

Innovation report inspiration trip Andromeda Hotel & Hotel Upstairs

During a visit to **Andromeda Hotel** and **Upstairs Hotel** on the Belgian Coast (Ostend) the general managers gave us more insight into the innovative management strategies they apply.

- To increase the occupancy rate of a hotel, three things are crucial: location, price and visitor experience. From a strong vision with a very customer-oriented focus, room rates were lowered and breakfast included in the price. A new breakfast room with a view of the sea was created, so that people too who did not have a sea view in the room, could enjoy the sea view. The result for the visitor is a lower price and better experience.
- Analysing reviews of the hotel is very important. The Andromeda Hotel addresses the issues that their visitors are talking about online. C-Hotels group work with a quality manager for all hotels in the group. They review online content and try to find solutions where problems arise.
- The most important thing is to listen to your visitors and different target groups to offer what they need. People who stay in your hotel for business, would like to have breakfast at 6:30 am while people on vacation maybe want to sleep in and have breakfast at 10.30 am.
- All employee have responsibility so that they can deal with customer issues immediately. e.g. The front office has a list of all possible problems that can occur (in every step of the customer journey) with solutions for these. If no solution can be found for the problem, you are passed immediately to the manager.
- C-Hotels is made up of 10 hotels, so it is a priority to pay attention to the identity of each hotel (Urban city concept, Art Deco hotel, 4-star hotel ...). Each hotel needs an identity that can appeal to different visitors. The Upstairs Hotel was a very innovative concept that was inspired by a B2B inspiration trip to New York – its design and function is very contemporary and has been thought through right down to the Spotify play list that guests can download and take away with them.

