

Hospitality Award – Best Accommodation Concept

Stay Kooook

Application File

01. Presentation

See uploaded Presentation

02. Conception

Who and/or what processes are behind this program?

Who oversees its implementation?

Participation in the definition of the concept from external partners (design companies, designers, interior designers, decorators, service providers, etc.)

Incubation period.

Main innovative aspects of the concept in terms of decoration, furniture, equipment, security, marketing, human resources, etc.

The concept is simple, modern and straightforward. Guests ask for: personalization, innovation, digitization but at the same time not losing humanity and togetherness. The answer: an innovative room concept as well as a digital guest platform that is seamless, cool and intuitive. The slogan that led the process: 1. test and 2. ensure success. 3. track failures, change them and go back to step 1. User stories and the resulting product features were important milestones here.

SV Hotel – part of SV Group is the innovation owner: SV Group is an innovative catering and hotel management group based in Dübendorf near Zurich. The group operates in several business areas: catering for companies and schools, public restaurants with different offers and concepts as well as gastronomic delivery service.

As a franchisee, the group operates hotels under the Marriott brands Courtyard, Residence Inn, Renaissance and Moxy in Switzerland and Germany. The hotel section also includes the hotels La Pergola in Bern and Amaris in Olten, Switzerland. Its own brand Stay Kooook has been developed in partnership with JOI Design for the interior concept and 3ap for the digital platform.

These two game changing innovations mark the heartbeat of the concept. The guest processes reservation, check-in, check-out and invoicing in ONE web app. WhatsApp or Mail? The guests decide for themselves which communication channel they prefer.

The hotel room can also be opened via a digital key by simply pushing a button on the smartphone. The digital guest journey is tailor-made for the changed and continuously changing needs and demands of guests.

In the studio, itself, thanks to the flexible room concept, there is space where you don't expect one: this literally creates space for endless possibilities: yoga, TV evenings, video calls or a wide bed to sleep in. Stay Kooook adapts to the needs of guests - without compromise! 20 square meters no longer only offer space for table, bed, chair - with the smart living element "The Slide" all studios can be individualized.

That is your lifestyle - your app: plan, book, check in, find experiences on site - Stay Kooook - Stay you!

03. Communication & Implementation

Development/deployment plan: local, national, European, global.

The first Stay Kooook opened successfully in Bern Wankdorf in 2020. This gave a green light for many other locations. In addition to the existing Stay Kooook in Switzerland the cities of Nuremberg, Leipzig and Hamburg will soon follow. The premium location underlines the quality of the concept. The growth here extends to the development of A-locations in the German-speaking area. The Stay Kooook portfolio is expected to be in the double-digit range by 2025.

04. Evaluation

What are the first economic results after the implementation of the concept/service in terms of revenues, cost control, occupancy rate, average price, etc.

What is the impact on customer satisfaction and retention?

Are the set objectives being achieved/on track?

Are improvements/upgrades already planned?

Is the concept deployed and can it be duplicated?

Why do you think your project deserves to win?

It was time to let hosts become hosts again. Bearing in mind the fact that guests want more personalization and appealing service hotels have to invest in added values to retain their guests. The web app specially developed for Stay Kooook makes it easy for guests to individually design their stay according to their own needs. Customers not only go through the guest journey they actively co-design it. This data management is an appealing factor in the guest satisfaction index. No question that this roll out is made for a wide scale of properties. Guests love the concept and request more locations of it.

The start in Bern was quite overwhelming. Occupancy rate went up over 80% with an ADR of more than 100,- CHF. Business plans are well on track and promise for more developments. Being good does not mean there's no space for self-criticism. The concept will be opened up more and more to short-stay travelers. Therefore, the room concept needs an update to have here and there even more flexibility in the room.

With Stay Kooook, a new chapter in hospitality has begun. To combine short stay hotel service with residential long stay needs in terms of both the room concept and the digital platform is an innovation completely new to the industry. Because a franchisee takes all the knowledge and experience in operating hotels to develop its own brand means a lot of courage and self-consciousness. When an underdog raises to be a game changer this means a lot and deserves a huge amount of recognition. The success speaks for itself. Guests are overwhelmed and request more Stay Kooook during their travel journey and we are more than happy to cater their needs.