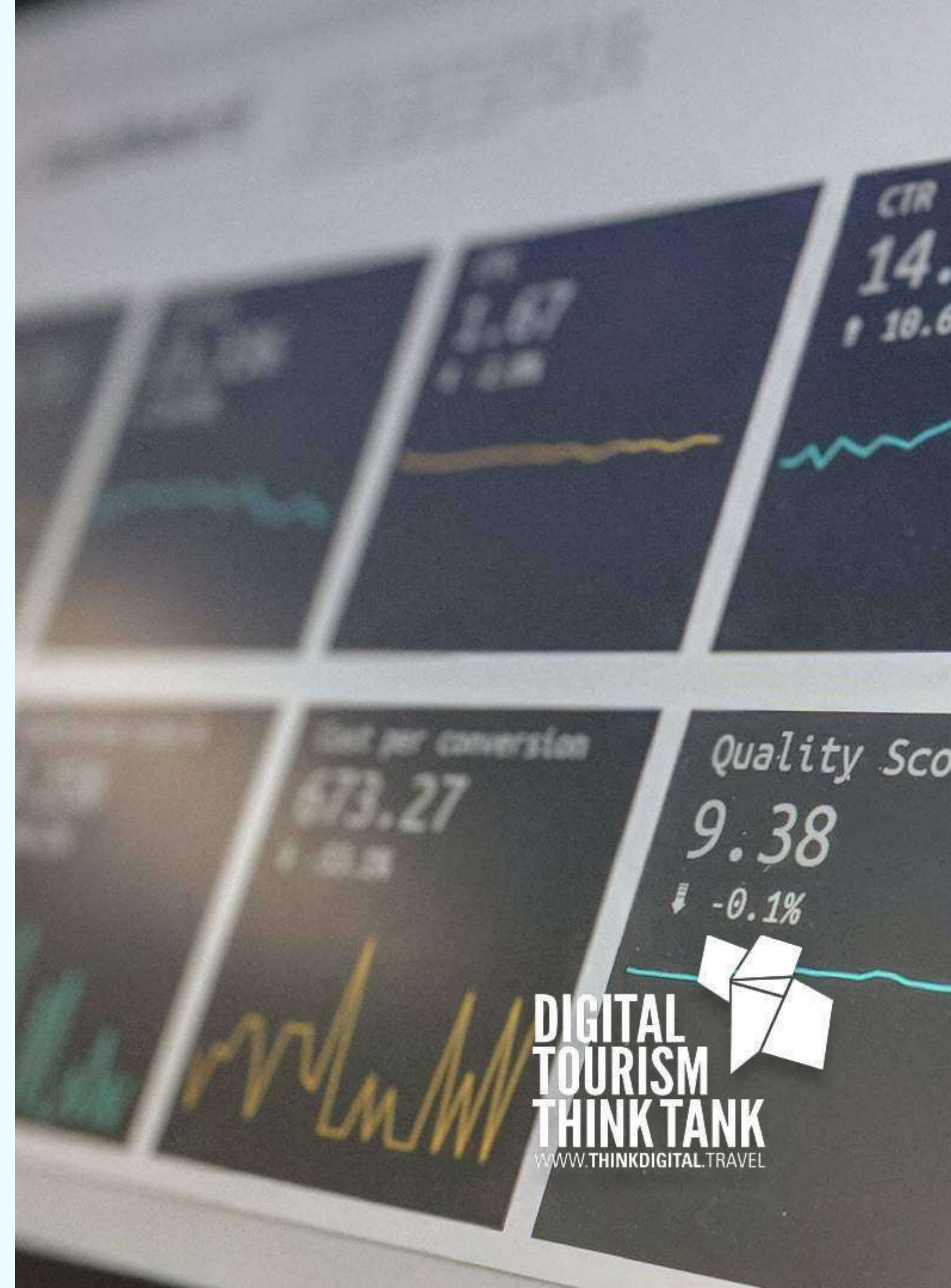


Adapting Business to New Trends



EUROPEAN UNION

July 07, 2021



AGENDA

1. Introduction to Post-Pandemic Macro Trends
2. New Business Model for the New Normal
3. Experiences as a Catalyst for Change



1. Introduction to Post-Pandemic Macro Trends

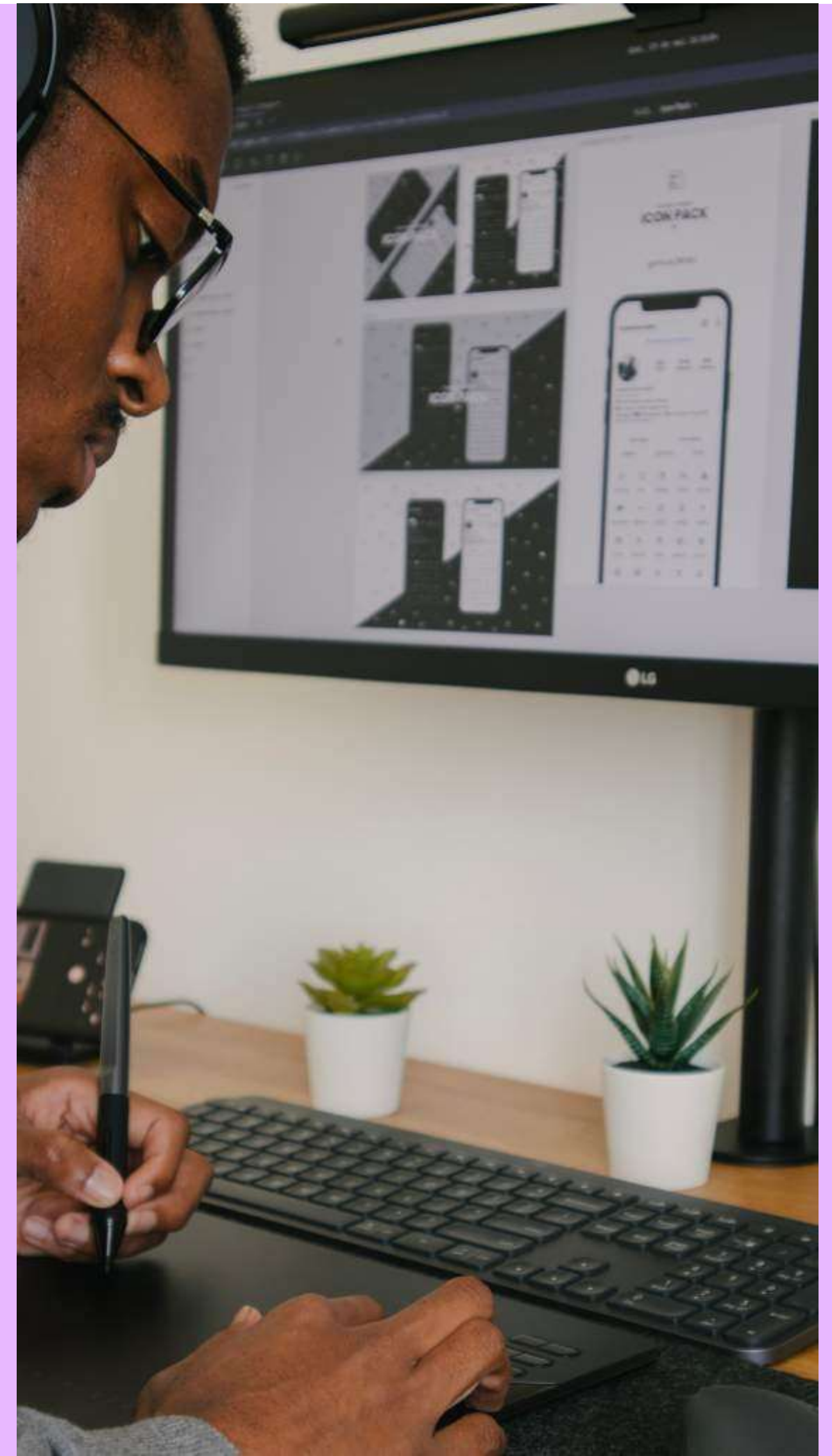


1. Introduction to Post-Pandemic Macro Trends

Digital

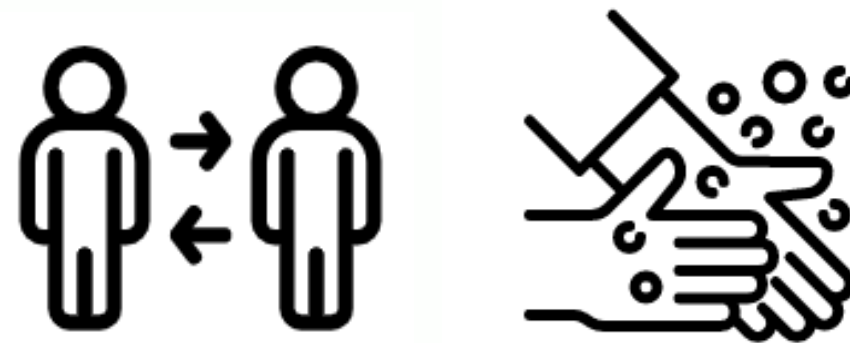
Digitally-Enabled Experiences

- It's unrealistic to think that we're going to go back to how things were. The shift in business, the consumer and the way we experience the world around us has changed for good.
- **Digitally-enabled 'real-life' experiences** will now be expected, as solutions have transitioned from **solving problems**, such as queuing or contactless ordering, to **changing preferences**, such as paying and discovery.
- The opportunity here is huge; bring about **operational efficiency**, gather deep insights on customer behaviour through data and create loyalty to expand business possibilities further.



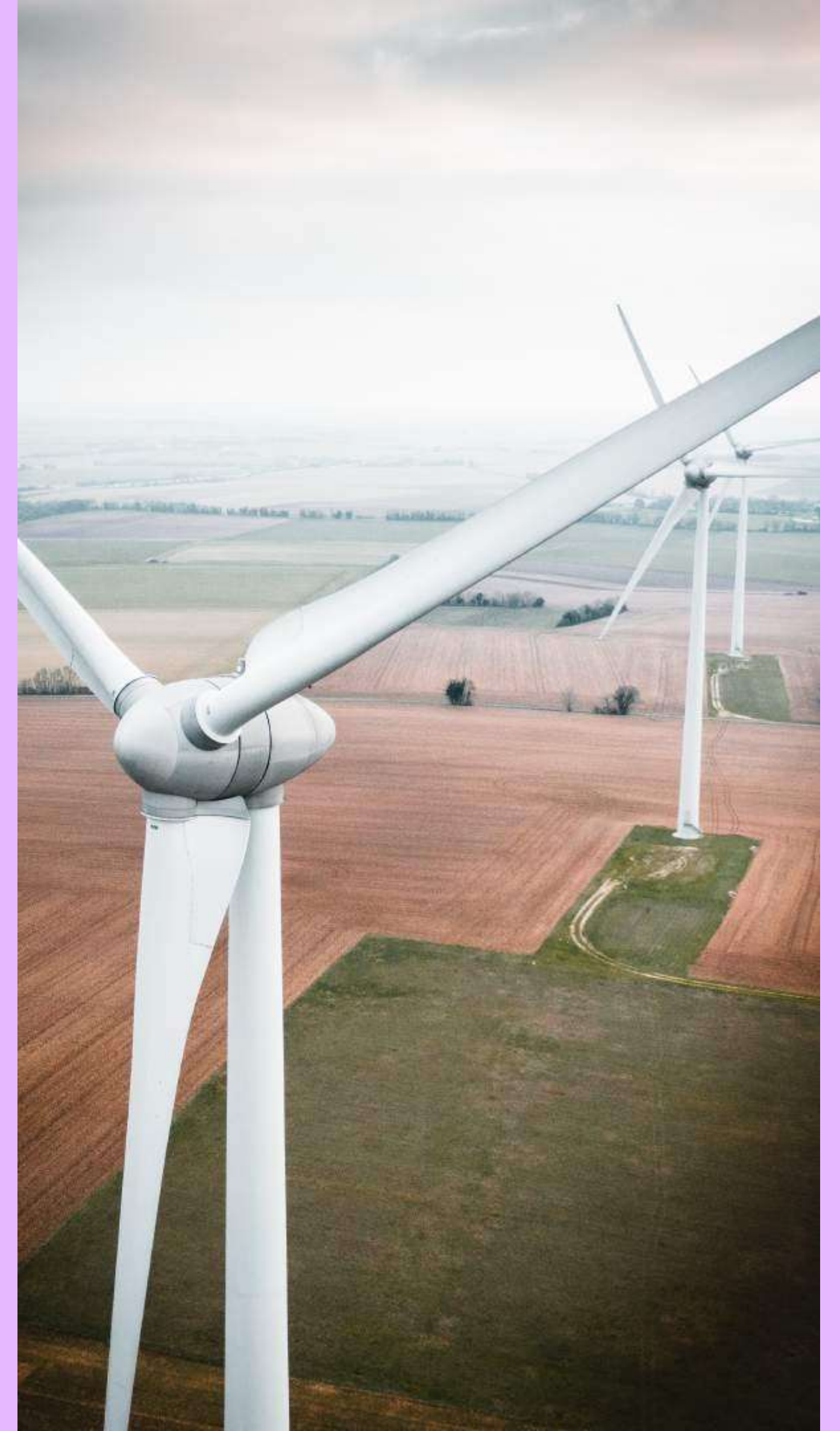
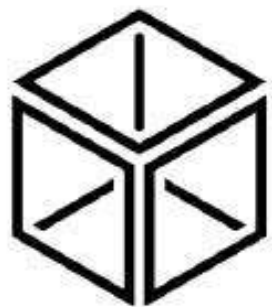
Safety

- **Safety** is essential, but why don't you create a differentiator through what you do to keep people safe and distant.
- Remember that Truman Brewery and Stella Artois have created a mural on the floor to keep people at safe distance but enable them to enjoy their beer outdoor? Great social content as well!
- Think about how you can take an **extra step** in the way people can have a safe experience by redesigning and making good use of the environment around you.



Transparency and Flexibility

- Demonstrate how you intend to respect the environment and support your community. Young generations are keener to support brands that have a positive impact.
- Commit to positive impact by becoming a **Glass Box Brand**, showing what happens behind the scenes, what efforts you are making and the real impact of your business - good and bad.
- Flexibility is essential to reassure consumers and rebuild their confidence - build a relationship and **communicate openly** with them.



Sustainability

- Of course, the interest in sustainability has never been stronger.
- More and more businesses are making more **sustainable choices**, from sourcing products locally, to going plastic-free.
- Be bold in the way you react and the way you support people who are open to taking concrete action for a better future.
- Recycling, repurposing and converting are also part of this trend.





2. New Business Model for the New Normal

New Business Model for the New Normal



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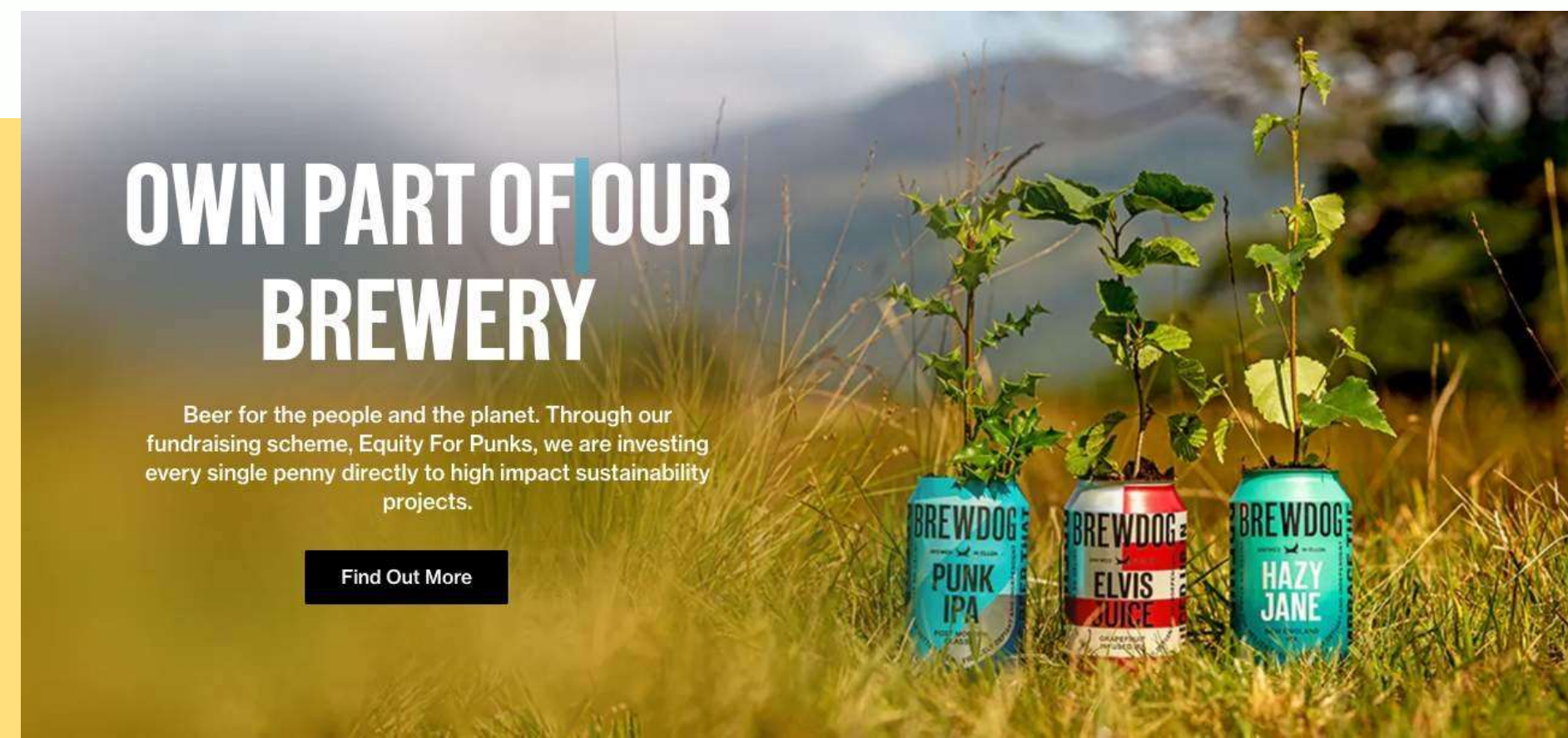
An Online-Pivot

- The pandemic has proven detrimental for so many businesses, with shuttered restaurants and the financial hurdles which follow.
- A number of digitally savvy businesses have taken the opportunity to **not only engage their customers online but also seek new customers through innovative, conceptual business models.**
- Emerging platforms like Eat With have continued to demonstrate that there is a readiness to pay for curated and personalised digital or hybrid experiences **connecting people and cultures in very human ways.**
- Others have seen the '**subscription**' trend as an opportunity to create loyalty, by offering extremely authentic 'local producer' surprises, personalised experiences or chef-inspired cook-at-home packs supported with digital content experiences.



Independent Business With Purpose

- After decades of globalisation and disruption, independent businesses are finding a new place for discovery online.
- Digital has had the effect of democratising access to markets and whilst sometimes that results in disruption and unfair competition, for others it has been a window to the world.
- Here's a story of Brewdog and Chuffed Gifts, both with **different missions, building strong loyal communities around their values, purpose and mission.**



Short-Circuit Local Food Experiences

- There has been a gradual shift from consumers to rekindle something that many felt had been lost; our **connection between place, heritage and produce**. Today, food is the single biggest driver of tourism and there's an increasing revival from the industry to **restore, re-connect and re-imagine** what it is that makes a place unique.
- At the **premium end of the market**, businesses like The Pig and Gusbourne Winery are bridging passion for their land with a passion for creating an incredible guest experience built around sharing that connection and discovery. This is a trend that is happening everywhere, with **zero-mile menus** and a shift towards making the seasonal and garden kitchens a selling point, not a limiting factor.



THE PIG - Restaurants with Rooms

An intriguing old building with a rock-n-roll vibe, which over the past four decades has been home to some renowned parties and gigs playing host in the '70s to Led Zeppelin and the like. It houses lots of period features, including large fireplaces, secret stairways, panelled rooms and endless ...

ThePigHotel



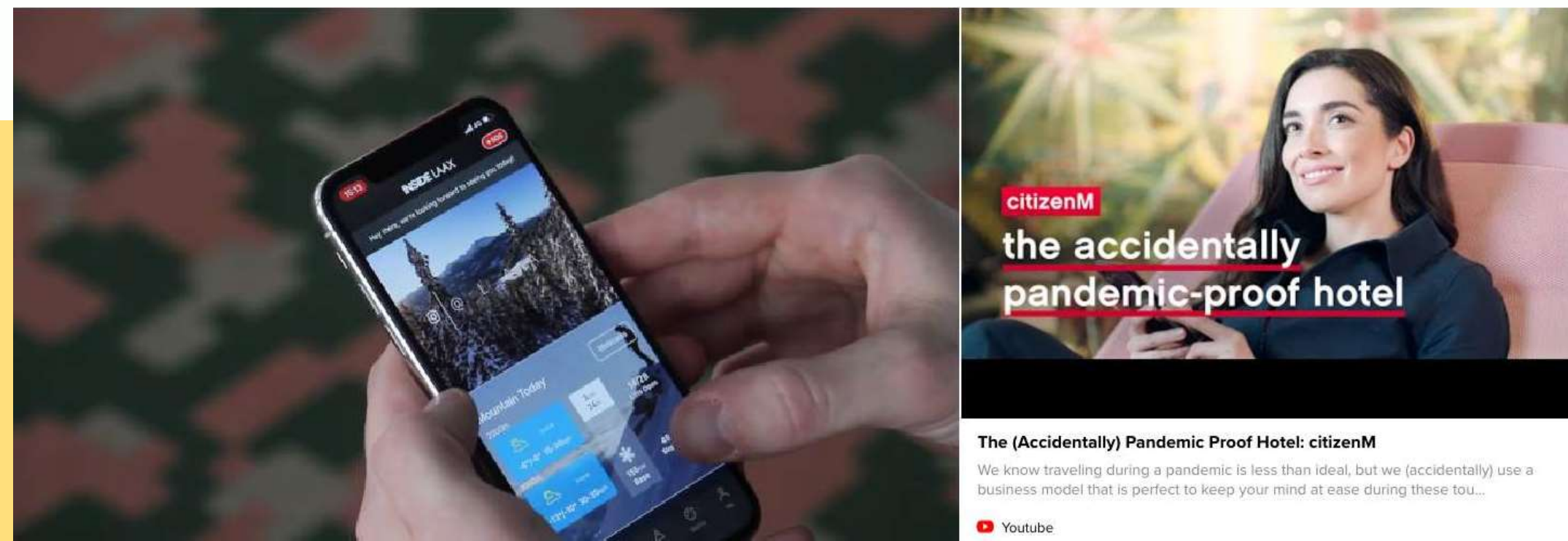
Time Well Spent

A selection of interesting reads: wine news, food and wine matching, and upcoming tasting and vineyard events at Gusbourne wine Estate.

Gusbourne

The Contactless Customer Journey

- There has been a marked step-change in the way our customers use technology, with the level of familiarity and the expectation from consumers for contactless guest experiences reaching a new high in the post-pandemic era.
- Investment into the contactless guest experience goes far beyond solving a problem. The opportunity is to use data to optimise every detail of the customer journey, to build loyalty through first-party data and to offer a **unique personalised guest experience at scale**.
- The value proposition for any business? **Absolute trust and confidence from visitors concerning safety and an end-to-end guest relationship lead to increased yield through diversified revenue models.**



3. Experiences as a Catalyst for Change



Experiences as a Catalyst for Change

- In the tourism world, especially in the accommodation sector, we have seen many different trends taking over and many different innovative ideas being implemented.&
- In this section, we will explore how businesses have expanded their offer by investing in new products and experiences. Some have taken **short-term actions** to boost the recovery and to make the most out of less busy time, like the reopening phases, where people were still cautious and not so confident and off-season.
- Others have invested in more **permanent** solutions, adapting their business model, reinventing their offering or even pivoting completely.
- Innovation and new ideas are down to finding smart solutions as well as selecting the right technology. What we have seen in general is that this is not a budget thing or it's not related to what technology you can access; what really matters is understanding visitors needs and looking into your brand and your stories. You can completely disrupt your business and pivot, but your values and authenticity will remain.

3. Experiences as a Catalyst for Change

Exclusive Pop-Up Experiences

Re-imagine Escapism - Glamping and more

- Visitors seek more value-driven experiences, away from crowds, where that feeling of escaping is something that can be created by offering unique surroundings where time to think, to get away, to be with loved ones or to experience something a little different, are the key drivers for that next impromptu staycation.

Pop-up hotels

- Since Airbnb formed unique brand partnerships with "A Night At", the tourism sector has realised the huge and lucrative potential to offer exclusive and unforgettable 'one of a kind' stays. Under the stars, amongst the birds, amongst the fish. The only limit is the sky. **Pop-ups can re-utilise existing spaces in hidden places or create new ones with completely bespoke 'tailor made' concepts.**



KODA by Kudasema

Dream of your own sleek holiday cottage? Need extra space for guests or a home office that's easy to set up? Or perhaps looking for a more sustainable way of living with excellent design? KODA houses can fit all these needs and when you move, you can take KODA with you!

Kudasema



Short Breaks in The UK, Kent - Port Lympne Safari Park

How Can You Help? How Can You Help? As a registered charity, The Haverth Wild Animal Trust relies on short break bookings, ticket sales, memberships and donations to operate. Despite the closure, our keepers and vets will continue to work incredibly hard to continue to deliver an excellent level.

Aspinall Foundation

3. Experiences as a Catalyst for Change

Exclusive Pop-Up Experiences

Pop-up restaurants

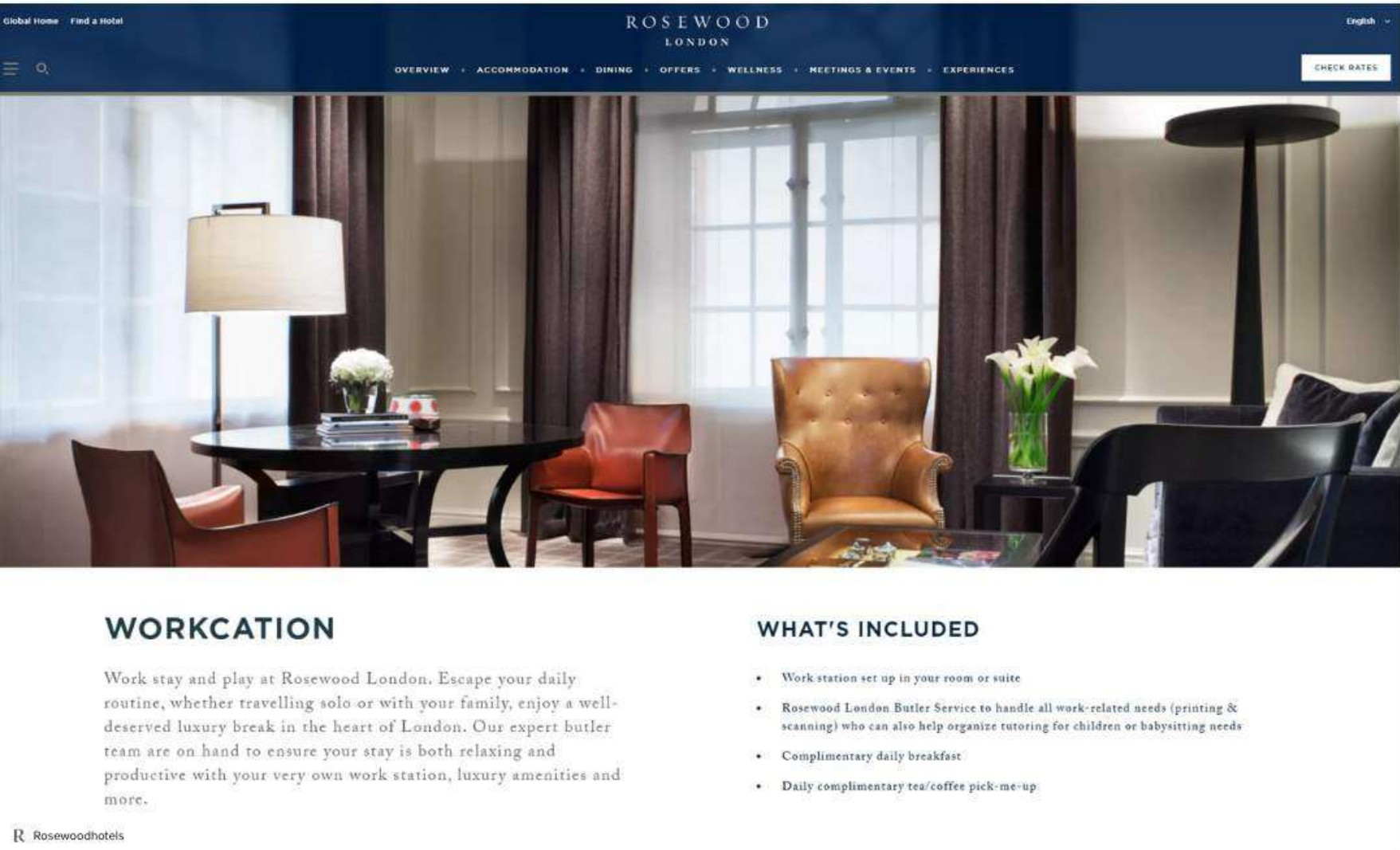
- Similarly to accommodation, food and tasting experiences have been brought to a whole new level by **making every part of it a feature.**
- Whether it's the table setting, the location or the guest chef, consumers are spoiled with choice when it comes to the restaurant experience. This meets the desire of being isolated, in a private space for a premium experience for the guest.



3. Experiences as a Catalyst for Change

Workcation

- **Workcation** is essentially going on holiday and work. It's a temporary change of your work environment that can bring benefits such as reduce stress, boost productivity and creativity.
- It's a **short-term solution** that allows people to change scenery, discover new places and boost productivity.



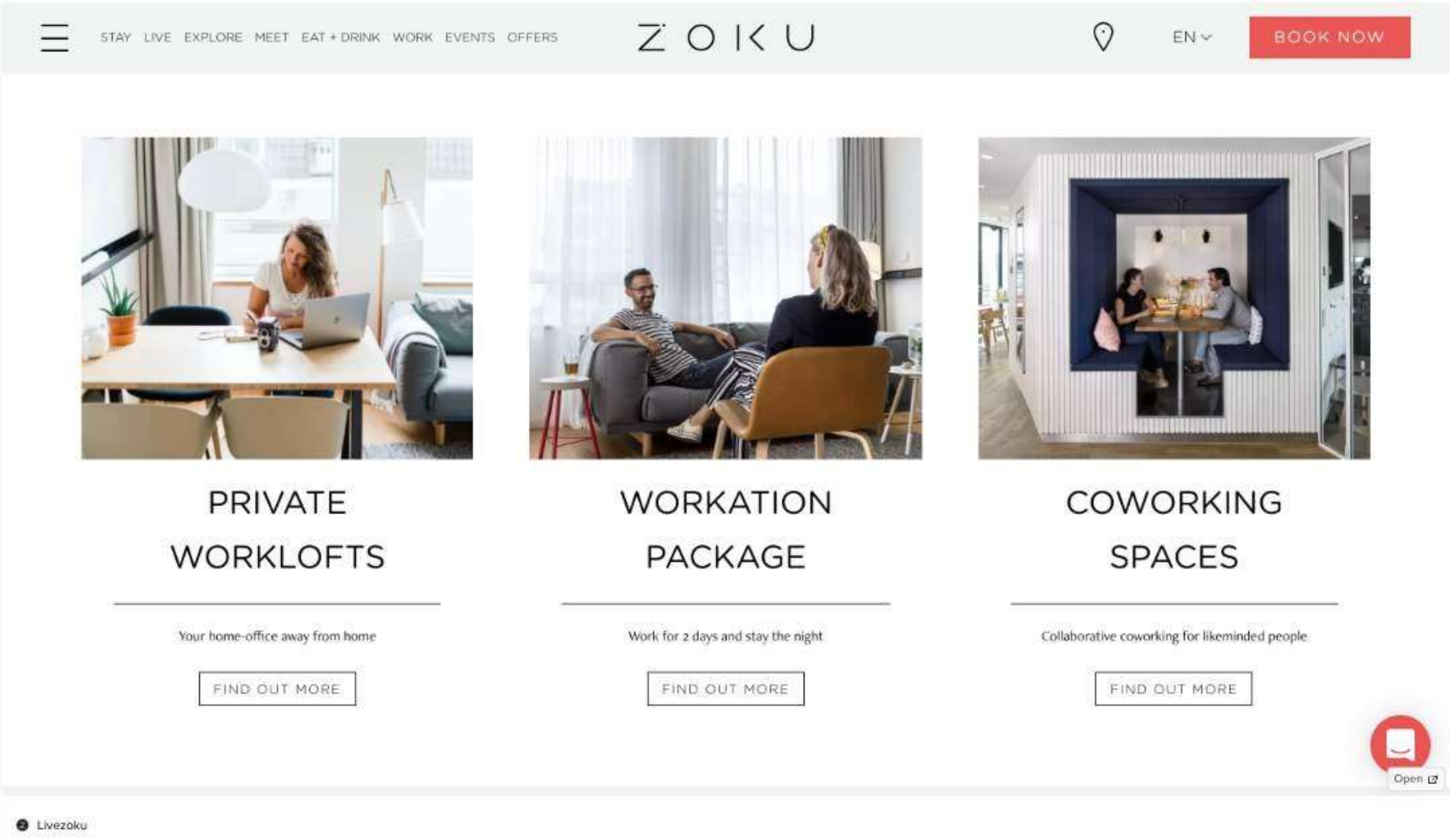
The screenshot shows the Rosewood London website. The header includes the hotel name, navigation links (Overview, Accommodation, Dining, Offers, Wellness, Meetings & Events, Experiences), and a 'Check Rates' button. The main image is a high-quality photograph of a hotel room with a large window, a round table, and a leather armchair. Below the image, the 'WORKCATION' section is highlighted, followed by a list of 'WHAT'S INCLUDED'.

WORKCATION

Work stay and play at Rosewood London. Escape your daily routine, whether travelling solo or with your family, enjoy a well-deserved luxury break in the heart of London. Our expert butler team are on hand to ensure your stay is both relaxing and productive with your very own work station, luxury amenities and more.

WHAT'S INCLUDED

- Work station set up in your room or suite
- Rosewood London Butler Service to handle all work-related needs (printing & scanning) who can also help organize tutoring for children or babysitting needs
- Complimentary daily breakfast
- Daily complimentary tea/coffee pick-me-up



The screenshot shows the Zoku website. The header includes navigation links (Stay, Live, Explore, Meet, Eat + Drink, Work, Events, Offers), the Zoku logo, a location pin icon, a language selector (EN), and a 'Book Now' button. The main content area features three cards for different workcation options: Private Worklofts, Workation Package, and Coworking Spaces. Each card includes a photo, a title, a description, and a 'Find Out More' button.

PRIVATE WORKLOFTS

Your home-office away from home

[FIND OUT MORE](#)

WORKATION PACKAGE

Work for 2 days and stay the night

[FIND OUT MORE](#)

COWORKING SPACES

Collaborative coworking for likeminded people

[FIND OUT MORE](#)

Seasonal Events

Re-imagine Events

- For most businesses, **demand isn't an all-year given**. For those low-season dips, think about ways to invigorate demand. Take culture into the experience and design that hybrid experience to live online and offline.
- Light and AV installations are great concepts to extend visitation hours, work with arts and culture communities and think like a festival or event organiser to secure sponsorship and new ways of experiencing familiar places.
- Events may be tricky at the moment, yet the best way to hype up the audience and bring it all back to your premises.
- Music and food festivals are larger-scale products but you can also **combine smaller initiatives and package them as something more exclusive and unique**.

3. Experiences as a Catalyst for Change

Repurpose and Convert

Another way of being sustainable

- Sustainability is also about recycling, repurposing and converting. **Sheds, campervans, horseboxes** and much more have been repurposed to become accommodation for unique stays and pop-up restaurants.
- With the help of local **artists or craftsmen**, or simply with a lot of **imagination and creativity**, you can repurpose what is not in use and create something unique for your guests.



IKEA x MUD Jeans: The KLIPPAN goes circular.

In collaboration with IKEA, we are dressing their iconic KLIPPAN sofa in a circular denim cover. This new cover is made with our denim fabric: a combination of organic cotton and post-consumer recycled cotton, coming from old jeans. New life through circularity. *The KLIPPAN sofa is an iconic IKEA.

3. Experiences as a Catalyst for Change

Subscription-based Model

Leveraging Loyalty and Returning Customers

- Subscription-based services require the customer to pay a **recurring fee** to get a product or service. This has taken a completely different connotation when applied to the tourism sector.

Travel Subscription



BRB: The world's first travel subscription

Trips last a total of three days, with two nights accommodation. Yes! With BRB we've made it easy to bring a friend, simply choose "Add a friend" and pay a one-off fee. Destinations with BRB are selected for you by our team of travel experts. The destination is revealed a month before you travel...

Travel



Luxury Vacation Rentals | Vacation Club | Inspirato

Inspirato manages, staffs and maintains a collection of the world's most exclusive luxury vacation homes. More than vacation rentals, Inspirato homes are a carefully crafted experience delivering the certainty of a five-star hotel in the comfort of a spacious home. Explore our homes around the ...

Inspirato

Product Subscription



Cuvée Privée

Receive your welcome box with 1 or 6 bottle(s) (to your liking) of the present vintage, an adoption certificate and some information about the winemaker and history of the domaine. 6 vine stocks of the adopted plot bear your name; a medallion shall be placed. A year later, receive 6 bottles of ...

Cuvée-privée



Shopcuvée

Best Practices

Access all case studies on the mural



Takeaways

- Immersive Experiences
- Purpose and Values
- Personalisation
- User-centricity
- Data-driven Design



France (Channel
Manche) England

EXPERIENCE

European Regional Development Fund

Experience Training

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