

# Innovation in Hospitality ( $T_3$ )

Maria Eugénia Mascarenhas



*Feb 2025 – Carcavelos*

# Agenda

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## Session 5

1. Questions about assignments
2. Review main information from last class
3. CX trends & hospitality trends
4. How to master your pitch?

# Reminder

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## Group assignment

- ✓ Send through e-mail until March 7<sup>th</sup>: [eugenia.mascarenhas@novasbe.pt](mailto:eugenia.mascarenhas@novasbe.pt)
- ✓ **Presentations on March 10<sup>th</sup>**
- ✓ 5-7 minutes of presentation + Q&A
- ✓ **Juri:** peers +
  - Pedro Lucena, Executive Director of Events department
  - Filipa Luz, Executive Director of Alumni Department
  - Daniela Afonso, Exec. Director of WiTH
  - Graham Miller, Academic Director of WiTH
- ✓ Order of presentation: group #

## Individual assignment

- ✓ Send through e-mail until March 10<sup>th</sup> , 3PM
- ✓ 2 parts that complement each other: the presentation is up to 5 slides, excluding cover and references, and the creative part should be around 2-3 minutes, not more than 5;

# Reminder

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## Group 1

|       |   |
|-------|---|
| 65989 | Elias Frömmer                               |
| 64819 | João do Nascimento Caria Oliveira Gonçalves |
| 67091 | Lucas Patrick Lynch-schweizer               |
| 63575 | Mika Tabor                                  |
| 63724 | Niklas Frick                                |

## Group 2

|       |   |
|-------|---|
| 61247 | Amarilda Tanushi                            |
| 67311 | Beatriz Granja Coelho Líbano Marques        |
| 67474 | Cecilia Zanetta                             |
| 51997 | Francisca Guedes Teixeira Hungria Magalhães |
| 66072 | Haoyu Sui                                   |

## Group 3

|       |                                  |
|-------|----------------------------------|
| 57952 | Alessia Corti                    |
| 57846 | Fernando Jorge de Castro Augusto |
| 64660 | Lourenço Lopo Tuna da Cunha      |
| 63887 | Nick Johannes Kemnitz            |
| 65463 | Victor Lionel Terrier            |

## Group 4

|       |                              |
|-------|------------------------------|
| 65453 | Joachim De Hemptinne         |
| 67442 | Sara Federico                |
| 64647 | Valentina Zacchetti Aguado   |
| 69757 | Valérie Moisan               |
| 64667 | Veronika Elisabeth Heilscher |

## Group 5

|       |                                       |
|-------|---------------------------------------|
| 65313 | Beatriz Rodrigues e Melo              |
| 63516 | Carolina Breia Filipe Cabrita         |
| 63572 | Luna Arzoumanian                      |
| 65881 | Maria Leonor de Arouca Garcia Martins |
| 53565 | Rita Moura Guedes Fortes              |

## Group 6

|       |                             |
|-------|-----------------------------|
| 67286 | Anika Reiss                 |
| 64193 | Asma Kashif                 |
| 67671 | Precious Adefemi Lawalson   |
| 63571 | Ruturaj Mansingh            |
| 64045 | Simão Nuno Pedrosa da Silva |

## Group 7

|       |                        |
|-------|------------------------|
| 49822 | Benedetto Antonio Mayr |
| 66134 | Joana Frisch           |
| 64227 | Lea Sophie Kittler     |
| 64431 | Nora Profanter         |

# Customer journey map

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## Why do we do it?

- ✓ Understand the complexity of the journey;
- ✓ Compare with other journeys – as it currently is and how it can improve, compare with competitors;
- ✓ It is essential to better understand customer expectations;
- ✓ Identify pain points and opportunity for innovation and improvement in the CX;

# Customer journey map

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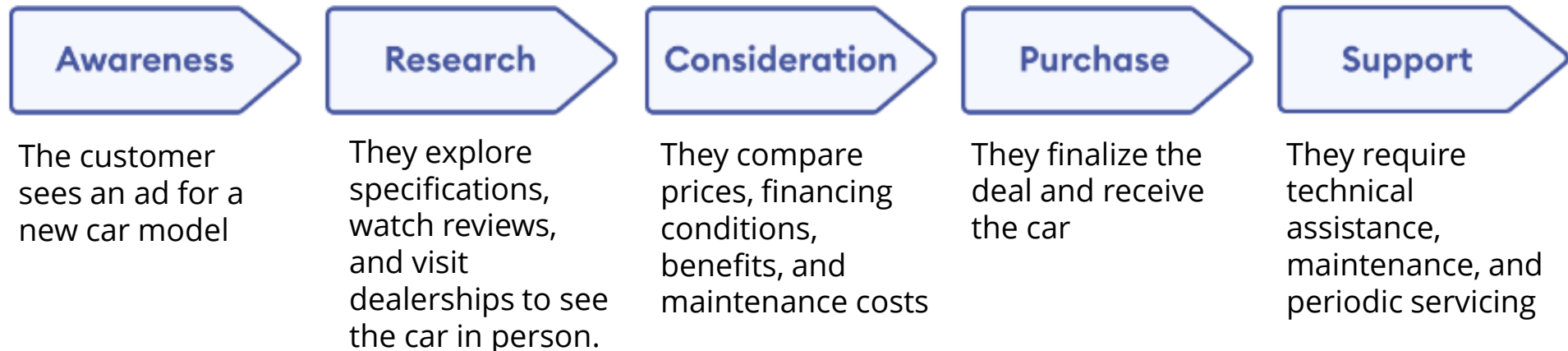
**There is a clear path to make your customer journey work.**

- a) Define what you want to measure;
- b) Create your customer persona;
- c) Define your customer buying phases;
- d) Plot your touchpoints;
- e) Add customer thoughts, actions and emotions;
- f) Note your opportunities.

# Customer journey map

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Different types of customer journey



# Exercise

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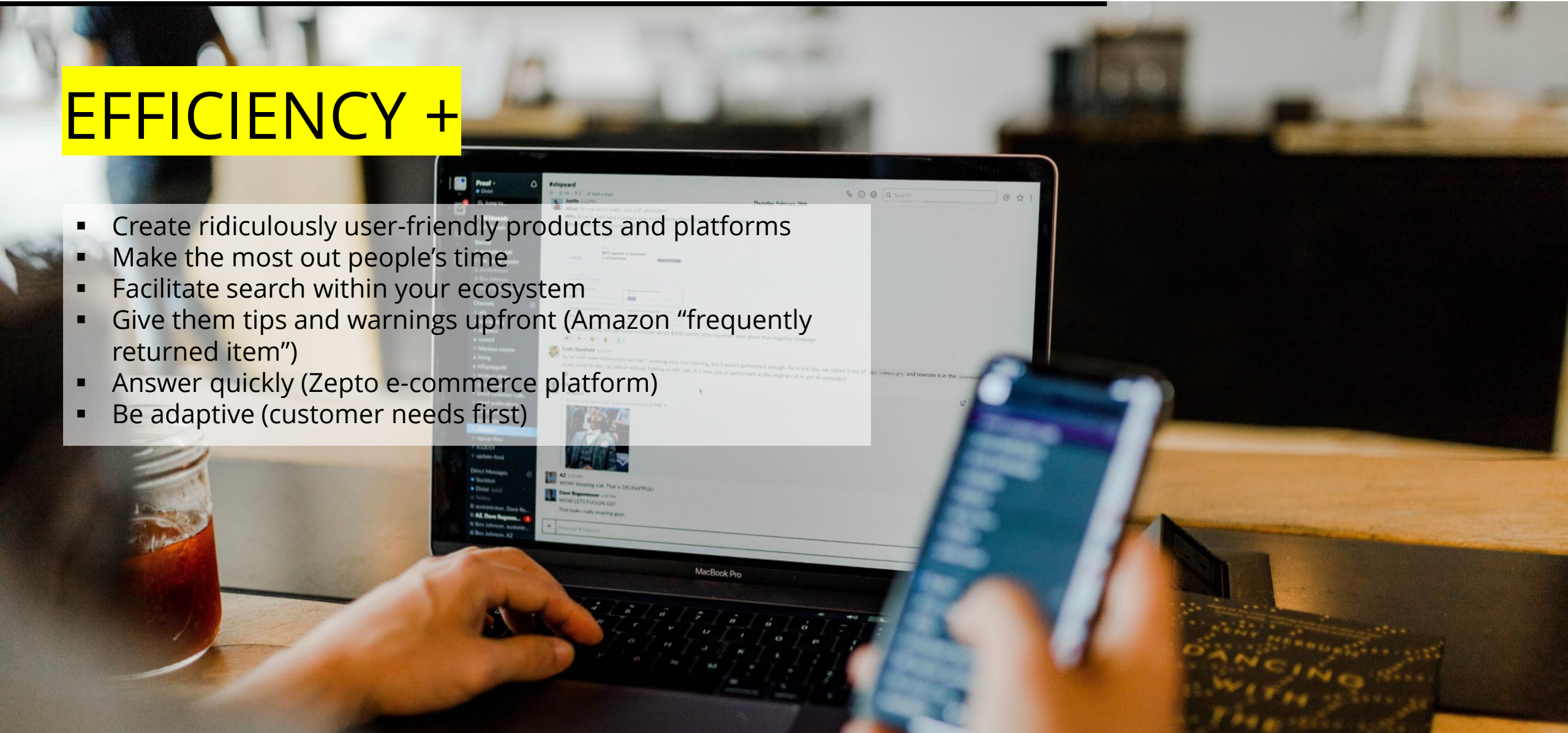
1. Form groups
2. Choose a product or service – you may think of the ideal persona
3. Design the journey map
4. Share main insights



# What the future holds for CX

## EFFICIENCY +

- Create ridiculously user-friendly products and platforms
- Make the most out people's time
- Facilitate search within your ecosystem
- Give them tips and warnings upfront (Amazon "frequently returned item")
- Answer quickly (Zepto e-commerce platform)
- Be adaptive (customer needs first)

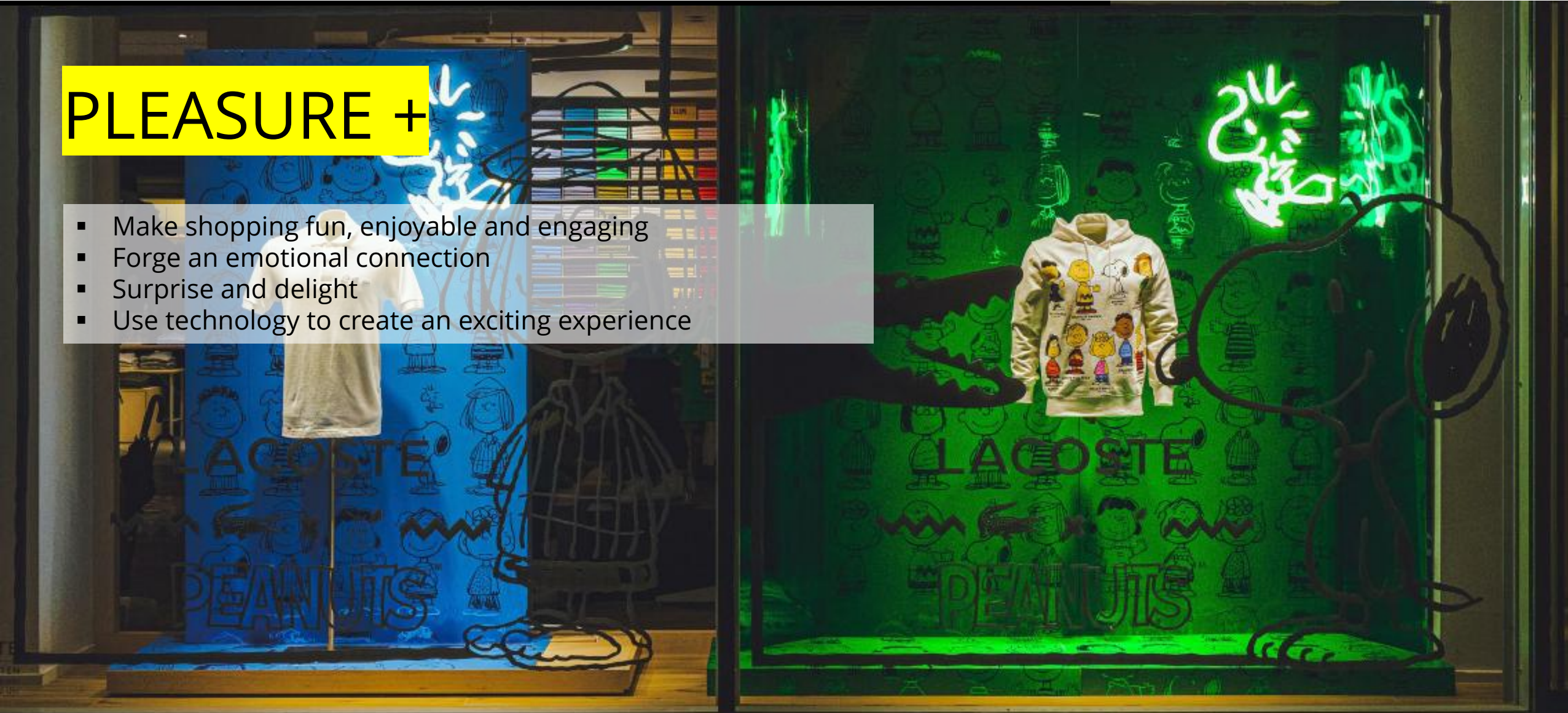




# What the future holds for CX

## PLEASURE +

- Make shopping fun, enjoyable and engaging
- Forge an emotional connection
- Surprise and delight
- Use technology to create an exciting experience



# What the future holds for CX

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## + GOING BEYOND

**#1 Be more surprising** – unexpected creates excitement, Amazon new feature “Consult-a-Friend.”

**#2 Be more innovative** – guarantee satisfaction with personalization: Spotify’s new AI Playlist

**#3 Make data more rewarding** – the more customers give, the more they expect: NuBank personal recommendations to financial situation





## HOSPITALITY TRENDS

Fukuoka, Japan



# Hospitality trends

## PERSONALIZED AND AUTHENTIC EXPERIENCES

1. **Hyper-personalized guest experiences:** Hotels are using advanced data analytics and AI to anticipate guest needs and deliver tailored experiences.
2. **Experiential travel:** Travelers are seeking authentic, immersive experiences that connect them with local culture, cuisine, and traditions.
3. **Detour Destinations:** There's a growing interest in lesser-known locations to avoid overcrowded tourist hotspots

Waikato, New Zealand



# Hospitality trends

## SUSTAINABILITY AS A MAJOR CRITERIA

1. **Sustainable luxury:** Growing environmental awareness is leading travelers to seek low-impact trips, including eco-lodges and carbon-neutral flights.
2. **Slow travel** is gaining traction as a sustainable and immersive approach - it focuses on reducing mobility and taking time to explore local history and culture. Travelers seek authentic, local experiences and recommendations from locals.
3. **Travel's positive footprint:** More trips now involve volunteering, community building, supporting small businesses, and promoting fair trade.



# Hospitality trends

## GROWING FOCUS ON SELF-CARE AND MENTAL HEALTH

- 1. Wellness tourism:** There's a surge in travel focused on self-care, mental health, and longevity retreats. 1 in 5 travelers will make trips for self-discovery or mental health in 2025
  - Solo travel
  - JOMO travel
- 2. "Coolcationing":** More travelers are opting for cooler climate destinations due to rising temperatures in traditional summer hotspots





# Hospitality trends

## EMERGING TRAVEL INSPIRATIONS

1. **Event-driven travel:** Concerts, sports events, and natural phenomena are increasingly motivating travel plans
2. **Extended stays:** Trends like "The Long Honeymoon" and family sabbaticals are gaining popularity
3. **Multi-generational trips:** Families are planning more inclusive vacations that cater to various age groups
4. **Friend-finding tours:** Travel experiences designed to help people make new connections

Lapland Region, Finland



# Hospitality trends

## CULINARY AND LUXURY EXPERIENCES

1. **Food innovation:** Hotels are focusing on unique dining experiences, collaborations with celebrity chefs, and emphasis on local cuisine
2. **Evolving luxury offerings:** The concept of luxury is shifting towards unique, personalized experiences rather than traditional opulence





# Hospitality trends

## TECHNOLOGY PLAYS A CENTRAL ROLE

1. **AI-powered travel planning:** More consumers are using AI-enabled tools to plan their trips
2. **Tech-driven convenience:** Voice recognition, wearables, and IoT devices are enhancing guest experiences
3. **Mobile check-ins and digital keys:** These technologies are becoming more prevalent in the hospitality industry



# Steps to pitch perfect



**Get  
mentorship**

**Sell a product**

**Get a promotion**



**Get investment**

**Get a job**

**Convince your  
mother paying for  
your next trip do  
Bali ...**

Pitching is the ability of **communicating** an idea in a compressed, clear and simple presentation with a specific goal.

It should only include essential information and a **language** understood by a wide number of people.

# Steps to pitch perfect



1. Setup
2. Narrative
3. Format
4. Language



# What is the goal?

Define the outcome

Measure success

Immediate next steps

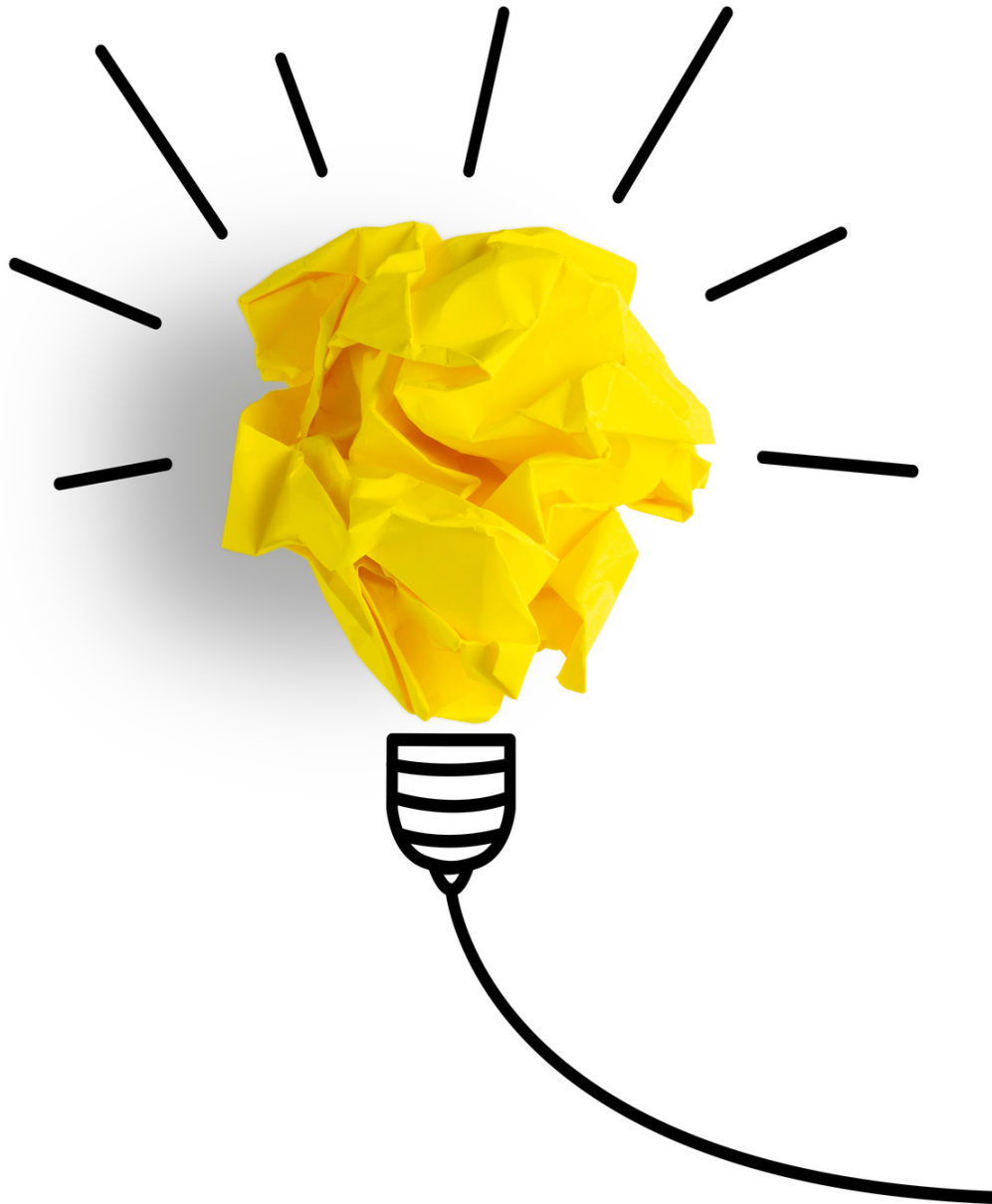


# Who is your audience?

Understand their background

Identify interests and concerns and  
consider their pain points





# What is the message?

Tell a good story

Highlight unique value

Use persuasive data

“And they lived happily ever after”














# Steps to pitch perfect



1. Setup
2. Narrative
3. Format
4. Language

# The Pitch Canvas<sup>®</sup>

An entrepreneurial brainstorming tool that helps you structure and visualise your pitch on one page

| <b>Simple Statement of what change you and your product are making in the world.</b>  |   |
|---|---|
| <p>A memorable one-sentence explanation of what you do for customers.</p>    |   |
| <b>Pain (+ Gain)</b> <p>What problem are you solving for your customers?<br/>What does the pain result in?<br/>Can you make the pain a human problem, that everyone can relate to?<br/>How many people need this problem solved – market size?<br/>Have you validated that people will pay to have it solved?</p>    | <b>Product</b> <p>As simply as possible: How does it work?<br/>What does your product do for customers?<br/>What can your customers do as a result of your product?<br/>What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer?<br/>How have you tested it with customers?<br/>(Be sure not to let the product dominate the pitch.)</p>  |
| <b>Product Demo</b> <p>Live demo? (always risky, but powerful if it works...)<br/>A screenflow movie of a working App convinces this is for real. Physical product convinces you can execute.<br/>Screenshots are also OK, but can look like a mock-up – moving product on screen is better.<br/>Can you show a real customer using it?</p>    | <b>What's Unique</b> <p>Technology/Relationships/Partnerships.<br/>How do you help your customers get results differently to your competition, or alternatives?<br/>What's new and innovative about your solution?<br/>Show you have researched the market and know what competition is out there.</p>   |
| <b>Customer Traction</b> <p>Success so far?<br/>Pilot customers? Major brands?<br/>Progression in users or downloads?<br/>Customer reference quotes or movies?<br/>PR coverage? Competition wins?<br/>Use data and facts to strengthen your case.</p>    | <b>Business Model</b> <p>How do you get paid?<br/>What's the opportunity for growth?<br/>How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?</p>    |
| <b>Investment</b> <p>Have you invested money yourself?<br/>Have you raised money so far?<br/>How much are you looking for now?<br/>What big next steps will you use the investment for?<br/>What milestones will you reach with the money?<br/>How many, and what type of investor are you looking for?<br/>What expectations do you have of your investors; network, expertise?</p>  | <b>Team</b> <p>What relevant experience and skills does your team have that supports your story?<br/>Brands worked for? Achievements? Sales success?<br/>What binds you together as people and as entrepreneurs to fix this problem?<br/>What's special about the character of your team, that will make you stand out and be memorable?</p>    |
| <b>Call To Action and End Statement</b> <p>Finish the pitch strongly with a clear request for the audience to take action – what is their first next step?</p>   |   |
| <b>Why You?</b> <p>NOTE: Why You? can show up in any part of the pitch.<br/>Why do you care about solving this problem for your customers? How has your life been affected by this industry?<br/>Why should your audience have confidence that you are driven to do what you promise, no matter what?</p>    |   |

best3minutes.com

David Beckett

[How to give the perfect pitch - with TedX speech coach David Beckett - Young Creators Summit 2016](#)



# Explain the problem

Make it relatable  
Emphasize pain points  
Quantify the problem



The background of the slide is a stylized map with blue lines representing rivers and roads, and dark blue/black shapes representing landmasses or islands. Two black location pins are placed on the map: one in the upper right quadrant and one in the center-left quadrant.

**Explain the problem**

**Present the solution**

What is the idea  
How does it work  
The wow factor

**Present the solution**

**Explain the problem**

**Identify the team**

Show credibility and  
capability

Mention relevant  
background

Be human



A stylized map of the world in shades of blue, with several black location pins placed at various points. The pins are used to mark the four main sections of the presentation: 'Explain the problem' (top right), 'Present the solution' (middle left), 'Identify the team' (middle right), and 'Call to action' (bottom left).

**Explain the problem**

**Present the solution**

**Identify the team**

**Call to action**

Be clear and direct

Why now?

Make it a win-win





# Steps to pitch perfect



1. Setup
2. Narrative
- 3. Format**
4. Language



## First impressions matter!

- Useless information
- Overloaded with text and small letters
- Inconsistent fonts and styles
- Distracting or low quality images







## Make it simple and clear!

- Keep it visual and minimalist
- Stick to a consistent style
- Use high impact visuals and data visualization
- Maintain a logical flow and balance per slide



# Steps to pitch perfect



1. Setup
2. Narrative
3. Format
4. Language

**Use simple language**

**Speak slowly but with energy**

**Make pauses and try do  
understand the audience**

**Pitch someone out of context**

**Control your time**



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FOUNDATION**

**Practice...a LOT!**

**Move (but not too much)**

**Don't show your back to the audience.**

**Stay tall, use a good posture**

**Avoid repeating gestures or filler words**

**Use your hands to engage and to stress ideas**

**Find your safe spots**



***and don't underestimate the importance of body language!***



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Let's  
exercise?

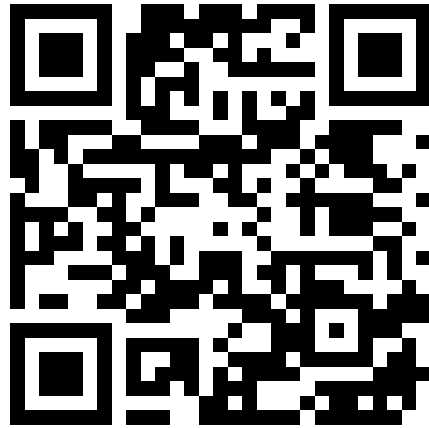




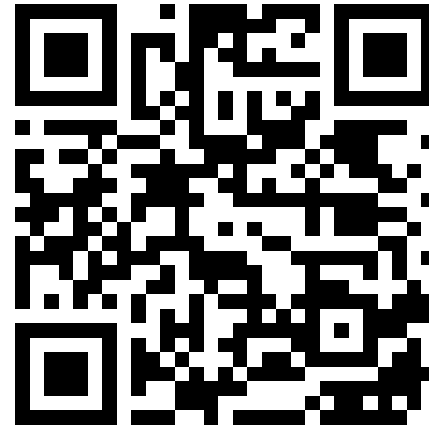
# Random business pitch

1 - Groups with 3-4 members

2 - Random business generator : each QR code gives a different ingredient for your pitch



Problem/ challenge



Product / service



Audience

# Pitch your proposal

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1. Provide context
  2. Frame the environment you are going to work on
    - Specifying the **challenge**
    - Data, figures, persona, “as is” customer journey
  3. Present the **solution**
    - 3.1 – give an overview of the proposal
    - 3.2 – then present the solution in more detail, considering the decision factors you believe are important
    - 3.3 – present recommendation: give them criteria to organize ideas, prioritize and decide (action map)
    - 3.4 – implementation roadmap and price (if not presented before)
2. **Closing**: Present the team + Reinforce important message

*REMINDER:*

Group assignment until 7<sup>th</sup> of march

Individual assignment until 10<sup>th</sup> of march, 3PM



# HOSPITALITY INNOVATION DIVE

AN IMMERSIVE EXPLORATION WEEK

2-4 JUNE

Welcome!

NOVA SBE | WESTMONT  
INSTITUTE OF  
TOURISM & HOSPITALITY

NOVA SBE | HADDAD  
ENTREPRENEURSHIP  
INSTITUTE

NOVA  
NOVA SCHOOL OF  
BUSINESS & ECONOMICS

WESTMONT  
HOSPITALITY  
GROUP

HADDAD  
FOUNDATION



3 days of an intense and **immersive learning experience** to develop an entrepreneurial mindset and acquire innovation competences.



A personalized journey that will help you develop a **best version of yourself**, and thus provide the needed confidence and skills to become a real changemaker in your future workplace.

# Hold your breath... and jump!

**Main Goal:** Setup for the week and define the challenge to work on

- \* The right mindset to innovate
- \* Build a community, organize working groups
- \* Think about the challenge and its variations with design thinking

*Train your perspective on specific topics*





# Deep dive

**Main Goal:** Focus on further exploring the challenge identified and find a relevant solution to develop

- \* Validate your challenge and interview experienced professionals
- \* Structure an idea
- \* Collect feedback with mentors

*Develop your creativity*



# Now...swim!

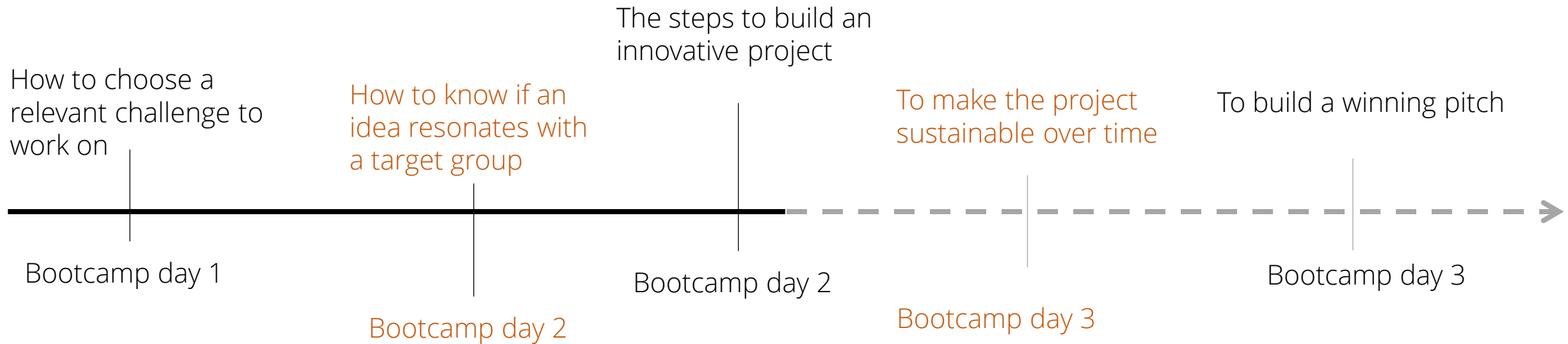
**Main Goal:** Work on solution details and roadmap, and prepare for the pitch contest.

- \* Refine your business model
- \* Define the next steps for your project
- \* Pitch to a panel of judges → and win the prize!

*Develop pitching skills*



# What you'll learn through this journey



# Thank you!

Maria Eugénia Mascarenhas  
Eugenia.mascarenhas@novasbe.pt



*Feb 2025 – Carcavelos*