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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

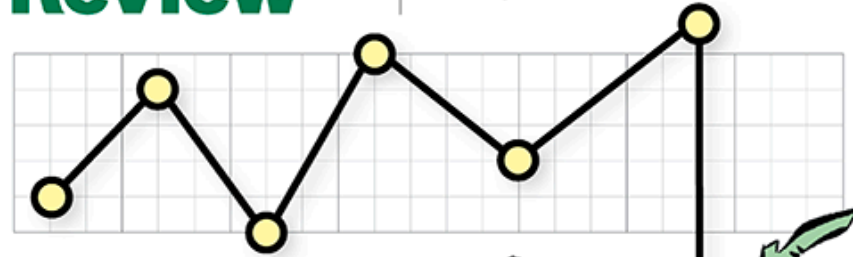
44 How Dual-Career  
Couples Make It Work

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

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CONCEPTUELE DATA

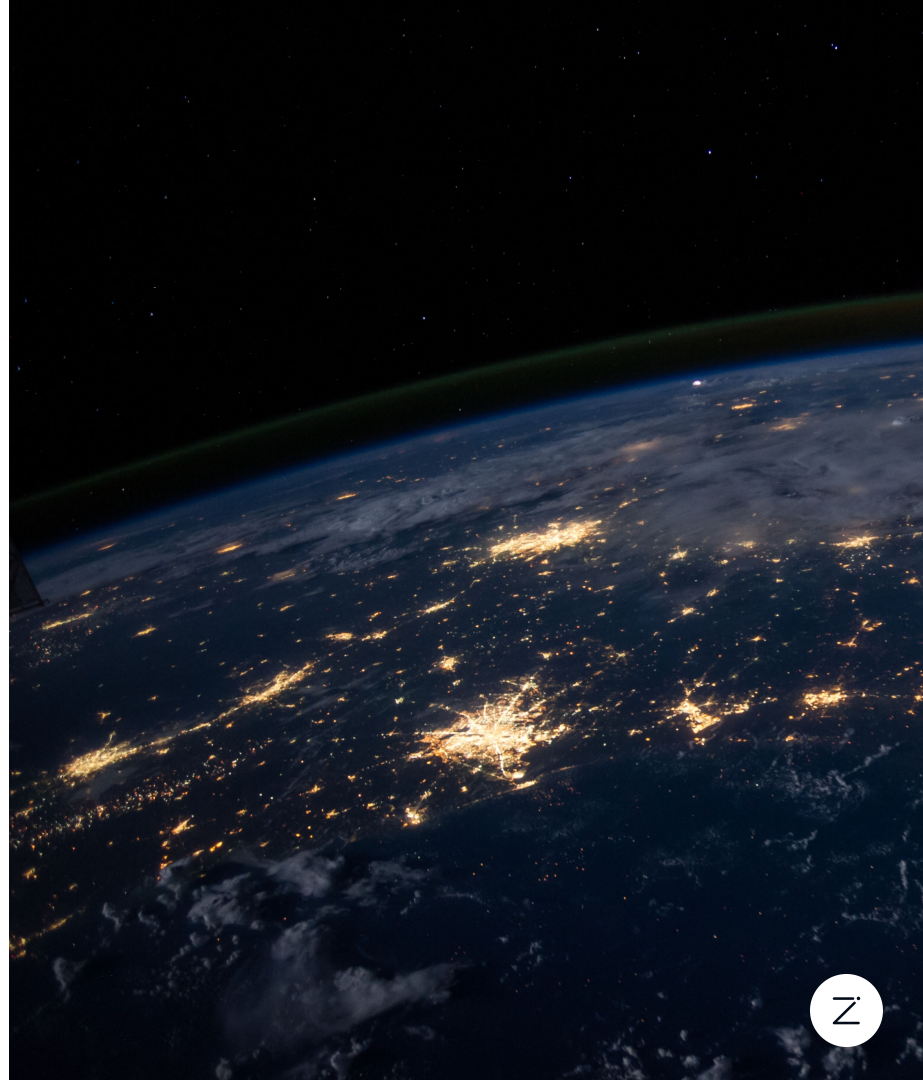
REACTIEVE DATA

PROACTIEVE DATA

PROFIEL DATA

RUIMTELJKE DATA


FINANCIELE DATA









A photograph of a white wall with graffiti. The graffiti reads "I DON'T BELIEVE IN GLOBAL WARMING" in red, hand-painted letters. The wall has a window on the left and a vent on the right. The foreground is a flooded area with water reflecting the graffiti.

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

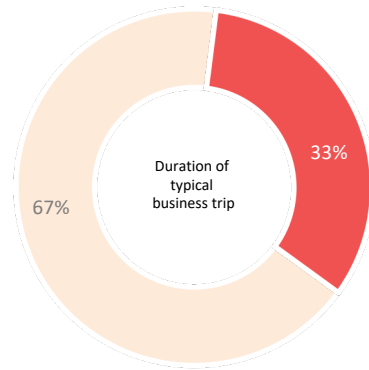


## EXTENDED STAY GAINING MOMENTUM

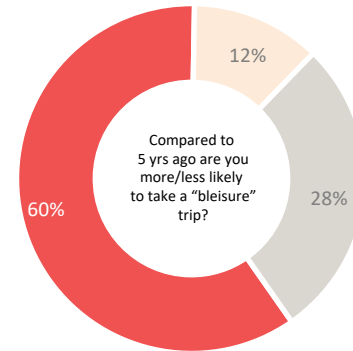
20% of business travellers book bleisure trips – and growing

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.



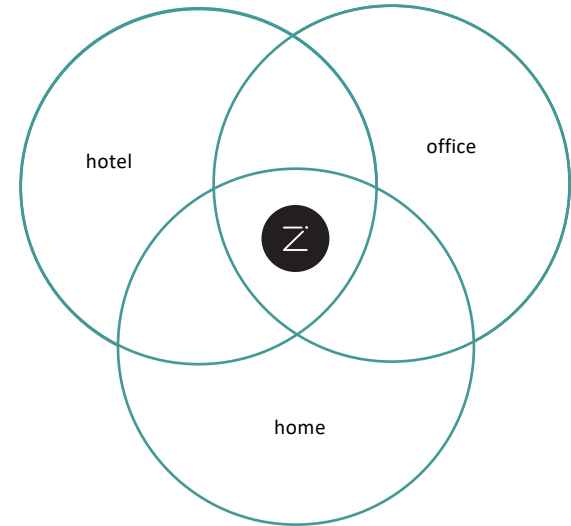
## LIVE COMFORTABLY AND WORK EFFICIENTLY

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.



1 night

ZOKU HOTEL MODEL

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 m<sup>2</sup>).



## 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 m<sup>2</sup>) 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

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Uber



Four Seasons Hotel George V Paris Palace

# HOTELS REAGEREN

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*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.*

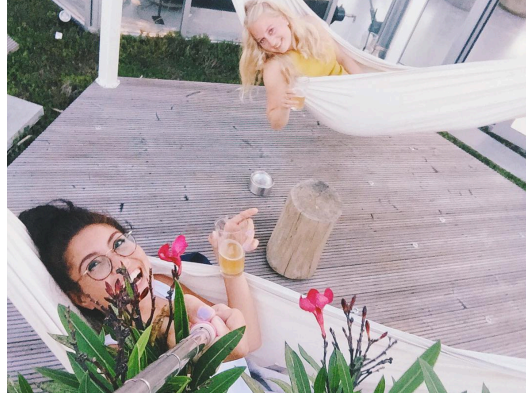
The Marriott International-owned [Sheraton Hotel & Resorts](#) is revisiting over 400 lobbies in an effort to make the spaces more work-friendly. Sheraton is reportedly planning to outfit the new lobby spaces with “productivity tables” that will contain USB ports, rentable drawers, and plenty of outlets.

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

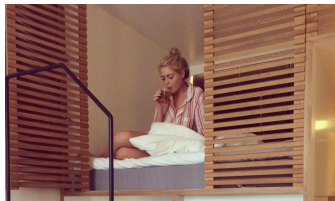
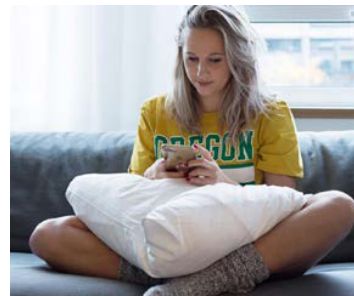
Spacemize now offers a passport-style option that allows business travelers, entrepreneurs, and corporate employees to work from luxury hotels and other venues on a cost-efficient, flexible basis.

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  
TOGETHER WE CAN WORK HARD  
PLAY SMOOGE. REST EASY  
WHILST WE COMBINE CULTURE  
AND YOUR DREAM



# CONCEPT TO REALITY

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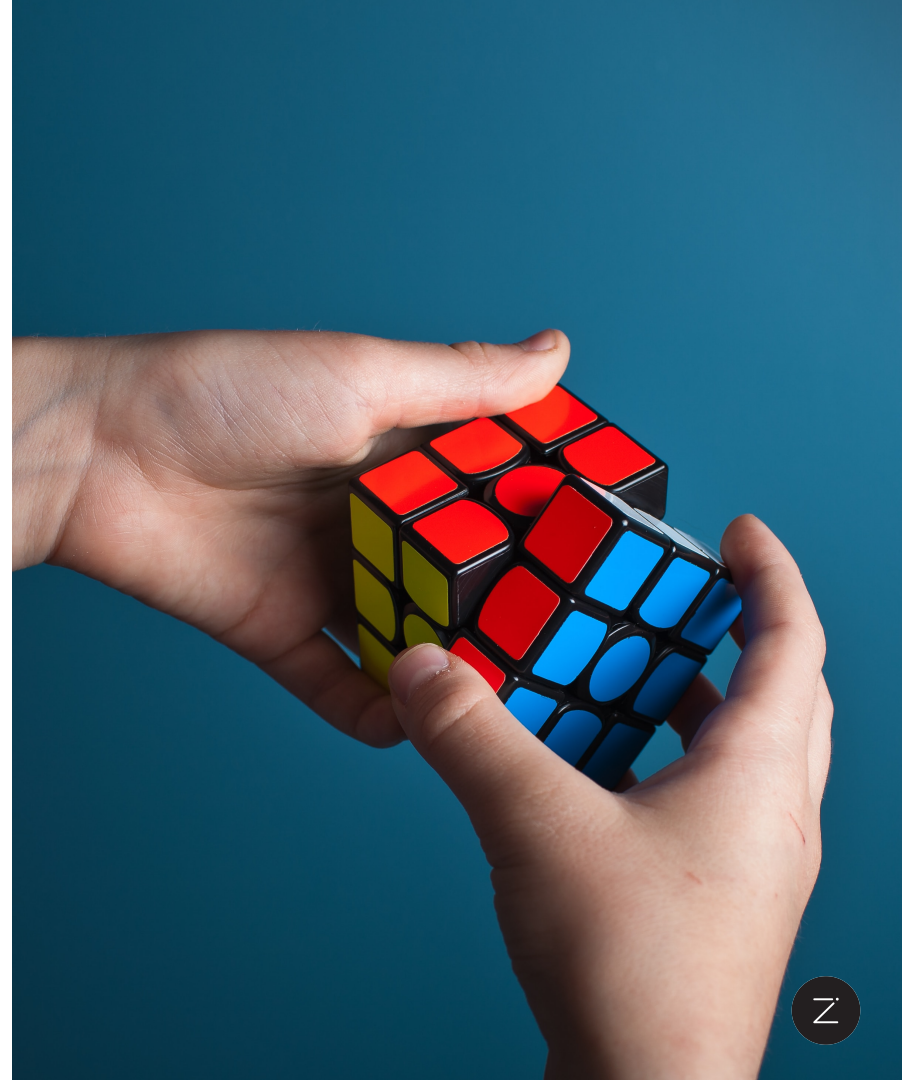
WELKE PROBLEEM LOSSEN WE OP

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 wooden 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.

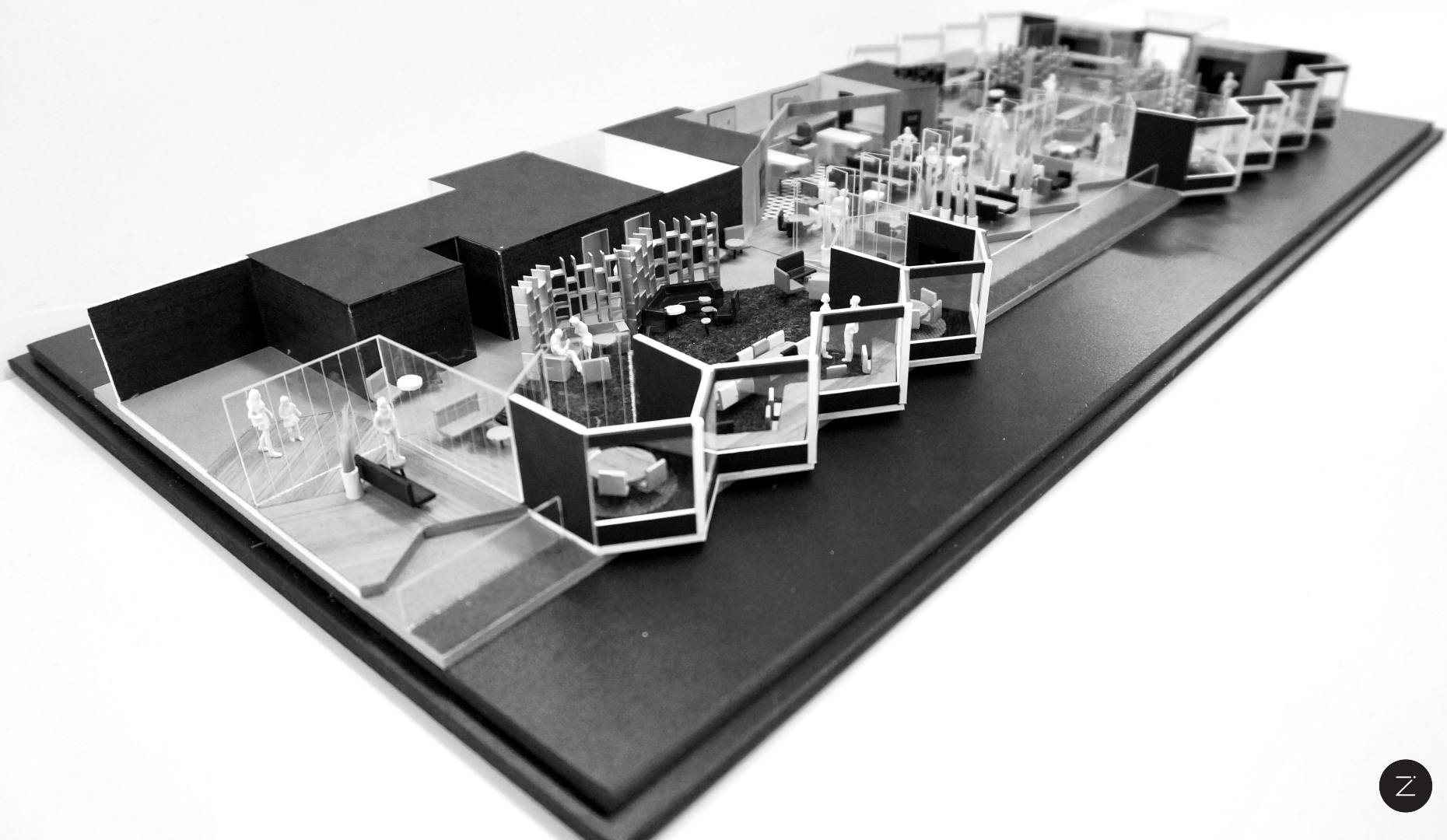
80% ervaart een social leven opbouwen en het voorkomen van een gevoel van eenzaamheid als een top #3 frustratie in traditionele markten



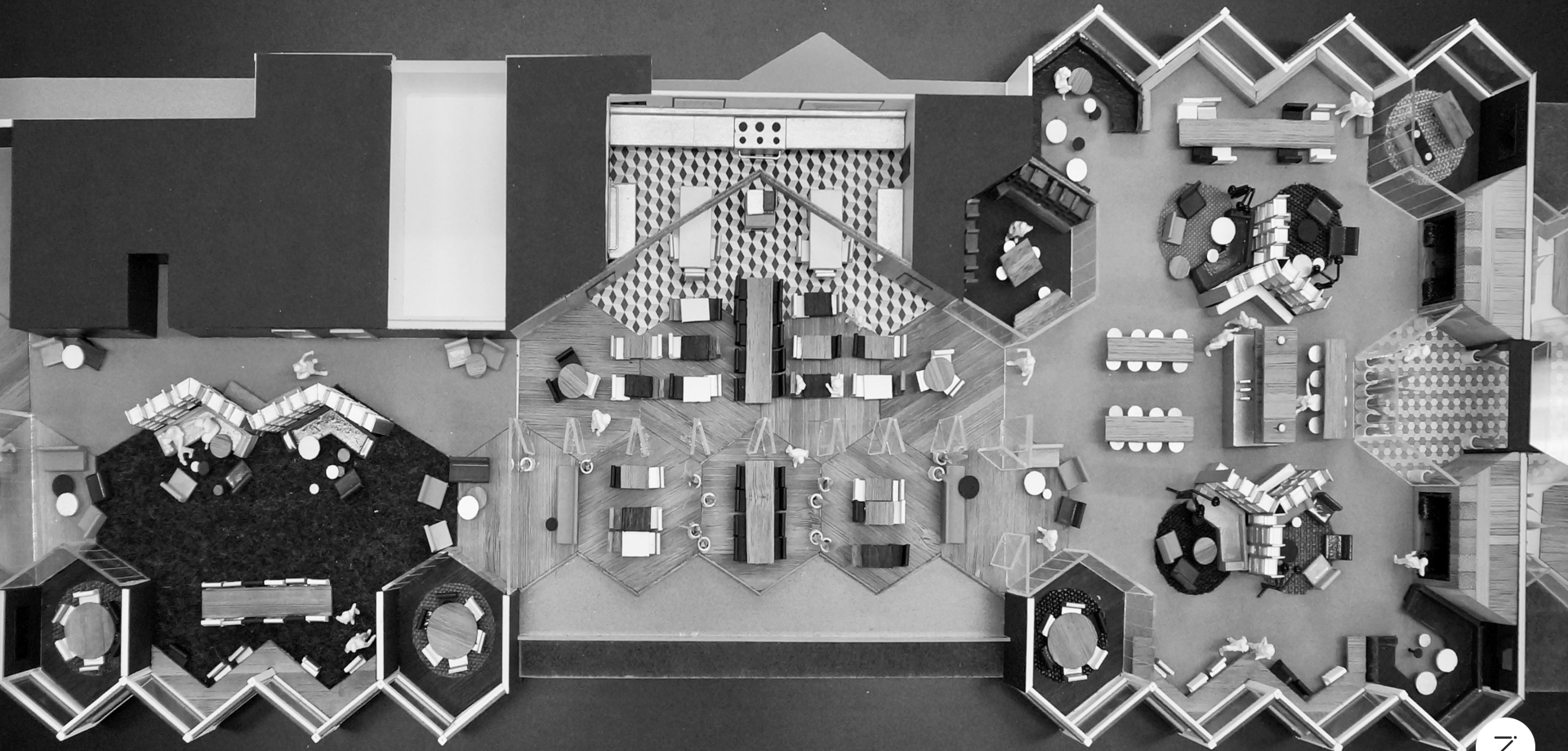
Professional working Nomad

family

























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

# ZOKU AMSTERDAM

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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



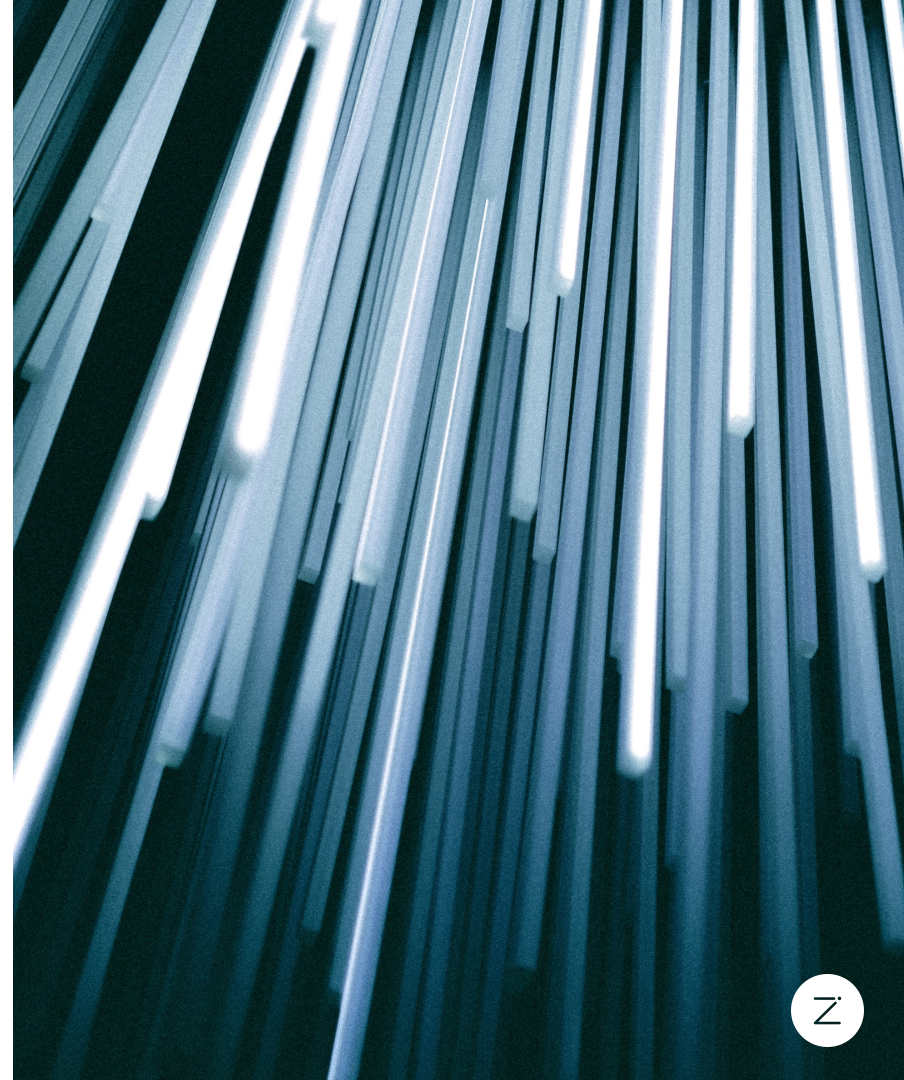
# REACTIEVE DATA

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“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

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GDPR

VOORKEUREN

Loyaliteits programma

UITVOERING

Trip Personas

Grenzen

ACTUALITEIT



# FINANCIËLE DATA

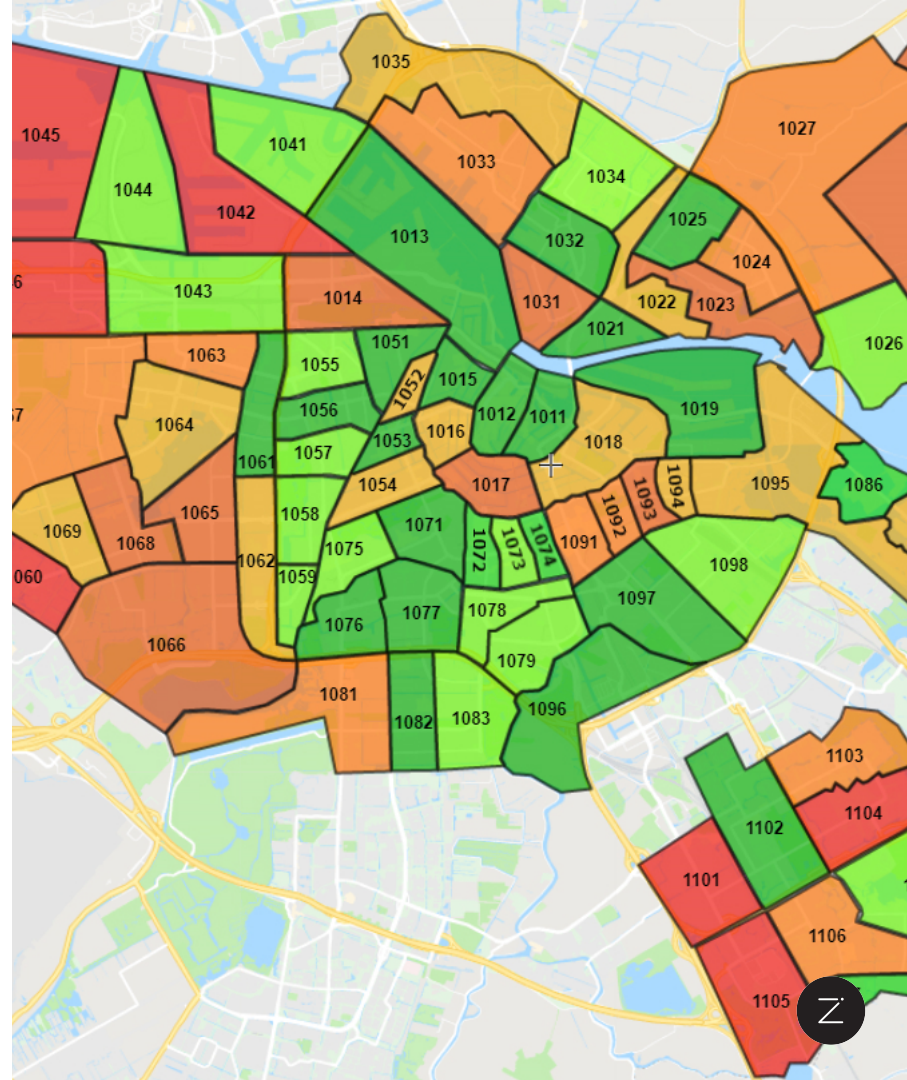
STANDAARD KPIS

VERBLIJFSPATRONEN

UPSELLING

STRATEGISCH

- Combineren payment providers
- “Marqt methode”



# RUIMTELIJKE DATA

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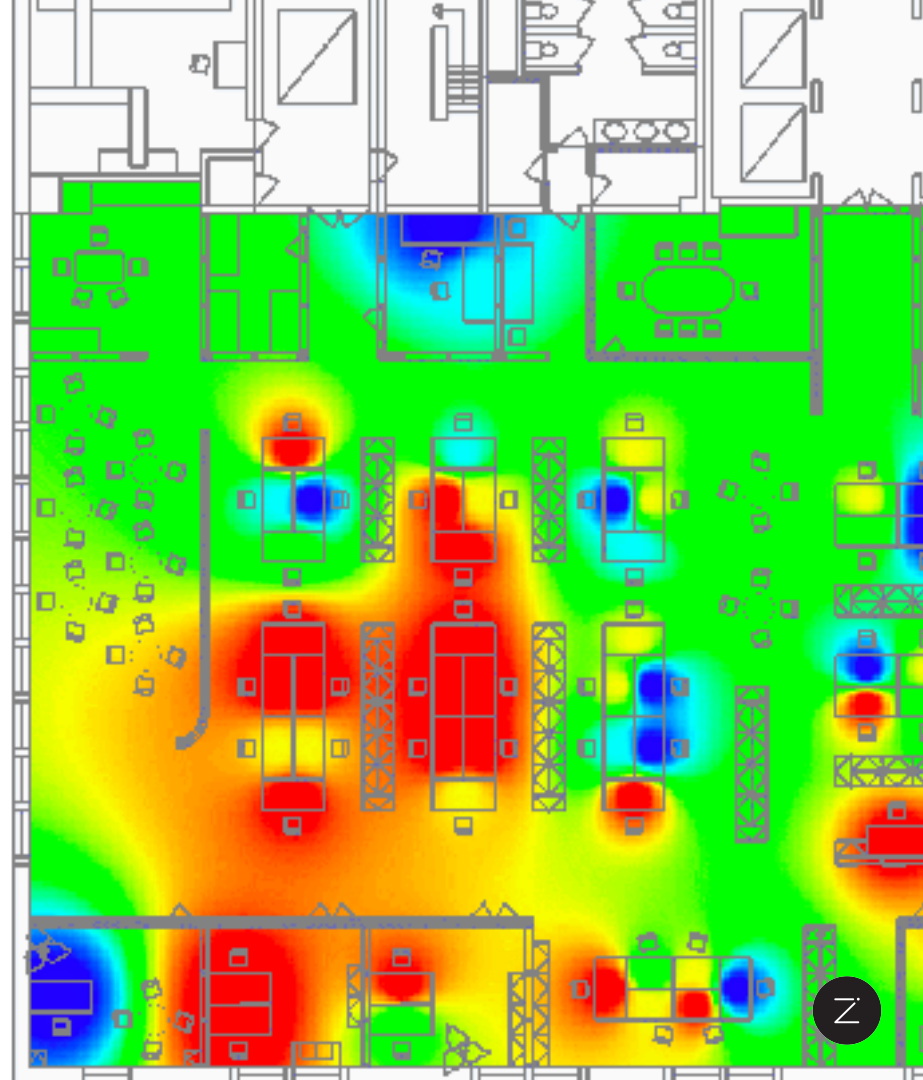
## HEATMAPPING

- 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*