

11CHANGES.COM

HOTEL yearbook 2013

Scenarios for the year ahead

Puneet Chhatwal, Steigenberger's new CEO, shares his thoughts on the challenges in the year ahead

Dorchester Collection CEO Chris Cowdray on leadership

How will 2013 shape up for the key hotel markets worldwide?
30 exclusive country reports from Horwath HTL

Special section: "Spa 2020"
Leading experts explore the next decade in the spa industry

How is your company visualizing its future business landscape?
Woody Wade on scenario planning in the hotel industry

This excerpt from the Hotel Yearbook 2013 is brought to you by :

11CHANGES

WADE & COMPANY

Wade & Company is a Lausanne-based consultancy that helps senior managers in the hospitality industry better understand how their future “business landscape” could change, affecting their competitiveness and creating new opportunities and challenges. Its scenario planning workshops give management teams a creative yet structured approach for envisaging alternative ways their future operating environment could realistically unfold over the next few years, depending on how current uncertainties develop. With these eye-opening insights, Wade & Company’s clients can maximize the flexibility of their strategic plans and be better prepared for whatever future dies arise. More info is at www.11changes.com.

Horwath HTL

Hotel, Tourism and Leisure

HORWATH HTL

Horwath Hotel, Tourism and Leisure consulting are the world’s number one hospitality consulting organisation, operating since 1915. Horwath HTL are the industry choice; a global network offering complete solutions in markets both local and international. Through involvement in thousands of projects over many years, Horwath HTL have amassed extensive, in-depth knowledge and understanding of the needs of hotel & real estate companies and financial institutions.

Horwath HTL are the world’s largest consulting organisation specialised in the hospitality industry, with 50 offices in 39 countries. They are recognised as the pre-eminent specialist in Hotels, Tourism and Leisure, providing solutions through a combination of international experience and expert local knowledge.

HSYNDICATE

HSYNDICATE

With an exclusive focus on global hospitality and tourism, Hsyndicate.org (the Hospitality Syndicate) provides electronic news publication, syndication and distribution on behalf of some 750 organizations in the hospitality vertical. Hsyndicate helps its members to reach highly targeted audience-segments in the exploding new-media landscape within hospitality. With the central idea ‘ONE Industry, ONE Network’, Hsyndicate merges historically fragmented industry intelligence into a single online information and knowledge resource serving the information-needs of targeted audience-groups throughout the hospitality, travel & tourism industries... serving professionals relying on Hsyndicate’s specific and context-relevant intelligence delivered to them when they need it and how they need it.

Five health needs of hotel guests

ARE HOTELS IN TUNE WITH THE HEALTH AND WELL-BEING NEEDS OF THEIR GUESTS – ESPECIALLY THOSE THAT HAVE JUST ARRIVED FOLLOWING A LONG AND TIRING JOURNEY? NOT ALWAYS, SAYS **SARA STEWART**, MANAGING DIRECTOR OF **JAX COCO UK**. BY MAKING FIVE SIMPLE IMPROVEMENTS IN THE THINGS THEY OFFER THEIR GUESTS, HOTELS COULD MAKE A REAL IMPACT ON THEIR WELL-BEING – NOT TO MENTION DEMONSTRATE THEIR ATTENTIVENESS.

Health, fitness and well-being are all becoming increasingly essential factors in our daily lives. We are becoming much more aware about how we can improve our overall “quality of life” by investing time and money in our health, fitness and wellbeing. The hotel industry needs to be at the forefront of this ever growing trend, by offering the very best expert advice to enhance and maintain the health and well-being needs of their guests.

This is edging into the forefront of the PR and marketing strategies of a number of companies in, and entering, the hospitality space. However, even though consumers are becoming much more health and fitness conscious, we are aware that there is huge choice in the marketplace which leads to a lot of confusion for our customers. Our mission is to deliver the best quality products with the greatest benefits, and our strategy is to educate the consumer about the fantastic health properties of our products. In order to achieve this, we are working with the world’s top health and fitness experts, who are helping us deliver this message to our B2B and B2C customers.

When our clients travel, they tend to choose a hotel based on their services and facilities so they can keep their fitness goals up – this can include gyms, spas and food & drink choices. Together with input from these health and fitness experts, we have come up with five things that we believe the hotel industry should be thinking about in the health and well-being arena, which will improve the customer experience for their guests.

Their advice for the hotel industry includes these five simple gestures:

REHYDRATION

One of the biggest health issues for all travelers is dehydration. In order for our bodies to function optimally, they need to be properly hydrated at cellular level. But changing time zones, long-haul flights and different temperatures can directly affect our bodies’ hydration levels. Dehydration leads to a change in the charge and polarity of the cell and in the movement of its electrolytes. This change in our cells alters their pH (it becomes more acidic), and our body has a difficult time maintaining

proper levels of magnesium and potassium. This delicate balance of vitamins and minerals is essential to keep our bodies functioning optimally. A slight alteration in our hydration levels can lead to fatigue, headaches and muscle soreness, and also has an effect on the elasticity of our skin.

The solution is to make sure your guests drink a natural hydrating drink as soon as they get to your hotel. This will quickly restore their cells’ pH balances, giving your clients the boost they need for their trip, and counteracting any tiredness or lethargy.

Offering a hydrating drink or even a specific hydrating juice on hotel menus would benefit the hotels hugely. If this is offered with a mat for clients to do some tailored stretches, it will help hydrate the body and alleviate any stiffness from the plane, increase the guest’s metabolic rate and acts to prevent the condition DVT. A “welcome back” consisting of a yoga mat, coconut water and a series of simple stretches would be the perfect way to keep guests healthy and happy during their trip.

- Dalton Wong,
Global health and fitness expert, *Twenty Two Training*

FITNESS MENUS

Food to fit the exercise. Exercising before breakfast is ever increasing in popularity. Which is great. However, one thing a lot of people get wrong is post-exercise nutrition. What you eat immediately after exercise is essential to recovery, mood, stiffness and well-being. Having a “Post-Workout Menu” could promote breakfast sales while offering a great service to your guests.

- Steve Mellor,
Health and fitness expert, *Freedom2Train*

OUTDOOR EXERCISE

When guests exercise outside, they are exposed to the sun, and this in turn increases their production of vitamin D. This powerful vitamin has been shown in research to boost cognitive function, immune function, mental clarity, well-being and more.

Exercising outdoors is ever increasing whether it's a walk, run or exercises they all count.

- Steve Mellor,
Health and fitness expert, Freedom2Train

MAKING THE MOST OF THEIR WORKOUT

Lots of people work out when traveling. Hotels could offer a 'Daily Workout Plan' tailored to guests' needs. This can be designed specifically for the hotel's gym/facilities, while also offering an 'Outdoor Workout Plan' making the most of nearby parks, gardens, riverbanks and so on – all tailored to the city/area surrounding the hotel and offering guests a clear plan and instruction of what to do.

- Steve Mellor,
Health and fitness expert, Freedom2Train

HEALTHY MINI-BAR OPTIONS

The good intentions and often serious commitment my clients make to their health is frequently sabotaged when they travel due to the vast quantities of poor quality and junk foods on offer in airports, stations, planes and hotels. My number one piece of advice to clients is "never leave the house without food and water" as it's a dangerous world out there if you wish to eat healthily but are unprepared.

Before traveling, I encourage my clients to drink lots of water and coconut water to enhance their hydration. Once they arrive at their destination, well, they are on their own to grapple with

Before traveling, I encourage my clients to drink lots of water and coconut water to enhance their hydration.

the overwhelming temptations to partake of the not-so-healthy options in the mini-bar and on the room service menu. I suggest



calling ahead and asking for the mini-bar to be cleared and stocked instead with lots of water and fresh fruit. If only the world of travel could embrace the health wave and offer healthy options so that those of us committed to our health, who don't want to eat junk food, have better options. For example, hotels could offer clients a choice of a healthy mini-bar or the regular sugar laden one. I know which one I'd choose! To arrive in my room and find a mini-bar packed with coconut water, fresh water, fresh fruit, crudités, nuts and seeds would make me a very happy hotel guest indeed!

- Amelia Freer,
Nutrition expert, Freer Nutrition ■

probably the best coconut water in the world



@JaxCocoUK
www.jaxcoco.com

for sales information contact sara@jaxcoco.com or julie@jaxcoco.com