

What is the relevance of this question? For me it personally creates even more questions.

Of course we will certainly face strong developments in design, robot technology, health industry, internet, safety and legislation. Guest can book all the aspects they want in advance like: a special bed with special anti allergic pillows, sea or garden view, walking tour, museum, pick up service and a virtual city guide downloadable on their pocket communication tool.

So what? Does it mean, having this knowledge, you will be able to improve your hostel? Work better? Earn more money?

Our guests traveling in 2020 are no longer interested in a travel book or brochure ('dead tree advertising') or the ratings from a booking engine. Or fancy marketing.

They will base their decision totally on their own virtual and social network. They will rely totally on information about your place from friends they have never ever seen in their life! When a guest likes his stay he will immediately communicate this back into his network. And the hostel will definitely have to pay for this. This cost money for the hostel? Maybe there is no booking engine any longer. Certainly not with high commissions. Thinking in terms of marketing (awareness), your job will be to find undiscovered virtual networks.

What kind of guests the hostel in the future can expect?

Our guests still want a better place than home.

They want to be pampered. Of course in hostels on sandy beaches and eye blinding locations they will feel pampered automatically – all the other hostels should work a little harder.

The rooms will be able to clean itself. Even adjust itself and will be able to define which temperature, lightning or music will fit to his or her bio rhythm.

And every inconvenience will immediately be communicated by the guest through an intelligent system (bleeping signals in the room of the managers and owners). The managers will not have to deal with complaints or wishes later. No he or she has to act right NOW.

Internet in 2020 will finally be evolved into a system that connects everything with everything. Fasten your seatbelts.....

It s hard nowadays not to find yourself in a discussion with subjects like, recession, melting ice mountains, animals getting extinct, internet getting stucked, fishes that are getting poisoned, the Sahara coming closer and closer to Europe, or the fear of an uncontrollable multicultural society.

We live in an information society. But what we really need is attention.

You need balls to dare to look in the future right now!!

But the question remains- is what I just said – my idea about the hostel in the future - relevant?

For me a better question is: will (the complexity of) hospitality change in the coming 10 years?

I don't think so.

So maybe it is better to talk about: how to make your guests loyal to your company? Or how can we finally free ourselves from xenophobia?! That a smile cost nothing and opens everything. To understand the power of hospitality.

Some what I say today I already used at the Gomio conference in 2004 in Prague.

I was talking about what I think **hospitality** really means. It comes from hostility...(we used to kill our strangers)

The ability to be nice to a stranger (as you never know what kind of angel is on his shoulder)

Today I would like to add something on top of it:

It is the art of giving people the feeling that they are welcome.

- to your Guests
- to Yourself
- to Your colleagues!

Difficult? Yes. Listen to the many negative experiences everyone has while traveling, checking in , buying trousers, get the right info about your electricity or phone bill....

When I arrived in Dresden yesterday I passed the NH hotel and they had on the front door the following text:

*Behind this door you will find rare species....Happy guests!!*

Oeps??

Last year I was in a spa hotel somewhere in the south of Germany. When I came in a woman in a special dress and big breasts gave me a handshake and a glass of sect while saying welcome! And in the mean time my suitcases were brought to my room. This year I even received a birthday card! Difficult? Not really.

Hospitality starts as soon as you open your door, pick up the phone, meet a stranger /guests etc

What is the question behind the question?

Our guests (tourists) will also in 10 years be young, educated, funny, they still get lost and go into the wrong directions, pick the wrong restaurants, tours, pay too much, get screwed by taxi drivers etc.

Always a little bit uncomfortable – and they still like it!!!

How to make them loyal to your company? First of all: train your staff.

A few key factors while training your staff :

- you must communicate a clear message what your company wants (that is not about making money)
- they should be aware of the fact that they are servants (this goes further than a transaction)
- they should feel responsible (find the question behind the question)
- they must be willing to start a dialogue (*why did not you read the small letters? Better– you probably did not read the small letters ..but let's solve it*)
- learn to have eye and care for detail (*yes you can eat there but why not go to...*)

Your most precious capital is your staff. Please do not look at them as *costs*.  
You can even fill up a sinking ship when you have great staff. But what is great?

Being friendly, patient, thinking in terms of solutions, thinking about the meaning behind words... Find the question behind the question! Smile, make eye contact...

To be a host is an attitude... No- it is a choice!  
Yes and always with a certain amount of tension/adrenaline/uneasiness

A good host is an artist.

If you believe that hospitality needs to be improved in your business then you have to look to yourself or maybe your organization and ask yourself the most vulnerable question.....  
I am willing to change?.  
(If I would have a spreadsheet behind me you will probably see the following)  
=> clear message/vision + passionate team + loyalty of your customers + the willingness to change

**The more value you create for your customer – the more value they create for you!**

You have to take care of your staff. But at the end of the day you have to ask yourself if this employee is on the right spot.

You may have to start again. To delegate you need balls. And you need to explain clearly what you want. What is your mission? You are really managing if it hurts.

Try to understand the importance of hospitality! Because it does not cost you a penny and it makes your work more fun...  
That means strong leadership but also asking the right questions. Not only to your guests but also to your staff who are the strongest capital in your company.

Even in 10 years this will be in my opinion the key for a successful hostel.

Well, welcome in the future!

