



CĂLIN ILE

Hotel Manager in Accor Group and
President of Romanian Federation of
Hotel Industry (Romania) (Quality in
Meetings Industry)

HOTELIERS and our role in developing a destination

Calin Ile – FIHR

23 Jun 2016



Hoteliers – Key players in developing a destination



- Hotels in a changing world
- HOTELS – main beneficial of a developed destination
- HOTELS contribution in developing a destination
- It's all about RESPONSIBILITY
- <https://www.youtube.com/watch?v=FuZWVDF8D-M>



Hotels – in a changing world



INNOVATIVE TECHNOLOGY
apps
mobile check-in
geo-location connectivity

POLITICAL UNCERTAINTY
conflicts regional position
street manifestation
Airbnb Home
away from home

TERRORISM
fear no trust insecurity

SOCIAL MEDIA
Facebook Twitter

SHARING ECONOMY
UBER

REAL TIME MARKETING
on-line share instant NOW

HEALTH & WELLNESS
demography healthy food sport

MILLENNIAL
youth,
new behavior,
age 18 -34

REPUTATION MANAGEMENT
tripadvisor feed-back trust you radar scoring

customer centricity
personalize
HIGH TECH & HIGH TOUCH
WOW SERVICE

Hotels – in a changing world



Millennial
Social Media
Sharing Economy
Reputation Management
Innovative technology
Terrorism and insecurity
Political uncertainty
WOW – service
Real time marketing
Health and wellness trend

Hoteliers – Key players in developing a destination



Accommodation took up the largest share of the tourism budget of EU residents

Accommodation took up 37 % of tourism expenditure, while transport accounted for 32 % and miscellaneous other costs for 31 %

Looking at domestic and outbound trips separately, the share of transport expenditure was higher by 10 percentage points for outbound trips than for domestic trips. The difference in the share of accommodation expenditure was less important (+6 percentage points for outbound trips).

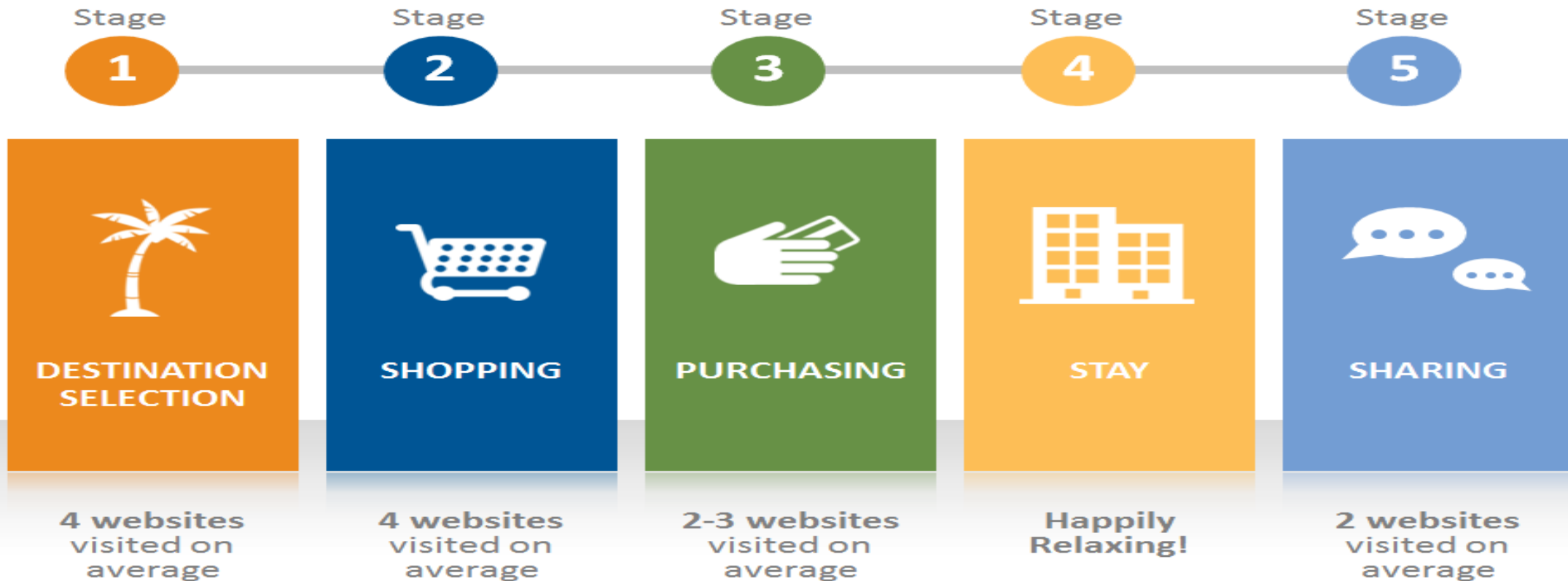


(*) EU-28 aggregate calculated using 27 Member

Hoteliers – Key players in developing a destination



- Travel planner process – by Expedia research



Hoteliers — Key players in developing a destination



➤ **HOTELS CONTRIBUTION**

- **SUPPORT THE COMMUNITY**
 - Creating jobs
 - Investment
 - Taxes
- **SOCIAL CENTER OF THEIR COMMUNITY**
- **IMAGE – first impression**
- **NEW BUSINESS**



Hoteliers — Key players in developing a destination



➤ *EXTRA INITIATIVES*

- Public & private role in supporting tourism ?
 - Tourism needs more hotels in an area? What should be done?
 - We need more educated staff ? Who should develop the educational system?
 - Big investment to support the development of tourism?
 - Infrastructure
 - Convention Center
 - Entertainment facilities
 - Tourism Schools
 - Sky slopes/ beaches /
 - Security investment



Hotels – key players in developing a destination



➤ *IT'S ALL ABOUT RESPONSIBILITY*

- Ethics Rules
- No discrimination
- CSR
- Stay apart vs Be involved



HOTELIERS and our role in developing a destination



[CALIN ILE – president FIHR – Romanian Hotels Association](#)
Calin.ile@fihr.ro or office@fihr.ro