



## **Throw Forward Thursday: The end of Hotel Room Service (and a few things your company offers...)**

Welcome to Throw Forward Thursday. My name is Graham Codrington and come with me to the future where I'd like to predict the end of hotel room service. Okay, so this isn't the biggest issue in the world, sometimes we take a break from the big issues and just look at something a little bit small. But there's something in this for all of us.

Maybe it's just because I started travelling again that I'm reminded that many hotels have seriously poor room service. The menu is a small selection of items, It often takes ages to get to your room and it is ridiculously expensive. But here's the point, If I've got access to a delivery app, whether that's Uber eats or Lift or Bolt or any one of the other Mr delivery type systems anywhere in the world, I can pretty much order a restaurant type meal to be delivered to my hotel. Unless, of course, hotels block entry via the lobby to any of these people.

I can basically outsource my own food. I suppose technically, I could be sitting in a restaurant with some friends who have decided to go to a place that I don't really enjoy. I can look at the menu and if I didn't mind the looks of other people in the restaurant, I could technically order food from anywhere to be delivered to the restaurant that I'm sitting in. Maybe that's not the ideal way to make friends and influence people, but technically it's now possible.

Here's the point I want you to think about in your industry, what is happening with some of the technology disruptions that are allowing niche products and services to be delivered in different ways, to be delivered outside of the system that your industry has created over the last years, decades and centuries, and if you had people who were prepared to shift outside of your system, what would they be able to do? And how would they be able to access different products and services? The MBA language would talk about death by 1000 cuts. Little things that could happen.

So, for example, banks might be seeing that their customers are using payment apps and foreign exchange outside of their banking system, and you might be tempted to say, well, it's just one little thing, let it go. But soon people will be able

to do more and more things on their own platforms, more and more things outside of your walled off system. And suddenly what people will just be looking for from a hotel is, give me a place to have a bed, I'll sort everything else out myself.

Now, maybe I've just invented Uber, maybe I've just invented Airbnb, all over again, but the mindset shift of looking at your industry and looking at your organisation realising that you need to up your game because competition in a digital space is going to come from unexpected sources, well, that's really what I'm talking about in this week's Throw Forward Thursday. So, yeah, I think next time I stay in a hotel, I'm not even going to open the hotel's room service menu. I'm just going to open my delivery app and see what's nearby and get something that I really want to eat delivered to me really quickly.

Next time I'm looking at what your company offers, maybe I'll be doing the same. Throw forward Thursday. Join us every Thursday as we jump into the future. See what's going on there, and work out if it's got any implications for us today.

I'll see you next week.

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