

NEW ACCOMMODATION CONCEPT

**Master 2 Marketing
IAE de Nice
2016-2017**

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Summary

Introduction.....	4
I. Generation Y and luxury hotel.....	5
1. Generation Y travel trends.....	6
2. Who are they ?	6
3. What are the main differences with the previous generations?	8
4. The Now Generation	9
5. What kind of room experience the Generation Y is looking for?	10
6. The different types of accommodation used by generation Y.....	11
a. The hostels.....	11
b. The hotels.....	12
c. Couchsurfing	12
d. The Pod Hotels.....	13
e. Airbnb	13
II. The Novotel Monaco Monte Carlo.....	15
1. The target of the project.....	15
2. Description of the concept	16
a. The bedroom	16
b. The relaxing room.....	19
c. The dressing room.....	22
d. The bathroom.....	23
3. The budget.....	25
Appendix.....	27
Benchmark.....	27
Bibliography	32

Introduction

The generation of millennials is in the way of becoming the largest demographic part of France, so luxury hotel brands need to develop a smart social marketing strategy, approachable and suitable customer services and a concept that captures the attention of this generation and that creates at the same time the exclusive appeal of the hospitality services. They need to obtain a deep knowledge regarding the needs of the millennial and implement that knowledge into practice in order to succeed.

The millennials present a change in attitude, they are more informed about everything that happens around them, more affluent and more used to travel. For this generation luxury hotels symbolize a real desire.

Luxury hotels have to recreate, rethink, rebuild the concept of luxury hospitality.

Luxury hospitality provides accommodation (and usually restauration and bar services) to people who are « away from home », no matter for what reason. Furthermore, luxurious hospitality includes, tangible features (a glass of house wine, decoration in the room, unique hotel facilities etc.) and intangible features (friendly attitude of staff, comfortable dining atmosphere).

A successful luxury hospitality business does not only count on its products and services, but also in the way that they are delivered. The employees and the way they deliver the services are often more important than tangible products. The way the employees work and interact with the guests is often an important criteria to satisfy the guests. Hence, these two features can contribute to the total experience in the service delivery process.

It is obvious that a room concept and other tangible features can be easily imitated by competitors, for that reason hospitality operations that aimed for high-ended customers and “superior” quality gradually spend more and more resources in enhancing the service standard as a strategy of differentiation.

The generation Y is not looking for the same objectives as other customers. They want hotels that stand out from others regarding their style, design and services. For them, there is no place for standard luxury.

They expect luxury brands to open their doors to a new world and create multiple extraordinary experiences. It is for these reasons that the boutique hotels and some less traditional types of accommodation such as rental apartments or houses are gaining ground with the « new luxury clients »

But what is the generation y or « the new luxury clients »? What are they looking for? and which sort of concept room can we provide them in order to:

- Seduce them
- Satisfy them
- Engage them to become a true ambassador for the hotel in a sense that they have both the belief in status, and then reach to communication this to their peers.

I. Generation Y and luxury hotel

Generation Y, Generation Next, ATAWAD (anytime, anywhere, any device) or the Millennials: these are few of the names attributed to the generation born between 1980 and 1999.

Generations are informally defined by demographers, the press and media, popular culture, market researchers and by members of the generation themselves. (Benckendorff et al. 2010, 1). The basis principle is that generation share a set of experiences during their formative years, including social and economic conditions. Their generational persona is formed by shared experiences and conditions, which have shaped their thinking, values and beliefs.

Understanding Generation Y is very important since they will be the future customers of hotels. According l'Organisation mondiale du tourisme (OMT), young people from 15 years old to 30 years old represent 20% of international tourists in the world in

2010. They represent 20% of the French population. The understanding of this generation is a challenge for the hospitality service.

1. Generation Y travel trends

According to travel industry experts at the 2013's World Travel Monitor Forum, Generation Y are travelling more, spending more and exploring new destinations. The World Tourism Organization (UNWTO) estimates that Generation Y generated 172€ billion in international tourism in 2012 and their average cost of trip amounted to 860 €. By 2020, UNWTO has predicted the number of international trips by generation Y might increase to 300 million by 2020.

Fewer than half (45%) of young people now travel on holiday while nearly as many (38%) travel for educational purposes (e.g. language learning, study). There is also a significant number (15%) travelling for work experience purposes while about 5% travel due to volunteer projects.

An interesting trend is that the number of « backpackers » has fallen to about 15% from more than 30% a decade ago. In connection with this trend, we see the coming up of « flashpackers ». Flashpackers travel in style and believe in roughing it in luxury. They are usually 30 years old, have a higher budget than « backpackers » and prefer to bring along more technology. They represent the generation Y adults.

Concerning their hotels stay, Generation now are staying in hotels more often than in the past due partly to the rise of low costs hotels or private accommodation.

Between 2010 and 2014, private and alternative accommodation has grown by 31% and budget accommodation by 15% while luxury is up 19%.¹

2. Who are they?

Representatives of Generation Y have usually been divided into three sub segments: Generation Y adults, Generation Y teens and Generation Y kids. They are often

¹ Source: World Travel Monitor 2014, IPK International

described as socially and environmentally aware, pragmatic, clever, and open to new experiences. The Generation Y are differentiated from previous generations in economic, technology and societal components:

The economic approach:

The Millennials are characterised by a high level of education but their diplomas do not guarantee an employment. In this way, they are financially longer dependent that involve a necessity of adaptation to increase their purchasing power. For that they resort in priority to unprecedented methods such as carpool, locations or purchases from private individual like Airbnb. They are usually aware of « marketing hype ».

The technology approach:

Generation Y is the first generation which has grown up with technology and Internet. Generation Y has been called as self-regarding generation as well as selfish. They have grown together with technology and they are comfortable in sharing their lives openly on the Internet. Many people from Generation Y have a blog or another social media platform where they openly share their daily life with millions of others. (Wallop 2014.). In a general way digital technology get used them to a previously unseen flexibility, which impact considerably their behaviours and way of buying.

The societal approach:

Women and men share the same life objective: balance between private life and professional life. On account of his financial dependency and of this new balance between private/professional lives, which characterise it, the generation Y found a family later. They seek to multiply their relationships in their different private and professional sphere. Also, they feel concerned about societal concern: 53% feel engaged.

Generation Y highly differs from older generations in their lifestyle, how they consume hotel products and by their consuming patterns. They are also referred as energetic, open-minded and experimental consumers in tourism.

Greenleigh (2012) stated: « *Millennials are hyper-social, constantly connected to social and endlessly curious about what others are doing, buying, and enjoying –*

strangers as well as friends. They're marketing savvy and ad averse - And at the same time, they're still interested in engaging with brands – most feel companies should offer more ways for customers to share their opinions online. »

Generation Y's representatives are one of the biggest marketing opportunities since the Baby Boomers, and soon Generation Y will replace Baby Boomers as the biggest purchasing power.

3. What are the main differences with the previous generations?

The main differences between these two generations is that the previous generation also called Generation X prefer to seek information about products or services from manufacturer's webpages or from the store, when Generation Y's representatives prefer to believe from other people's opinions about products or services.

Generation Y are team-orientated and optimistic, when Generation X are more individualistic and pragmatic. Technology is an enabler for Generation X when for Generation Y technology is something what comes naturally.

These two generations also have a very different set of motivations. Generation X "lives to work" when Generation Y "works to live". In addition, their consumer behaviour patterns differs from each other because Generation X is price oriented when Generation Y is value oriented. Generation X's attitude towards brand is against when Generation Y is embracing.

THEMES	GENERATION Y	GENERATION X
Purchasing behavior	Savvy, pragmatic	Materialistic
Coming of age technology	Computer in every home	Microwave in every home
Price-quality attitude	Value oriented: weighing price-quality relationships	Price oriented: concerned about the cost of individual items
Attitude towards brands	Brand embracing	Against branding
Behavior towards ads	Rebel against hype	Rebel against hype

Table 1. Comparison of Generation Y and X across consumer behavior-related issues (Schiffman, Kanuk & Hansen 2012)

4. The Now Generation

- Instantaneity and flexibility of service:

As the Generation Y has grown up with technology that allows them to access information instantly, the expectation is that hotels provide comprehensible material on their websites. If not, Millennials will turn to Google, and search for answers on review sites such as TripAdvisor.

Additionally, Millennials expect efficiency and speed in their travels. This trend has been adopted by the hotel industry with Aloft and Yotel, two brands that provide a quality experience incorporating kiosk check-ins. Although hospitality prides itself on service, kiosk and technology provide the type of ritual Millennials prefer. Indeed 36% of Millennials prefer automated kiosk check-ins.

Another example of transition in the hospitality industry is the disappearance of the traditional concierge. Smartphones now deliver the best local advice. Why use a concierge necessitating time-consuming conversation with an individual when an app can do the same thing? With Twitter or other apps, travellers can ask hotel employees or "local experts" through their phones about the best restaurants instead of asking a traditional concierge agent. This provides the technological convenience to which Millennials are accustomed.

- Real time information:

Millennials are used to regularly upload photographs on Instagram so they may share their news in real-time with friends and they expect this from hoteliers as well. For a generation that considers it the norm to make last minute plans based on an informed decision, possessing real-time photos will guarantee the most current data and options.

- Peer review:

Generation Y turns to their peers for « expert » opinion. They listen to each other. They often look up reviews in real time on their mobile devices or computer while they are deciding where to stay. They provide comments and personal thoughts on a

specific hotel. They also desire to share positive and negative experiences with other travellers.

- Online and offline connexion:

Millennials use social media to bond with others and share their current location, opinions, activities with others and this becomes their method of interaction. In connection with this trend, Generation Y expects their Wi-Fi enabled devices to work with interruption throughout the hotel and be available anytime and anywhere.

Furthermore, Generation Y are sociable offline. They seek for interaction and socialization. They are a generation that enjoys traveling with others, whether or not they have met previously. They seek for interaction and socialization.

58% of Generation Y prefer to travel with friends. Company such as “copines de voyage” will propose to find a destination and news friends to go with. They provide opportunities for Millennials to meet other Millennials and experiences foreign countries with new people. This provides hotels with the opportunity to target Millennials by connecting and reaching out to them.

Wanted essential and amenities:

Their first travel experience has been in youth hostels or in an Airbnb apartment that have become popular with backpackers and young budget conscious travellers. They provide essentials things such as bed, hot shower, electricity and free Wi-Fi.

For Generation Y, hotel can become monotonous. They are looking for not boring room that they can share on social media with their friends.

For instance, they seek for « cool factor » and special amenity such as unique design aspect, authentic local experiences or distinctive local art in each room.

5. What kind of room experience the Generation Y is looking for?

Generation Y is not the type to stay in the guest room for long. They want a room that provide them exciting, rewarding and sharing experience such as being able to easily connect their mobile devices to watch films, listen to music, or work on projects.

Millennials want an accommodation, which was affordable, but he also wants a place with personality, appeal and which offer shared space and room to socialize and work. A good example is the concept of the Podhotels.

The guestroom has to be highly interactive and a social area for the complete eat/work/play experience. Accommodation is now the space for collaboration, social networking, and the work area away from the office. Generation Y is looking for multi-functional and flexible pieces. This new traveller is not shy about rearranging the furnishing to suit the way they want. They want to watch their own films and listen to their own music in their rooms (connect their phone with the speaker). Indeed, technology is central to their lifestyle. They desire play and work and also be connected. Free Wi-Fi and be able to chat with Facebook, whats app or viber. Common space is also essential. To finish they like welcome gift such as chocolate, or wine.

6. The different types of accommodation used by generation Y

a. The hostels

The core target of hostels is millennials and generally travellers from 18 to 35 years old.

Hostels compete directly with two-star hotels, offering comfort services in addition to their conviviality.

For a long time, the hostels dragged a poor image related to the quality of service, its rundown and dilapidated equipment in addition to the bad location. Today, this time is over, with the emergence of a new generation of travellers more sensitive to comfort and security. The neglected dormitories are over and replaced by quality rooms with a few beds and reasonably priced. Accommodation is mainly in shared rooms, from 2 to 6 people.

The common living spaces encourage meetings and conviviality: Games rooms, entertainment area, bar, individual kitchen. Thus, young people can meet to discuss with people from all over the world, with varied experiences.

Finally, the growth of the Internet and mobile technologies has strengthened the position of the online reservations sites of hostels.

b. The hotels

Generation Y has become an essential target of the hotel and tourism industry. More and more large hotel groups are creating specialized channels with the sole aim of meeting the precise expectations of the children of the millennium who wish to be "at the hotel as at home" or "at home" ... but with a bartender ".

In order to meet the new needs of Generation Y hotels have had to modify some of their services.

First they had to personalize the rooms, changing the design and making available some technological gadgets. Indeed, the techno-dependence of customers Y, who wish to remain connected no matter where they are, have prompted hoteliers to adapt. Generation Y, of great importance to social networks, whether to search for a hotel or a service, and to share its adventures, forced the hotels to possess Facebook pages, Twitter and even Instagram to communicate to this target the offers and the services offered in a regular, creative and efficient manner.

In addition, hotels have also provided Y services with useful services for work and leisure. For example, some hotels play the role of tour guide; offering them a range of services that will guide them during their visits and experiences.

Because technology is at the heart of Generation Y requirements, some hotels have created applications to regulate the temperature of air conditioning, to check-in or to access the room without keys!

Finally, the hard worker of generation Y will prefer to move towards establishments offering spaces of exchange, meeting and sharing. They want their business travel to become a kind of leisure activity!

For this purpose, multifunctional lobbies are becoming more and more popular in the hotel industry, allowing the millennials to do coworking.

c. Couchsurfing

Couchsurfing is a concept of accommodation based on the exchange of housing. The idea of the concept is to travel around the world while being housed free of charge among members of the community called couchsurfers. At the time of the

community internet and web 2.0, the Couchsurfing appears as a playful and practical way to meet people from all over the world.

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However, accommodation is not the only principle of Couchsurfing, members of the community who do not want to host can offer the cover to the travellers or make themselves available a few hours to discuss and exchange with the travellers around a drink or 'A coffee.

d. The Pod Hotels

This is a new type of hotel is geared towards Generation Y. The Pod Hotel is characterized by a limited sized room, a unique luxurious design, and high-tech gadgets that are the main requirements of the Y. These qualities of luxury are obtained by sacrificing space for the benefit of the price. The Pod hotels can be a great alternative in places where traditional hotels can not be built, such as in airports and the heart of big cities.

e. Airbnb

Airbnb is an online platform, created in August 2008, in order to create a whole new area in the sector of travel accommodation. The idea is simple. Locals from all around the world are now capable to share or rent their houses with passing travellers. The concept of Airbnb originally was meant to offer a cheap solution for low budget travellers and a chance to live for a short time of period in a authentic house of the city they visited. Nevertheless, the idea evolved in the passing years. More and more luxurious places started to get online, in an effort to attract all kinds of travellers.

In other words, nowadays Airbnb offers services to a wide range of travellers and tastes.

Living in an Airbnb apartment during your vacation can offer you the feeling of “being at home” even though you might be miles away from it. You can enjoy the experience of living amongst the locals and even cook, invite friends over or have a party in your new temporary house. In the case where the traveler seeks a low budget luxurious experience, Airbnb is the solution once more.

The services offered by Airbnb, cover the needs of all travelers. They can choose to sub lend a room in a house, to share a room with other travelers and also to book a whole apartment or even a mansion with their friends.

Airbnb is extremely popular amongst generation y, for no other reason than that they can find almost the same services as in hotels, hostels or other types of accommodation, under on single platform.

In appendix you will find a benchmark of the hostels and hotels intended for generation Y which allowed us to develop our concept

II. The Novotel Monaco Monte Carlo

1. The target of the project

Generation y consists of persons that have partying at heart. Their main considerations seem to be to have fun, travel and enjoy life at its fullest. Their attitude towards entertainment and leisure activities, confirm the integration of technological innovations in their daily life, while revealing their interest for a variety of activities. Young people 18-30 pay attention to all popular activities they can perform, with only one objective, to share their experiences in the social networks and keep their popularity in the highest levels. They are always up to date and they are looking for unique weekends, evenings, birthday parties, bachelor parties for girls or for boys, baby showers etc. All of these occasions are important but the most important factor is to do something out of the ordinary, something that will make them feel unique. This is the concept of our “Share room - Put in common the uncommon “

In a few words, we could say without a doubt that we want to offer a concept of “Sharing - Experience – Luxury”. Our goal is to offer a collective suite where young people can spend an entire weekend together, without the need to leave and especially without getting bored. The objective is to provide our guests with a concept of shared experiences with their best friends. The room will be built in a way that will enhance the notion of collectivity and community. With large common areas, a room including huge beds which will be gathered in the center of the room in a round formation, a luxurious bathroom and a vast variety of services and activities that can be enjoyed in this specific room (make up services, hair salon, shopping, films etc.)

The concept is innovative and aims to offer a unique and unforgettable experience in a luxury hotel.

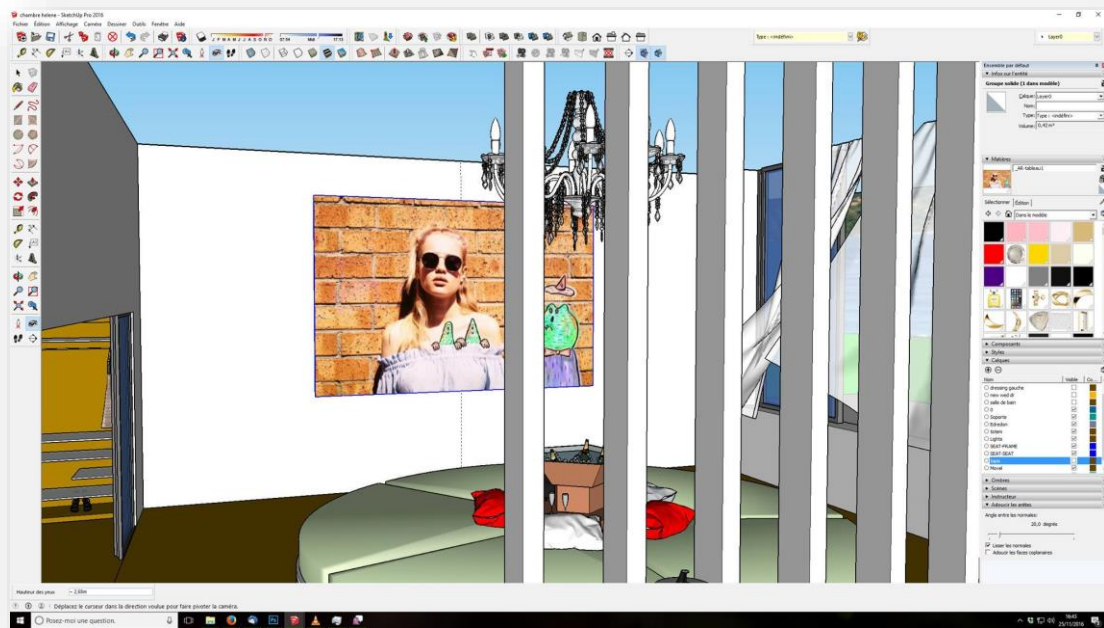
In order to concretize our project, we worked with a professional architect. Thanks to him, the project we were able to realize real specifications by deepening the concept and decoration.

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2. Description of the concept

a. The bedroom

The bedroom we imagined is constituted by a conceptual round bed in the middle of the room which can be shared by 5 people. As we know, people of our generation

like to share with their friends, especially when they are on holidays. We thought that it could be interesting to create a bed where they could sit together and speak while drinking champagne. In fact, in the middle of the bed, the guests will find a mini bar containing Moët champagne.

The bed can be one big bed or separated –turned into pieces- if the case someone wants more privacy or space. The guests can move them anywhere in the room and create their own space as they want.

We also thought about arrangements under each part of the bed to make more place.

The bedroom is pale with some colour touches such as red pillows and a Lucas Belfort painting. In fact, the Novotel Monte Carlo could research new talents and exhibit their creations. We thought about two young artists every month. The interest for the hotel is to add value to their room and to surprise their guests. The interest for the artists is to gain visibility and to sell their creations to rich, young and trendy people.





The bedroom is very luminous thanks to the bay window which leads to the terrace. The latter is composed of a private swimming pool of 25 m², two egg-shaped swing chairs, three deckchairs and a table. This permits to enjoy the great weather of Monaco, relax and eat while enjoying the sea view.





The room is open to the relaxing room and the dressing room, which allows a communication between the three. This has been thought in order to facilitate the communication wherever people are in the space. One person can entertain himself in the relaxing room meanwhile others can enjoy a drink on the bed or even try clothes.

b. The relaxing room

The relaxing room is a room of 65.2 m². The idea of its creation is to offer the opportunity to the guests, to play and share moments with their closest friends, an extremely important activity to the generation Y. Its existence is rather important since it offers the opportunity to create a connection with other people of their generation. The goal is to create a friendly atmosphere and to make feel the guests as if they were in their home but at the same time proposing them unique activates which they probably could not afford in their own home.

Mainly, the guests could find a baby foot, cosy sofas, a TV, an iMac, video games, and magazines. The magazine subscriptions that are available to the guests are mainly trendy magazines in link with the target: for example, to Vogue, or GQ.

There is also a connected wall, which allows to the guests to take pictures with a polaroid instant camera with their friend, and even interact with it. This is an interactive and funny activity, deeply appreciated by the generation Y.

As mentioned earlier, we want to create a “gallery room”. According to this idea, they will find the second creation of a new designer in this room. It will be in coherence with the other one situated in the bedroom.

To conclude, we also thought that a Nespresso machine and a blinder would add a nice touch to the general ambiance of our relaxing room. The guest, can feel free to make themselves a coffee or a juice anytime during the day, without having to leave from their room.





c. The dressing room



The dressing room is an indulging experience of every woman and man who loves quality, haute couture and stylish clothes. The dressing room is directly connected with the main room and the relaxing room. It is a big and spacious room equipped with big mirrors, several wardrobes and comfortable lounge chairs. It is always equipped with high quality clothes that are made available to guests. The clothes are handpicked before the arrival of every guest by a professional stylist, according to their likes and needs. Our hotel is in collaboration with a significant number of fashion houses, which makes the supply of this dressing room possible. Available for renting or buying, all the clothes, bags, shoes and accessories in the dressing room are waiting for the guests to try them out, take photos and enjoy some quality shopping time with their friends without even leaving the room. We aimed to create a small boutique that targets directly the styling choices of every guest.

Furthermore, the dressing room offers also personal care (massage, face cleansing etc), hair styling (hairstylists are available upon request, hair products and accessories), make up (famous make up products, make-up artists available upon request) and manicure services.

In other words, this dressing room offers a full make over to our guests in an effort to make them feel unique.



Directly connected with the main room, the dressing room is a significant part of the experience we want to offer. The relaxing atmosphere, the endless services and the luxurious environment, invites without a doubt our guests to have an exceptional experience while sharing a weekend with the closest friends or family.

d. The bathroom

The bathroom is the temple of relaxation and luxury. Made of four dedicated spaces, it offers a wide range of amenities for your body and mind.

Guests will be able to enjoy a private spa with a high-end hammam space and a massage space where the hotel's professional masseurs will be at their entire disposal. They simply ask for the service through the e-concierge app available in the room.

Along with the spa, the bathroom also has a high-end connected bathtub from where, once lied in, guests enjoy a stunning view to the sea thanks to the bay window.

If customers just have time for a shower, they are offered a large, side Italian-style shower, where they will be able to listen to music or the news while selecting the ideal water temperature.

Finally, the last space is dedicated to beauty: large walls of mirrors, marble inks, and dressing tables will help guests make up and dress to kill for their tours or crazy nights in Monaco. The amenities include a complete set of brushing tools / beard accessories, or again, guests can order private hairdresser/ makeup artist/barber and enjoy the privacy of their room to be taken care of.

The bathroom is 21.6m² big and is designed by Italian company Boffi. Guests will enjoy the relaxing atmosphere enabled by the sleek and yet cozy design, provided by the sober colours.



3. The budget

Rooms	Quantities	Unit prices	Totals
Bathroom	21,62	2 428 €	52 500 €
Surface : 21,62m ²	21,62	2 428 €	52 500 €
Bedroom	75,5	8 400 €	208 900 €
Circular headboard (tailor-made)	1	3 000 €	3 000 €
Crystal chandelier	1	1 200 €	1 200 €
Moët : champagne bottles (pack of 6 bottles per night)	1	200 €	200 €
Surface : 66,5m ²	66,5	3 000 €	199 500 €
Tableau (Lucas Belfort)	1	0 €	0 €
Tailor-made bed (new concept)	5	1 000 €	5 000 €
Dressing room	37,72	345 €	13 000 €
Surface : 37,72m ²	37,72	345 €	13 000 €
Relaxation room	104,2	52 506 €	250 176 €
Baby foot Bonzini B90	1	1 599 €	1 599 €
BEOLAB 5 - LA PAIRE (sono)	1	19 390 €	19 390 €
BeoVision Avant 85 pouces (TV)	1	19 995 €	19 995 €
Black puppy	6	69 €	414 €
BLENDER ÉLECTRIQUE LACOR 950 W	1	249 €	249 €
Color puppy	2	55 €	110 €
Framed light lines	2	2 000 €	4 000 €
Fujifilm Instax mini 8	1	80 €	80 €
Giant Pouf "Grande Mammouth"	5	300 €	1 500 €
iMac 27 pouces avec écran Retina 5K	1	2 599 €	2 599 €
Juicy Salif (design Starck)	1	58 €	58 €
Magazine subscription : "Cote La Revue d'Azur"	1	0 €	0 €
Magazine subscription : "GQ"	1	43 €	43 €
Magazine subscription : "Vogue"	1	49 €	49 €
Magic Keyboard	1	119 €	119 €
Magic Mouse 2	1	149 €	149 €
Magic Trackpad 2	1	89 €	89 €
Mario Kart 8 Premium Pack - Special Edition	1	300 €	300 €
Masters tabouret (design starck)	6	294 €	1 764 €
Nespresso BONBONNIÈRE (Coffee capsules)	1	20 €	20 €
Nespresso Machine GRAN MAESTRIA	1	549 €	549 €
Sir gio table (design starck)	1	1 500 €	1 500 €
Surface : 65,2 m ²	65,2	3 000 €	195 600 €
Tableau (Lucas Belfort)	1	0 €	0 €
Terrace	12	124 952 €	129 580 €
"Balancelle oeuf"	2	558 €	1 116 €
"Tables gigognes 3 Galets"	1	999 €	999 €
Bain de soleil Transat Breez 2.0 (design Karim Rashid)	3	1 915 €	5 745 €
Construction : swimming pool (surface: 25m ²)	1	120 000 €	120 000 €
Plant pot "GRAPHIT" 100 x 39 x 43 cm et 97 L	4	80 €	320 €
Vegetation	1	1 400 €	1 400 €
Total général	251,04	188 631 €	654 156 €

To make the creation of our concept even more realistic, we created an overall budget of the room and the budget for every room in particular, with the help of our architect Mr. Prié.

The total amount of money that are needed to create our room is 654 156 €. Its construction time is estimated to be between 2 and 4 months. One of the most complex tasks for the creation of our room seems to be the part of the terrace since it demands a deep research regarding the feasibility of this area and moreover it is essential to find a professional craftsman who can offer us the quality result we seek.

We present you also a detailed, piece by piece description and costing of every element in the room.

We went into detail by showing the different elements that compose it and also the price of dressing (in the table, "surface" = materials and craftsmen; without taxes and furniture).

The relaxing room seems to be the most costly area of the room with estimated cost around 250 126 €. This is due to the different design elements from which it is composed (by BEOLAB 5 or BeoVision Avant).

The area that comes second in terms of costs is the main room, with an estimated cost around 208 900 €. It is the creation of the custom-made bed and its headboard which increases the budget considerably. The terrace with the suspended swimming pool has an estimated cost of 129,580 €, also one of the most expensive areas, due to the complexity of its realization. The bathroom and the dressing room are the two rooms that are easier to be realized. The estimated price of the bathroom is around 2,428 € per square meter for an area of 21,62m².

The cost of the dressing room price, as estimated by the architect, seems to be around 345 € per square meter for an area of 37,72m².

Creating a room of this new concept in your hotel could allow you to stand out from the competition and add value to your hotel.

To make this room profitable, the price of one night should not lower than € 2,500 including € 500 per person.

Appendix

Benchmark

Hostels	Plus Berlin – in Germany	SLO Living, Lyon – in France
Comforts	<p>Located in a neo-Gothic building recently refurbished in order to preserve the beautiful architecture while offering all the modern conveniences expected by generation Y.</p> <p>Dormitories 2, 4 and 6 beds, all with private bathroom. Possibility to choose a room type hotel.</p>	<p>Slo living Hostel offers 9 design rooms from 2 to 8 occupants, breakfasts can be booked.</p> <p>Possibility to stay in private rooms any comfort.</p>
Services	<ul style="list-style-type: none"> - Indoor pool and sauna - Bar and restaurant on site - Wi-Fi and internet terminals - Laundry - Relaxing spaces where all the travelers can meet 	<ul style="list-style-type: none"> - Wi-Fi - Car park - Large common room where all the travellers can meet
Location	<p>Close to a major transport network and tram stops on the doorstep.</p>	<p>Located in a cosmopolitan area in the heart of Lyon, a 10-minute walk from Bellecour and very easily accessible from both stations of the city.</p> <p>For those who come by car parking is available in front of the hostel</p>
Payment	<p>From 17 euros per night in dormitory</p>	<p>From 20 euros per night for the dorms and 60 euros for the room</p>

Hotels	Mamashelter	JO&JOE
Comfort	<p>Rooms from 20 to 40 m² quiet and comfortable perfectly equipped:</p> <ul style="list-style-type: none"> - King size bed (180cm x 200cm) - 100% cotton satin sheets - 27" iMac (TV, Radio, Airplay, Skype...) - Movie Channels and Free XXX movies on demand - Opening window - Mini fridge - Desk 	<p>JO & JOE is a place of life, a surprising and innovative "Open House": it comes as well in "Townsters" (those who live in the neighborhood) and "Tripsters" (those who explore)</p> <p>There is a common sleeping space while keeping its privacy</p> <p>This hotel also offers private rooms, with lounge, kitchen and bathroom</p>
Services	<ul style="list-style-type: none"> - Free in room movies on demand. - A unique meeting and special events room with pool table, a communal dinning table, a bar, WIFI access, of a large screen as well as a Bose sound system. - A shop - Business corner, newspapers - Parking, car wash, car charge - concierge and digital concierge 	<ul style="list-style-type: none"> - Local catering: from 10 € the menu, based on exchange, sharing and healthy and simple flavors - A bar with unique design and visible from outside the hotel - A playground (An outdoor space): garden, vegetable garden - A happy house : To relax, work and provide a collaborative kitchen
Location	<p>25 km from Roissy airport and 20 km from Orly airport. At 600 meters from Place Gambetta, its breweries, its cinema, the Père Lachaise cemetery, its gardens at Pic Nic</p>	<p>By 2020, 50 JO & JOE will open their doors in the world, including one in Paris in 2018 and two in Bordeaux and Marseille.</p>
Payment	<p>The first prices are at 79 euros</p>	<p>An average price of 25 euros per night</p>

Hotels	Radisson Red – in Brussels	Mi Hôtel Lyon - in France
Comforts	<p>Very comfortable studios with large windows, very comfortable beds, large flat screens, refrigerator, soft and pleasant light and a spacious bathroom with shower.</p> <p>It is a place that is artistic: works lent by artists decorate the hall</p>	<p>Proposes the freedom of an apartment by removing the lobby</p>
Services	<p>-No reception: the crews of the hotel, called the Red Creatives, meet the customers who pass the door of the hotel, with their tablets and thus evolve the customer experience</p> <p>- The red app: allows access to the hotel with all its information, activities of the city not to be missed and gives access to the mini bar</p> <p>-The OUIBar + KTCHN offers an extensive menu of drinks and simple dishes prepared to order</p> <p>Ping-pong table, billiards and a fitness room</p>	<p>- 100% connected rooms, TV, Airplay, lighting and home automation</p> <p>- A la carte service, spa, wellness, sightseeing or even a round of golf</p> <p>- secret code following an internet reservation to return to the room</p>
Location	<p>For the moment only in Brussels and Minneapolis.</p> <p>Fourteen new Radisson RED hotels are currently under construction around the world</p>	<p>Located in the center of the city</p>
Payment	<p>Approximately 80 euros per person</p>	<p>The price of a suite is minimum 145 euros</p>

Budget: internet link

Internet link

Bathroom

Surface : 21,62m²

Architect's estimation

Bedroom

Circular headboard (tailor-made)

new concept / tailors made

Crystal chandelier

<http://www.luminaire-deluxe.com/lustre-cristal/568-lustre-cristal-plaque-or-maria-louise-61-cm.html>

Moët : champagne bottles (pack of 6 bottles per night)

http://www.laredoute.fr/ppdp/prod-504755549.aspx?dim1=1000&dim2=1000&cod=PSN00080403FR&kard=1&gclid=Cj0KEQIA39_BBRD0w-_rmOrc__8BEiQA-

Surface : 66,5m²

Architect's estimation

Tableau (Lucas Belfort)

<http://lucasbeaufort.com>

Tailor-made bed (new concept)

new concept / tailors made

Dressing room

Surface : 37,72m²

Architect's estimation

Relaxation room

Baby foot Bonzini B90

<http://www.misterbabyfoot.com/babyfoot/baby-foot-bonzini-b90.html>

BEOLAB 5 - LA PAIRE (sono)

<http://www.bo-store.fr/product/BeoLab-5>

BeoVision Avant 85 pouces (TV)

<http://www.bang-olufsen.com/fr/collection/televisions/beovision-avant>

Black puppy

<http://www.voltex.fr/puppy-noir.html>

BLENDER ÉLECTRIQUE LACOR 950 W

<http://www.nature-vitalite.com/robots-et-blenders/136-blender-electrique-lacor-950-w.html?LGWCODE=136ETxXSJK9myVKMWEE2eChbV>

Color puppy

<http://www.voltex.fr/puppy-small.html>

Framed light lines

<http://www.jacommaris.com/framed/>

Fujifilm Instax mini 8

<https://boutique.fujifilm.fr/decouvrez-instax/>

Giant Pouf "Grande Mammouth"

http://www.bigberthaoriginal.fr/products/mega-mammoth-lounge-pug-sofa-bean-bag-ivory?utm_medium=cpc&utm

iMac 27 pouces avec écran Retina 5K

<http://www.apple.com/fr/shop/buy-mac/imac>

Juicy Salif (design Starck)

<http://www.madeindesign.com/prod-presse-agrumes-juicy-salif-alessi-refpsjs.html>

Magazine subscription : "Cote La Revue d'Azur"

<http://www.cotemagazine.com/fr/la-revue-d-azur>

Magazine subscription : "GQ"

https://abonnement.condenast.fr/gq-magazine?gclid=Cj0KEQIA39_BBRD0w-_rmOrc__8BEiQA-ETxXcwKlkGxlaBDwXlyNZEkw6woXh5xoG1ydHMMGmCTtAaAr

Magazine subscription : "Vogue"

https://abonnement.condenast.fr/vogue-paris?gclid=Cj0KEQIA39_BBRD0w-_rmOrc__8BEiQA-ETxXVeFsBD-aPBUVpiubbNpO9sf8NAeTtCxUXJWiR_eRc8aAlHs8P

Magic Keyboard

<http://www.apple.com/fr/shop/product/MLA22F/A/magic-keyboard-français>

Magic Mouse 2

<http://www.apple.com/fr/shop/product/MJ2R2Z/A/magic-trackpad-2>

Magic Trackpad 2

<http://www.apple.com/fr/shop/product/MLA02Z/A/magic-mouse-2>

Mario Kart 8 Premium Pack - Special Edition

<https://www.amazon.fr/Console-Nintendo-noire-Mario-Kart/dp/B00JXCBOUQ>

Masters tabouret (design starck)

http://www.voltex.fr/masters-tabouret.html?gclid=Cj0KEQIA39_BBRD0w-_rmOrc__8BEiQA-ETxXftAsbJ22GfI5NF2bGmwpL-4ukPoh8SDWFoLxc54UEcaApsj8P8f

Nespresso BONBONNIÈRE (Coffee capsules)

https://www.nespresso.com/fr/en/order/accessories/original/capsule-dispenser-view-bonbonniere?icid=BAI_B2C_FRen_LOC_Rnespresso_collection_accessoi

Nespresso Machine GRAN MAESTRIA

<https://www.nespresso.com/fr/en/maestria-machines-range>

Sir gio table (design starck)

<https://www.stylepark.com/en/kartell/sir-gio>

Surface : 65,2 m²

Architect's estimation

Tableau (Lucas Belfort)

<http://lucasbeaufort.com>

Terrace

"Balancelle oeuf"

<http://www.deco-et-ambiances.fr/fr/boutique/fiche/balancelle-en-metal-balancelle-de-jardin-blanche-avec-coussins-coloris-blanc-16650.html>

"Tables gigognes 3 Galets"

<http://www.madeindesign.com/prod-tables-gigognes-3-galets-set-de-3-matiere-grise-refset3xmg3-02-01-03.html>

Bain de soleil Transat Breez 2.0 (design Karim Rashid)

<http://www.ksl-living.fr/bain-de-soleil-transat-design-breez-20-par-karim-rashid-pour-talenti-2252.html>

Construction : swimming pool (surface: 25m²)

Architect's estimation

Plant pot "GRAPHIT" 100 x 39 x 43 cm et 97 L

<http://www.promofleur.fr/pot-de-jardin-en-plastique/814-jardiniere-graphit-blanc-ceruse-100-x-39-x-43-cm-et-97>

Vegetation

Architect's estimation

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