



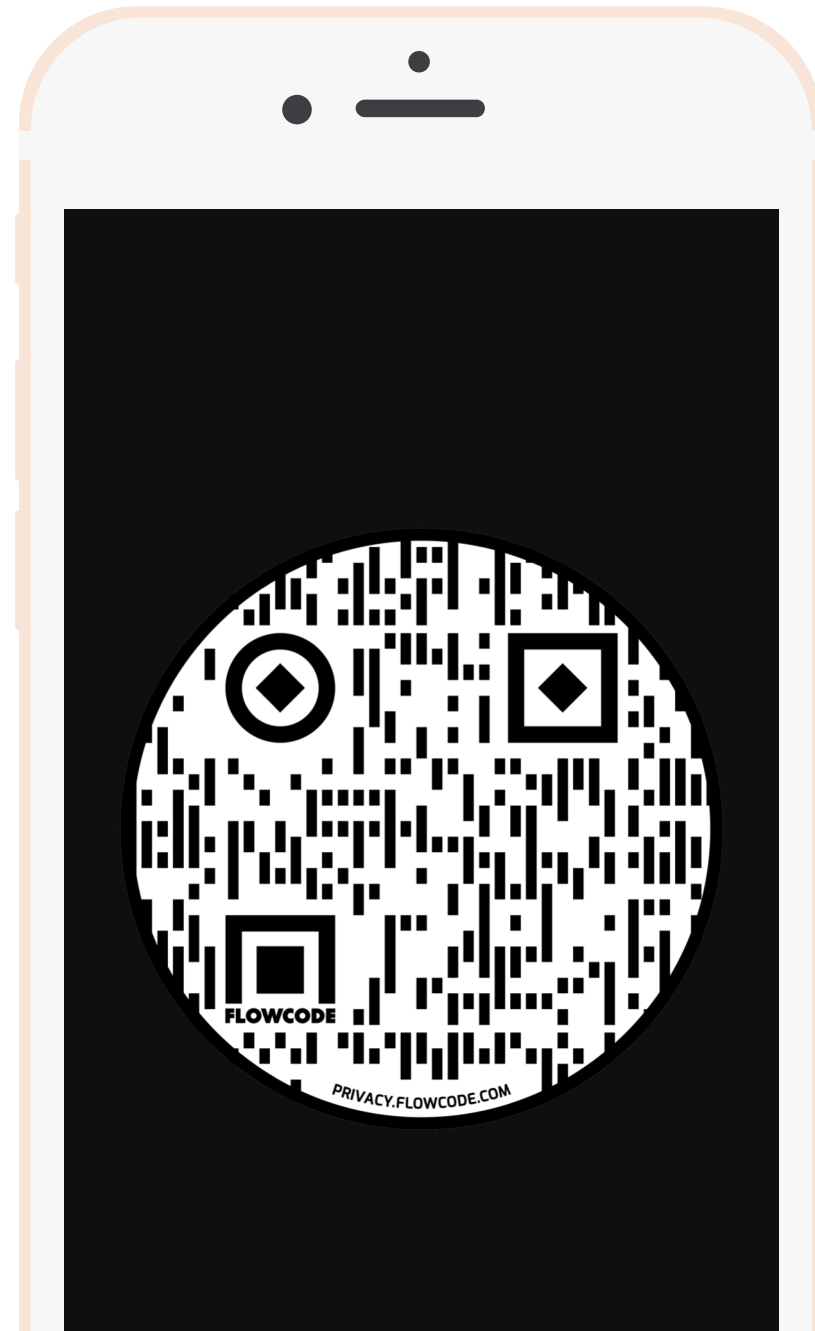
All Change!

Thoughts about innovation & change
in our industry

Martin Kubler *FIH*

I spent 20+ years working in and running hotels in Europe and the Middle East before moving into consulting, teaching, mentoring, and writing.

I specialise in working with start-ups, family-run companies, and businesses in customer-centric and service-critical industries. I am interested in many things and understand an eclectic mix of business, science, and art. I know people and how to communicate with them, but I also know how to make organisations work and extract the best profits for their stakeholders.



What started it all?

A few musings on high-tech toilets, overly complicated showers, and silly bedside control panels...



Why now?



COVID-19



Millennials



Why not?

Change & Innovation: The main challenges



Complacency



« It doesn't make money »



»It costs too much »



« Our guests are happy! »



« It's too radical! »

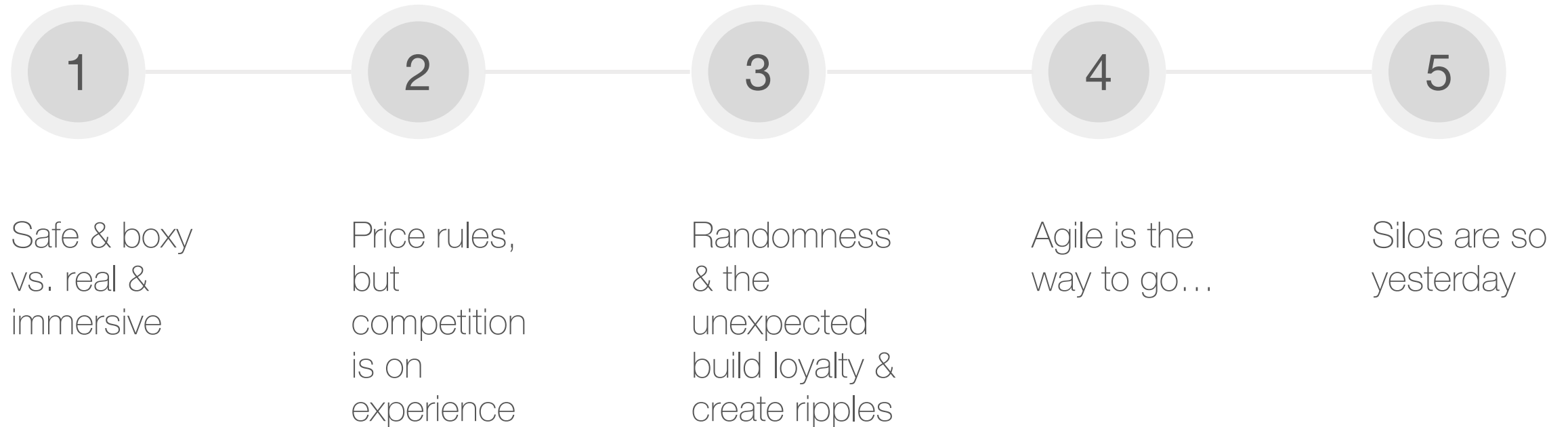


« I don't have time! »



Travelers are
changing!

Competitive advantages & USPs



Getting started

Make things
really change

Reactive data vs.
proactive data

Make the world
a better place

The power of
community

Torpedo
silos

Not everything about
the pandemic is
rubbish



Thanks! Let's connect...



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Thanks for listening to my ramblings on! Please connect & keep the conversation going!