

# Hellenic Chamber Forum 6th International Hospitality Forum

Hospitality Reboot: Embracing Trends /  
Facing Challenges

Presented by Florence Kaci  
February 10<sup>th</sup>, 2023





# Moving into a new normal

Stay on top of current challenges

# Labor shortage issues

- An [AH&LA survey](#) of nearly 200 hoteliers in September 2022 found 36% of respondents considered themselves “severely” short-staffed, with the most acute shortfall in housekeeping.
- Labor demographics and labor-force participation are shifting, along with changes in employee preferences after the pandemic. Challenges can serve as a catalyst for innovation in technology, working models, and talent management, in order to position lodging once again as an “industry of choice” for future workers.
- When labor costs rise, companies in the hospitality sector often look to reduce costs elsewhere.



# Creative Solutions for Hoteliers



Adaptability



Thinking outside of the box in terms of staffing



New training to better enable employees to multitask



# 10 workforce-building tactics observed

- Digital learning
- Benefits, signing bonuses, salaries
- Contractors, gig workers
- Flexible work hours
- Lower education requirements
- Sharing multiple roles
- Technology upgrades: self-service
- Travel discount for leisure
- Travel for work
- Work-from-anywhere policy when possible



# Energy crisis: the real threat

- Energy-saving initiatives are becoming crucial steps for the near future.
- To support SMEs in the tourism and accommodation sector, the UNWTO launched the Hotel Energy Solution (HES). The HES e-toolkit helps hoteliers assess their current energy use and find appropriate solutions.
- Hilton offers a “LightStay Event Impact Calculator” for their customers to estimate the environmental impact of a meeting or event including the carbon emission, energy use, water and waste.
- Hospitality players are also finding creative ways of reducing costs.
- Investors are attracted to green solutions. Platforms like Raise Green offer a marketplace to get funding for renewable energy projects.



# Energy costs seen as biggest challenge for European hotels

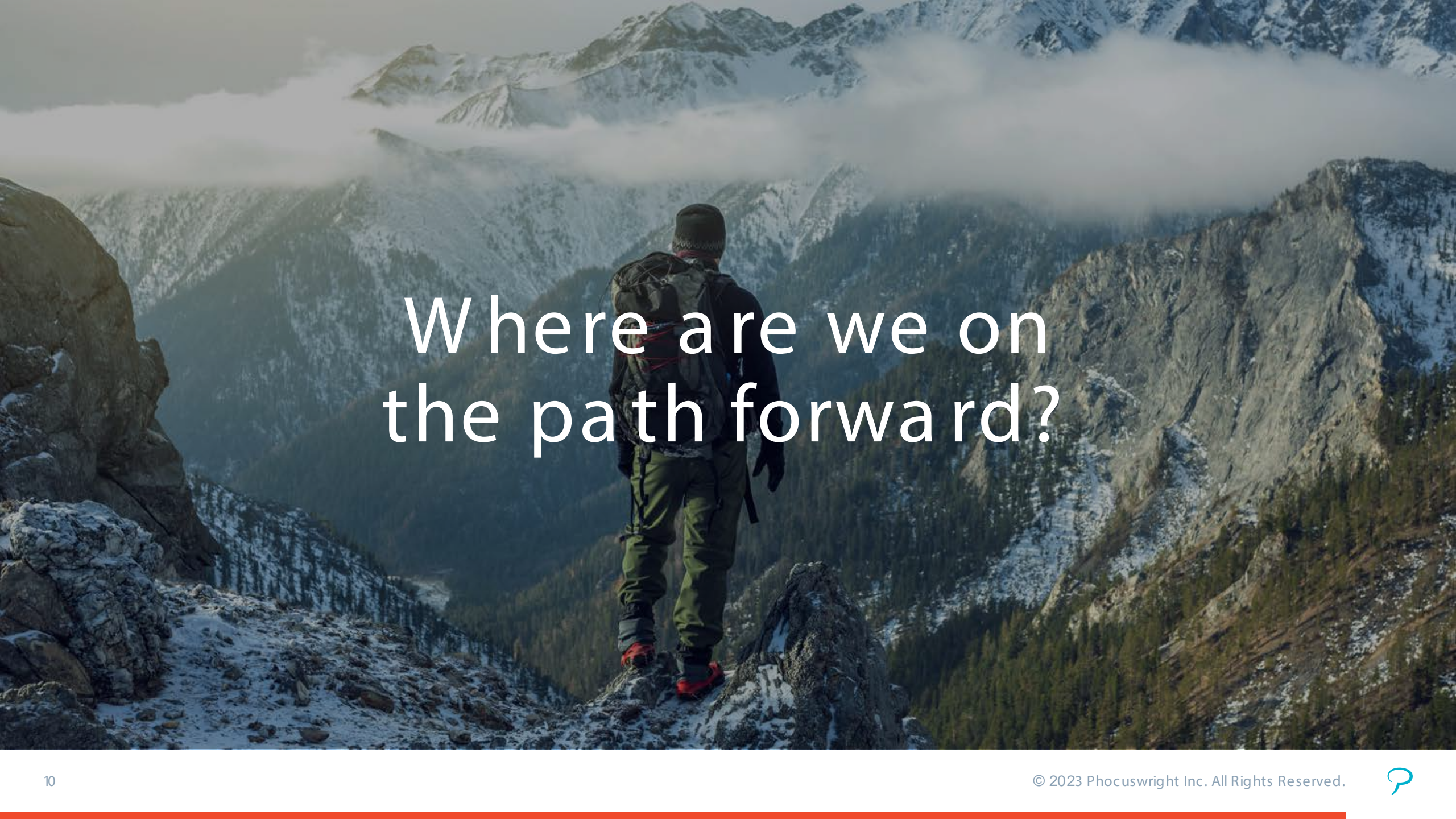
- 80% of hoteliers rate the energy crisis as their biggest concern across all 10 countries in the Booking.com Barometer of 2022 report, including France, Germany and Spain.
- The wider economic situation is highlighted as the next biggest challenge by 48%, followed by staff acquisition and retention (43%) and cost of staff at 42%.
- While areas such as channel management are no longer seen as an issue, social media marketing is now considered the biggest challenge when it comes to digital transformation, according to 31%.
- Within the area of decarbonization and sustainability, energy efficiency is highlighted as the main challenge by 50%, followed by waste reduction (29%) and preservation of natural resources (19%).



# How to protect your hotels?

- Higher booking prices and extra fees, aka energy fees.
- Educating guests on responsible energy consumption.
- Energy efficiency measures as part of sustainability initiatives:
  - Keep the heat/cold in: insulate your property.
  - Use energy-efficient appliances.
  - Use smart thermostats.
  - Consider investing in renewable energy.
- Conserve water
- Recycling options, offering sustainable transportation, such as bikes or scooters, working with local suppliers, etc.
- Warmer destinations – expect “energy tourists”. In Europe these are destinations such as Malta, Southern Spain and Portugal, Greece and Cyprus.





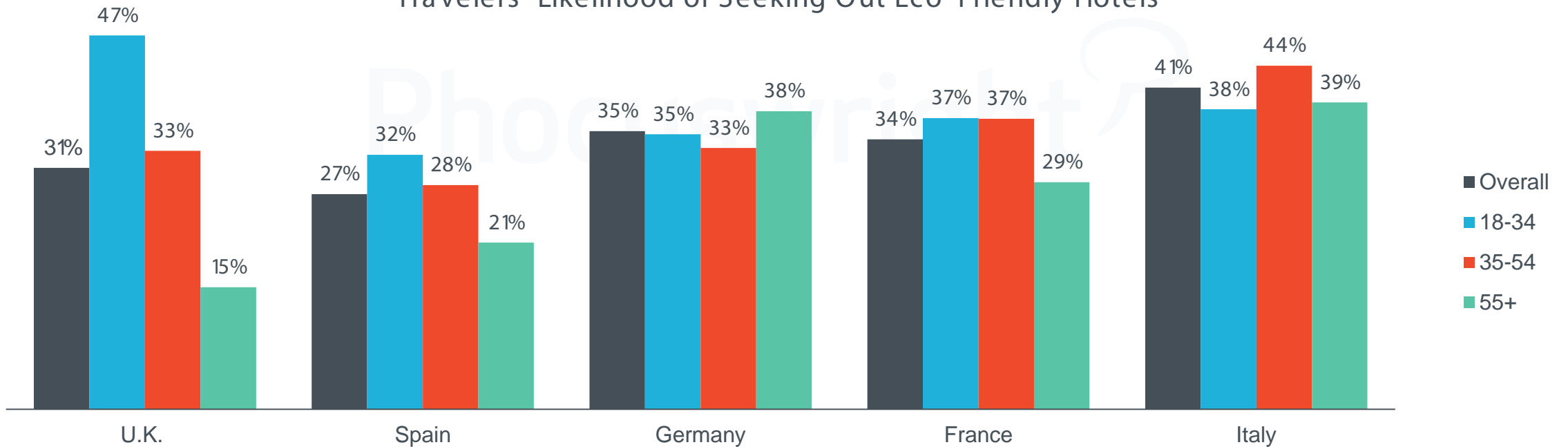
Where are we on  
the path forward?

An aerial photograph showing a large solar farm with rows of blue photovoltaic panels. The solar farm is situated on a grassy area next to a winding river. In the background, there is a dense residential or commercial city area with many buildings. The scene is captured during the golden hour, with warm sunlight illuminating the landscape.

Stay.. Sustainable

Though sustainability influences Europeans' accommodation decisions, a lot needs to be done for Earth- and resource-related concerns to have a bigger impact on the choice of stay.

Travelers' Likelihood of Seeking Out Eco-Friendly Hotels



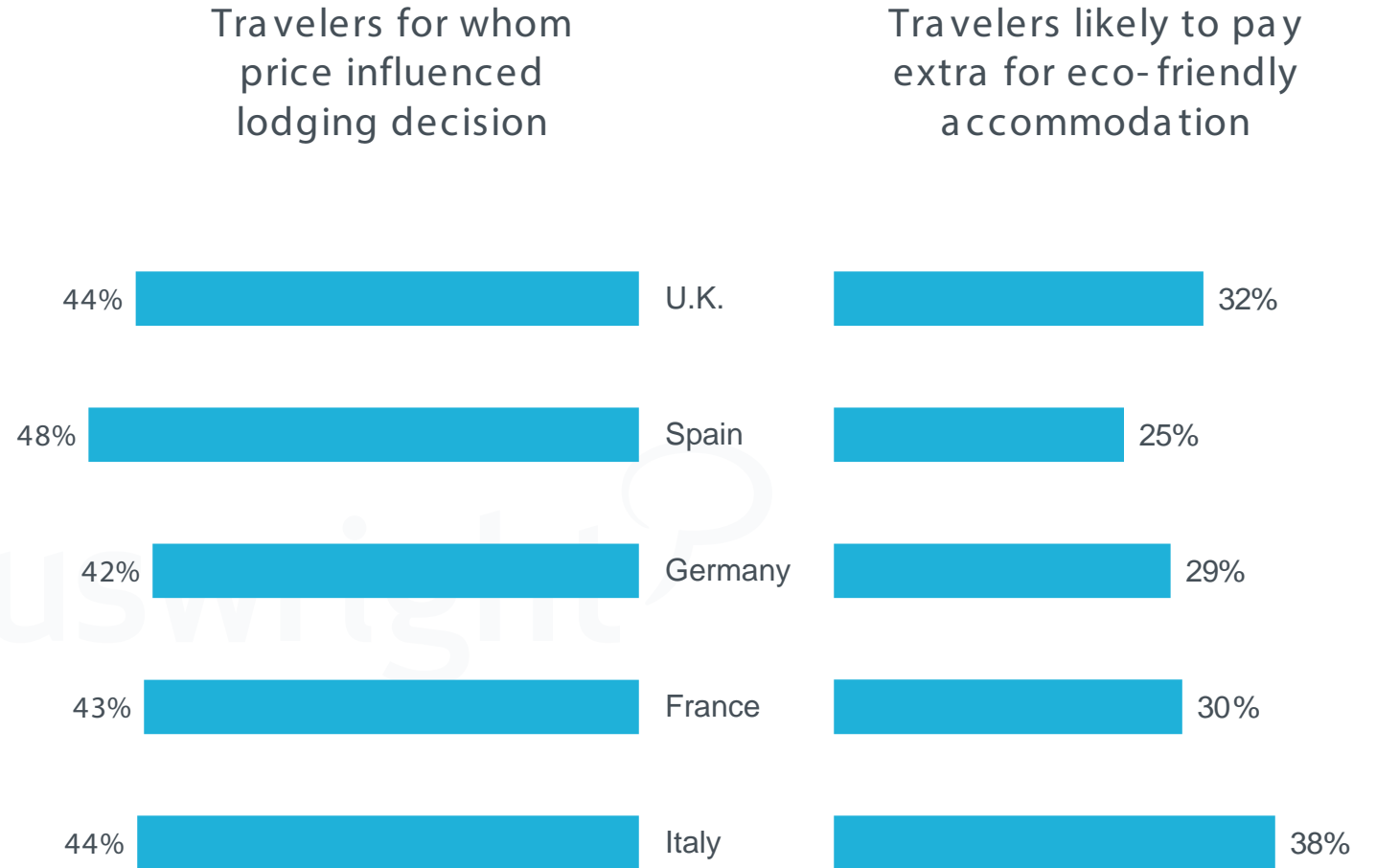
Question: How likely are you to take the following sustainable travel measures in the next 12 months and beyond?

Base: Travelers and Planned Travelers who expect to travel in the next 12 months (U.K. N=1,150; Spain N=1,010; Germany N=965; France N=954; Italy N=1,002)

Source: Phocuswright's *Sustainability in European Travel 2021*



Price is also a top consideration in lodging choice. It was the most influential factor in lodging decision for U.K., France, and Italy travelers, while ranking second for Spaniards and Germans. Price-consciousness impacts travelers' willingness to spend extra to stay in an eco-friendly hotel or resort.



Question: What factors influenced your decision on what type of lodging you stayed in? Select up to 5 options.

Base: Travelers (U.K. N=776; Spain N=777; Germany N=682; France N=808; Italy N=780)

Question: How likely are you to do the following?

Base: Travelers and Planned Travelers who expect to travel in the next 12 months and are likely to follow sustainable travel measures (U.K. N=980; Spain N=908; Germany N=824; France N=864; Italy N=924)

Source: Phocuswright's *Sustainability in European Travel 2021*, Phocuswright's *Europe Consumer Travel Report 2021*





Stay..on a lert with STR

A photograph of a grocery store fruit section. A person wearing a tan jacket is reaching into a black display bin filled with green apples. The bin is lined with a silver, crinkled material. In the background, other bins contain various fruits like red apples and oranges. The text "But apples and oranges both compete for the customer buying fruit." is overlaid in white on the image.

But apples and oranges both  
compete for the customer  
buying fruit.



64%

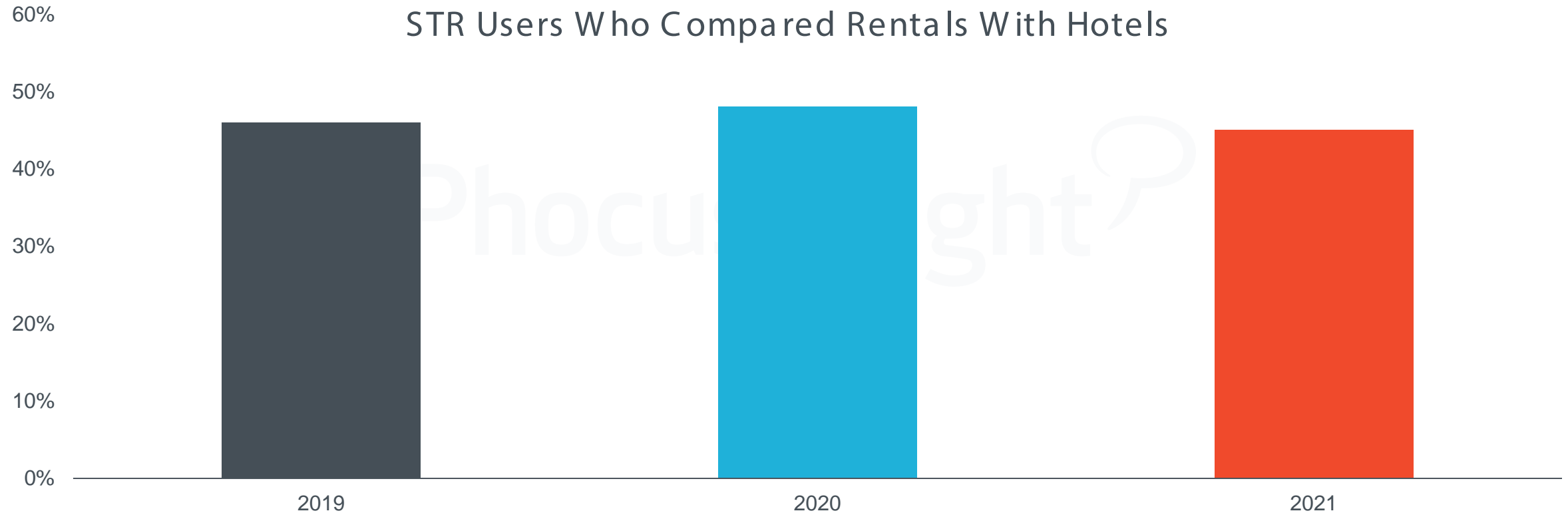
of travelers also considered a hotel the last time they booked an STR.



74%

of travelers considered an STR the last time they booked a hotel.

# Travelers have kept their comparison habits through the pandemic.



# Inherent STR strengths, according to travelers:



Character



Local  
immersion



Privacy



Personalized  
experience



Value for  
money



Overall  
comfort

Phocuswright



# Hilton





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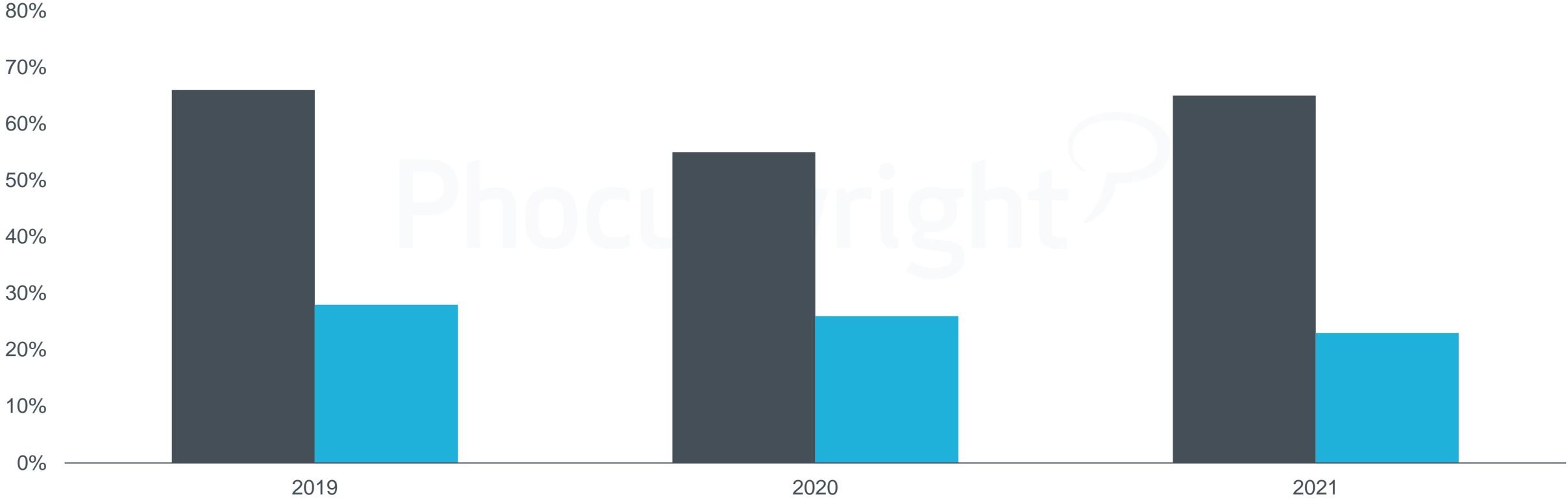
When you look around, it's hard not to notice that travelers are increasingly left to fend for themselves, and that's simply not what being a guest should feel like.

Claire Bennett  
Global Chief Customer Officer, IHG



# Incidence of Hotel vs. STR Use

■ Hotel ■ STR





Professionalism in interactions



Consistency in cleanliness, upkeep



Destination support and guidance



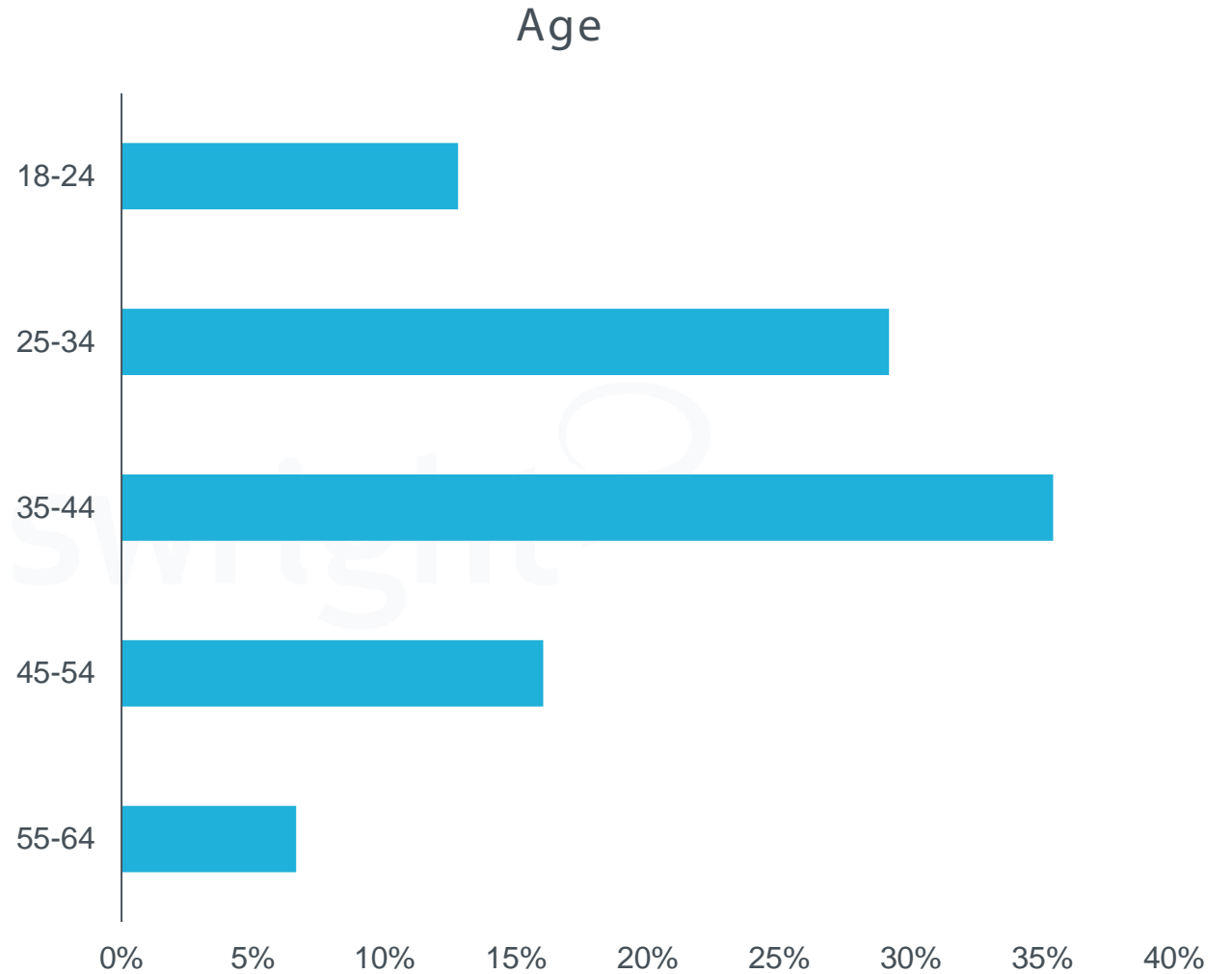
Security



# Here to stay: Digital nomads

Myth: Nomads are just young people in their 20s and early 30s.

Truth: Nearly three in five are age 35+.

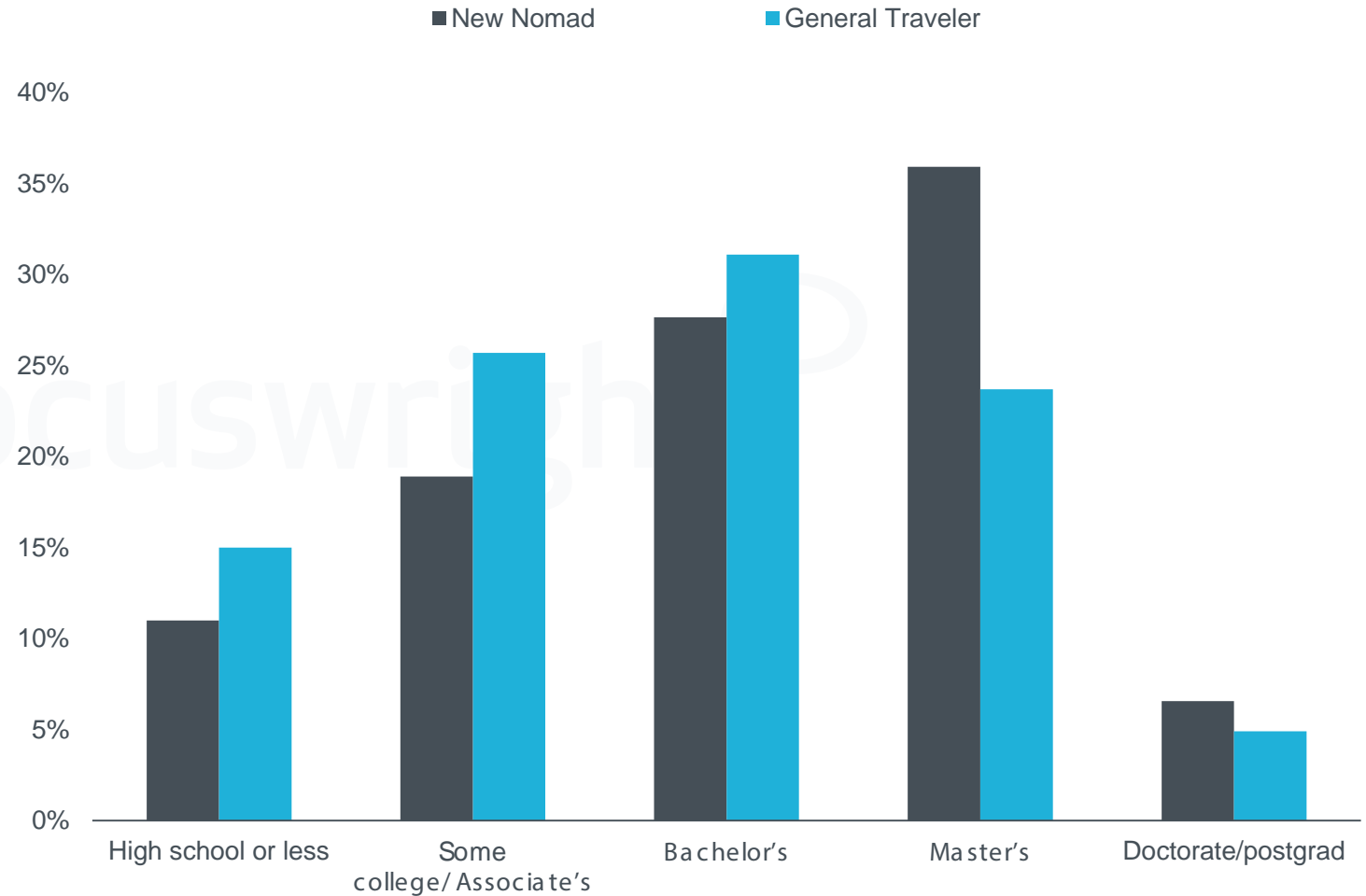


Myth: Nomad life is for fresh-out-of-college kids.

Truth: More than two in five hold advanced degrees.

43% have a Master's degree or higher vs. 29% of leisure travelers.

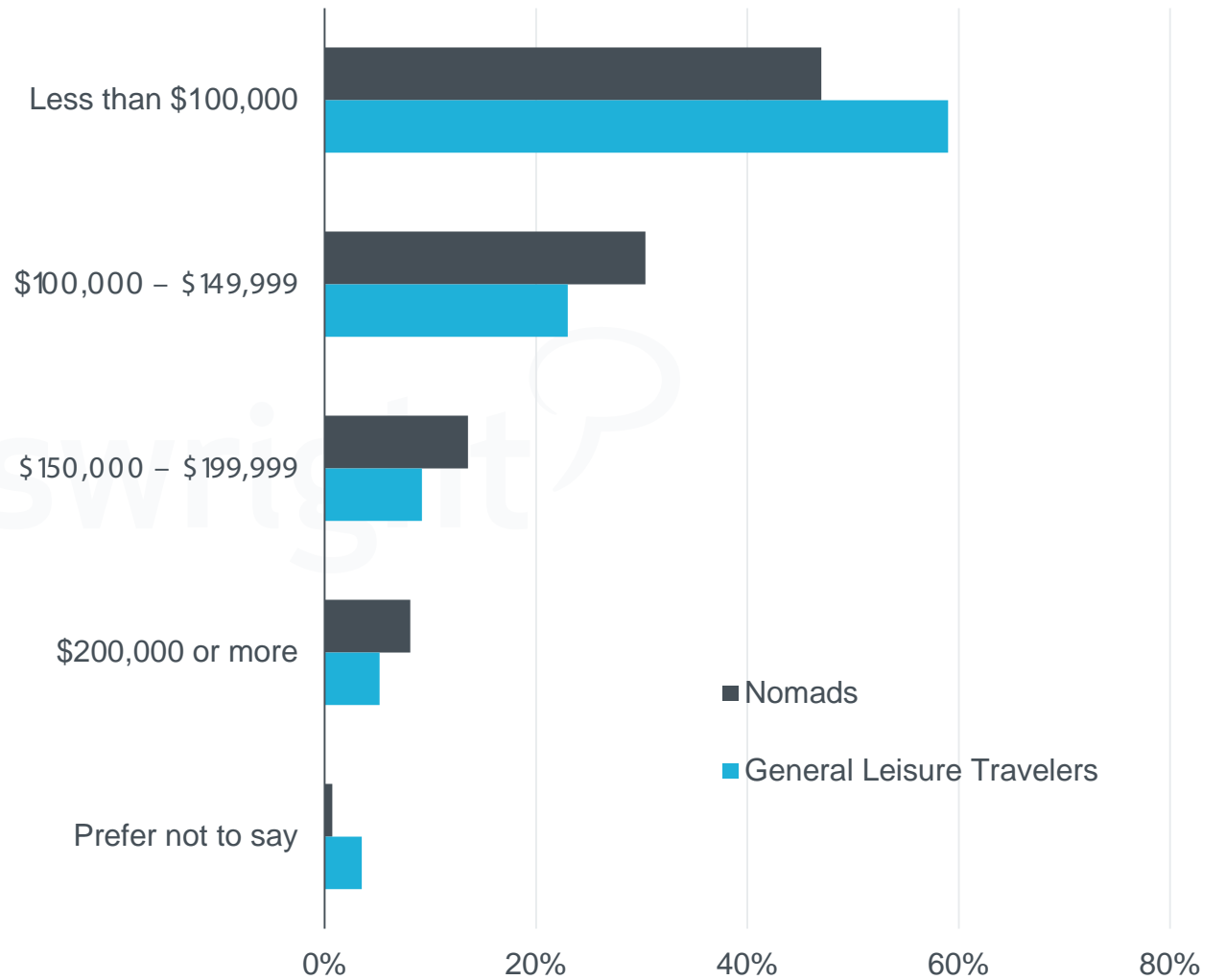
## Highest Level of Education Completed



Myth: Nomads are hostel-livin' travelers constrained by tight budgets.

Truth: More than half earn \$100k or more per year.

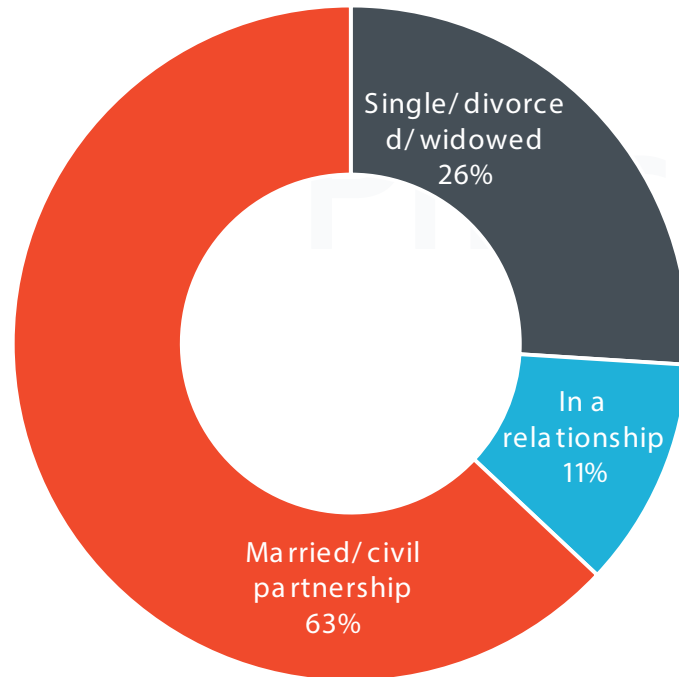
## Annual Household Income



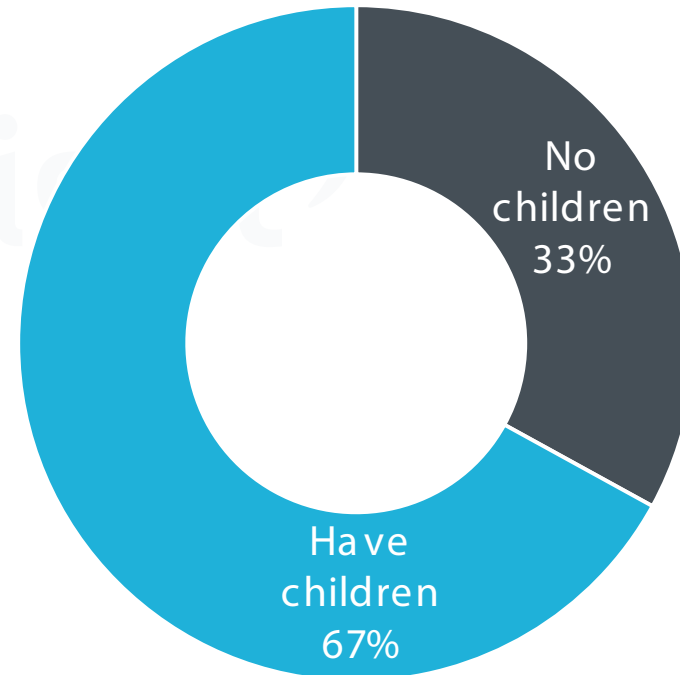
Myth: Nomads are free of roots and responsibility.

Truth: Nearly three in four have a significant other; two in three have kids.

Relationship Status



Children and Dependents Status



**Three in five** work directly from their hotel room or in-destination residence.



The background features a dark, deep blue space filled with numerous glowing, wireframe cubes. These cubes are arranged in a somewhat chaotic but structured pattern, with some appearing to be in motion or breaking apart. Bright, starburst-like light rays emanate from several points, primarily in the upper right quadrant, creating a sense of depth and energy. The overall aesthetic is high-tech and digital.

# Stay on top of Digitization

# Hotel



## FRICITION:

Check- in identity

Access to hotel services

## CURRENT SOLUTION:

Mobile Check- in

QR codes for property access

Phocuswright

## EMERGING SOLUTIONS:

Check- in upon entry via SSI

Verifiable stay recorded SSI



A woman with long brown hair, wearing a red turtleneck sweater, is smiling as she uses a credit card at a cash register. The background shows a bright, modern retail store with wooden beams and large windows. A hand is visible on the left side of the frame, holding a tablet that displays a product catalog.

# Attribute-Based Selling

Inspire loyal guests to spend more, return often and become brand advocates

# Thank You!

Contact:

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