



It is not an easy journey to manage the unknowns

How to combine minimal risk experience to maximise product experience?



Social norms message increases wished behaviour

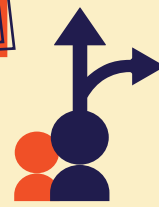
Show that other people are having a good time



Hotel needs to become destination

95% of our behaviour is done automatically

Daniel Bennett
Consulting Director in Behavioural Science Practice @ Ogilvy Consulting



Mental shortcuts

Moderator
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What is the new candy on the pillow?

Earn double "points" for doing things that you do not need to do

Go above and beyond

Lot of people reuse towels. Me too!

We do what we see that other people do rather what we are told to do



What was innovation before is becoming common now



Technology helps to reduce cost and predict customer behaviour

Influencers can play a big role here!

The more the people fear the more they follow what others do



Pandemic opens up creativity

Hotelrooms as private restorans or closed office

Annika Ülem
Co-Founder @ GuestJoy

Online check-in next hot topic



Use the power of other people

Digital Nomads as target group

Technology used for:
- Searching
- Booking
- Pre-, during- and post stay communication
- Upselling
- Creating loyalty
- Post stay - people have a lot more power



People travel more locally- create local experience

People do not want to overpay for anything



Take the best practices from other industries



Gilberto Vizzini
Country Manager UK @ IL PRISMA

People prioritize cleanliness and private spaces

Safety first- people will return to hotels where they felt safe



Offer different kind and off premise services to keep contact with your clients



Co-working/ co-living is going to evolve



Clusterisation of offering

Hybridisation of services

Human to human not brand to human services

Bringing services out of the hotel/ restaurant rooms

