

Title: Reimagine the Hotel Experience

Timing: This can be a quick, in-the-classroom activity simply focused on brainstorming or a longer-term assignment in which you assign site-visits, competitive intelligence research, or teach continuous improvement processes.

Develops: Communication / Presentation Skills, Decision Making, Creativity and an understanding of Stakeholders, Competitive Advantage, Competitive Forces, Continuous Improvement

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Hotels are attempting to redesign themselves to appeal to modern-day travelers. Lobbies are more like living spaces or coffee houses where one would gather and hang out with friends. There may be workout equipment and Bluetooth speakers in one's room or rooftop yoga classes. Often there are outlet strips on the desk instead of a single wall-outlet to accommodate the multiple electronic devices people travel with. Televisions are large and flat-screen, tubs have been replaced with luxury showers that offer near-spa experiences in the room, and so on.

Best done in small groups.

Assignment: Reimagine the "standard" hotel experience and prepare a 10 – 15 minute presentation.

Give learners the following prompts to ensure they look at all aspects of a hotel experience:

- Services and Amenities: Consider both usefulness (is it necessary? when is it used?) and utility (how does it work, can it be improved)?
- People: How many roles are necessary to provide a comfortable experience versus a "wow" experience?
- Facilities: Analyze public spaces such as lobby, pool, restaurants / bars, gym; and private spaces such as guest rooms, bathrooms, and work areas.
- Technology: What is offered? How is it used now? What is the "next level?"
- Community: How does a hotel make the guest feel welcome and respected?