

welcome & stay

THE MAGAZINE FOR PROFESSIONALS
IN THE HOTEL AND CATERING BUSINESS
ISSUE 2 | 2018

Looking ahead Enjoy per- spectives

Simply: be. You can do just that at the vigilius mountain resort, which accommodates the digital detox trend – read more on page 14.

At the same time, digital applications are revolutionising the entire hotel industry. Analogue or digital? That's the question ...

Miele

welcome & stay



Dear readers,

Do you prefer checking into your hotel with your smartphone? Or in person at the reception desk? As you can see, when it comes to digitalisation, personal likes (and dislikes) play a role. While everyone is talking about the smart home in the private sphere, the hotel and catering trades are focussing on smartphone check-in, service apps and feedback portals. From page 12 onwards, read about future opportunities and mistakes – and what hoteliers and restaurateurs must offer their guests today to ensure that they keep coming back in the future. With their modern hotel in the Tyrol, the Marent brothers show how trends can take a truly personal direction (page 4 onwards).

In this issue, we want to give you an overview of the much-discussed subject of digital transformation. A lot is possible – but what makes sense? One thing is certain: if we can reduce the complexity of your day-to-day working life with innovative solutions, then we are heading in the right direction. We hope that this new issue will give you some interesting insights.

Dr Axel Kniehl
Executive Director – Sales and Marketing



The best way to predict the future is to invent it.

Alan Kay, American computer scientist



Credits

Miele & Cie. KG

www.miele-professional.com

Project management (responsible):

Julian Wedeking, Johannes Baxpöhler

Implementation:

gambit marketing & communication

www.gambit-do.de

Printing:

Hermann Bösmann GmbH, Detmold

Photography credits:

Cover page: © vigilius mountain resort

P. 3 left: © iStockphoto/wavebreadmedia

P. 4-8: Das Marent

P. 7 bottom right: © iStockphoto/wellphoto

P. 10: © Restaurant Horvát, p. 10 bottom right: © Julius Gnoth

P. 10 middle: fotolia/Rawpixel.com

P. 12/13: © fotolia/cristovao31, p. 14/15: © fotolia/rtype

P. 17 bottom and top left: barefoot Hotel

P. 18 top right: © Resysta, © fotolia/neosiam, bottom: © Future-shape

P. 19 top right: © gettyimages/Bloomberg / contributor

P. 19 bottom right: © iStockphoto/cnythzl



Contents

04 _ stay special

Das Marent: zeitgeist meets pragmatism

09 _ stay efficient

The new Miele Profiline dishwashers

10 _ stay curious

Interview with industry insider Jan-Peter Wulf

12 _ stay open

Analogue vs digital in the hotel and catering trades

16 _ stay real

Hotel linen as a mark of quality

18 _ stay informed

News and tips for top-class hospitality

Zeitgeist meets pragmatism

Das Marent in the Tyrolean village of Fiss presents itself as “bold but cosy”. This modern hotel focuses on fine food and friendly hospitality. A contemporary and yet very personal hotel concept: owners and restaurateurs Alexander and Christian Marent also go on Harley tours with their guests.



04
05

Being Harley Davidson enthusiasts, brothers Alexander and Christian Marent feel just as at home on their bikes as they do in the kitchen. When their guests share their passion, they go beyond simply giving them insider tips for tours – instead, they go along too, provided they have time.





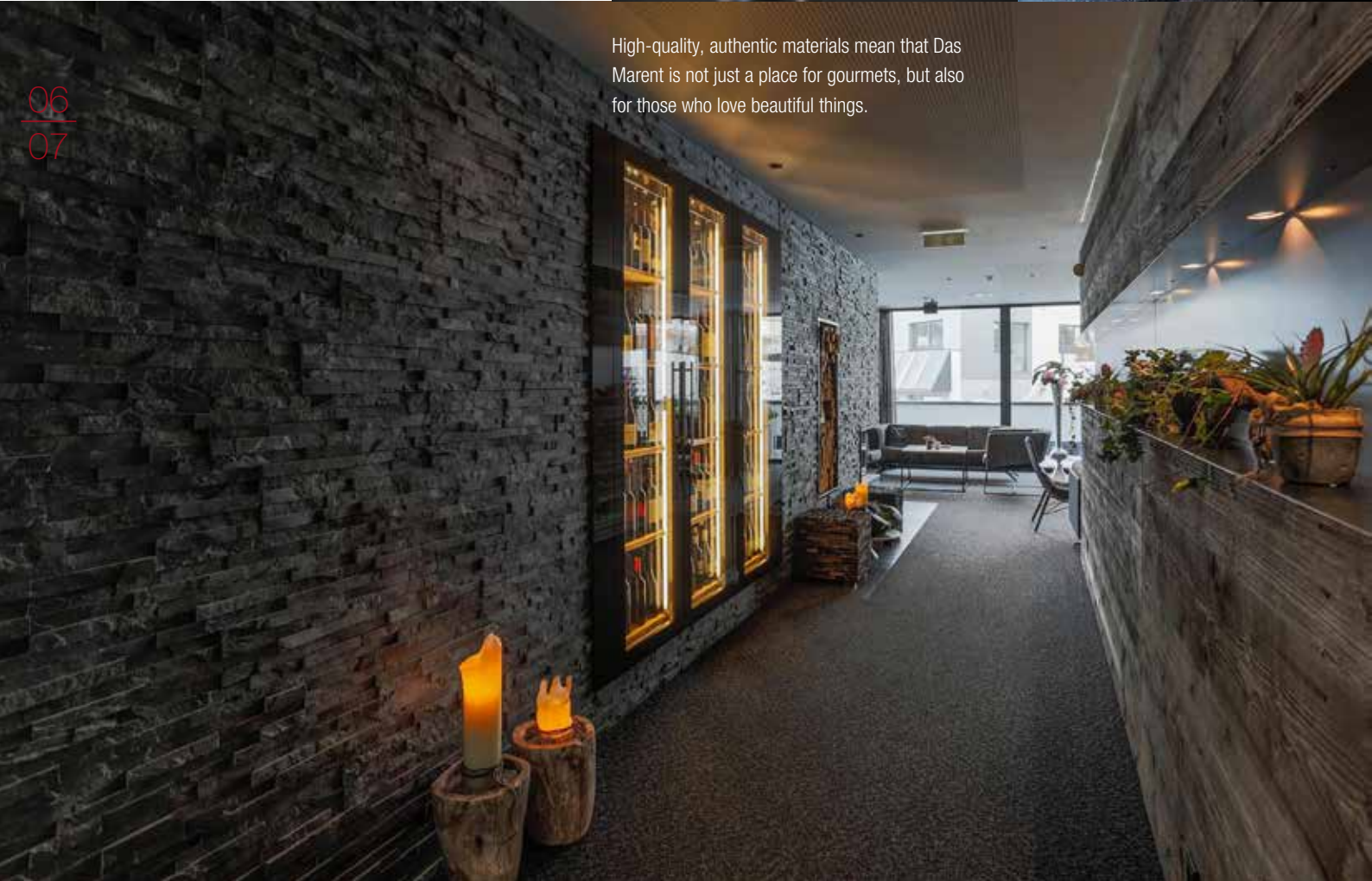
DAS MARENT

It started with a passion for cooking: brothers Alexander and Christian Marent have worked in many well-known hotel and restaurant kitchens. At the beginning of their careers, they followed their own separate paths in world-class international kitchens before ultimately emerging together as a pair of culinary brothers at the famous Hospiz in St. Christoph am Arlberg. And they were successful – in the early 2000s, Gault Millau selected the pair as “Newcomer of the Year”.

Since December 2014, they have cooked together in their own hotel. Das Marent focuses on world-class cuisine – the two chefs consistently offer their guests new taste sensations and culinary highlights. Seasonal and unusual produce balance each other out, while high quality and freshness are a given at this level. In spite of the gourmet guise, Das Marent does not come across as elitist, but rather authentic and informal. As a result, the brothers have deliberately foregone a traditional star rating; instead, they prefer to set their own standards in terms of quality, embracing the concept – “starless” and independent.



High-quality, authentic materials mean that Das Marent is not just a place for gourmets, but also for those who love beautiful things.





Top: Day guests can also enjoy deep relaxation in the spa and wellness area by booking a day spa package.
Bottom: In the Blackbox, the two chefs spoil their guests with a truly exceptional culinary experience. A (private) view into the kitchen is included.



The Blackbox: VIP feeling with personality

It is the zeitgeist, the guests' desire for the extraordinary, for a unique moment which inspired the Marent brothers to offer something exceptional – the Blackbox. Parties of six people or more can book a private room right next to the gourmet kitchen. This is another area where the chefs create that personal edge. Guests can watch the pros, Alexander and Christian Marent, live at work, preparing their exclusive menu.

The TESLA charging station is another indicator of Das Marent's modern and new but responsible outlook. As a TESLA partner, the hotel provides its guests with several charging stations for electric cars and SUVs.





“We want to control the quality of our laundry. An external laundry facility was out of the question for us.”

The 31 rooms are elegant and rather reserved with beige, grey and black tones. This brings the impressive view through the panoramic windows to the fore: the Tyrolean alpine landscape is not just unmissable and relaxing, but also offers the guests lots of different options, both in summer and winter.

08
09

Informal – but still world class

Even though Das Marent foregoes its star rating, it is clear that this hotel falls into the luxury segment – and not just because of the gourmet cuisine on offer. The high quality standard can be seen in all areas. The fact that the brothers also wanted to have control over quality when it came laundry care was clear long before the hotel opened. An in-house laundry facility was therefore factored in. The requirements for washing machines, tumble dryers and ironers were planned in advance with Miele. They opted for Miele for a multitude of reasons; for example, they wanted to be responsible with regard to the environment and in this respect were best served by the particularly energy- and water-saving machines from Miele Professional. After all, with around ninety guests per day, there is a large amount of towelling, table linen and bed linen. The easy-to-use electronic dispensing systems not only make work noticeably easier for the housekeeping team but also conserve resources.



The housekeeper – or even the boss himself – regularly checks to make sure the laundry is still in top condition. The guests can therefore enjoy perfectly maintained laundry in the restaurant and in the rooms – and we can't forget the fluffy bathrobes in the spa.



Further information: www.dasmarent.at

stay efficient

The new Miele ProfiLine dishwashers

Wash efficiently several times a day

Decentralised and close to the conference room: the reliable ProfiLine dishwashers ensure clean dishes outside the main kitchen, e.g. in a kitchenette, with the shortest cycle lasting just 17 minutes.

With connections for hot water and a three-phase supply, these innovative appliances come with the promise of maximum efficiency – providing an autonomous solution in the events industry. You no longer have to transport the dishes through the building.

Particularly gentle cleaning

Versatile baskets and special wash programmes ensure that dishes and glasses are cleaned gently. Automatic dispensing is just one of the reasons for the exceptional ease of use.

App control

With the help of the free Miele app, you can communicate with appliances at any time, wherever you are. As well as controlling the appliances, you can view the fill levels for detergent, rinse aid and salt, access Miele's online shop directly and carry out lots of other functions.

The benefits of the new Miele ProfiLine dishwashers:

Very short cycles

Convenient networking

Automatic dispensing of liquid detergent

Low consumption values

Lowest sound emissions

Patented 3D+ cutlery tray

Patented AutoOpen function

Perfect GlassCare

BrilliantLight

Maximum flexibility

Superb hygiene



Further information: www.miele-professional.com

stay curious

The next trend:
homemade non-
alcoholic
drinks, made
from fungi,
for example.

10
11



Get to know interesting
people over lunch:
that's what the LetsLunch
app is all about

Jan-Peter Wulf
is a journalist
specialising in
gastronomy, blogs
about gastronomy
and food trends at
www.nomyblog.de,
holds talks for
companies and
organisations in the
sector, and offers
trend-based tours
through the Berlin
food scene.



Stimuli, ideas, concepts:

interview with industry insider Jan-Peter Wulf

What's next?

I imagine that, as a culinary insider, you get to enjoy some extraordinary moments.

Can you name a gastronomic or culinary experience which impressed you recently?

The best thing is actually when I get to know a restaurateur on a personal level – for example, as part of an interview – and then I get to go to their restaurant another time. Recently, for example, I profiled Max Paarlberg – the young, dynamic business man behind La Lucha in Berlin's Kreuzberg district – for a specialist magazine and then reserved a table at the restaurant privately. The experience is something else when you know the person's ideas behind the concept.

Themed restaurants, new minimalism or food to go: which new gastronomic trends are emerging at the moment?

Think of it like a crystal: at the moment, we are seeing a sparkle made up of lots of different colours. The offerings range from purely regional to Peruvian or Hawaiian, from fresh and healthy lunch concepts right through to restaurants which serve a calorific breakfast with pancakes, bacon and eggs benedict 24 hours a day. I believe that the “colour” in which a concept shines needs to be clear and obvious. In other words, we need to see USPs. With new concepts, the idea of “a little bit of everything to keep everyone happy” only works in exceptional cases.

The LetsLunch app organises meetings with interesting people during your lunch break. Where and how else will digitalisation and gastronomy meet in the future?

They will meet everywhere in the operational process! Reservations, shift scheduling, purchasing processes, cooking technology, cooling technology ... everything is becoming digital. This has a multitude of benefits. It helps to save money in terms of energy and cost of goods, and it also helps with revenue: with the data which I can generate from the table reservation and the till system, I have a better idea of who my guests are, how often they come to my restaurant, what they like. I can therefore make my entire marketing strategy more effective, map the customer journey and ultimately generate more sales – just as they have been doing in other industries for a long time now. On a side note, digitalisation is not replacing actual human contact with the guest in the restaurant itself. That human contact is actually becoming more

important. We are glued to our screens all day long – the real human encounters that we experience in gastronomy are a little break from that.

And which food trends will we be able to enjoy soon?

I'm really excited by what is currently happening with homemade non-alcoholic drinks in gastronomy. The trend started with homemade lemonade. Now, restaurateurs like Sebastian Frank from Berlin's Horváth are developing exciting creations from whey, fungi or bouillon. These are used in various ways, including as accompaniments. Something a little different to the typical wine with every course!

“Digitalisation is not replacing actual human contact with the guest in the restaurant itself ...”



Further information: www.nomyblog.de

stay open

How hotels
(can)
meet
modern
demands

analogue
v.
digital

$\frac{12}{13}$



51 %

of online hotel bookings made at short notice are done via a smartphone (up to 24 hours before arrival)

20.6 %

less sleep when your smartphone is near your bed

Almost
80 %

of mobile users in western Europe have a smartphone and this is continuing to rise

Trailblazer?!
4748

rooms at the Wynn Las Vegas hotel are equipped with Amazon Echo

3rd
place

for wellness tourism among ten segments from the wellness industry globally

More than
90 %

of all business travellers globally travel with a laptop or tablet and expect WiFi

“How many times have you not been able to open the door to your hotel room with your key card? And how often has that happened to you with a conventional key?” This is how keynote speaker Ole Kloth (Director of Development at Soulmade Hotels) opened his speech at a specialist symposium on the subject of “Digitalisation in the hotel industry” in September 2017. The result of this ad hoc survey was clear: with the traditional key, virtually no one had ever encountered problems, whereas many hotel guests had returned to reception with their key card because they simply could not open the door ...

Nevertheless, the idea that digital applications can revolutionise – and are revolutionising – the entire hotel stay for guests is one of the major issues in the sector. At the same time, we are seeing a trend towards the digital detox – the offline hotel stay. After all, the very things which some people capitalise on as achievements of modern technology stress other people out – on holiday, at least. During this time, some people do not want to be reachable; they would rather look at nature than a screen – and relax without any electromog. On the other hand, there are holidaymakers who check in using hotel apps, are assisted in their rooms by the cloud-based Alexa Voice Service and expect WiFi in all areas of the hotel as a matter of course.

Hotels are generally not up to date

Incidentally, in a study by trade magazine Tophotel, at least 65 % of respondents stated that they regard having WiFi reception during their hotel stay as a positive benefit. The opposite is quite often the case, that this is by no means a given. In general, this sector in Germany seems to be lagging behind. While establishments expect to be seeing demanding hotel guests and “digital natives” by 2020, their plans for the technology in this sector are stuck in the early 2000s. These are the conclusions of the study “The Hotel Industry of 2020”, which was published at the beginning of the year and conducted by Peter O’Connor, IDeaS Revenue Solutions, Revinate and SiteMinder.

German guests are sceptics

Back in early 2016, consultancy Roland Berger and the Austrian Hotel Association (ÖHV) conducted a joint study to see how hoteliers could win back guests and use digitalisation to their advantage. One of the findings was that special knowledge of the core business and IT is required. This is where a lot of small and medium hotels in particular have serious catching up to do – unless they are deliberately positioning themselves as “not over-digitalised”. Some of the sceptical German guests will be perfectly happy with this, at least for a while, but digitalisation will also start to move in here in the long term.

Making digitalisation usable

Industry platform Hottelling recently published an article which claimed that “2017 is the year of digitalisation in the hotel industry”. The text discusses smartphone check-in, service robots and apps, booking and feedback portals. On the role of hoteliers, it states: “The overwhelming majority of IT innovations which revolutionise sectors come from developers outside the sector, who are changing a globally growing industry permanently in the process. It is therefore the opportune time to found a think tank with visionary hoteliers [...] to research progressive digitalisation and to make it applicable to the healthy German medium-sized hotel sector.”

The digital detox – a real countertrend?

But what about the digital detox, which was already emerging as a topic at ITB, the world's largest tourism trade fair, in 2015? At the time, a statement claimed that “wellness has become part of mainstream society” – and the digital detox is part of this subject area. “Detox plays a major role in health tourism,” explains Claudia Wagner (Fit Reisen). “We're in a time where we often have too much: too much sugary, fatty, ready-made and unhealthy food, too much stimulation, too much stress. People want some relief.” She also believes that lots of people want a break from their digitally dominated day-to-day life. In spite of this, hotels which offer a digital detox often make use of digital technologies: the vigilius mountain resort boutique hotel (South Tyrol), for example, can only be reached by cable car and there is no WiFi at night in the TV-free rooms. In the Brenners Park Hotel (Baden-Baden), guests in certain rooms can disconnect their lodging, which is designed to have a reduced amount of electromog, from the power supply at the touch of a button. These examples show that more and more hotels are indeed offering stressed holidaymakers a break from their smartphones and the Internet but are still making use of digitalisation in spite of this.

**Which trend are you going to follow?
One thing seems clear: anyone who does not address
the subject of digitalisation can hardly expect
to remain on the market in the long term.**





Tip for further reading

The
Hotel industry 4.0
**Leveraging digitalisation to attract guests
and improve efficiency**

study analyses the online activities of international hotel chains and startups from the travel and hotel sector. It includes

19 tips to help hoteliers attract guests and use digitalisation to their advantage.

The study was compiled by Roland Berger and the Austrian Hotel Association (ÖHV).

High-quality hotel linen emphasises the internal quality standard

Textile hospitality

The demands in the hotel and catering industry are changing – including when it comes to bed and table linen. Ingo Bittmann, Head of Sales at Wäschekrone, on individual solutions and the (still) unparalleled properties of natural materials.

Recently, you kitted out German actor Til Schweiger's Barefoot Hotel with a special type of bed linen ...

Yes, when the hotelier wants something individual, we cater to them. We have also noticed that the demands are becoming greater as everyone wants to stand out in some way. Some have themed rooms, others want linen. It was the same with Til Schweiger and his Barefoot Hotel. He wasn't interested in the norm – instead, he had very specific ideas. He wanted to create a cosy ambience and wanted to emphasise this with linen bedding. We decided on a linen type which would withstand frequent laundering. It is always about ensuring that the items are as long-lasting as possible and contribute to the hotel's very essence. In Schweiger's Barefoot Hotel, that is the relaxed atmosphere – you feel at home. When you enter a room, you won't find any creases on the pillows, even though linen creases naturally. The bed linen was customised on request. We selected a Belgian linen as this best fulfilled the requirement for durability. Belgian linen does, of course, come at a price, but we were right to make the investment. The guests and hotelier were extremely satisfied.

And what about high-quality table linen – is this still fashionable in modern gastronomy?

I have to say that, for around 3 to 4 years, we have noticed the sales figures declining for table linen. Since then, lots of fashionable restaurants have emerged, which want to win customers over primarily with trendy design concepts. The range of materials available for table tops is enormous and people no longer want to hide these under table linen. For a few years, we have noticed a trend where table linen is no longer particularly important. What's more, people don't want to have to do the ironing in-house, as it means extra work. This is why disposable table linen is often used here. However, when it comes to sophisticated gastronomy with ambitious kitchens, table linen will always be essential. It is also common in this area – quite rightly so – for restaurants to wash their linen themselves to maintain the right quality. These restaurateurs say: "My cuisine and my dishes are not the only skills which I present to the world – the way in which I set my tables is too. And for me, that includes the table linen." We call that "textile hospitality".

On the subject of materials, are there modern alternatives to cotton, etc.?


We have had Tencel in our range for several years. The natural cellulose fibres are extracted from eucalyptus and offer exceptional moisture management – Tencel can absorb moisture even better than cotton. Plus, being cooler than linen, it creates the perfect conditions for sleep. Natural fibres will always be paramount for us, as there is no synthetic fibre which can match a natural fibre in terms of properties. So far, other new materials have not passed the test in day-to-day hotel life – we have checked this, as durability is and will always be our main focus.

Give us a little bit of an insight into the future: is the topic of digitalisation relevant for the laundry sector – or is it still becoming relevant?

Transponders, which are sewn into the pieces of laundry, have already been used for a long time. In large laundry facilities, these are used to record the incoming laundry. They are therefore there for documentation purposes in the laundry facility for one thing. What's more, the transponders supply data, such as how often an item has already been washed – this is certainly helpful when it comes to complaints. However, previous transponders can only be recorded in small quantities. It's therefore RFID chips which we will see more and more. With this technology, the laundry moves through a gate and is recorded in full. Every chip knows the customer to which it belongs and which item it is. However, this technology is still very expensive. It is also replacing people to some extent. However, I personally believe that people are very important in laundry facilities. They record the appearance and feel, and can see quality defects – no machine can do this in the same way.

16
17

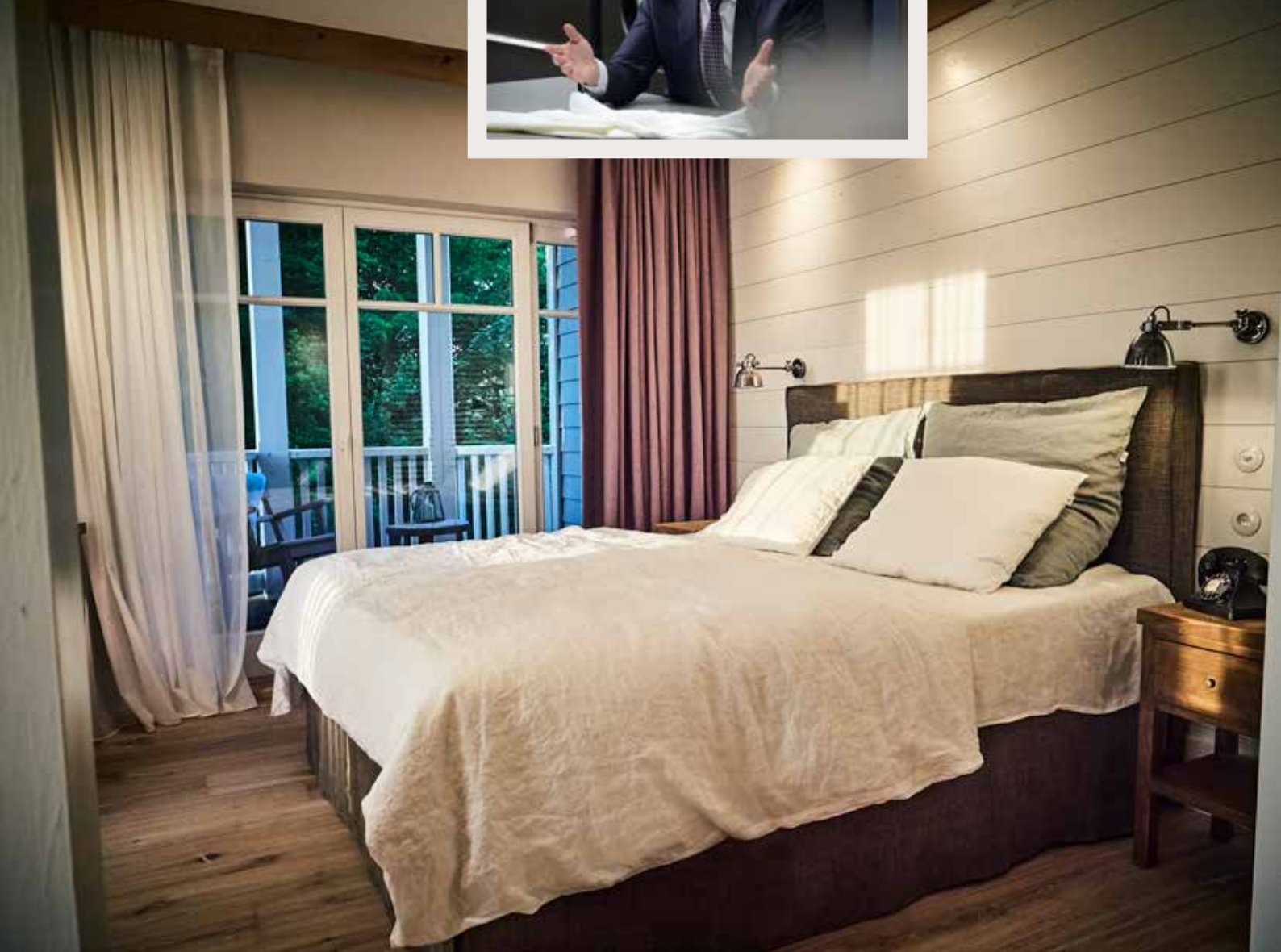


Wäschekrone 

 www.waeschekrone.de



Belgian linen in Hamburg: German actor Til Schweiger converted a 19th century villa into the Barefoot Hotel, which boasts close links with nature. In the 57 rooms, authentic materials create a cosy atmosphere – the linen bedding from Wäschekrone also contributes towards this.





Sabine Kumlehn, Director of HR Development at Miele, with the award

The future: diversity

Equal opportunities and diversity are policies which will ensure our future – and which therefore must be promoted. In October 2017, Miele was granted the TOTAL E-QUALITY award. Since 1997, the award has been granted each year to organisations which pursue HR policies based on equal opportunities. Miele also received an additional award for exemplary commitment to diversity. This evaluates the appreciation and encouragement of the individual diversity of employees. The award is valid for three years and is the result of an extensive application procedure.



Ingenious material!

In pioneering hotels, you will find pioneering materials.

This is why a hotel in Velden opted for an astonishingly authentic material with a wood look and feel for its pool area: Resysta®. It is made up of 60 % rice hulls, 22 % rock salt and 18 % petroleum and can be used just like wood. The main advantages are that it is extremely hard-wearing, does not weather to the same extent as wood and is also not as slippery.

At Maritim, an emphasis has been placed on changing light in the pool and the water temperature control, which comes in the form of a keypad strip on the wall. Sensor floors with emergency detection provide additional safety in hotels: guests who have fallen can be registered and suitable measures can be initiated.

How innovative!



The Miele dialog oven – a world first

Revolutionary excellence



The dialog oven with innovative M Chef technology means that you can create entirely new dishes: prepare a fish in a block of ice without melting the ice, cook without browning, prepare different foods in one step, serve complex dishes perfectly – all at the highest level. The dialog oven cooks the dish in its entirety, unlike conventional heat, which works slowly from the outside in. This innovation – a real world first – helps you with the preparation of truly complex menus with intelligent programmes. Plus, you can do this in the shortest possible time, as the Miele dialog oven reduces the cooking duration of many dishes by up to 70 %.



Write to us!

Do you have any suggestions, tips or questions? Do you want to contribute with topic suggestions, criticism or your own stories? We'd love to hear from you at welcome@miele.de!

Also, if you no longer want to receive this magazine, simply write to us.



Japanese robot hotel

Futuristic hotel experience

If you're afraid of dinosaurs, you should probably check in elsewhere. In March 2017, the robot-operated Henn'nna Hotel opened its doors in Urayasu, east of Tokyo. At reception, multilingual robots – some of which are designed to look like dinosaurs – deal with check-in and check-out, while others transport guests' luggage. Robots also take care of cleaning the windows and vacuuming. The hotel works on a keyless basis and uses facial recognition, while the temperature regulation system in the rooms responds to the guests' body temperature. You can ask the talking computer sphere with stylised face in your room about the weather or restaurants or switch off the light using your voice. The 100 rooms are served by 140 robots – plus seven human members of staff. It is the second hotel of its kind so far; however, 100 additional hotels have been planned globally for the next five years.

welcome
& stay



Prospects: welcome & stay 2 | 2018

“Shaping”

What makes a brand?

And how can you keep it alive?

In our next issue, we will examine the topic of brands and branding – something for you to look forward to.

