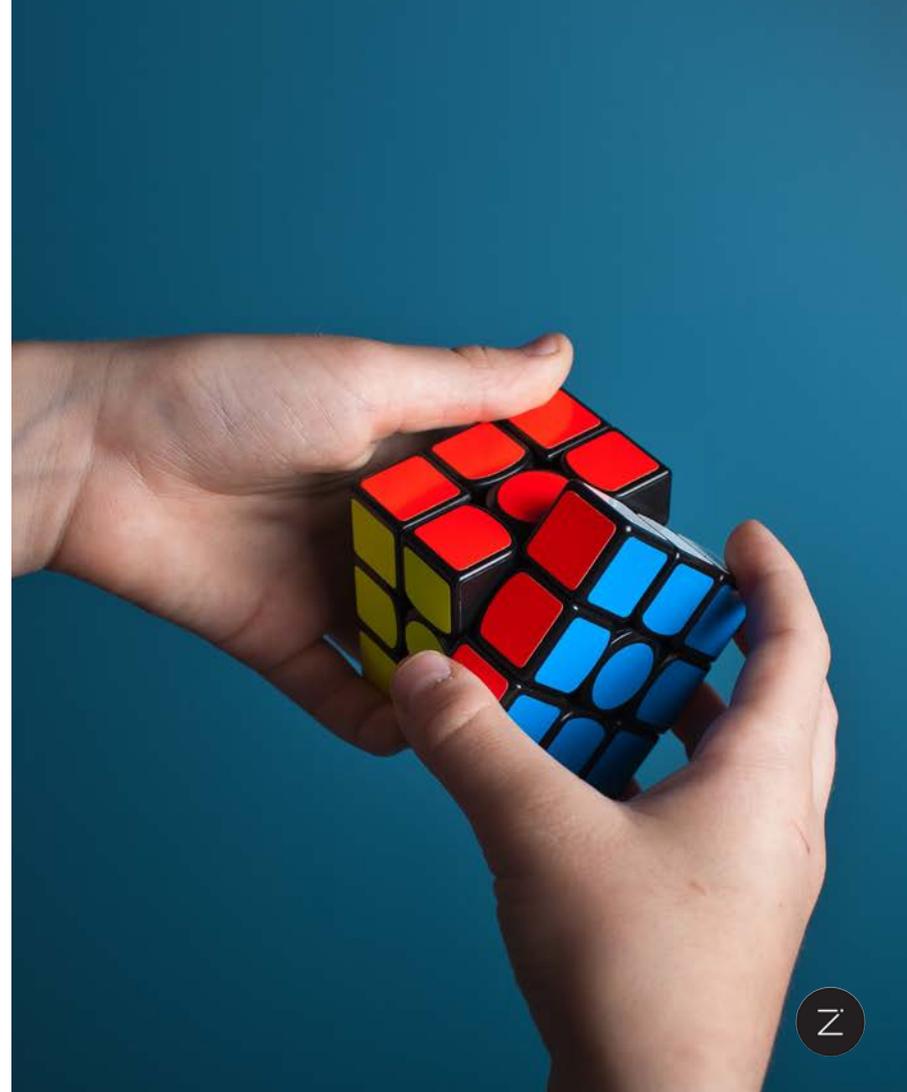
WELKE PROBLEEM LOSSEN WE OP

WELKE FRUSTRATIES KOMEN MENSEN TEGEN

Na 14 dagen..

WAT IS DE IDEALE "GUEST JOURNEY?"

Bestaat die wel....

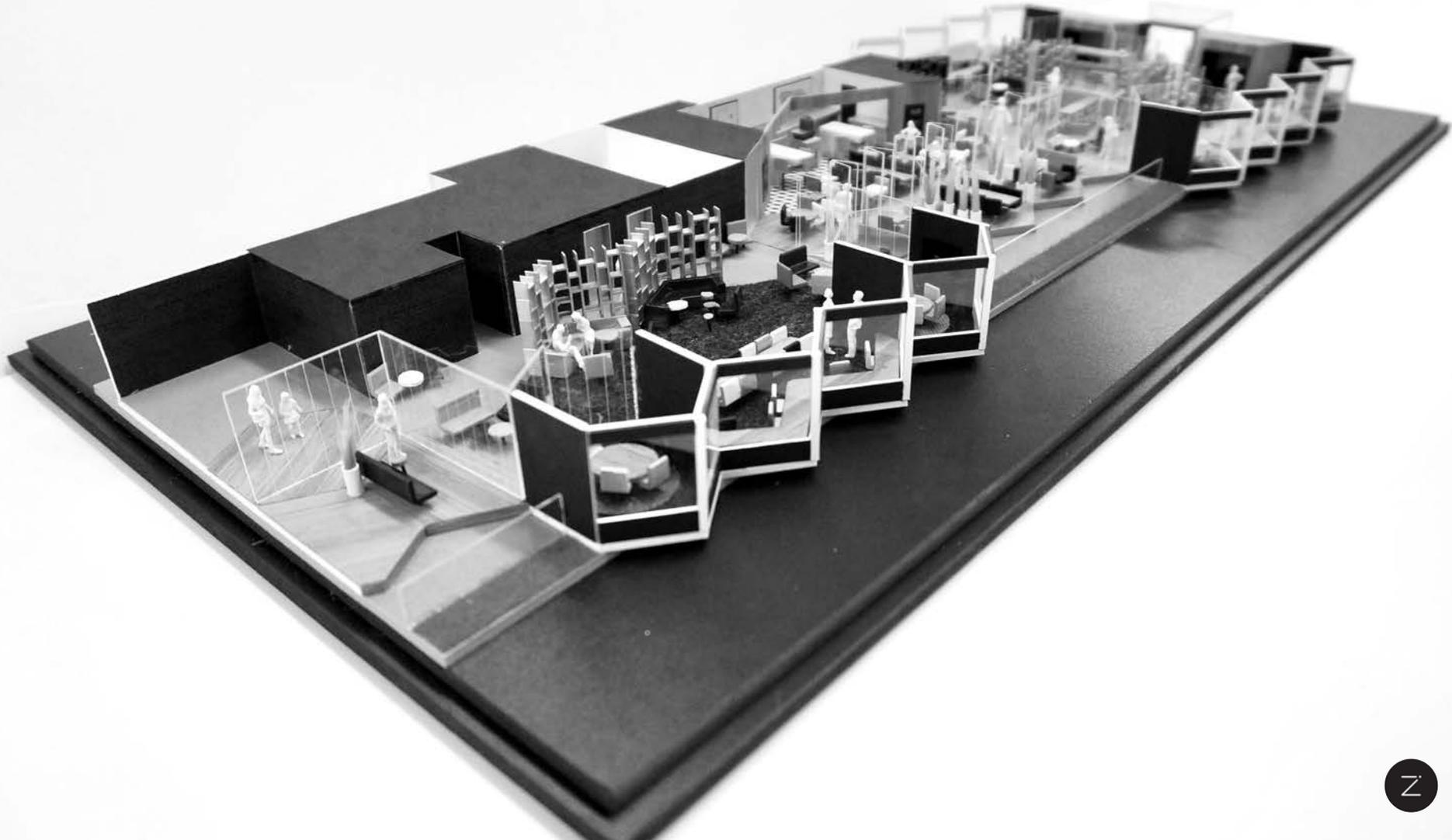




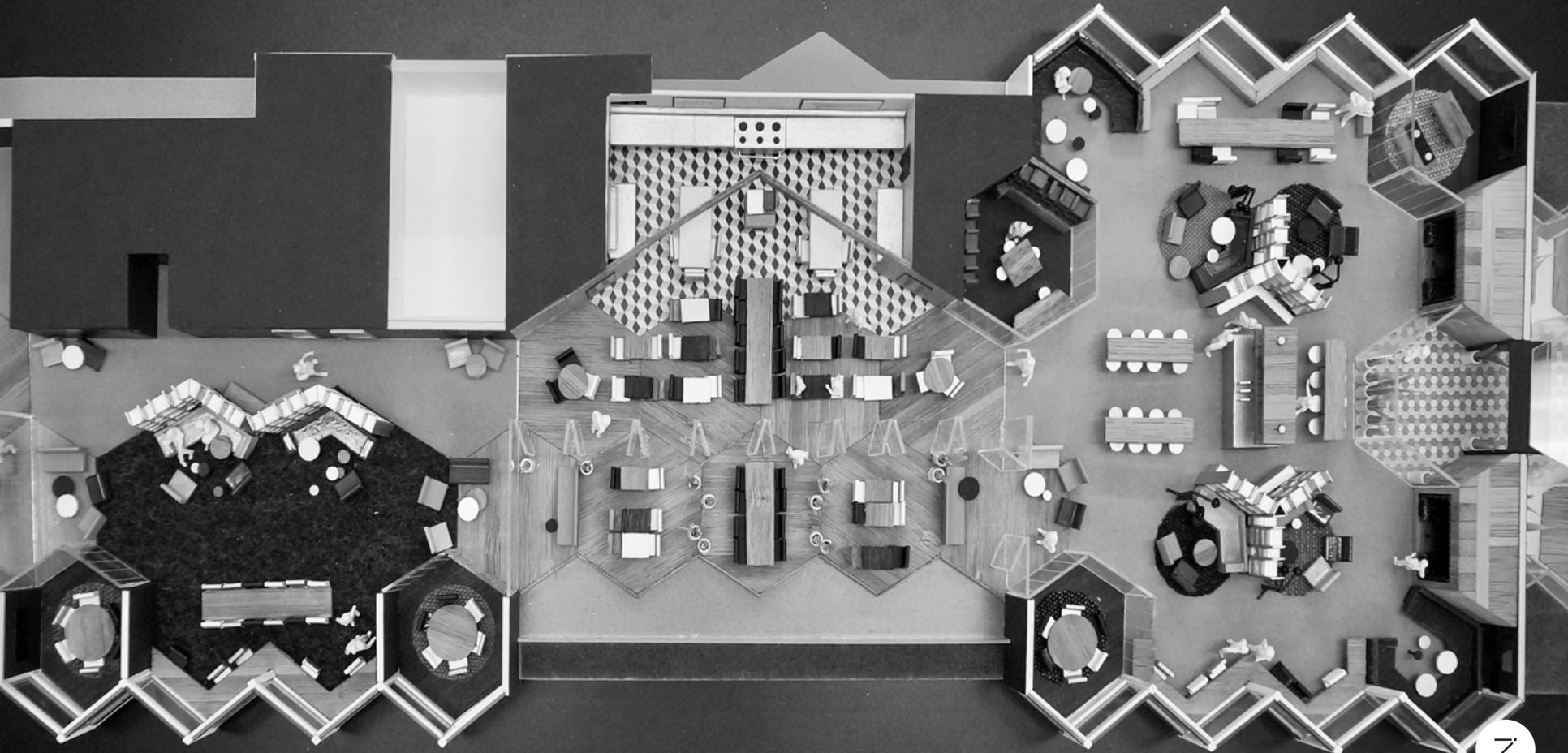
A group of diverse people are seated at a long, well-set dining table in a bright, modern restaurant. They are engaged in conversation, with some looking towards the camera and others looking at each other. The table is set with white plates, glasses, and water bottles. Large windows in the background let in natural light, creating a warm and social atmosphere.

80% ervaart een social leven opbouwen en het voorkomen van een gevoel van eenzaamheid als een top #3 frustratie in traditionele markten























IT'S NOT YOU.
IT'S GIN TONIC.

ZOKU AMSTERDAM

Zoku Amsterdam: a vibrant mixed-use ecosystem where eat, meet, work, sleep, live and play mingle on a daily basis.



“ONE OF THE 25 COOLEST HOTELS IN THE WORLD”

Forbes – selected by Tablet



“Zoku concept forgoes the bed as typical hotel’s center piece”



“This futuristic hotel is like WeWork combined with AirBnB”



“A new type of hotel is upping its game to compete with AirBnB”



RADICAL INNOVATION
AWARD WINNER
2015



WINNER BEST DISRUPTER IN
THE INDUSTRY 2016



WINNER BEST
APARTHOTEL IN THE INDUSTRY 2017



WINNER – BEST BEDROOM &
BATHROOM
WINNER – BEST PUBLIC AREAS



BIG SLEEP AWARDS 2017
GAME CHANGER

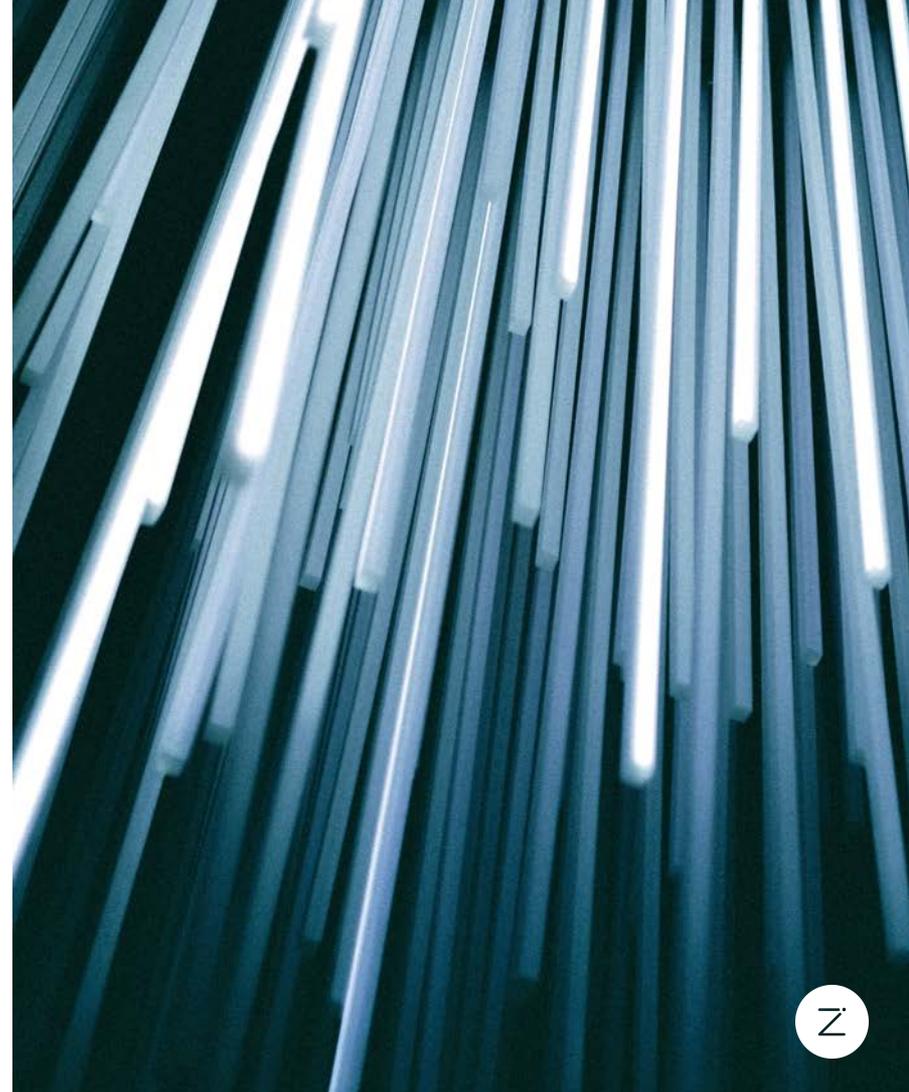


REACTIEVE DATA

“Dit is al de 4e keer dat we een klacht krijgen over koud water”

Slechts 7% van gasten deelt ervaring

Loyaliteits dilemma (94% vs 97%)



80/20 principe

Herhalingen

Kamer/Tafel scores vs seizoenen

PROFIEL DATA

GDPR

VOORKEUREN

Loyaliteits programma

UITVOERING

Trip Personas

Grenzen

ACTUALITEIT



RUIMTELIJKE DATA

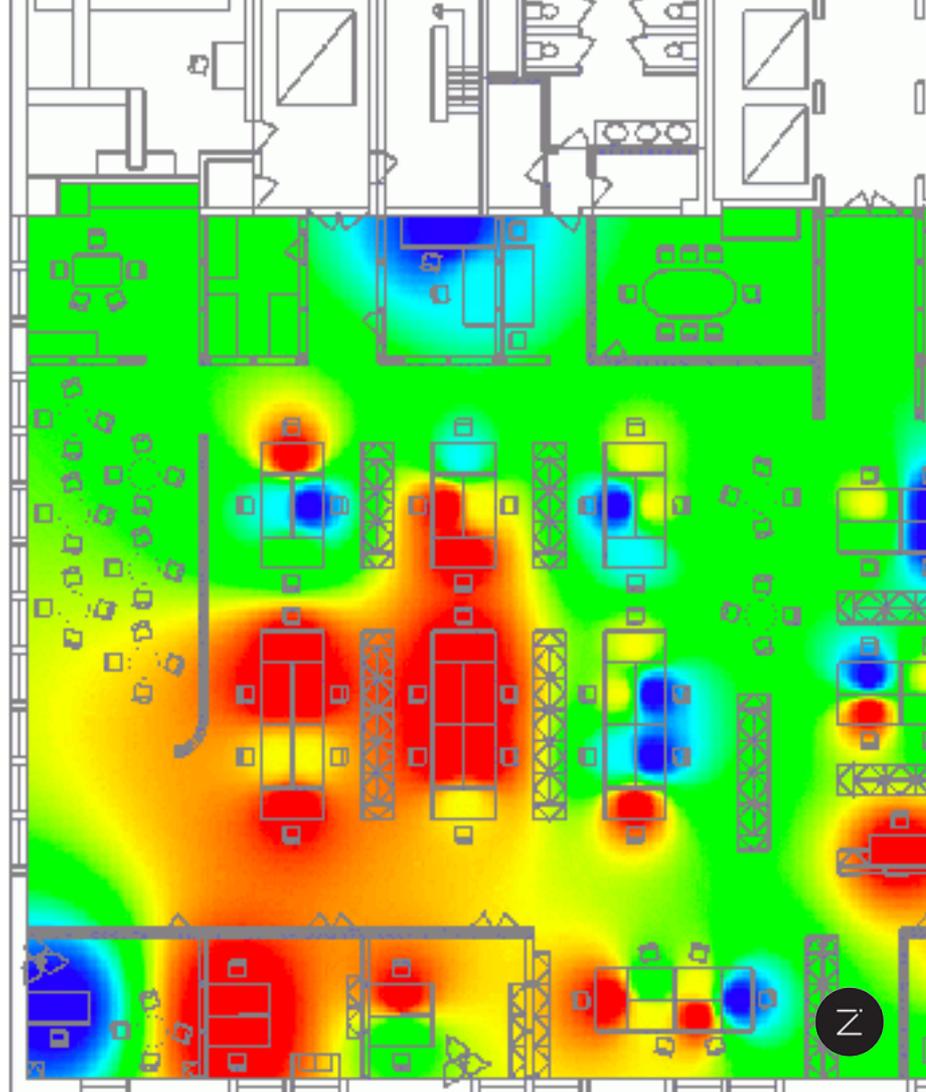
HEATMAPPING

- Uitgave per stoe
- Gebruik per stoel

ERGONOMETRIE

SENSORS/COUNTERS

DESIGN VS CONCEPT



CARNAVAL

“DE POLONAISE BEWIJST DAT
DEGEN DIE
VOOROP LOPEN HEUS NIET ALTIJD
WETEN WAAR ZE NAARTOE GAAN”

Loesje