

“Buildings and user behaviour”



GUEST behaviours

it's a journey

*“Do what you do so well that they will want to see it again
and bring their friends”
-Walt Disney*



THE HAPPY PLACE



*"The worst thing with hotels,
is to Check out"*

Petter Stordalen



“We’re not a hotel company”



Travel
Hotel,

Wellbeing
Spa, Gym

The nice
feeling

Socializing
Bar, Restaurant

Home
Private, LongStay

XYZ?

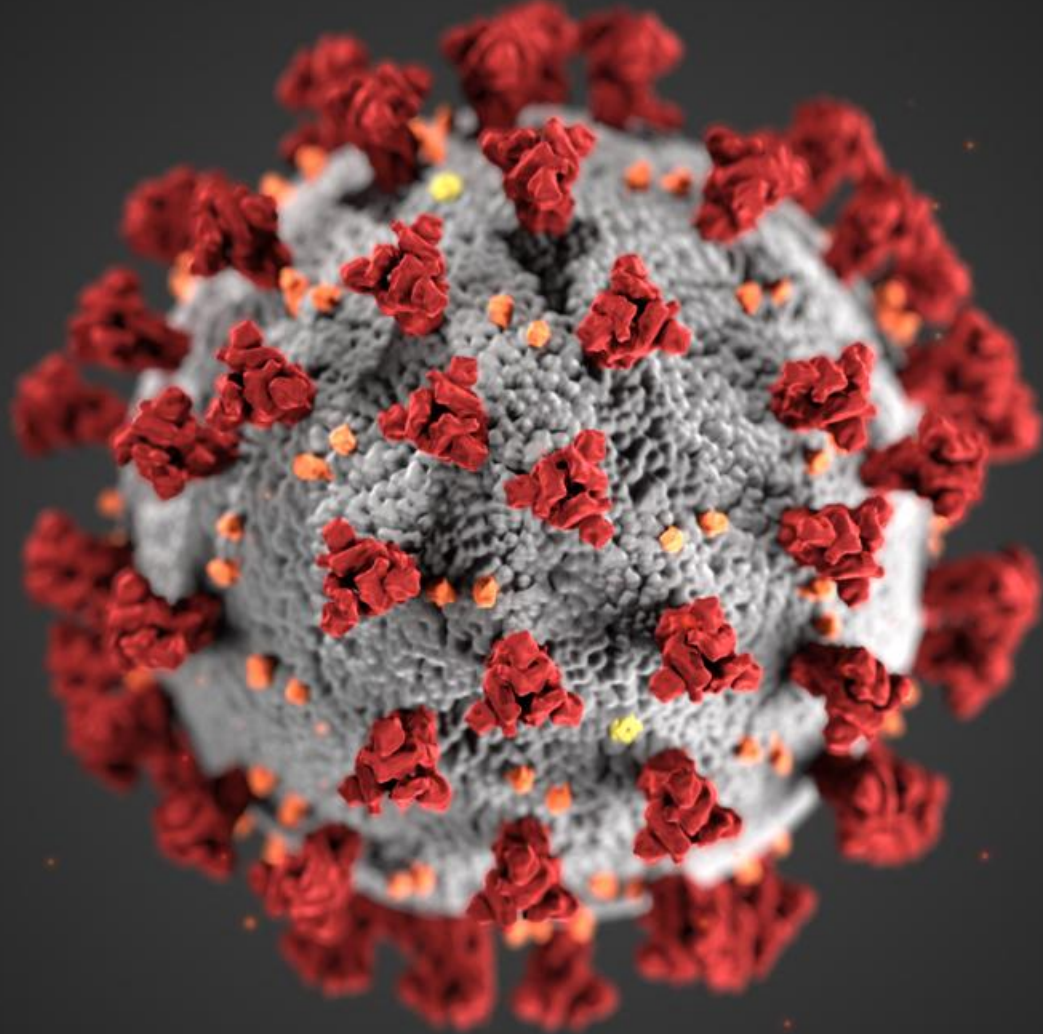
Work
Co-working

The image shows a silhouette of an industrial factory against a sunset sky. Several smokestacks are visible, with thick black smoke rising from them and spreading across the upper half of the frame. The sky is a mix of orange, yellow, and grey tones. The text 'Climate Guilt' is centered in the middle of the image in a white, sans-serif font.

Climate Guilt

A person with dark hair, wearing a grey t-shirt and shorts, is sitting on a black Eames-style chair, viewed from behind. They are looking out a large window with sheer white curtains. To the right, there is a white tufted sofa. The room has light-colored walls and a wooden floor. The overall mood is quiet and contemplative.

Loneliness



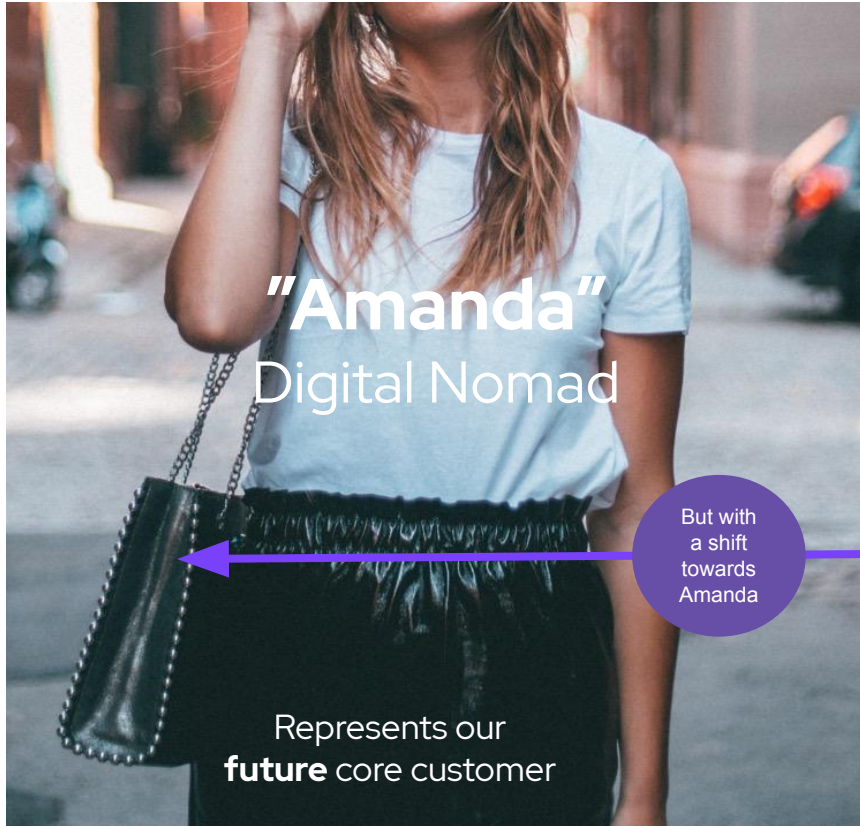
Platinum losers™

What if the status of frequent business traveling shifts from glory to pity, equal to a stressful and lonely choice of lifestyle, and a close to criminal carbon footprint? What if your platinum airline card becomes a loser symbol rather than an aspiration?



A hand holding a white paper airplane against a cityscape background. The hand is wearing an orange wristband. The background is a dense urban area with many buildings, seen from a high vantage point. The text is overlaid on the left side of the image.

“I feel like I travel
without leaving
my city”



“New technology allows staff to interact with guests in a completely different way. We can look up from the computer screen and socialize and build relationships with our guests instead”



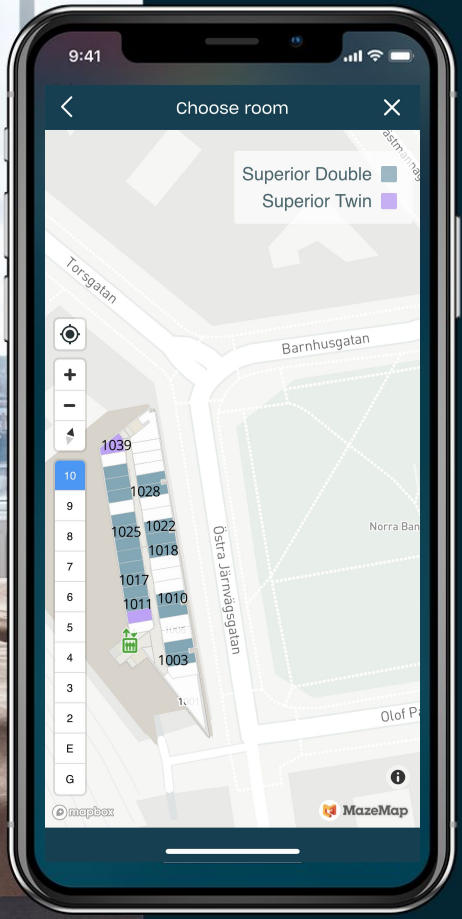
GUEST RELATIONS MANAGER

Clarion Hotel Sign

“The **future of hospitality** has always been Mobile, but Covid-19 will accelerate this trend from **a nice-to-have** to **a must-have** for hoteliers”

—SOMEONE FAMOUS





Why a Customer Journey Mapping

A customer buying our product or service is actually only **one step of a long journey**, created by all the moments leading up to and following the purchase. Our efforts in **making this journey as positive as possible** are all dependent on the weakest moment. A **negative experience at any stage could easily lead to a lost customer...**

That's why we now take a more **strategic approach** to our whole guest journey, with all its touchpoints, and put our guest in the center.

We **look into each and every touch point** and see how we perform and with feedback from our customers we **know where and what we should improve**



Digital Customer Journey - Guest Satisfaction

★★★★★
Inspiration/
Research



★★★★
Booking



★★★★★
(Pre) Arrival



★★★★
Arrival



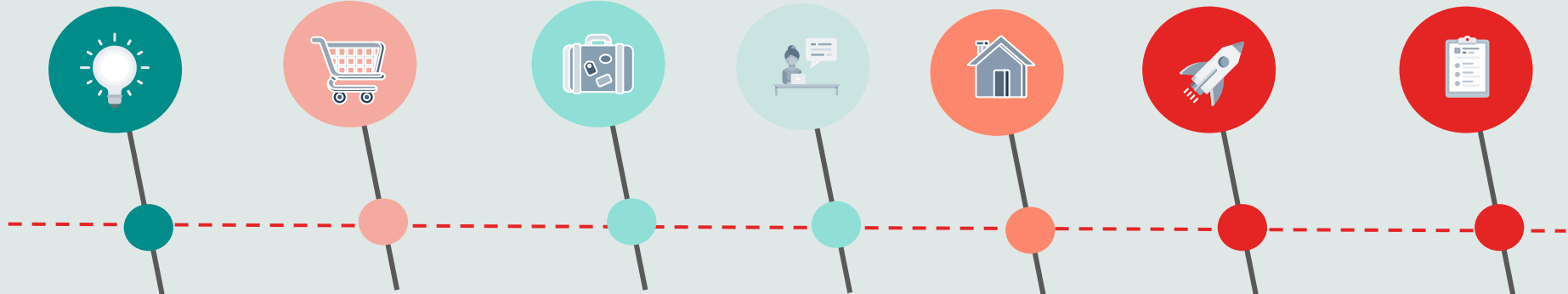
★★★★★
Inhouse



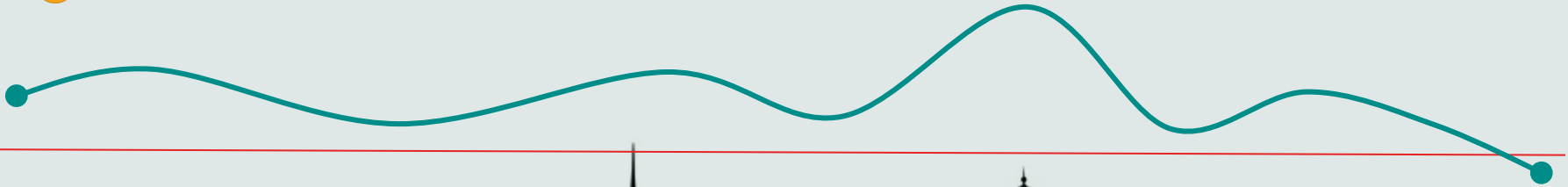
★★★★
Departure



★
Post Stay



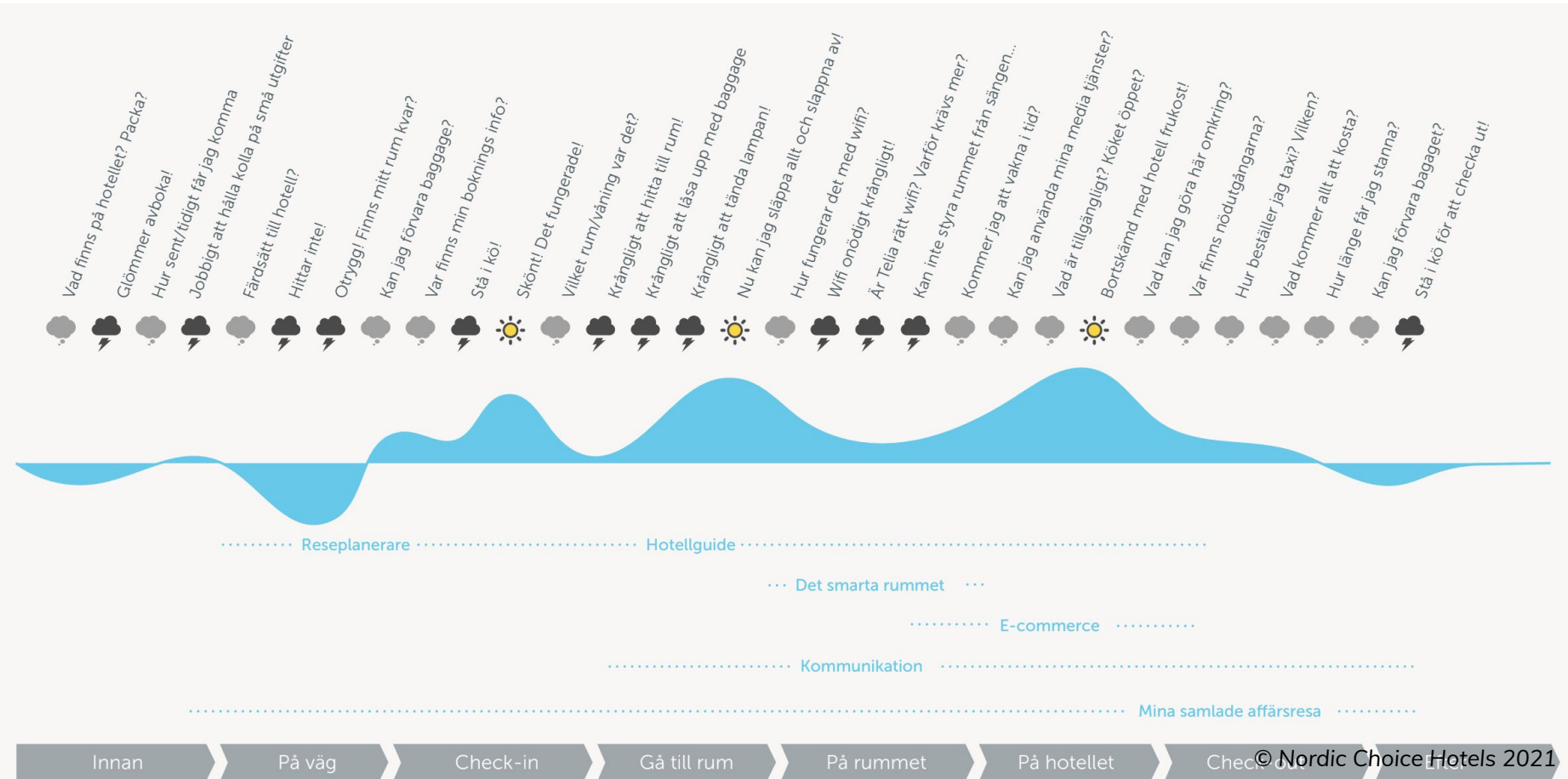
Emotional index
Positive 😊



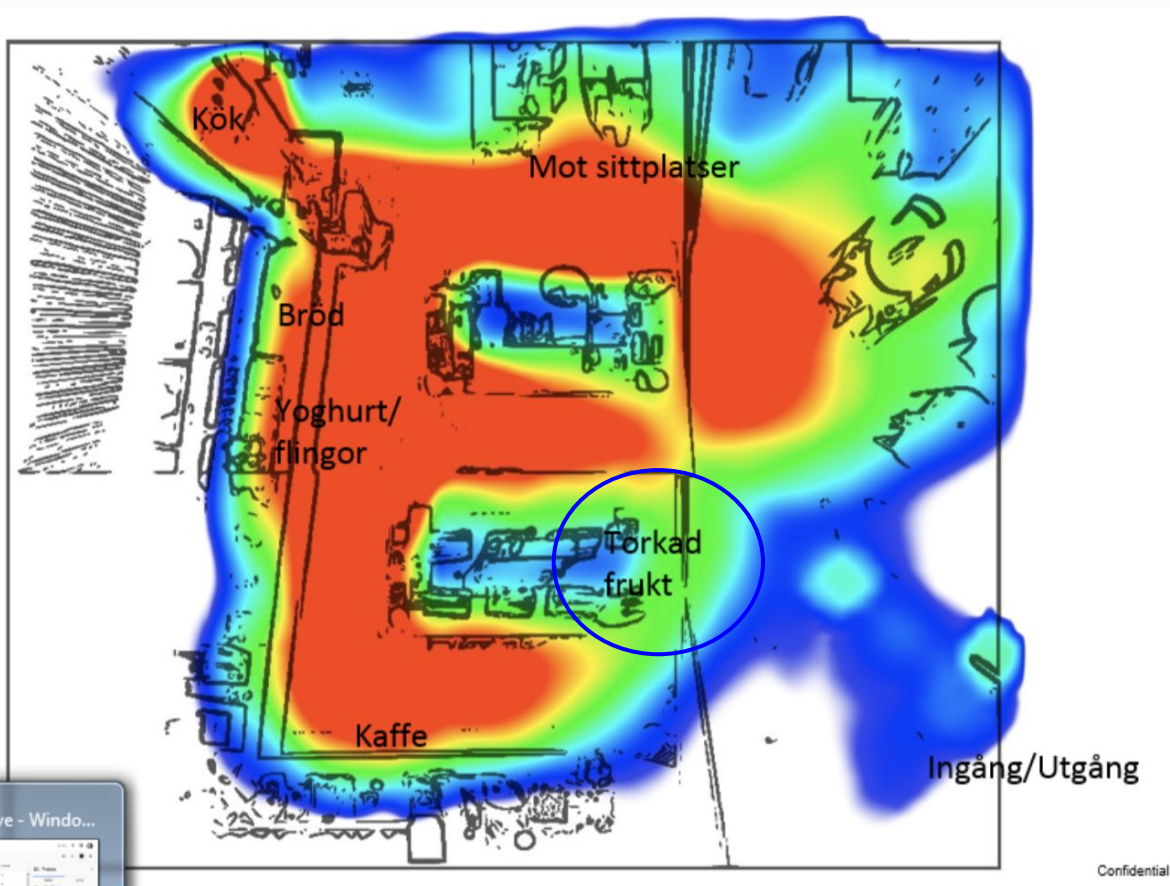
Negative 😞



The Emotional Guest Journey



Heatmap at Clarion Hotel Malmö Live - Breakfast Area



How do guest
move around in the
breakfast area?


Dried Fruit was not
that popular, but the
coffee machines
were very busy



A neon sign featuring the word "CHANGE" in bright orange, uppercase, sans-serif letters. The text is enclosed within a glowing blue rectangular border. The sign is mounted on a dark surface, and its reflection is visible below it. Some electrical wiring and mounting hardware are visible behind the sign.

CHANGE



A man with brown hair, wearing a dark blue sweater, is leaning forward over a desk. He is smiling broadly, showing his teeth. The desk is covered with numerous colorful sticky notes in shades of blue, green, and white. In the background, there is a large window with white frames, letting in bright light. The overall scene is bright and positive.

“We know that the world
doesn’t need more offices.
It needs spaces where
people can collaborate,
connect and create
together, and break free
from the corporate mold”

Bjarke Ingels
Chief Architect, WeWork



But you can actually say
that this trend comes
from our industry, when
people started working
from cafes and in our
hotel lobbies...

Check-in Office

NORDIC CHOICE HOTELS

Hotell & destinationer

Möten & konferens

Erbjudanden

Weekend

Bli medlem

Logga in

☰ Meny

Check in-kontor

Hemmet är fullt och du behöver jobba hemifrån? We got you covered. Låna ett hotellrum över dagen och jobba i lugn och ro. Nu från endast 295-595 kr per dag.

BOKA NU



Gäller för boendeperiod:

4 jan 2021 - 30 apr 2021

Kan bokas:

4 jan 2021 - 30 apr 2021

Kontor från bara 295 kr per dag

På flera hotell runt om i Sverige öppnar vi upp för dig som behöver ett ställe att jobba på. Arbeta i lugn och ro i ett rent och rymligt rum med skrivbord och skön fåtölj. Självklart ingår wifi och riktigt gott kaffe.

Så fungerar det

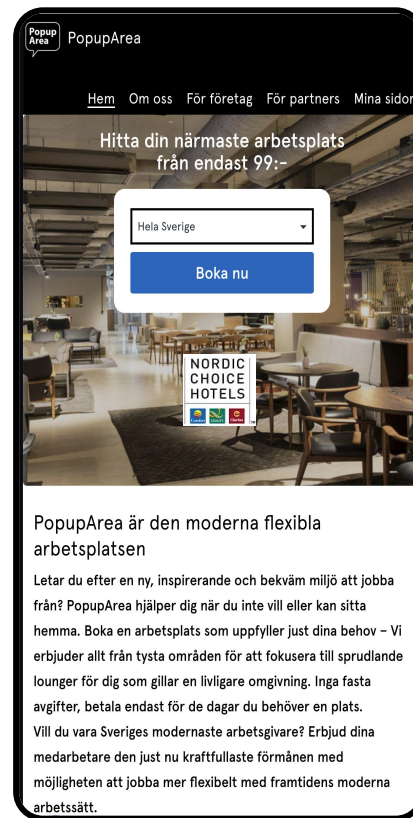
Where people can socialise as little or as much as they like, where they can use the facilities which already exist.

From an office in a hotel room to a lively lobby

But the pandemic has **completely** blurred the lines between work and home

Many large companies are now switching to a post-corona situation, where employees see an advantage in sometimes being able to continue working from home. At the same time, there are many who do not have the opportunity for a good workplace in the home and there we want to come in and contribute. They look for a more flexible alternative, still meet people when they want to and in a nice environment

In April we will have a Workshop about
“SPACE AS A SERVICE”



Thank You!

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