

## The future of hospitality

### FCSI EAME conference

SS Rotterdam, October 19, 2018

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Stijn Creemers FCSI, mbi, is a professional FCSI member. He is working for the company AAG in the Netherlands. In this company he supports Dutch healthcare organizations in the strategic choices they have concerning foodservice and hospitality.

In his masterclass 'the future of hospitality' on the SS Rotterdam Stijn highlighted the importance of innovation in developing an organization's vision and concept. Some of the examples he stated are the upcoming market of food trucks and the value (or threats) for the existing hospitality concepts. The same goes for the emerging trend of delivery of meals. Different companies nowadays offer delivery of meals. Mainly on the road but due to increasing traffic, delivery by drone is also a trend we cannot deny.

On the other hand, eating out gets more important in our western European society. This changes the role of restaurants; eating out nowadays differs from eating out in the past. The new generation is not looking for the 'traditional' restaurant, but for a place they can hang out, a place where they can work and meet people. Not a restaurant but an open, accessible "living room".

Unnecessarily to say that sustainability plays an important role in the future of all the things we do. The hospitality industry has an important role in this matter. An example is the first circular restaurant in the Netherlands called Greenhouse in Utrecht. The entire building is made from re-used materials and re-usable materials. They deliver work for people with a distance to the job market and they mainly make use of local products. They even grow their own vegetables and herbs in an indoor greenhouse. Will this be the future of our restaurants?



Customers are more and more focused on their health. We do not focus on what's not in our food, but instead we focus on what is in there. We are looking for the right ingredients, nutrients and vitamins. This is also called 'clean eating'; using only fresh and unprocessed ingredients. This is a trend in the hospitality industry that will become increasingly important. To take it even further; in the future food will also have a healing function. It will help us to use less medicines and to cure faster after for example surgery. What would be the role of hospitality in this matter?

Perhaps Big Data will help us to give more insight. Insight in knowing our customers and insight in working more efficiently. By means of Big Data we would be able to know what the needs of our customers are; what people like to eat and what special ingredients, nutrients and vitamins they need (based on their DNA?). Besides, for example restaurants can work together and avoid different deliveries and reduce waste by only having in stock what they will actually sell. Perhaps even sharing kitchens might be a possibility. And are we still playing a role in these kitchens or do robots take over?

After these examples there was an explanation of why organizations in the hospitality industry should have a vision. A vision is the dot on the horizon, where do you want to go with your organization. Good visions are created with multiple stakeholders to realise commitment.

After the examples and the theory Stijn took the participants onto a journey to the planet of Mars. On this planet the participants were challenged to think about the future of a future hospitality concept. The assignment; what would you bring from earth and what would you leave behind? Since participants were not limited by the innovations and techniques that limit us on earth, some really interesting concepts came to life; Hotel Mars with the Jupiter Bar, a leisure park with hyperloops and a biosphere meeting room with catering delivery by drone...

**Together we designed the future of hospitality.**

Want to know more? Feel free to contact me: [s.creemers@aag.nl](mailto:s.creemers@aag.nl).