

Rethinking Guest Interaction

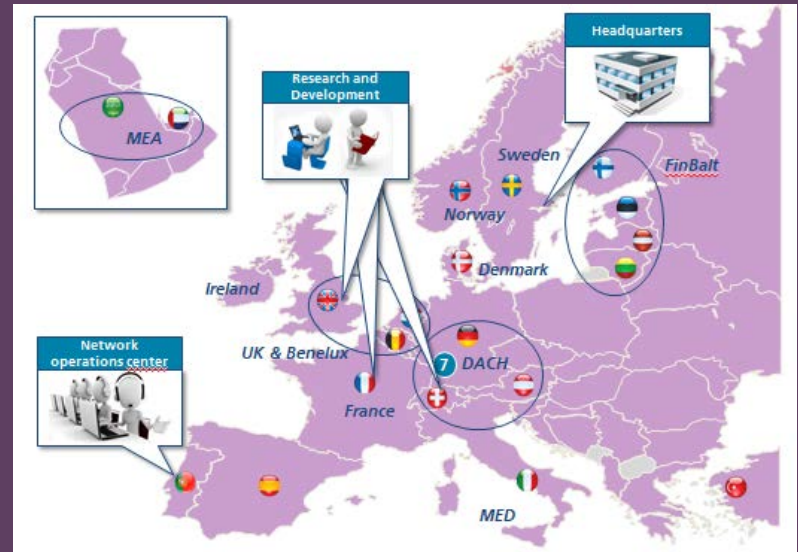
(by Creating a new Virtuous Circle)

Dubai, December 2018

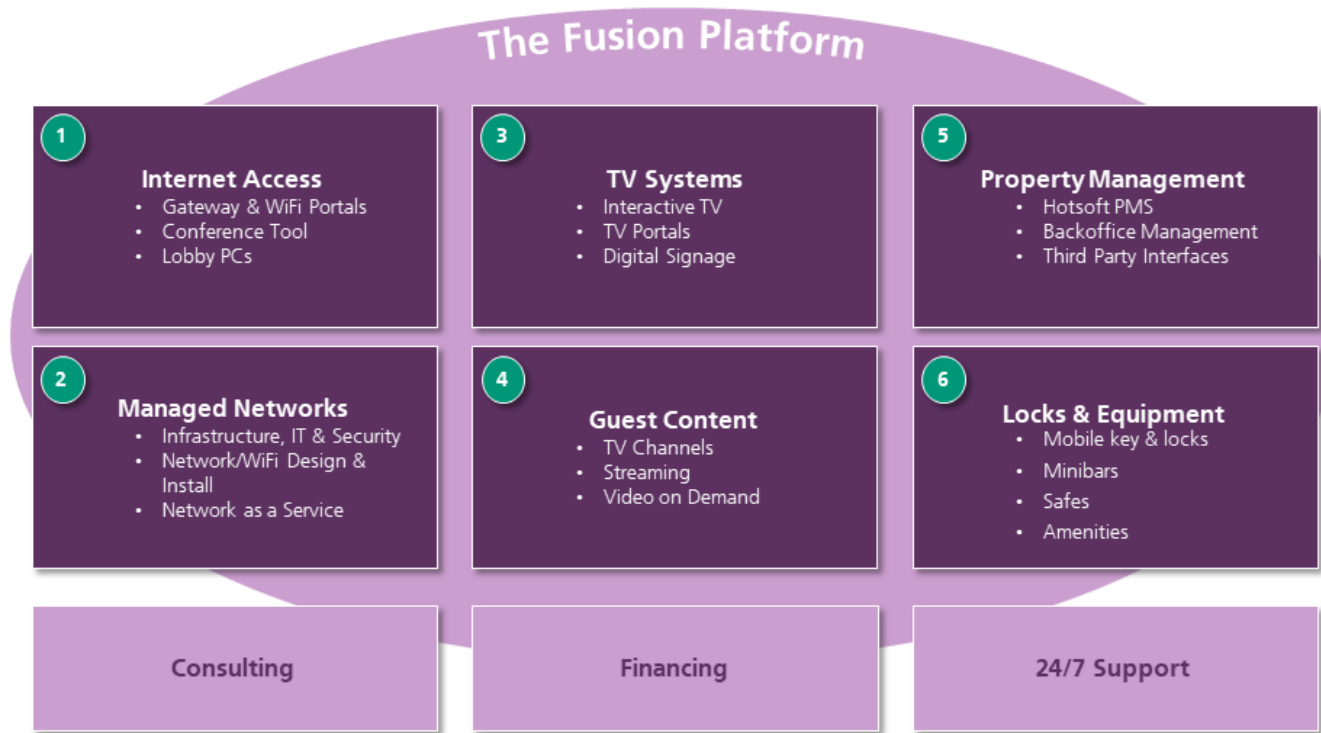
Introductions & About Hoist Group

Founded in 1994, Hoist Group...

- has more than 500 employees
- operating out of 20 Regional Offices
- covering more than 60 countries
- serving 10,000 hotels
- And we are growing...
- our business is split roughly 50:50 between chains & independents
- with whom we deliver a very wide portfolio of products & services



Our Product & Service Portfolio



**Technology is a wonderful thing
...isn't it ?!**



Hello, I'm your guest!



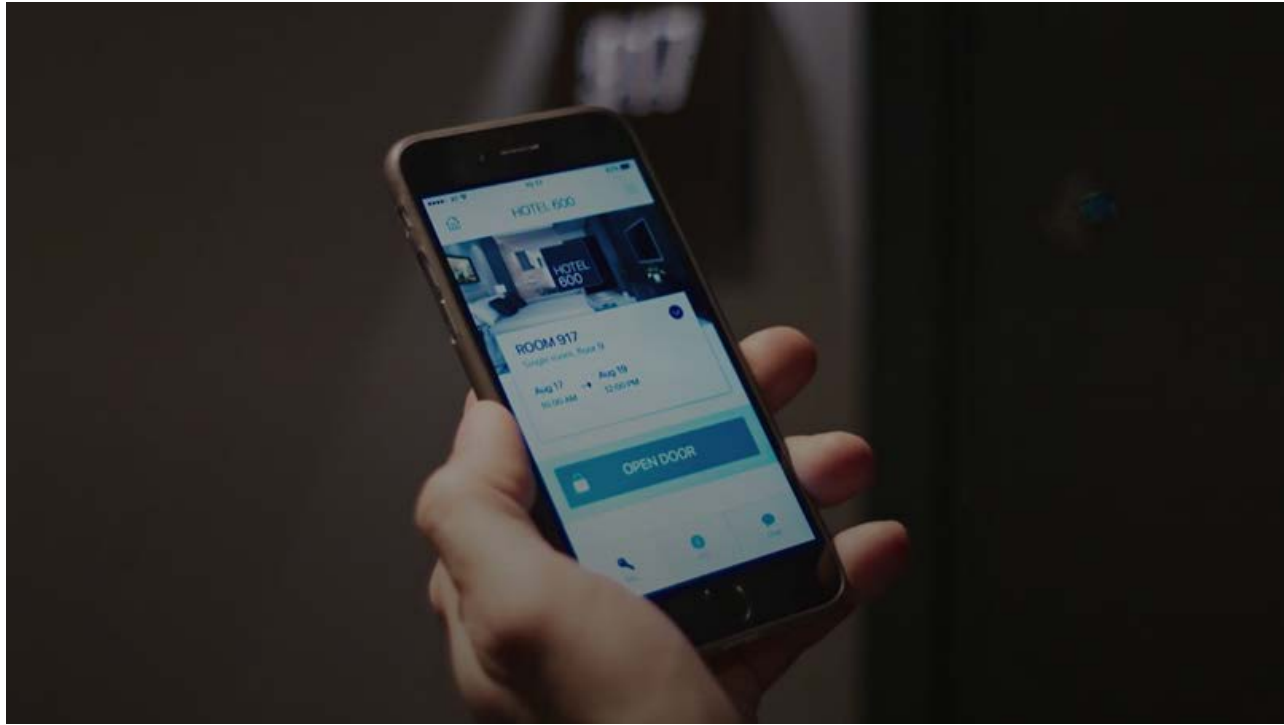
Of course I found you online!



How did you find us?



Did you already check in?



What are you up to, can we help?



Did you already check out?



Thank you for your feedback!



Let's recap this guest journey

Limited, restricted or even no hotelier-direct contact with this guest during...

- their search/promotion (done via a 3rd party)
- their booking (done via a 3rd party)
- the check-in process (done via automated tools)
- their stay (done via the public internet)
- the check-out process (done via more automated tools)
- and even more importantly with their feed-back (done via the public internet)

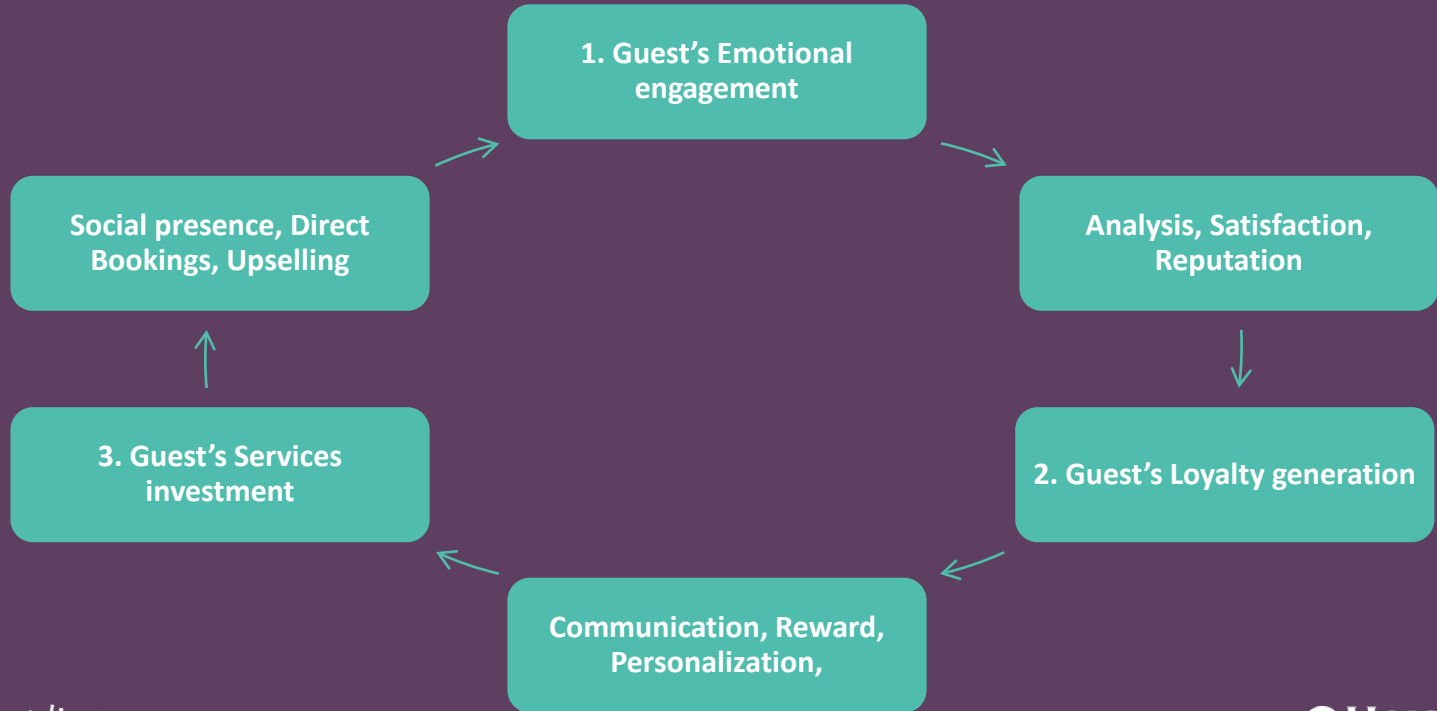
- In this scenario the Hotelier is blind about his or her guests, who may well think:

“I have just done the full customer journey through your hotel and you still know nothing about me”

The Remedy



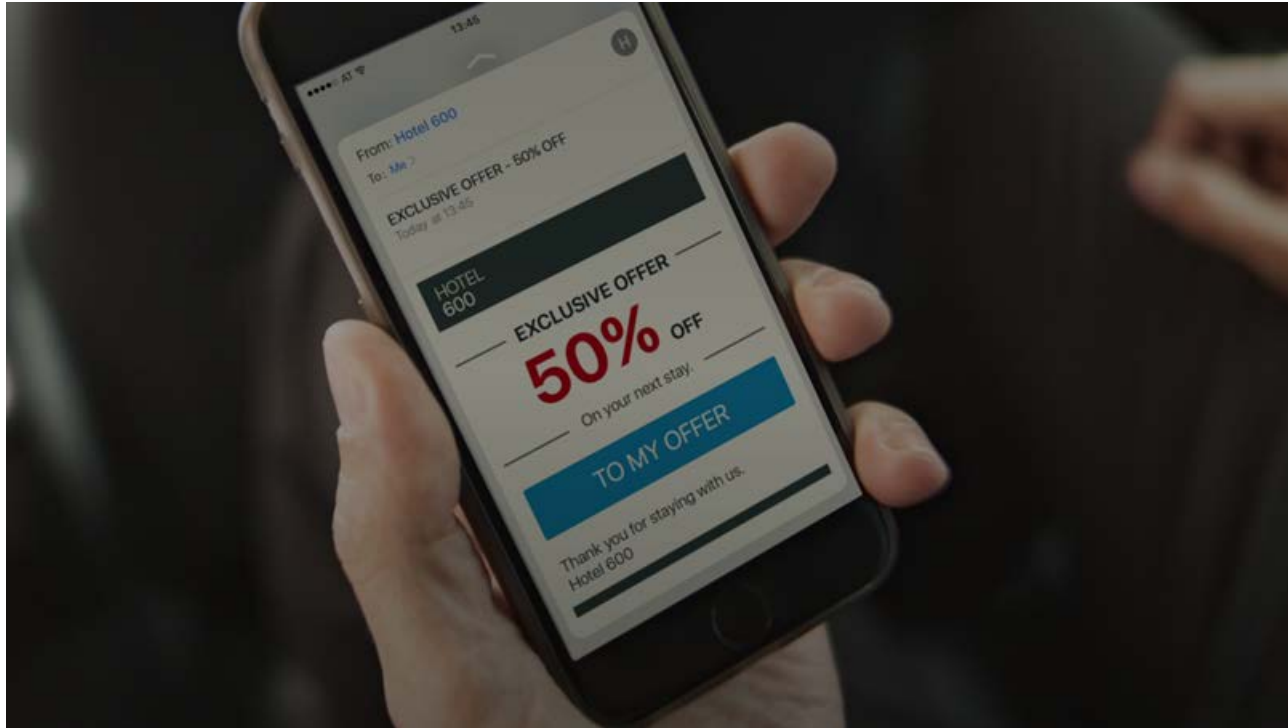
Let's start to think about a new "virtuous circle"



Step 1 – Analyze / Understand



Step 2 – Communicate / Engage



Step 3 – Attract / Share



Delivering the Managed Hotel "Ecosystem"



 **HOIST GROUP**TM

hospitality innovations.