Building an entire Hotel around the Guest/Host Relationship
Today's guest experience is focused on creating something you can put on Instagram, a special theme, a well known designer chair, but never a relationship...

Real Hospitality slowly disappeared, eaten out by the digitalization, the focus on the design, the hardware and lead to the transformation of the host into a simple greater, even robots do that in the latest hotels!

We have been trained in big hotels to think that check ins for business guest have to be fast and efficient because they are busy and want to quickly go to their room.

We believe they are not busy, they are just bored by automated processes that hoteliers have taught receptionists to do... just forgetting the love that can be shared in any interaction.

At the Korner we wondered: Is the Host/Guest relationship Included in those overused mottos?

Today's hotels do it the other way around, if you want to wash your feet or have something to eat, it comes only after you gave maybe your name... and certainly your credit card.

Hotels, with the excuse of digitalization, emptied out the relationship between the Host and the Guest. Today hoteliers are trying to make it up for it by trying to create other human connections: with the locals through their products, with external experience providers, selling experience as an additional service, even ironically creating jobs like “Guest relation Manager” or “Relationship Marketing”.

The Right Words?

Hospitality?

In ancient Greece, a stranger passing outside a house could be invited inside the house by the family. The host washed the stranger’s feet, offered him food and wine, and only after he was comfortable enough, he could be asked to tell his name.

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Relationship with the Guest?

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Hassle Free Check-In?

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Korner wants to re-create the real sense of hospitality.

We decided to undo all what we’ve learned and forge all the links of a potential relationship with the guest...

And when the job is done, we just wait and watch the magic happen!

Our Design

The environment and hotel design is only made to help create human sparks: all is ready to ignite a true relationship between our host and the guest.

Our Promise

A sense of ownership for all the hosts: Our Hosts welcome the guest in their home!

Our Hosts

The communication of a clear guest promise: The Guest is prepared for a different experience.

So We Created:

The Host/Guest Relationship

The Korner stone of Everything
Participation in the development of the concept

Each host is in charge of improving one of our brand standards to make it better and this way, making it his own.

A Koach to support individual development

Each hotel has a Koach focused on developing individual skills and on getting the team to its peak performance, without hierarchical relationships.

Flat structure

No manager: Scheduling of the team, bill payments and all hotel administrative tasks are split between the hosts. Hosts are making the decisions that matter to their Hotel.

Full synergy with trainees and apprentices

Building a culture of constant learning and change through relationships with university and school projects.

Hosts’ recruitment based on the love for the Guest

Love of the Relationship is very hard to teach, we recruit based on our core value before any other technical skills.

The Host

Owning the Hotel to own the Relationship
In all our communication, we include a sincere smile to prepare the guest to an original relationship.

**Impeccable Basics**

A stress free stay is necessary to be fully available to the host’s attention, so the basics (bed, shower and breakfast) have to be flawless.

**A different tone**

We speak and write to all out guests with a unique tone, not too corporate but not too friendly: As we would speak to our grandmother.... We show a mix of love and respect.

**Our Systems are hidden**

We deprofessionalized what the guest sees, and hide all the boring procedures behind a big curtain, to leave space to a sincere discussion.

...and a big Smile
The Hotel Design
Leaving space for the spark!

Light and relaxing Environment
No loud music nor fancy designer, the star here is the host and the environment should not be a distraction.

Feel like home
The hotel is designed as a home, with a main dining table, a kitchen, an office and all the items the guest already knows...

No badges, No Uniforms
We are all human, and we should not hide behind a uniform: our hosts use their own clothes and their own personalities. The badge is not necessary: the guests know our names because they know us.

Specific touchpoints
Hotel spaces are carefully designed to encourage the guest to stop for a moment and exchange with the Host: The welcome Korner, The Map, the home made Jams, the seated reception desk.

A space open like a relationship
The kitchen, the table and the office are all together in the same space to allow the host to move with the guest and let the discussion flow.
Immediate Impact
It does not take long to notice: Something is different!

Financials
Revenue +39% through ADR in average over 24 Months

Limited Renovation costs: 10k€ per room.

Limited overhead costs: GOP over 60%. No head office, no sales team, the Hosts are in charge.

Limited maintenance cost: guest takes great care of the product, this is their own special Korner.

Guests Perception

Typical Guest feedback on TripAdvisor: “I feel like I have been welcomed by the Owner’s daughter…”

From 1500 position to 300 in TripAdvisor.

From 7 to 8,6 - 8,8 in Booking.com.

Staff evaluation in booking: 9,6.

Guests are willing to pay 3 stars prices for a 2 stars based on the different experience.

Team Indicators
We develop our team as much as our team develop our brand

All our Koachs started as trainees/apprentices.

L’Hôtellerie Restauration published an article on our human resources approach.

Preferred Partner for Apprentice with CFA Stephenson and La Sorbonne.
Korner History
A family group with a solid hotel experience

Alexandra Félix Rubio
17 years in Hotel Revenue Management (Travelclick, Sofitel, Charming Hotels...)

Loïc Félix
17 years managing small size CHR businesses (Bubble Bar, Châteaux et Hôtel de France, ...)

Clément Félix
17 years of international hotel management (Hilton Madrid, Hilton Barcelona, Hilton Rome Airport ...)

Slowly but surely: 4 Hotels in 5 years
Many Opportunities

Our typical Target hotel is:

- 2-3 Stars
- 20 to 35 rooms
- Good location
- Waiting for renovation

More than 100 potential hotels only in Paris

With little competition

Target Hotels are not considered by traditional hotel chains because the Room Count is too low and Rooms are too small.

Concept is very hard to copy since it is not based on a fancy designer, but on the people who work with the Group.

Strong financials Supports

Strong interest from hotel investors thanks to the limited initial investment and the quick ROI.

Turenne Hotellerie is a strong partner in our growth since 2014 and will strengthen the relationship in the future.
Making the hotel a better Place!

Innovation?

Real Innovation can be about going back to our core values, when “progress” carried us too far away from our basics.

Real innovation could be to revive what disappeared from the market a long time ago...human is an asset and not a cost.

Real innovation could be to put it back the way guests really want it and neither digital age nor decorative designer want it.

Thanks to our Hosts, we offer our Guest a real interaction and a Sincere Relationship.

This Special Korner...

We have designed a special kind of hotels: better for our Guests and better for our Hosts.

Our Guests do not choose us as a place to sleep, but as a place to feel better.

Our hosts do not choose us as a place to work but as a place to grow.

We’re only human after all!

Hotel Chains have better systems and marketing teams.

Airbnb offers cheaper and bigger rooms.

At the Korner, we try to offer better humans...
Thank You!