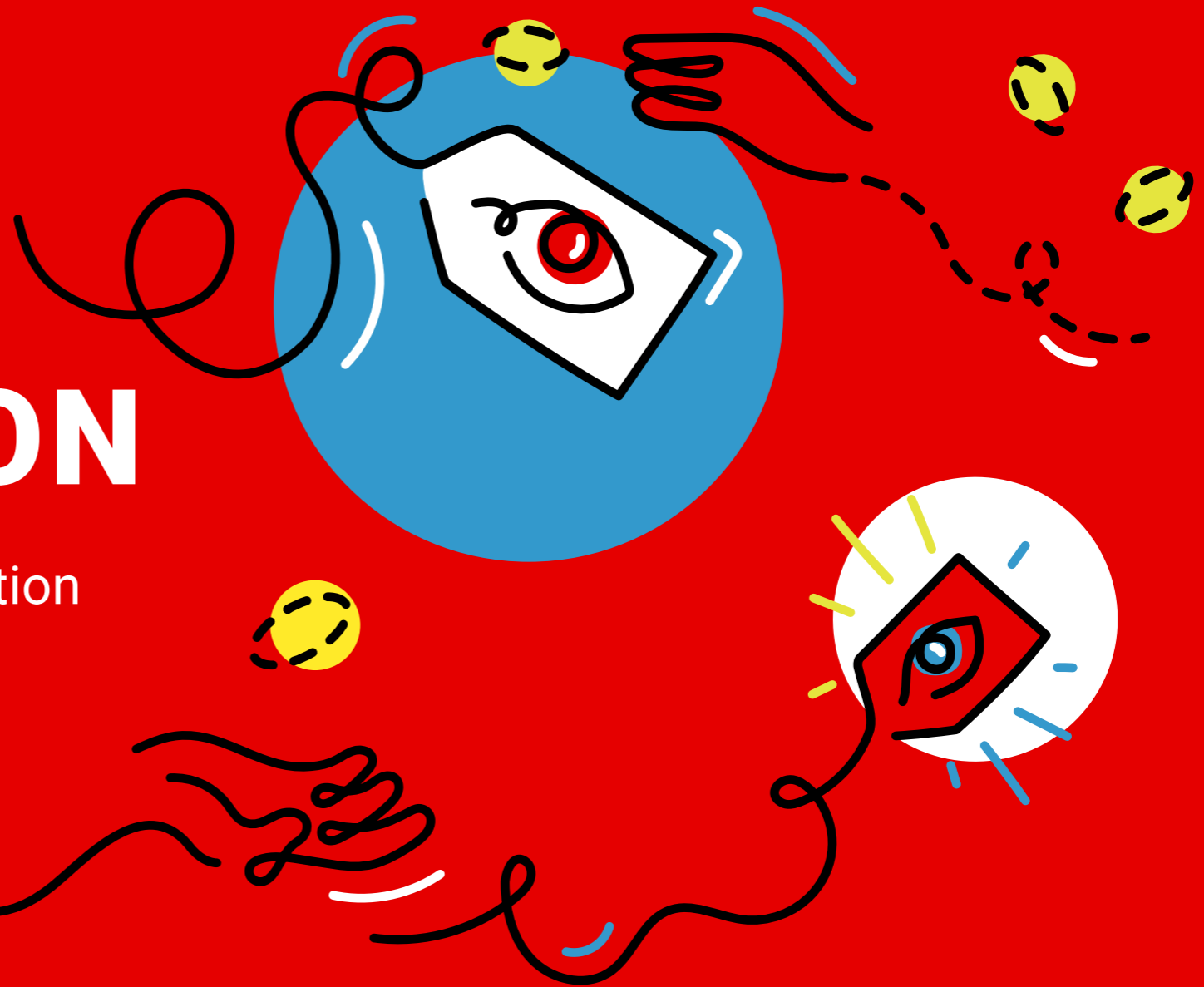


Sabre

RETAIL REVOLUTION

Trends fueling the transformation
of hoteliers into retailers

Created in partnership with
TrendWatching



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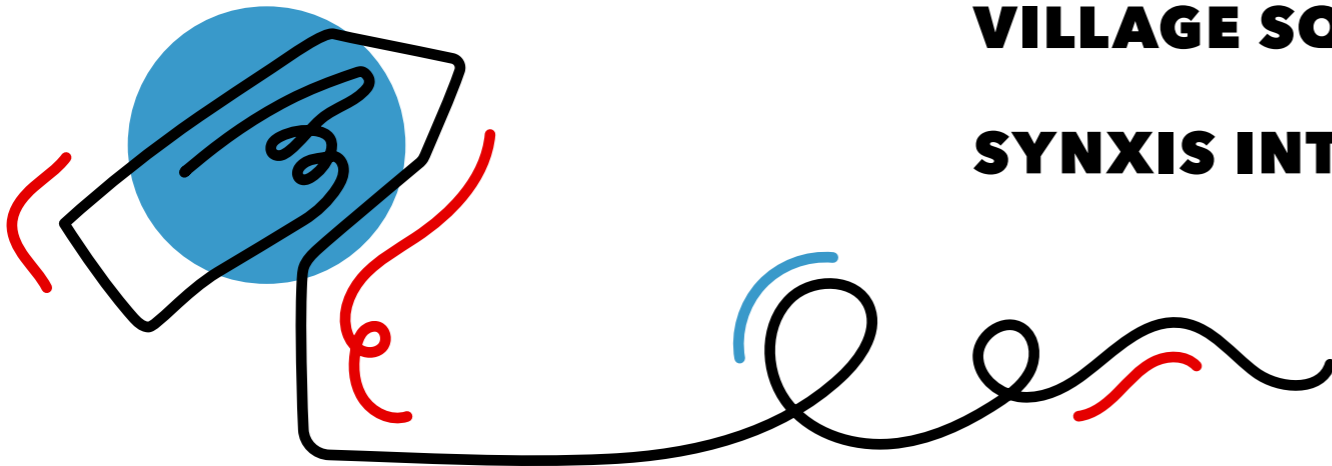
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Convenience. Relevance. Fun. Recognition. Support.

These are just some of the fundamental, unchanging basic human needs and desires your guests have. In few sectors are these needs being expressed more prominently than in the retail sector. After all, retail brands are the ones consumers are purchasing from, depending on, and engaging with on a daily (if not multiple-times-a-day!) basis.

So it only makes sense that they expect a lot from their retail experiences. And in light of constantly evolving societies and technologies, shoppers' expectations are accelerating, and the industry is making bold moves to keep up with them. Walmart, for example, is opening up e-sports arenas in its stores. JD.com is opening up 1,000 stores in China a day. Amazon patented a robot that will retrieve your packages from the delivery truck for you. But what happens in retail isn't staying in retail. The expectations consumers have in this arena are transferring to every industry - hospitality included.

This report explores six actionable trends, alongside examples of how innovative retail and hospitality players are harnessing these trends. Each trend is accompanied by key insights that you can use to fuel your next innovation, and get to the crux of what your guests will need, want and expect from you next.

SENTIENT SPACES



SENTIENT SPACES

Travelers are increasingly aware of an ever-growing ecosystem of cameras and sensors. They'll expect that it's all put to work to deliver truly smart physical spaces - retail spaces, hotel rooms and more - that can identify and respond to the people moving through them.

WHY NOW?

FACE FORWARD

For consumers around the world, facial recognition enabled-devices are on the move from 'far-out' into 'familiar' territory. Retail outlets are leveraging the tech to let customers pay with their face - no wallet needed! Meanwhile, airports and airlines (in Argentina, Miami, Dubai and more) are scanning passengers' faces to expedite and secure check-in.

ALL ABOUT ME

Despite concerns about privacy, your guests still crave personalization. 73% of consumers say that no retailer or service provider has ever communicated with them in a way that felt too personalized (Accenture Interactive, May 2018).

IN MY STORE → IN MY ROOM

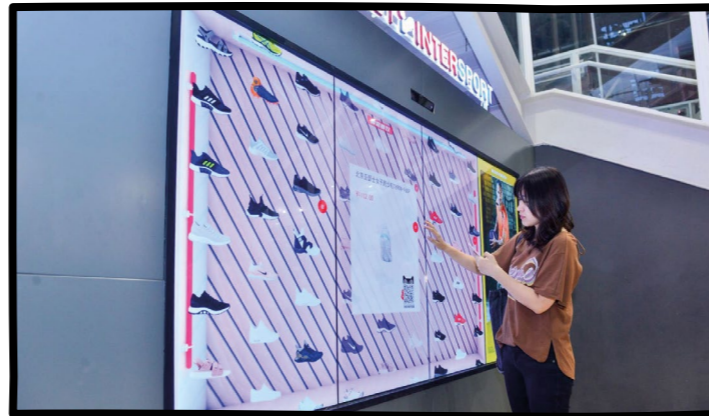
Stores are leveraging consumers' data gathered online to shape their experiences offline, and take 'personalized service' to new heights. Hotels are also working to create rooms that react to guests' presence, and that are tailored to their customers' predetermined preferences.



FLYZOO

Hotel interacts with guests via facial recognition and robots »

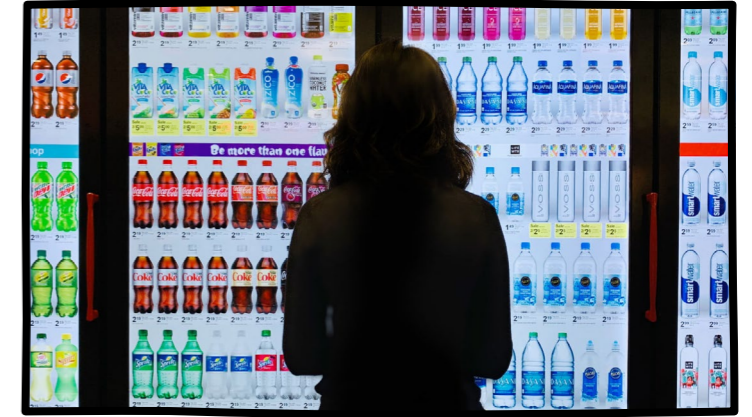
In December 2018, China-based e-commerce and media company Alibaba opened the **FlyZoo** hotel in Hangzhou. The hotel uses automation and facial recognition to create a futuristic experience for guests - check-in, access to the elevator and entry to rooms are all via facial recognition technology. Robotic butlers carry food and laundry to guest rooms, while the hotel bar is equipped with a robotic arm capable of mixing more than 20 different kinds of cocktails. Alibaba says the hotel is partly intended to trial technology for sale to the hotel industry. The price for a night's stay is RMB 1,399 (USD 203).



TMALL & INTERSPORT

Tmall partners with retailer to supercharge the shopping experience »

Tmall partnered with European retailer **Intersport** to open a Beijing store in May 2018. The store utilizes Alibaba's New Retail infrastructure which covers visitor insights, supply chain management, store technologies, smart logistics and electronic payments. Store visitors can get styling advice from an AI assistant-powered mirror, have purchases delivered to their homes within two hours, and play interactive games. When certain products are picked off a shelf they display info on nearby screens. The store includes a motion-detecting camera that recommends items to passersby based on their gender and age.



WALGREENS

Smart coolers infer age and gender »

US-based retailer **Walgreens** is piloting the use of smart coolers - fridges that use cameras to scan customers' faces to infer their age and gender. An AI system measures key characteristics to deduce demographic data, though this does not include facial recognition. The smart coolers will also track which products are looked at most often by which shoppers, allowing for better data around shelf merchandising. The trial started in Chicago in January 2019 and is due to roll out in New York and San Francisco.



BIDOOH

Billboards capable of facial recognition to be installed in South Korea »

In November 2018, UK-based adtech firm **Bidooh** entered into an agreement with Seoul-based media agency DBDB Labs to install 10,000 facial recognition-equipped billboards across South Korea. The billboards identify characteristics of passersby, including age and gender, and use that information to deliver tailored advertising messages. The billboards will be installed in book stores, corporate offices and shopping centers across the country.



BRAZIL TOURIST BOARD & OI

Facial recognition to be used at Rio carnival »

Facial recognition software provided by phone company Oi is to be used to identify people with outstanding arrest warrants and to check vehicle license plates during Carnival in Rio de Janeiro in March 2019. Images from security cameras fitted on poles and traffic lights in the Copacabana neighborhood will be cross-referenced with information from the police and traffic departments. The **Brazil Tourist Board** insists the program will make the internationally famous event safer.

Only 1 in 4 Americans surveyed feel the government should impose strict limits on facial recognition technology.

Center for Data Innovation,
January 2019

YOUR RESPONSE?

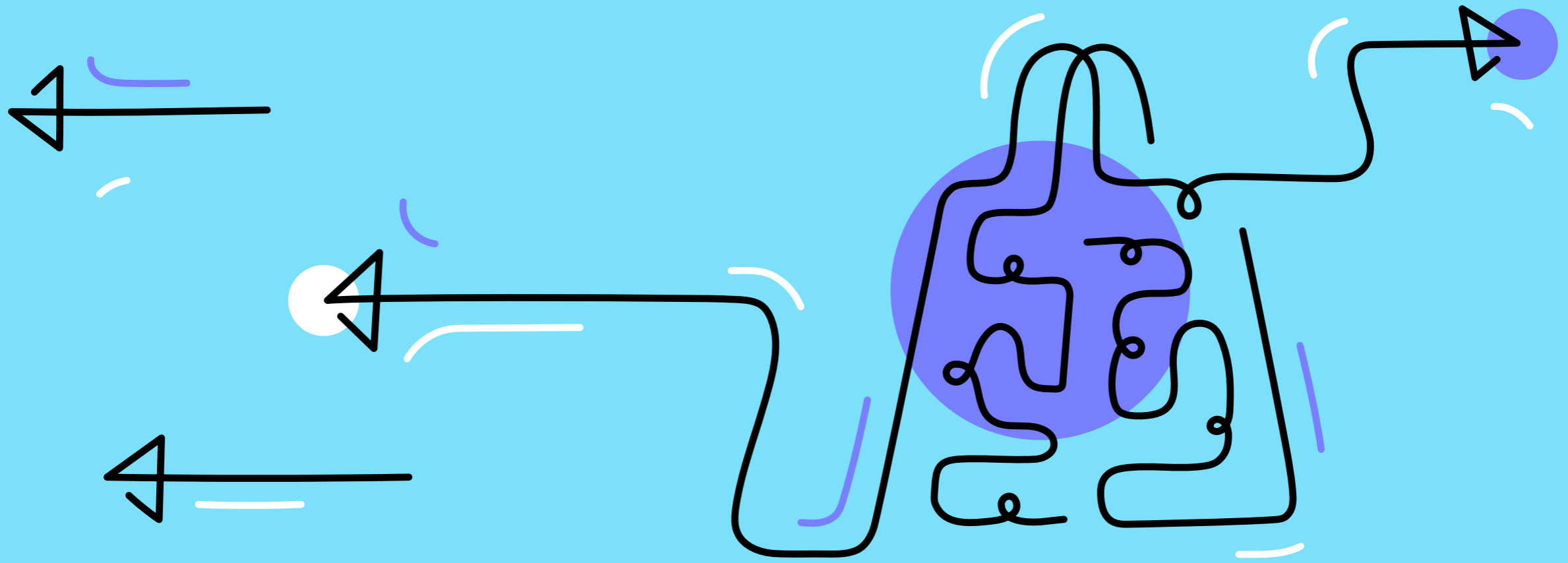
PERSONALIZATION > GENERALIZATION

Many SENTIENT SPACES analyze consumers' basic characteristics - namely, their age and gender - to make assumptions about their preferences. Could you find more specific ways of studying your guest, and treat them as individuals? Netflix and Spotify, by providing curated recommendations for each user, have made determining their users' tastes more of a priority than the demographic they belong to.

PURPOSE & PERMISSION

Concerns around surveillance abound (particularly in places like China, as facial recognition is a part of its new social credit system). So if you *do* plan on transforming any part of your hotel into a SENTIENT SPACE, communication is key. Ensure that guests understand what data your space will collect and exactly *how* it will be applied to serve them in a valuable way. And, of course, obtain their permission!

A-COMMERCE



A-COMMERCE

Busy travelers with places to go and sights to see will expect from their hotel what they're already being served by retailers: the ability to outsource certain experiences and tasks to algorithms and smart devices. This means the automation of hunting, negotiating, purchasing, and more.

WHY NOW?

AUTOMATION NATIONS

Automation is frightening many: some estimate that it will wipe out *half* of all retail jobs in 10 years, and hotel employee unions like Unite Here are scrutinizing the impact it'll have on your industry. But as your guests and as shoppers, people are more preoccupied with their desire for simplicity, and how brands will leverage this tech to fulfill it.

BREEZING OUT

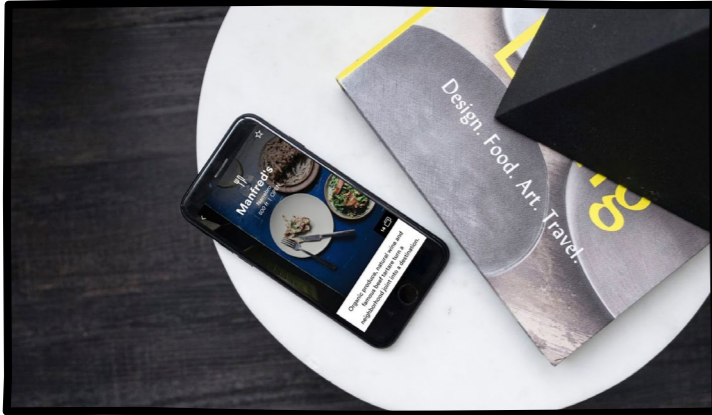
Amazon Go (where shoppers are billed automatically, and checkout is a zero-effort process) is still something of a tourist attraction. But by 2021, 3,000 Amazon Go stores are set to open around the US - just one sign that consumers will expect automation-fueled experiences in retail and beyond.

THE RIGHT TIMING

Consumers aren't just expecting automated, simplified experiences. They're expecting brands to be intuitive, and provide A-COMMERCE solutions when they're most needed: at precisely the right moment and in precisely the right context.

Artificial intelligence is reducing hoteliers' costs by 15% and boosting revenues by 10%.

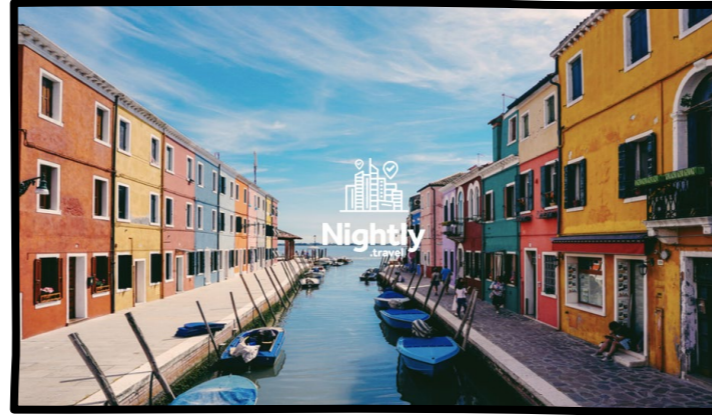
Colliers International,
October 2018



PORTER & SAIL

App provides travelers with real-time activity recommendations »

Porter & Sail is an app providing curated recommendations on where to stay and what to do in destinations around the world. Via the app, users can book a stay at one of the hotels Porter & Sail has partnered with and access recommendations during their stay. The app uses location data to greet guests upon arrival. Porter & Sail provides real-time recommendations based on the current weather, where they are and guests' personal preferences. In Q4 2018, Porter & Sail expanded its services to Bali, Singapore, Sydney and Phuket.



NIGHTLY.TRAVEL

Hotel-switching website launches crowdfunding campaign »

Hotel-switching site **Nightly.travel** launched a crowdfunding campaign in March 2019 in the UK to raise GBP 250,000, and help guests switch to a second hotel during a trip to take advantage nightly room rate fluctuations. Nightly.travel will use the investment to increase its hotel supply from 75,000 hotels to over 290,000 hotels and trial hotel-to-hotel transportation transfers as part of a hotel switching package.



AMAZON BASICS

Basic microwave is Alexa-enabled »

September 2018 saw Amazon announce the addition of a smart microwave to its entry-level **AmazonBasics** collection. Retailing at USD 60, the simple microwave can pair with Amazon's voice assistant Alexa, enabling users to give commands like adding extra time and stop the microwave. It can also automatically reorder items like popcorn before users run out. The appliance includes a built-in 'Ask Alexa' button, as well as voice-activated presets.



LOOP

Consumer brands support zero-waste platform »

Zero-waste grocery delivery scheme **Loop** piloted in New York and Paris in Q2 2019. Nestle, PepsiCo, Proctor & Gamble, and others partnered with recycling company TerraCycle and UPS to recycle and reuse branded, durable containers. Once the food or other goods inside the containers are consumed, empty containers can be picked up by UPS or dropped off. In a 'milkman'-style arrangement, users can have their container pickup trigger automatic Reorders.



FARMSTEAD

Grocer's AI program predicts customers' orders »

February 2019 saw San Francisco-based grocer Farmstead launch an AI program that predicts customers' weekly recurring orders. Known for its free and fast grocery delivery service, Farmstead's **Refill & Save** program will provide customers with discounted orders on such regular items as milk, eggs, bread, fresh fruit and vegetables. Shoppers can add or delete items from the order - which is generated automatically - or can cancel it entirely.



GARMIN

GPS product line alerts drivers to points of interest along routes »

US-based GPS manufacturer **Garmin** released its line of Drive navigators in January 2019. The GPS series automatically supplies drivers with information on points of interest they're about to approach (restaurants and historical sites, for instance) on their current route. The device also displays TripAdvisor and Foursquare ratings for different locations. Drivers can view this information even if they have a weak data signal, as it is all stored in the GPS.

YOUR RESPONSE?

ROOM: REPLENISHED

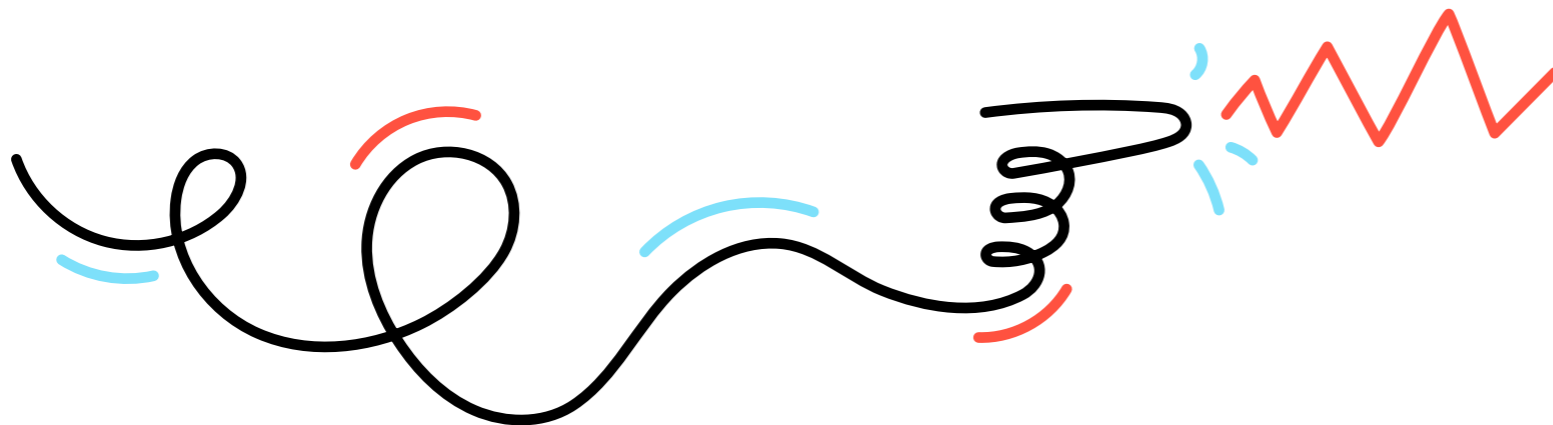
Replenishment services like Loop can apply to more than just CPG retail; they also present sales opportunities in the hospitality sector. What products could you automatically restock for your customers and guests during their trip, without them having to prompt you? Could your company collaborate with a popular retailer or brand on this?

PREDICT & PLEASE

The best in hospitality remember their repeat guests' preferences, even down to the most minute details. But could you boost your staff's ability to provide personalized service through the power of AI? Can your brand leverage a repeat customer's past to predict what will surprise and delight them next (with AI-level accuracy!) and serve it to that guest automatically?

OUT-OF-ROOM SERVICE

The opportunities for A-COMMERCE aren't contained to your building. The Garmin Drive GPS and Porter & Sail app harness this trend to support travelers as they move throughout a location. Can your hotel provide automatic guidance on-the-go, that's tailored to guests' preferences and context at any given moment? Your customers will appreciate you looking out for them!



THE END OF EXCESS



THE END OF EXCESS

The chatter around single-use plastics has made your guests realize that the 'grab-go-throw' mindset is a dead end for the planet. But it doesn't stop at plastic. Travelers' eyes are opening to all kinds of waste - wasted materials, wasted space, wasted food, wasted time and more. They're demanding that every brand they interact with (their hotel included!) rework its model to eliminate excess at every turn.

WHY NOW?

THE WAR ON STRAWS

The eco-topic of 2018- plastic straws - is one major factor driving THE END OF EXCESS. In just the span of a few months, governments globally (in the UK, Seattle, India, California, Taiwan, and many, many more) either proposed or enacted plastic straw bans. Prominent companies in all kinds of industries - Aramark, Starbucks, American Airlines, and even unexpected ones like Goldman Sachs - did the same. Without a doubt, these sweeping bans have caught your guests' attention.

ZERO-WASTE GOES GLOBAL

Another concept that has spread like wildfire? The zero-waste store, which sees retailers selling goods that aren't encased in the typical plastic packaging. Iterations of this retail model have recently popped up in locations including Hong Kong, Thailand, and New York.

REDEFINING 'RESOURCE'

Consumers are seeing that 'excess' has more than just eco-implications. Especially in hospitality, guests have been introduced to new business models that reconsider what is a resource, and how that resource can be used to its full capacity. Airbnb and Hotel Tonight, for example, have transformed spaces that were traditionally unoccupied by travelers (a homeowner's spare bedroom, a hotel room between bookings, respectively) into revenue sources.



AKYRA TAS SUKHUMVIT

Plastic-free hotel opens in Bangkok »

Opened in June 2018, the [Akyra TAS Sukhumvit Bangkok](#) is Asia's first single-use plastic-free hotel. On arrival, guests are offered stainless steel water bottles, which can be refilled at water dispensers located on every floor. Bathroom amenities are provided in locally-manufactured pottery containers, and biodegradable plastic bags are used in all bins. The move was part of a wider initiative from the Akyra Hotel Group, which pledged to become plastic free by 2020.



WESTIN HOTELS

Hotel chain turns old bed linen into pajamas »

March 2018 saw discarded bed sheets being upcycled into pajamas for kids in need. Claimed to be a world-first, [Project Rise: ThreadForward](#) is an initiative of US hotel chain Westin Hotels and Resorts, dreamed up by housekeeping supervisor Carolyn Thoroski. Working with Divergent Energy, the fibers in the bed linen are broken down, before being re-woven into fabric and made into pajamas.

85% of consumers surveyed in the UK range from feeling fairly to very worried about plastic waste.

Ipsos,
February 2018



HILTON & FOODMAVEN

Hotelier purchases excess produce from local farmers »

In March 2019, Hilton partnered with **FoodMaven**, a US company helping local farmers and ranchers sell their excess inventory. The alliance kicked off initially in Colorado and Dallas, as part of Hilton's larger efforts to reduce food waste. According to Nikki Newman, executive chef at the Hilton Denver City Center, the deal helped her acquire that artisanal and local products that guests favor, while enabling the Hilton location to spend 20% less on ingredients than it had previously.



EILEEN FISHER

Fashion label's concept store shows consumers how to live more sustainably »

In August 2018, US-based sustainable clothing brand Eileen Fisher opened a concept store in Brooklyn teaching consumers how to live more responsibly. The **Making Space** concept store is intended to help consumers live more sustainably, hosting workshops, movie screenings, gallery exhibitions and other events. Making Space also features artists-in-residence; the first is Cara Marie Piazza, who will hold workshops on using flowers or food byproducts to dye textiles. Eileen Fisher's Remade and Renew clothing lines - made from recycled clothes or out-of-commission styles - are sold at the store.



CLEANCULT

Soap company repurposes milk cartons »

In January 2019, **Cleancult** began selling a range of household cleaning products that are natural, bio-friendly, and come in recyclable milk cartons. Based in Puerto Rico, the company's products, which include laundry and dishwasher detergent, all-purpose cleaner, and foaming hand soap, are based on saponified coconut. Prices start at USD 4.95 for a natural soap bar.

48% of UK consumers surveyed are worried about the issue of food waste.

Nearly 25% of food bought in hotels and restaurants is wasted.

Thoughtworks, September 2018
UN FAO, 2015



MARK LLOYD

Mixologist creates cocktails from food waste »

In December 2018, mixologist Mark Lloyd opened the **Zero Waste Bar** at Thailand's Wonderfruit Festival. The pop-up bar served cocktails made from waste food donated by vendors at the festival, which celebrates sustainability and wellness. Lloyd also hosted masterclasses to teach attendees how to make their own zero waste cocktails. The mixologist is also known for hosting the Sammakorn Cocktail Club, a 'secret', invite-only pop-up bar selling zero-waste cocktails. Open only once a month, the pop-up is located in Bangkok's Sammakorn suburb.



NESTE

Renewable energy company unveils the Zero Vacation experience »

Finnish renewable energy firm **Neste** unveiled the Zero Vacation experience in March 2019. In its goal to reach zero emissions in Sweden, Neste is encouraging Swedes to take vacations within the country - rather than taking a carbon-emitting flight overseas. Every aspect of the Zero Vacation, which guests can enter to win, produces as little waste and emissions as possible. On the Swedish island of Lido, guests stay in the NOLLA cabin (made from sustainable materials, running entirely on renewable energy) and dine from a zero-waste menu.

YOUR RESPONSE?

COMPELLING INCENTIVES

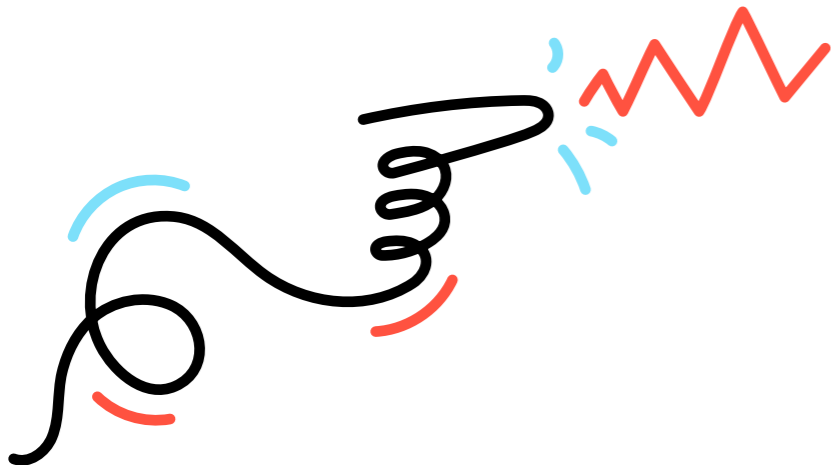
The 'save water, reuse your towels' call-to-action is standard. Can you offer a new, noteworthy incentive for your guests to help you end excess? See how the cities of Surabaya in Indonesia and Istanbul gave residents free bus passes in exchange for recycling plastic waste.

THE END-OF-EXCESS EXPERIENCE

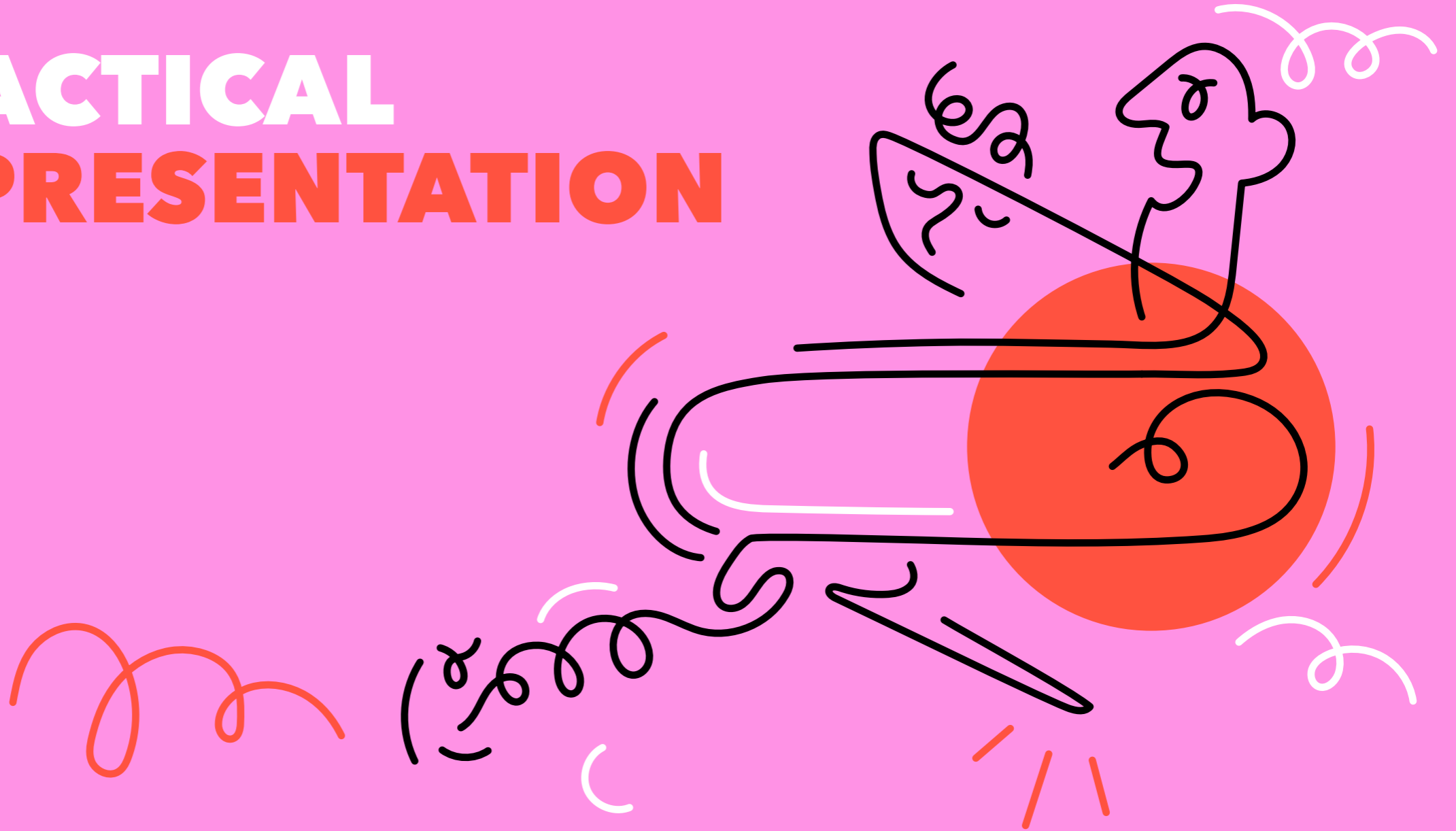
Another way retailers and hoteliers alike have boosted consumers' environmental consciousness? By making END OF EXCESS initiatives double as immersive and even surprising experiences. Brands like Eileen Fisher have transformed stores into spaces for sustainability workshops, while Neste enables guests to fully dive in to the zero-waste life. And imagine if a mixologist like Mark Lloyd ran your hotel bar! Can you show your guests how creative they can be, and how much fun they can have, by reducing their waste?

CAPACITY CAPTURE

The END OF EXCESS has fully penetrated the retail sector, as products made with unexpected, would-be-wasted materials flood the market. Could you swap out, say, the standard bar of soap in your rooms with a carton from Cleancult? And is there a resource you're currently throwing away you could creatively repurpose? See how Westin, instead of contributing to the mountains upon mountains of textile waste, turned its old sheets into pajamas for kids in need.



PRACTICAL REPRESENTATION



PRACTICAL REPRESENTATION

Now, those who have traditionally been marginalized are demanding *real* change. They're expecting brands to put 'inclusivity' to work to serve the practical needs of a diverse set of consumers. In other words, products, services, and spaces that cater to everyone.

WHY NOW?

WALK THE WALK

Inclusive ads are effective: those that feature more diversity are about 25% more effective and engaging than those that don't (Kantar Millward Brown, 2018). To consumers, though, it feels like every progressive brand is putting a plus-size model on a billboard, so they're no longer going to be wowed by brands that only promote inclusivity in their messaging - not in their initiatives.

PRIVILEGE: CHECKED

#MeToo, #BlackLivesMatter; Consumers who have been traditionally marginalized are gathering globally to demand real changes from the world. These demands trickle down to hospitality, as your guests expect you to give them the service that recognizes their particular needs, and that they deserve.

POST-DEMOGRAPHICS

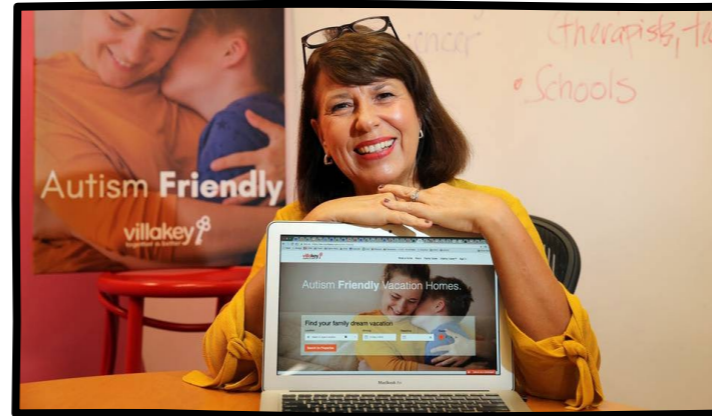
In today's world, people are freer to construct their own identities, and not adhere to long-held expectations - the ones society previously assigned to them based on their gender, income, age, etc. No matter where they are in the world, they're demanding that all establishments serve them according to the identities they've created, rather than the ones dictated by traditional demographics and stereotypes.



WHEEL THE WORLD

Wheelchair accessible tours launch in Machu Picchu »

In March 2019, **Wheel the World** launched the first-ever wheelchair-accessible tours to Machu Picchu, Peru. The US-based travel company, which offers opportunities for disabled travelers, uses lightweight steel-and-aluminum Joelette trekking wheelchairs to transport visitors over the rugged terrain. A three-day visit to Cusco and the 15th century Inca site starts at USD 1,459.



VILLAKEY

Vacation rental company becomes a Certified Autism Center »

Florida-based **VillaKey** was the first vacation rental company to become certified in autism travel by the International Board of Credentialing and Continuing Education Standards (IBCCES) in October 2018. VillaKey's autism-friendly collection of Orlando homes are specially designed to make travel easier for families of autistic children, with elements like a quiet location and soft lighting, colors and sheets to minimize stimulation. All staff members are Certified Autism Travel Professionals (CATP).



MORRISONS

Supermarket chain's 'quiet hour' recognizes needs of autistic shoppers »

In July 2018, UK supermarket chain Morrisons introduced a weekly **Quieter Hour** to help autistic shoppers who struggle with music and other noise associated with supermarket shopping. On Saturdays between 9 and 10am all stores across the UK dim the lights and switch the music off; there are no tannoy announcements; movement of trolleys and baskets is reduced, and checkout beeps and other electrical noises are turned down. The initiative has been created with the support of the National Autistic Society.

86% of marketers overestimate how much consumers under the age of 35 spend, whilst 72% underestimate how much consumers 55 and older spend.

Age of Majority,
October 2017



HERBAL ESSENCES

Tactile beauty packaging designed for the visually impaired »

In October 2018, P&G-owned haircare brand **Herbal Essences** unveiled a tactile bottle design for individuals with low to no vision. The packaging includes tactile indentations to help users differentiate between the brand's shampoos and conditioners, which share the same bottle shape. The shampoo bottles have four tactile vertical lines on the bottom of the back label, whilst the conditioner has two rows of dots. According to Herbal Essences, it is the first such initiative in the US.



TAOBAO

Simplified app aimed at senior shoppers »

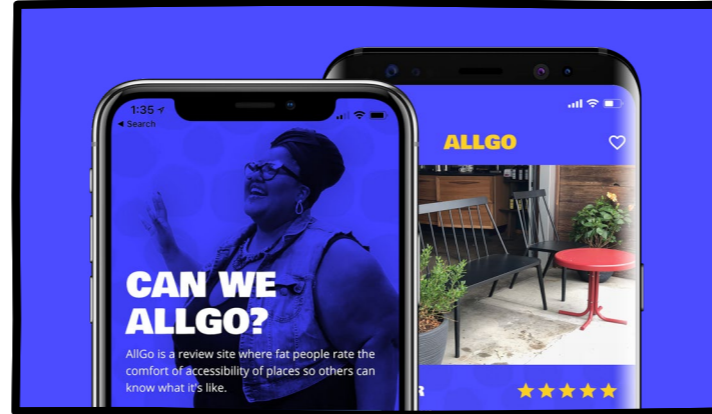
Taobao, the ecommerce site owned by Alibaba, in January 2018 launched a simplified app aimed at China's aging population. Now the app has the usual key functions, including access to the Tmall Supermarket, live-streaming programs and shopping recommendations. The app also features an enlarged interface and the ability for members to link their account with that of their children, allowing easy access to voice calls or instant messaging with their loved ones. Their kids are also able to pay for purchases on their parent's behalf.



ACTIVIEW & LIONSGATE

Activist, app and film studio partner to create accessible versions of movies »

Former America's Next Top Model contestant, actor, and deaf activist Nyle Dimarco and US-based accessibility app **Actiview** announced in February 2019 a partnership with Lionsgate to offer a version of the studio's film "Wonder" featuring live American Sign Language interpretation in the US. Actiview allows the hearing-impaired to experience movies through closed-captioning or amplified sound, or audio descriptions for the blind.



ALLGO

Crowdsourced app seeks to expand accessibility for plus-size people »

Crowdfunded plus-size accessibility app **AllGo** is in testing phase in Portland, Oregon as of March 2019. Users can review businesses based on comfort and accessibility for plus-size individuals. Reviewers evaluate aisle width, seating, bathroom size and other factors for hotels, restaurants, theaters, salons and more. The company plans to expand to other cities and include more tailored recommendations, based on users' specific measurements.

“
As your body gets bigger, your world gets smaller. – AllGo

The number of consumers requiring assistive devices (wheelchairs, hearing aids, etc.) is projected to double to **2 billion by 2050.**

WHO,
May 2018

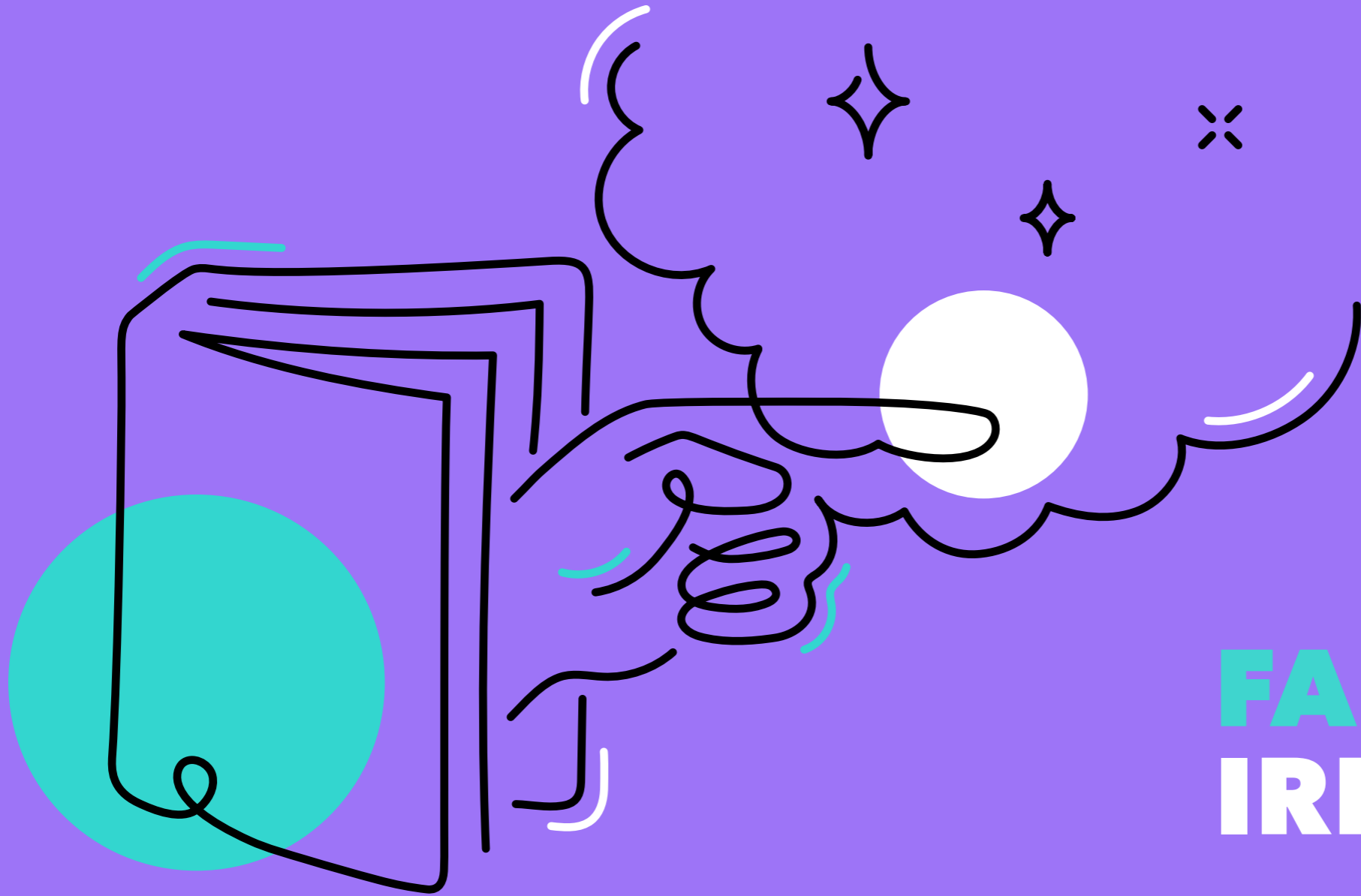
YOUR RESPONSE?

THE EXTRAORDINARY

The extraordinary: that's what your guests often come to *you* to experience. Yes, a number of popular attractions have made basic accommodations for visitors with disabilities. But now, organizations like Wheel the World are taking the time to think of the best ways (the best wheelchairs!) for wheelchair users to explore Machu Picchu and the surrounding areas. And rather than relying on subtitles, hard-of-hearing movie viewers can now have a more pleasant experience via Actiview. How can you help make the fun and entertaining aspects of travel not just possible, but as truly *enjoyable* as possible for more people?

EMPATHY FROM A TO B

Herbal Essences and Morrison's made everyday experiences - washing one's hair and grocery shopping, respectively - easier for more people. Opportunities for PRACTICAL REPRESENTATION abound in the less thrilling parts of your guest's journey with you, too. So examine your customer's regular routines. Is there a logistical difficulty or annoyance they encounter in their daily lives you can give them a respite from - while they're in your rooms, for example, or booking through your site?



FANTASY
IRL

FANTASY IRL

Thanks to AR, VR and a host of other immersive technologies, fanciful worlds permeate the real world as never before. Travelers will play at the blurring boundaries between real destinations and imagined ones, embracing new chances to imagine, escape, explore, create and connect.

WHY NOW?

STORYTELLING 3.0

Humans have always told stories. But now, a connected age has immersed consumers in mass media fictions, and given them the tools needed - AR, VR and more - to co-create, remix and reimagine those fictions and share the results. No wonder the boundaries between imagined worlds and consumers' own lives are blurring.

GAME ON

The global gaming and esports industries are expected to rake in around USD 150 billion this year *alone* (Newzoo, January 2019). Now, mix in the e-commerce boom, which is giving consumers fewer and fewer reasons to visit stores in-person. This is why retailers like Walmart (see below) are turning their spaces into places where players can gather both in real life *and* in-game.

LAYERS OF ESCAPISM

Vacations in and of themselves enable your guests escape the everyday. But those that layer even more escapism and fantasy on top are extra exciting. Think travel and hotel experiences that let consumers play via AR, engage with the characters and stories they enjoy, or even remix their own identities.



LISBOETA

Hotel themed around messaging app's characters »

Announced in Q4 2018, one-third of the **Lisboeta** hotel in Macau will be entirely themed around the Line Friends characters from the Japan-based Line messaging app. Targeted at families and millennials - rather than Macau's typical market of gamblers - the Casa de Amigo's rooms will be designed around various Line Friends and form an integral part of the guest experience. These popular characters originated as cute virtual 'stickers', sent between users.



HOTELS.COM

Hotel booking site partners with drag queen for Carnaval makeover »

To celebrate diversity in Carnaval 2019, booking site Hotels.com partnered with Brazil-based drag queen influencer Lorelay Fox to offer both women and men a unique free makeover. **Diva Upgrade** offered customers who booked rooms in L'Hotel PortoBay São Paulo or Hotel Santa Teresa Rio MGallery by Sofitel in Rio de Janeiro exclusive looks created by Fox, one of Brazil's most recognized make-up artists. To take part, hotel guests had to request an appointment when they checked-in between 3-6 March.



SVEZHY VETER COUNTRY HOTEL

Hotel rewards guests who answer Trivial Pursuit questions correctly »

The Svezhy Veter Country Hotel outside Moscow is offering rooms for free in its two-story **Trivial Pursuit Cottage** to guests who correctly answer Trivial Pursuit questions. Prospective guests are required to buy the game, which is owned by US-based multinational toy and board game company Hasbro, post an image of the receipt on social media and then answer Trivial Pursuit questions as part of the booking process. Those who answer correctly will be given a higher class stay. Registration is open until the end of April 2019 with rooms available in May and June.



WALMART & ESPORTS ARENA

Esports Arena opens inside Walmart stores »

AnGaming competitions and events were brought to **Walmart** shoppers via a collaboration with dedicated esports facility provider Esports Arena in November 2018. Five Walmart stores in California, Washington, and Colorado played host to gaming league nights and tournaments. The stores also hosted open play hours so customers could train or practice together, and test new products.



LEGO & SNAPCHAT

Customers shop AR pop-up through Snapchat »

LEGO Wear, the apparel line developed by Denmark-based KABOOKI for the toy giant, partnered with Snapchat in February 2019 to open an AR pop-up bricks and mortar clothing shop that had only a Snapcode on display and no clothes. The event was held to celebrate the launch of the label's first adult clothing line in London. Customers could access the virtual store on their mobile device using the Snapcode, and then browse the virtual shop, purchase clothing and enjoy interactive activities that included a DJ booth and an arcade machine.



NIANTIC & UNWTO

Pokémon Go creator partners with UN for AR game aimed at tourists »

US software developer **Niantic** - which created the hit Pokémon Go - teamed up with the United Nation World Tourism Organization to create a mobile AR game for tourists. The experience is designed to further the UNWTO's goal to foster sustainable and responsible tourism. Created by the firm behind Pokémon Go, the game encourages players/visitors to engage with different locations around the world, learn about the culture and history of their environment, exercise, and interact with others. The partnership was announced in November 2018.

YOUR RESPONSE?

MAGIC POINT-OF-SALE

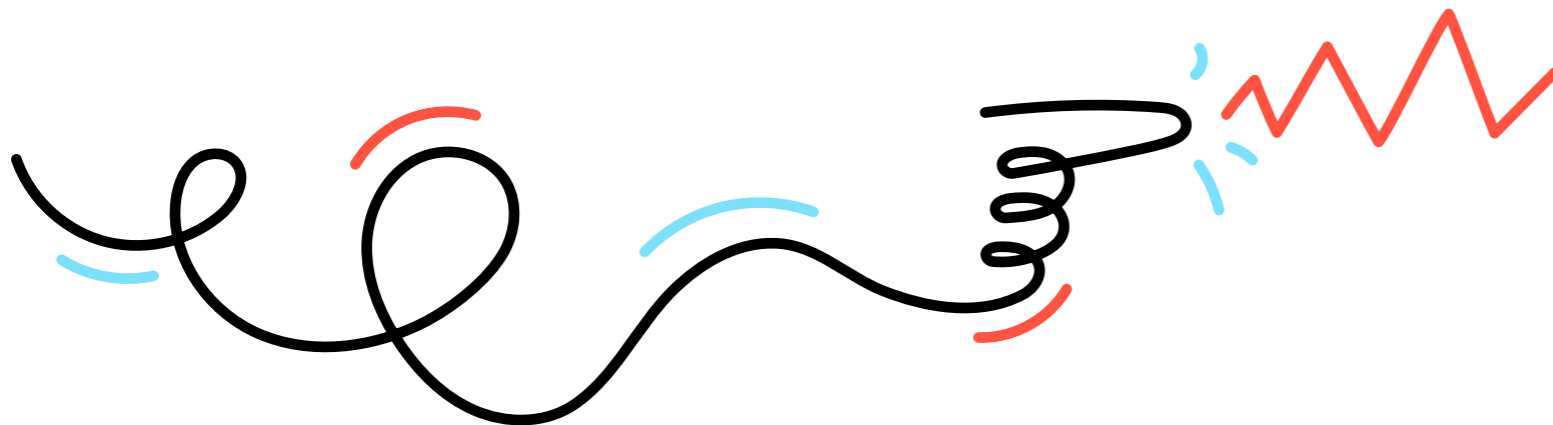
As retailers use mobile tech to make browsing/purchasing far more exciting, consider how you can do the same. Could you harness tech like AR - a la the Lego & Snapchat collaboration - to let your consumers shop for items (in their rooms, anywhere in the hotel) in a fresh, immersive way?

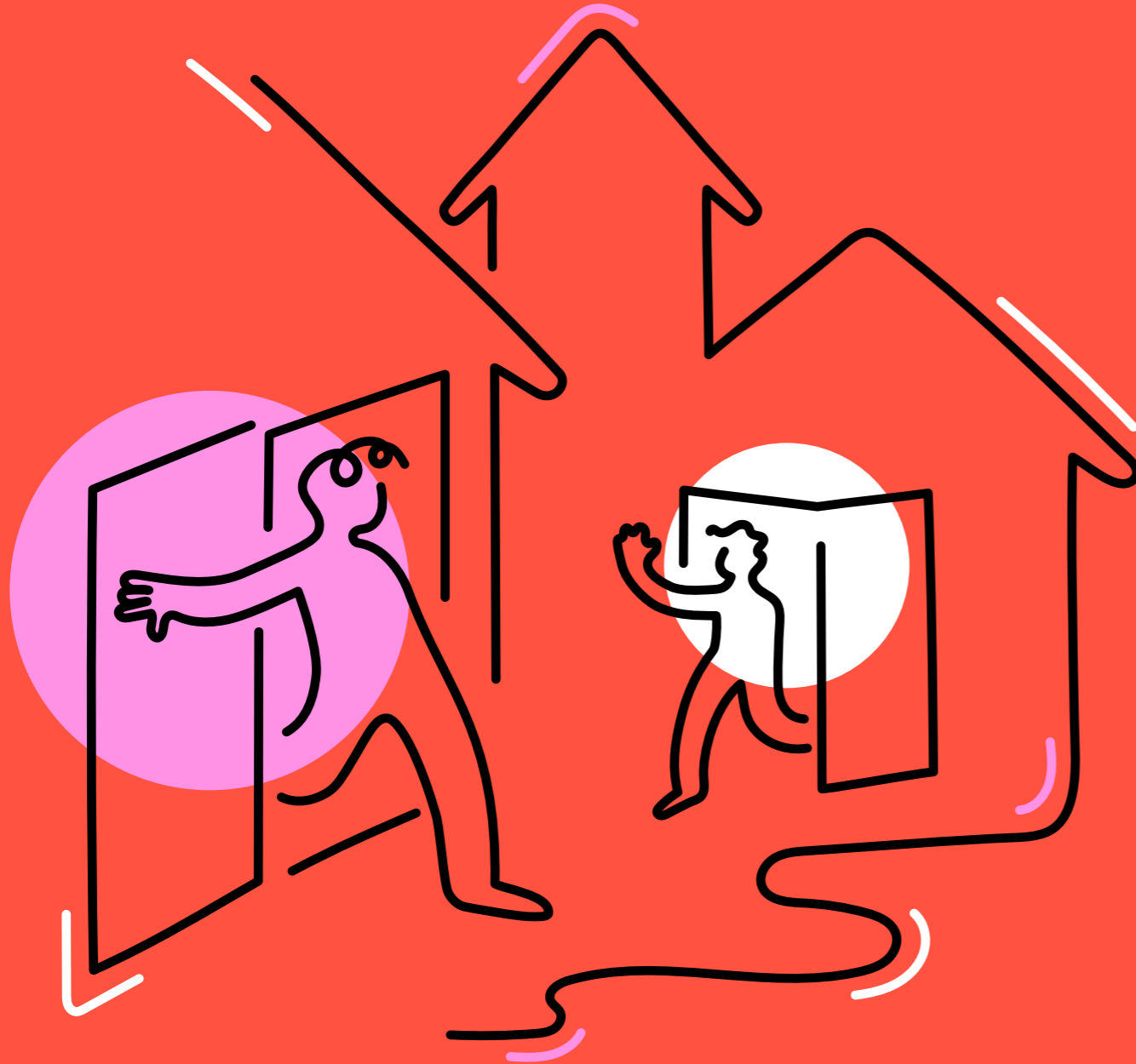
(INNER) FANTASY IRL

Applying FANTASY IRL doesn't have to involve loads of tech. Could your hotel help travelers escape from their everyday selves, and let them truly embody their inner fantasy? Hotels.com gave guests the opportunity to live out their drag queen alter-egos for Carnaval, no mobile dev team required.

FANTASY & THE FUTURE

Consumers are increasingly interacting with each other via environments like video games or VR 'coffee shops' from providers like Molotov (where friends can 'meet' in a digital living room and watch shows together). If people continue to choose virtual destinations over real ones, what does this mean for the travel industry? The hoteliers that blur the best of IRL and fantasy will thrive in this uncertain future.





VILLAGE SQUARED

VILLAGE SQUARED

Tech-fueled lifestyles. Polarized societies. Aging populations. Urbanization. A whole host of factors are contributing to an increasing sense of isolation. Smart retailers and hotels are responding by transforming their spaces in new ways to foster connections and promote social wellbeing.

WHY NOW?

GOING IT ALONE

Today, 55% of the global population lives in cities. In 2050, that number is expected to jump to 68% (United Nations, May 2018). This will bring an increasing sense of city anonymity, as more people feel disconnected from their peers and the lack of community in urban environments.

TETHERED TO TECH

Even when people *do* go out to socialize and connect, they still often fail to...disconnect. It's not uncommon to see phones left out on the table at restaurants. Many travelers roam destinations with a smartphone in one hand, ready to snap-and-share their experiences at a moment's notice. And you know the codependence is real when 54% of *teenagers* readily admit they spend too much time on their phones (Pew, August 2018).

THE CO-LIFESTYLE

Globally, there are approximately 3.1 million consumers who will use coworking spaces in 2019; in 2022, there will be a projected 5.1 million (GCUC, December 2017). Clearly, the desire to connect and co-inhabit a space with others is there. Brands like L.L. Bean have hopped on the train and flipped the concept on its head (see its roaming outdoor office space). Hotels have done the same, with some like Eaton DC creating a separately-branded space. Now, the way retailers and hoteliers are creating and tapping into communities is starting to evolve beyond coworking.



LIFE HOUSE

Hotel launches social network platform and matches guests with roommates »

In January 2019, US-based **Life House Little Havana** hotel launched a bespoke social media platform to connect guests in its Miami property before their arrival. After booking a room through the platform, users can choose to be connected with other travelers who will be at the hotel during the same period. Those who book 48 hours in advance have the option to be matched with a compatible roommate. Life House hopes guests will take advantage of these features to meet people who might share an interest in the same activities.



NIKE

Nike opens community space for runners at location of original store »

In January 2019, **Nike** opened a community space for runners at the same location as the brand's first ever store in Santa Monica, California. The store at 3107 Pico Boulevard was originally opened in 1967, when Nike was known as Blue Ribbon Sports, and quickly became a space for local runners and fitness devotees - seen at the time as oddball enthusiasts - to gather and share experiences. Nike is now tapping into that heritage and hoping the aptly-named BRS will once again become a place for runners to meet and talk.



KOHL'S & WEIGHT WATCHERS

Weight Watchers opens studio in US department store »

US-based retailer Kohl's is opening a **Weight Watchers** (WW) studio in its Chicago store in June 2019. The 1,800-square-foot space will host WW workshops and events open to members as well as to Kohl's employees and customers. WW kitchenware and cookware will be available online and in select stores. The chain aims to turn its studio into a wellness destination for its clients.



LIDL IRELAND

Supermarket encourages young people to talk about mental health »

In August 2018, Lidl Ireland opened The Bakery: a pop-up store providing a safe space for young people to talk about mental health issues. Traveling to four locations across the country, the café stocked a range of hot drinks and baked goods, with all proceeds donated to Jigsaw: the National Centre for Youth Mental Health. Alongside discussing mental health issues with on-hand therapists and other patrons, customers could sign up for mental health-related activities including acoustic music evenings, laughter yoga, and singalong socials.



PHLCVB

Tourism association creates WeChat scavenger hunt for Chinese community »

In February 2019, the Philadelphia Convention and Visitor's Bureau (PHLCVB) created a scavenger hunt within the WeChat app for visiting Chinese tourists and Chinese-Americans in the city. In honor of the Year of the Pig, the tourism association directed participants to Philbert, a famous pig statue in Philadelphia's Reading Market Terminal, which reportedly brought a significant amount of attention for the attraction. During the holiday, Chinese tourists were connected to the city's Chinatown and provided with information about local events.



TRAVELERS HOTEL

Artist-run co-op hotel creates a community hub »

In February 2019, Travelers Hotel opened in Mississippi. The 20-room artist-run co-op hotel is overseen by the nonprofit Coahama Collective. The hotel is a place for artists to display their work, acquire ownership in the nonprofit, and form a community hub with public art shows and gatherings. Traveling artists will eventually be allowed to contribute art to the space to 'pay' for their stay. Travelers Hotel is also staffed by artists, working part-time for a stipend as well as room and board.

YOUR RESPONSE?

SOLO BY SOLO

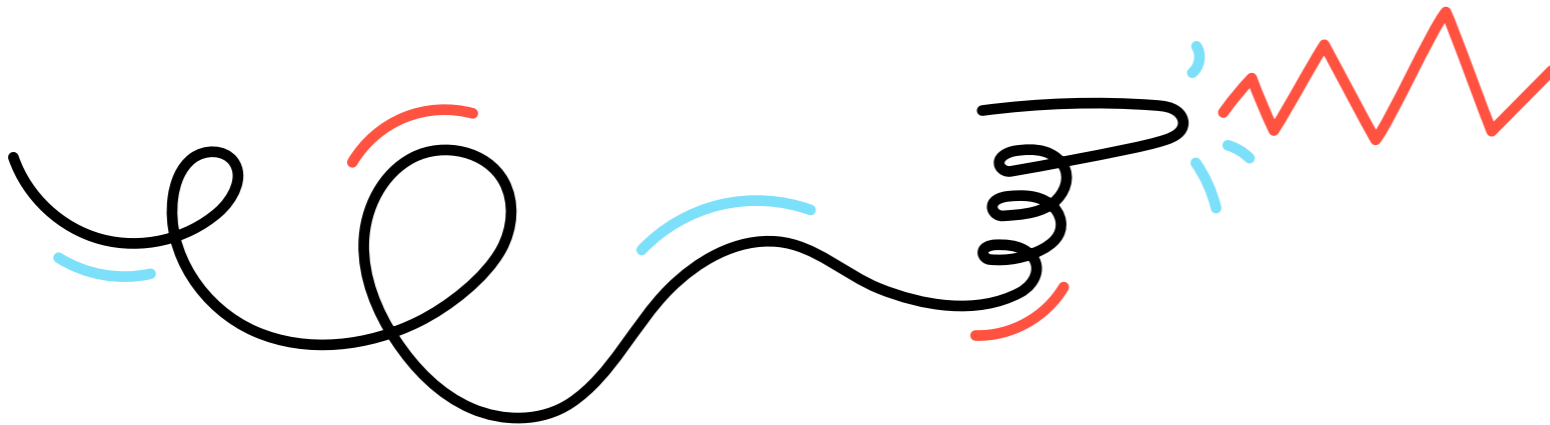
Hostelworld reported a 42% rise in the number of solo travelers booking accommodations (Hostelworld, July 2018), while 75% of women surveyed globally said they were planning solo trips for the future (British Airways, October 2018). Could you get inspired by Life House's roommate-matching service, and offer to pair up travelers who would otherwise go it alone?

VILLAGE ALL AROUND

The Travelers Hotel has fully embodied its art community-mission by welcoming artists as both guests *and* staffers, and helping them out. Any 'village' you establish will feel far more authentic and exciting if you can engage your staff alongside your guests.

BUILT-IN COMMUNITY

Rather than trying to build a community from scratch, consider how you could cater to fully-established communities that are already out there. This is already happening in the retail sector, evidenced by Kohl's dedicated space for Weight Watchers members. How can you attract new guests by appealing to the specific groups they already belong to? Is there a way you can keep them tied to their community - as Philadelphia's tourism association did for Chinese visitors - even as they travel away from it?



We hope you've found these six trends on the retail/hospitality intersection informative and, more importantly, inspiring. Being in-the-know about trends is essential, of course. But ultimately, **trends are useless unless you apply them.** So no matter which of these trends - SENTIENT SPACES, A-COMMERCE, THE END OF EXCESS, PRACTICAL REPRESENTATION, FANTASY IRL, VILLAGE SQUARED - you choose to act on, consider the following:

1.

Don't think of your brand as simply a 'hotel' brand.

You're a retailer, too! After all, you're (likely) already selling items to your guests. Minibar treats, clothing, toiletries, snacks, gifts, you name it. Can these retail trends help you transform your rooms and lobbies into new kinds of sales channels?

2.

The lines are blurring.

To reinforce the 'you're not just a hotel' point: the lines between retail and hospitality are becoming less clear, especially as retailers themselves harness their expertise to step into your industry. Alibaba leveraged its smart store innovations to open the Flyzoo Hotel, while players including Muji and Shinola have immersed guests in their brands.

3.

Take the RX to your GX.

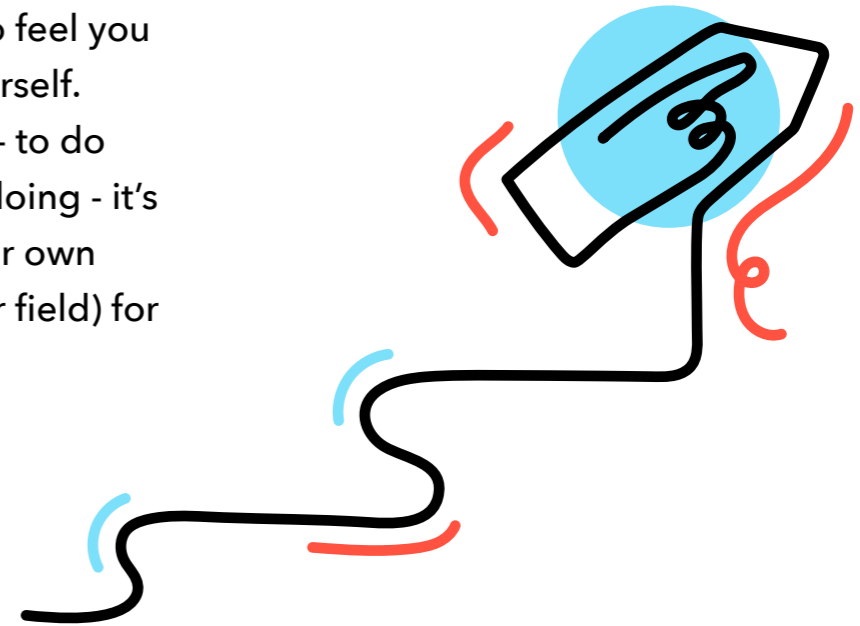
These retail-rooted trends don't only have to apply to your hotel's retail offerings. Consider them more broadly! How can you take the best, most innovative bits of the retail experience and transfer them to your guests' experience - via booking, in-room amenities, their interactions with your staff, and more?

4.

No need to wait.

Finally, we encourage you to be fearless when it comes to using trends. You don't need to wait for some other hospitality brand to hop on a trend first to feel you have 'permission' to do so yourself. In order to be truly innovative - to do what few in your industry are doing - it's imperative to look outside your own sector (to retail, or to any other field) for inspiration. So be bold!

**Good luck,
and happy
innovating!**



SYNXIS INTELLIGENT RETAILING

We're evolving our platform to enable hoteliers to capitalize on the retail revolution that is happening in hospitality. Travelers today seek 'experiences,' which underlines a radical shift away from hotels as room-centric businesses. It demands enablement through deep retailing technology to sell any item or service, just as easily as selling rooms at different rates today.

[Learn more >](#)



THANK YOU!

