HotellerieSuisse

OECD-EC Policy Workshop

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The Hospitality Booster

An innovation network for the Swiss hospitality industry

Lack of innovation in the industry

Lack of **networking opportunities** and **sparring partners**

Few internal **opportunities for innovation** and no **concrete results** despite investment

Little relevant industry-specific **information and few tools for** successful innovation

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Our vision for the Hospitality Booster

The Hospitality Booster inspires and connects **the Swiss hospitality industry**as a **centre and community for innovation**. It provides quick and straightforward support for **all Swiss accommodation providers,** as well as their **partners,** in **implementing and scaling innovation projects in line with their needs**.

The Hospitality Booster
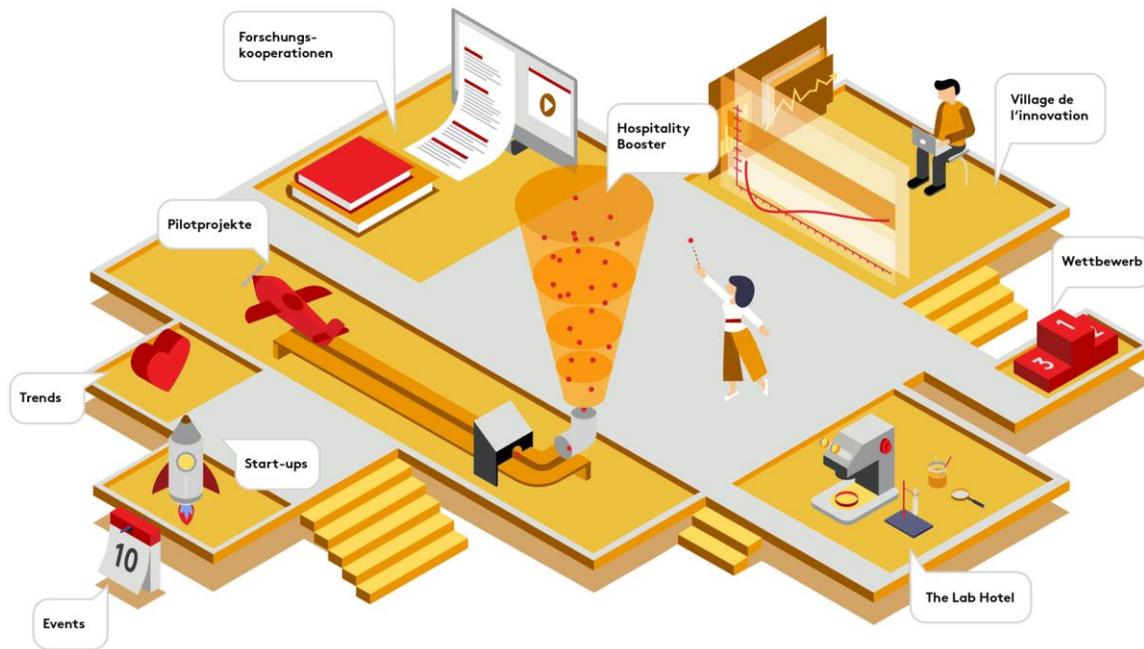
Digital and analogue touchpoints

Promoting value-adding ideas with quick wins

Community and networking opportunities

Open programme concept, accessible to the whole industry

The Hospitality Booster

Digital and analogue touchpoints

- Analogue touchpoints strengthen the community and ensure that the Booster closely responds to the real needs of companies both within the industry itself & in test environments
- Digital touchpoints offer an easy point of entry, from submitting ideas through to digital events
- Hosted at the Innovation Village and The Lab Hotel

Promoting value-adding ideas with quick wins

- The promoted ideas have a real-world connection to problems in the sector and directly create added value for individual companies
- The results & learnings are easily available to the community

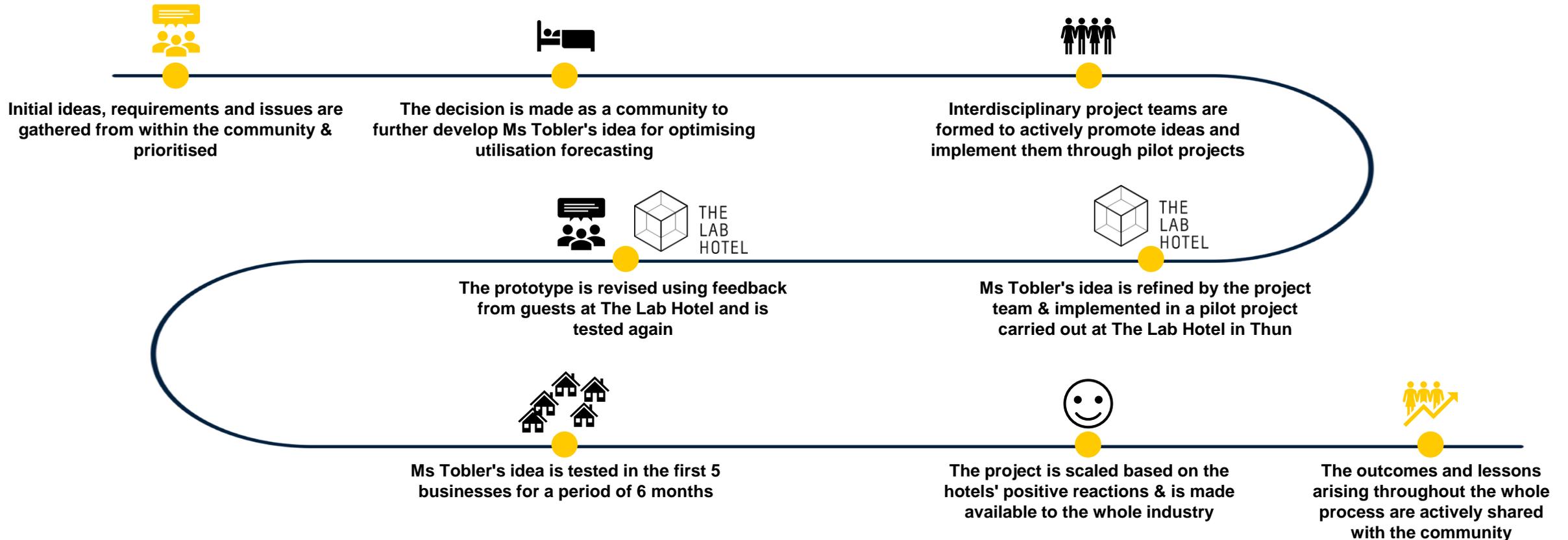## Public ideas for programmes, accessible to the whole sector

- The Hospitality Booster has the clear objective of adding value to any type of business
- Implementation through diverse & interdisciplinary project teams, as well as digital & analogue touchpoints
- The booster can be accessed by any interested parties through various entry points
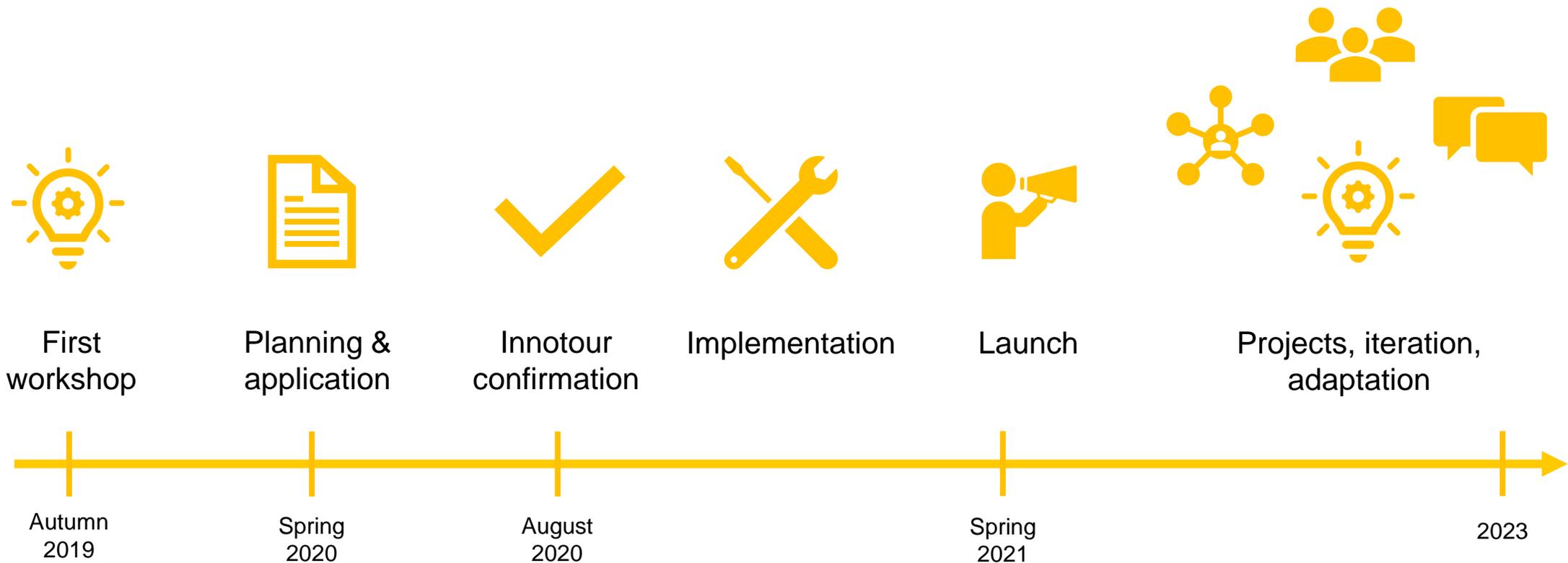
Community and networking opportunities

- The community will be involved in all stages of the process, to ensure that realistic solutions are created
- Anyone interested in the Booster can connect to & actively take part in the community
- Allocation of community managers

Example: better room utilisation

Initial ideas, requirements and issues are gathered from within the community & prioritised

The decision is made as a community to further develop Ms Tobler's idea for optimising utilisation forecasting

Interdisciplinary project teams are formed to actively promote ideas and implement them through pilot projects

THE LAB HOTEL

The prototype is revised using feedback from guests at The Lab Hotel and is tested again

THE LAB HOTEL

Ms Tobler's idea is refined by the project team & implemented in a pilot project carried out at The Lab Hotel in Thun

Ms Tobler's idea is tested in the first 5 businesses for a period of 6 months

The project is scaled based on the hotels' positive reactions & is made available to the whole industry

The outcomes and lessons arising throughout the whole process are actively shared with the community

Project lifecycle

First
workshop

Planning &
application

Innotour
confirmation

Implementation

Launch

Projects, iteration,
adaptation

Autumn
2019

Spring
2020

August
2020

Spring
2021

2023

Who's behind the booster?

Initiation
HotellerieSuisse conceived the Hospitality Booster and is responsible for its operational & strategic development.

Partner schools
Both partner schools, the Hotelfachschule Thun & EHL Group, are supporting the booster with the talent for innovation and by providing meeting & test rooms.

Support
The Hospitality Booster is supported and promoted through Innotour, the federal funding programme for innovation projects.

Learnings from previous experiences

1   Generally, innovation doesn't happen by chance → **it requires space, network, methodologies and an impetus.**
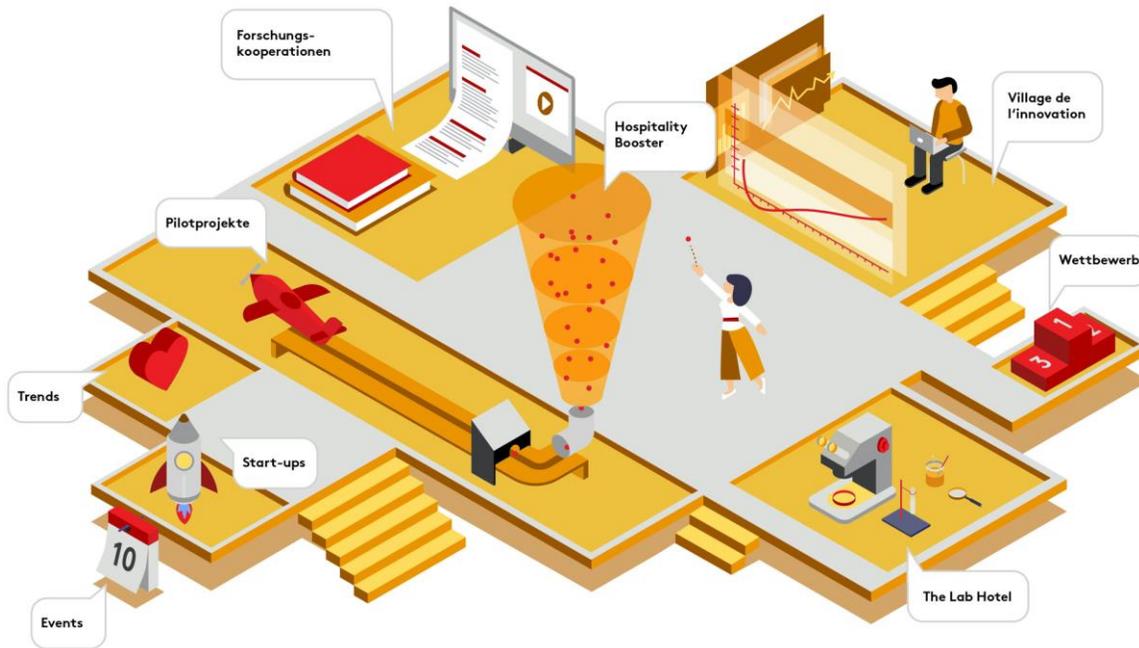
2   In many places, innovation (still) has a hard time taking root in the Swiss hospitality industry → **a change in culture is essential.**

3   Good, profitability-improving innovations often do not make it into practice → **communication as a central success factor.**

Thank you for your attention

"We look forward to hearing your questions, suggestions and ideas!"

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