



**Government of Sharjah**  
Sharjah Commerce & Tourism  
Development Authority



حكومة الشارقة  
هيئة الإنماء التجاري  
والسياحي بالشارقة



حكومة الشارقة  
**Government of Sharjah**  
هيئة الإنماء التجاري  
والسياحي بالشارقة  
Sharjah Commerce & Tourism  
Development Authority



# How budgeted hotels make profits in this competitive market?



australia  [Follow](#)

Australia Tourism Australia's official account. Tag @Australia, #SeeAustralia or #RestaurantAustralia to give us permission to repost 🍷🌞🍹🌴  
[bit.ly/instagramFAQ](https://bit.ly/instagramFAQ)

6,090 posts   2.3m followers   856 following



## The Most Popular Tourism Photos on Instagram All Come From Australia

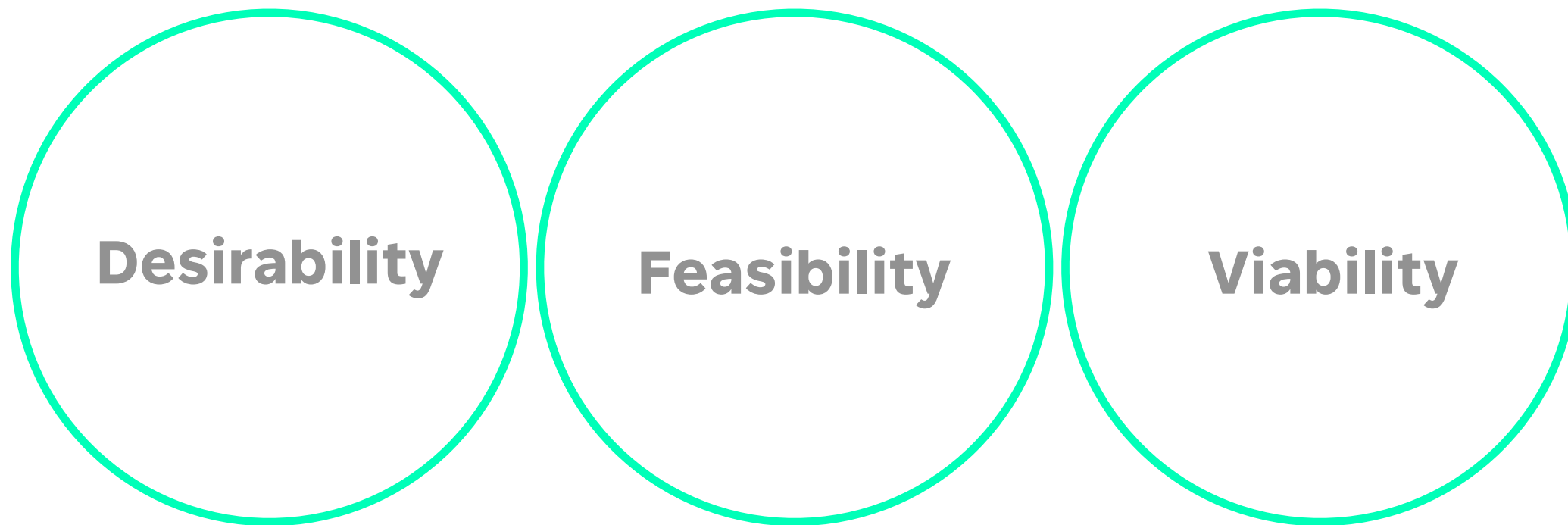


This picture of a stop along the Great Ocean Road is the fourth most-liked travel industry image on Instagram. Tourism Australia / [Instagram](#)

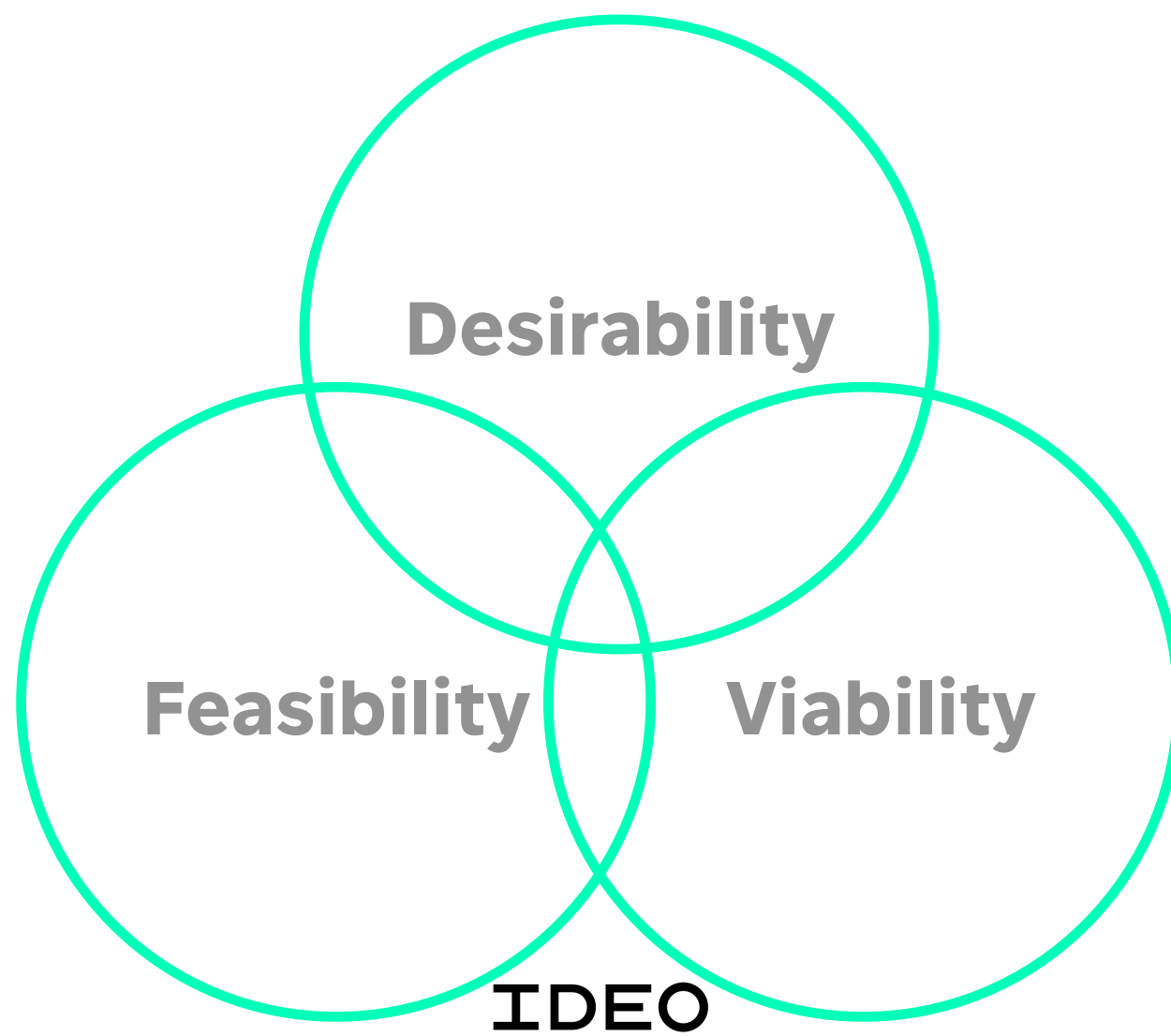




# **The Guest Experience Map™**



**IDEO**



A thin white curved line starts from the top left, curves downwards and to the right, passing behind the word "Desirability", and then curves back towards the bottom left.

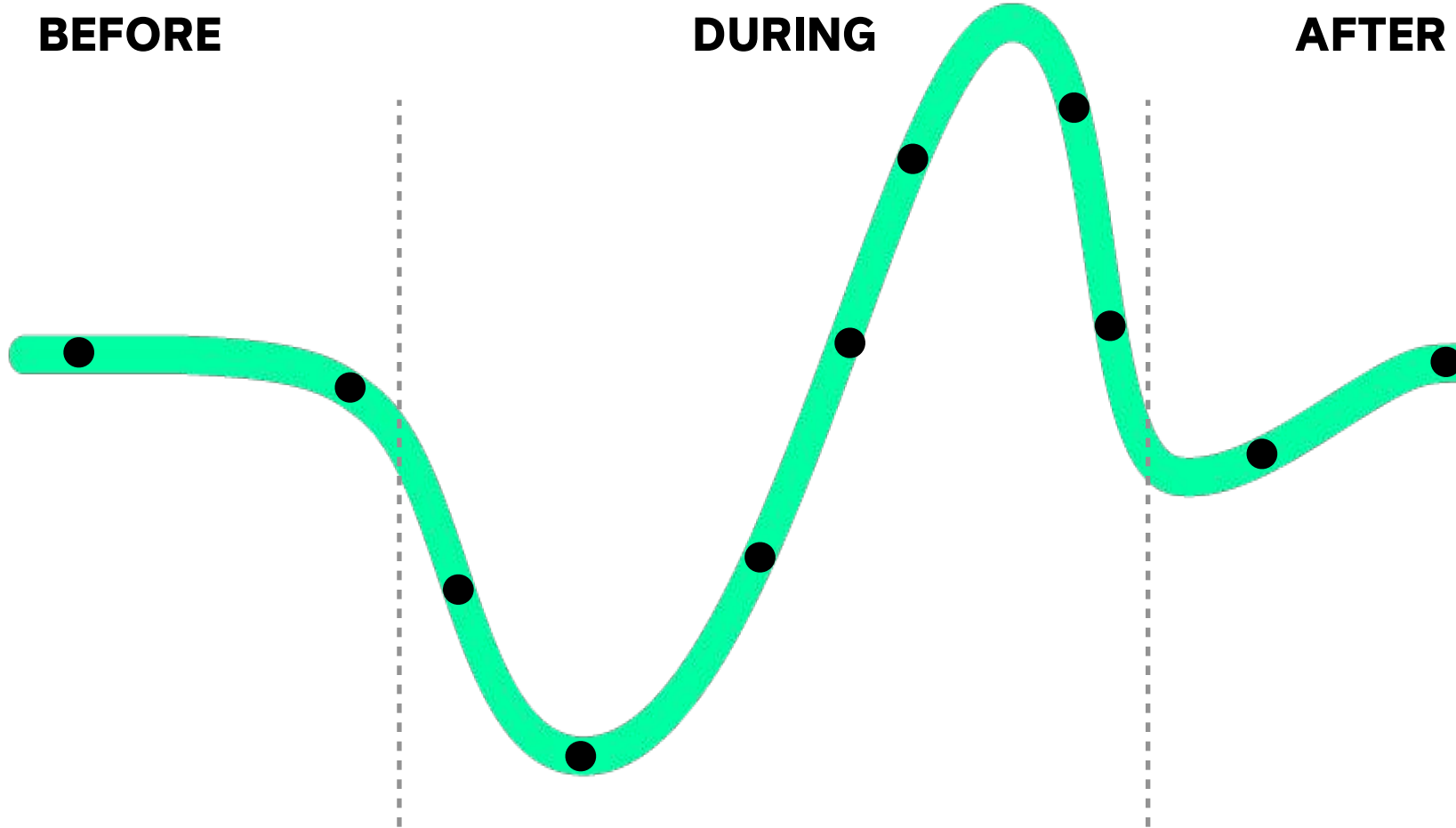
# Desirability

**Who is your guest  
and how well do  
you serve them?**

**BEFORE**

**DURING**

**AFTER**

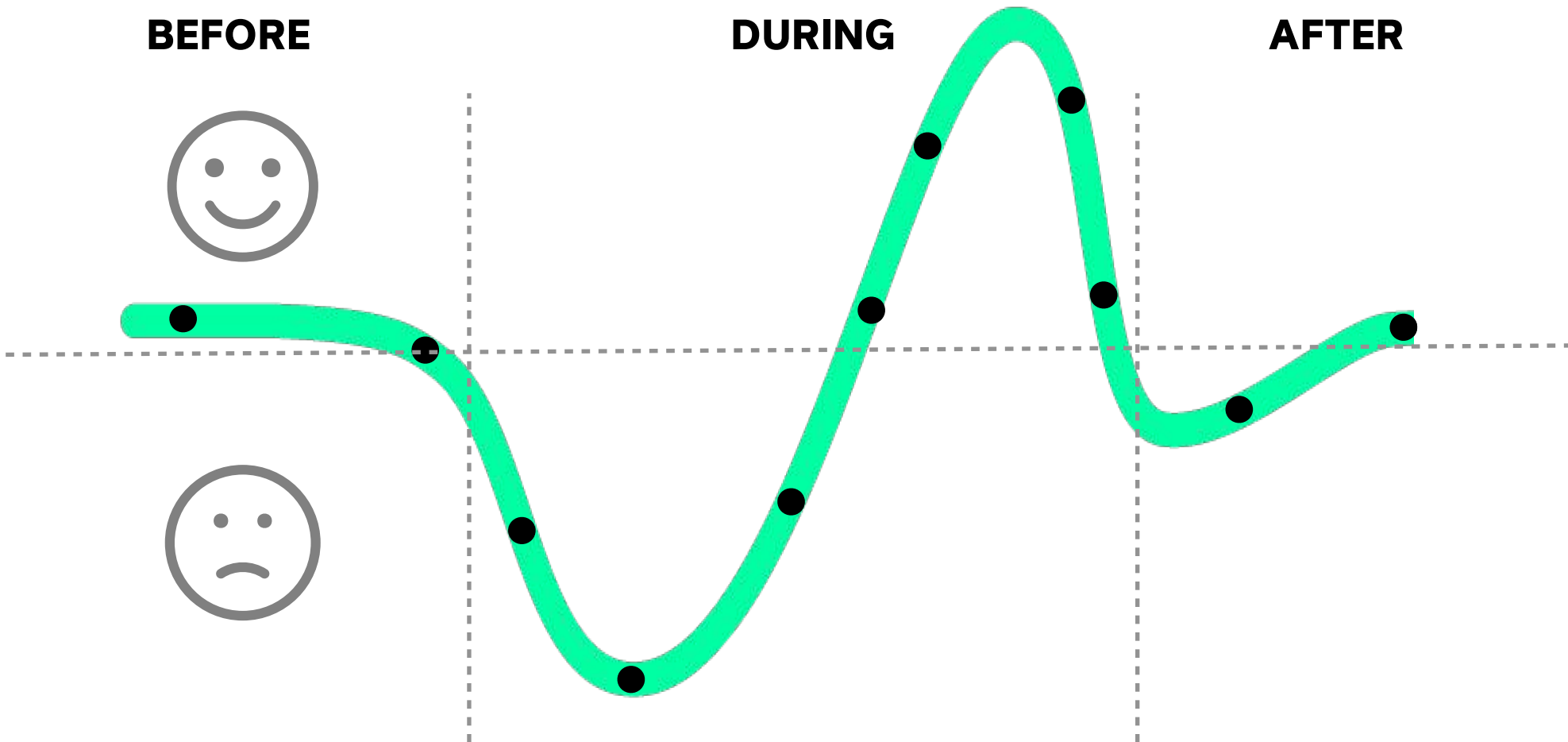




**BEFORE**

**DURING**

**AFTER**

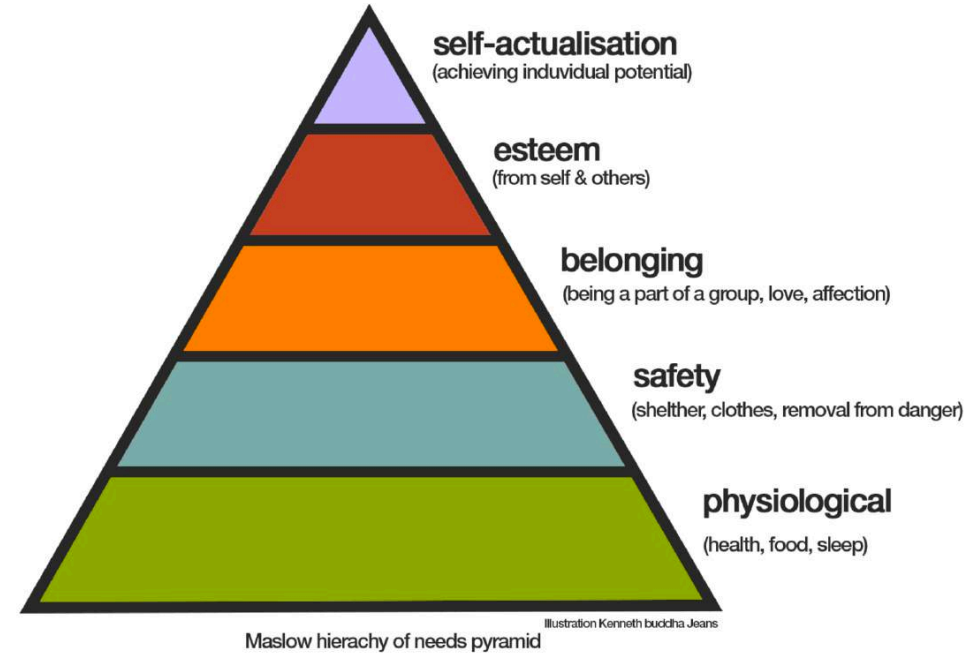


A medium shot of Brian Chesky, CEO of Airbnb, sitting in a red leather chair. He is wearing a black t-shirt and has a microphone clipped to it. He is gesturing with both hands while speaking. The background is a blurred mix of red and blue light.

**I'm not in the business of selling rooms.  
I'm in the business of happy travel**

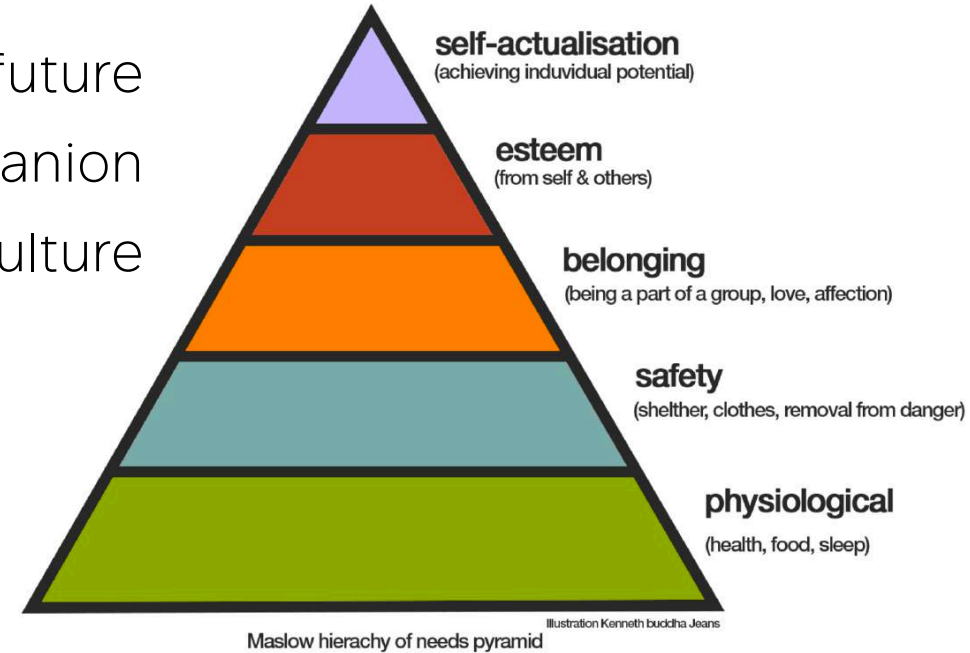
**Brian Chesky, Airbnb CEO**

Find a place to stay  
Plan travelling schedule  
Visit best attractions



Step back to sort out our future  
Improve relationship with companion  
Connect with other culture

Find a place to stay  
Plan travelling schedule  
Visit best attractions



**What are your guests  
actually buying?**

# Case study:

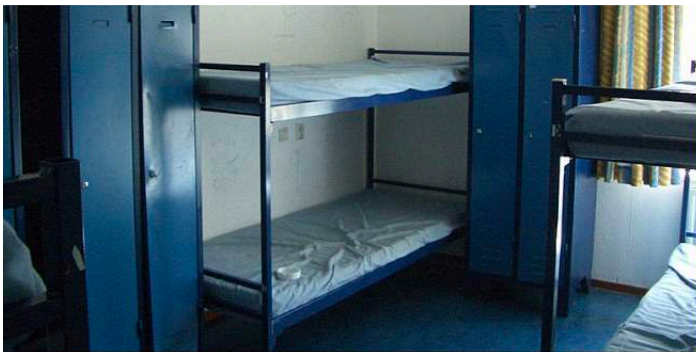
# **Hans Brinker Budget Hostel, Amsterdam**



HANS BRINKER HOTEL

LOEFLOEF







APOLOGIES AFTER 40 YEARS

# SORRY


FOR BEING  
EXCELLENT IN  
LOSING  
YOUR  
LUGGAGE

\*\*\*  
HANSBRINKER  
BUDGET HOTEL  
AMSTERDAM



IMPROVE YOUR IMMUNE SYSTEM

THE HANS BRINKER BUDGET HOTEL AMSTERDAM +31 20 622 0687



ECO-ELEVATOR

# HANS BRINKER BUDGET HOTEL.

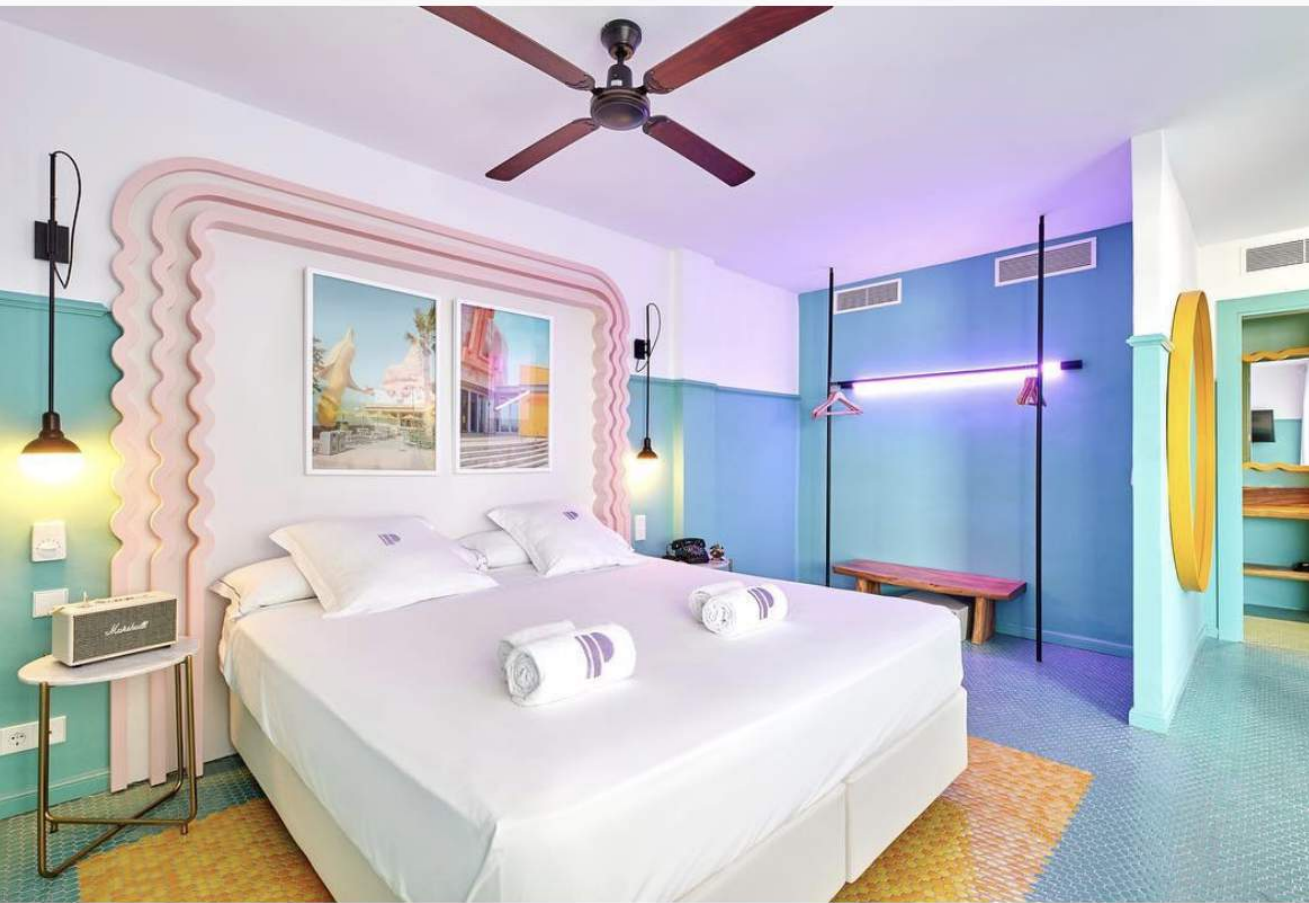
## ACCIDENTALLY ECO-FRIENDLY.

KERKSTRAAT 138-138 - AMSTERDAM - TEL +31 (0)20 622 0687 - FAX +31 (0)20 638 2060 - WWW.HANS-BRINKER.COM



# Case study:

# Paradiso Ibiza Art Hotel



\_\_benthomas  • Follow  
Paradiso Ibiza Art Hotel

\_\_benthomas Super happy to have partnered with @paradiso\_ibiza to set up a room featuring my work. This hotel feels like my work come to life - you need to check it out! Can't wait to get there. #chroma #limitededition #prints

aleksgrynis Congratulations

rossofloyd amazing

mg.joao Beautiful 🙌🙌

rebeccawright @kekethefrog



1,242 likes

5 DAYS AGO

Add a comment...



#### BEN THOMAS

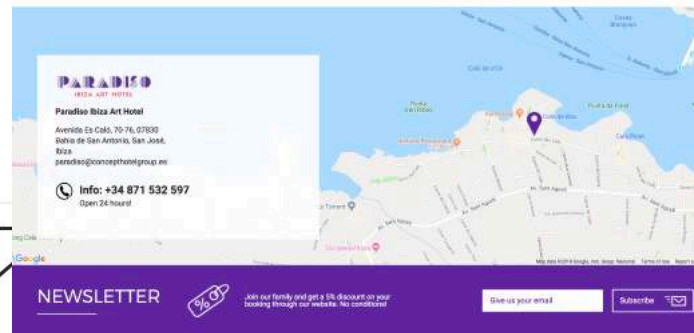
Ben Thomas is a photographer and visual artist born in Adelaide, based in Victoria, Australia.

Ben's work has centered around the cities and urban spaces that we live in. His "Citybrinker" series (2007) was internationally acclaimed and considered to be one of the pioneering projects exploring the new popular 18-inch-thick technique. Ben's study of urban spaces continued with "Accession" (2012) utilizing mirror and kaleidoscope techniques to highlight how repeating patterns and objects act as the basis of our urban surroundings. Most recently Ben has developed his latest series "Chroma" (2015) and "Chroma II" (2016), a further reconstruction of cities and urban areas with a primary focus of the use of color and flatness that poses questions of how society defines the places in which we live.

Ben is a Hasselblad Master 2018 and has recently completed campaigns/assignments for The New Yorker Magazine, Sony, Celine, Singapore Airlines, Penguin Books and Chronicle Books.



Art Room 310



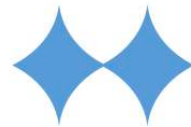
# Case study:

# Magic Castle Hotel,

# Los Angeles



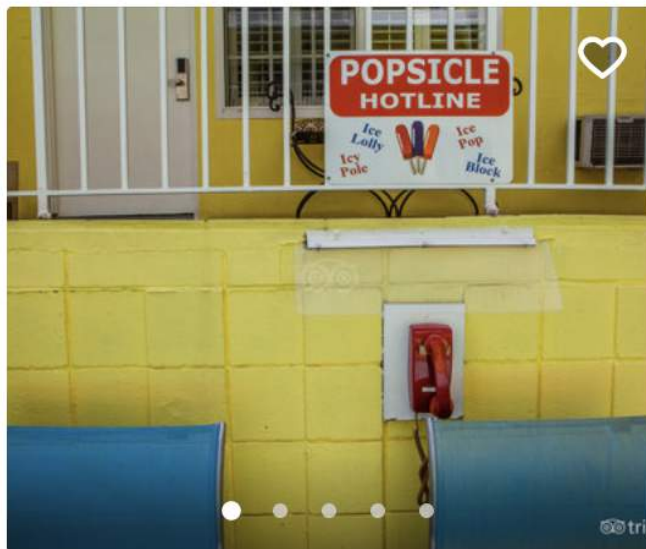




MAGIC CASTLE  
HOTEL • SUITES







## Magic Castle Hotel

Agoda.com ↗

**A\$276**

**View Deal**

Booking.com ↗

**A\$275**

Expedia ↗

**A\$275**

TripAdvisor

**A\$275**

 3,315 reviews

#5 of 432 hotels in Los Angeles

 Free Wifi

 Breakfast included

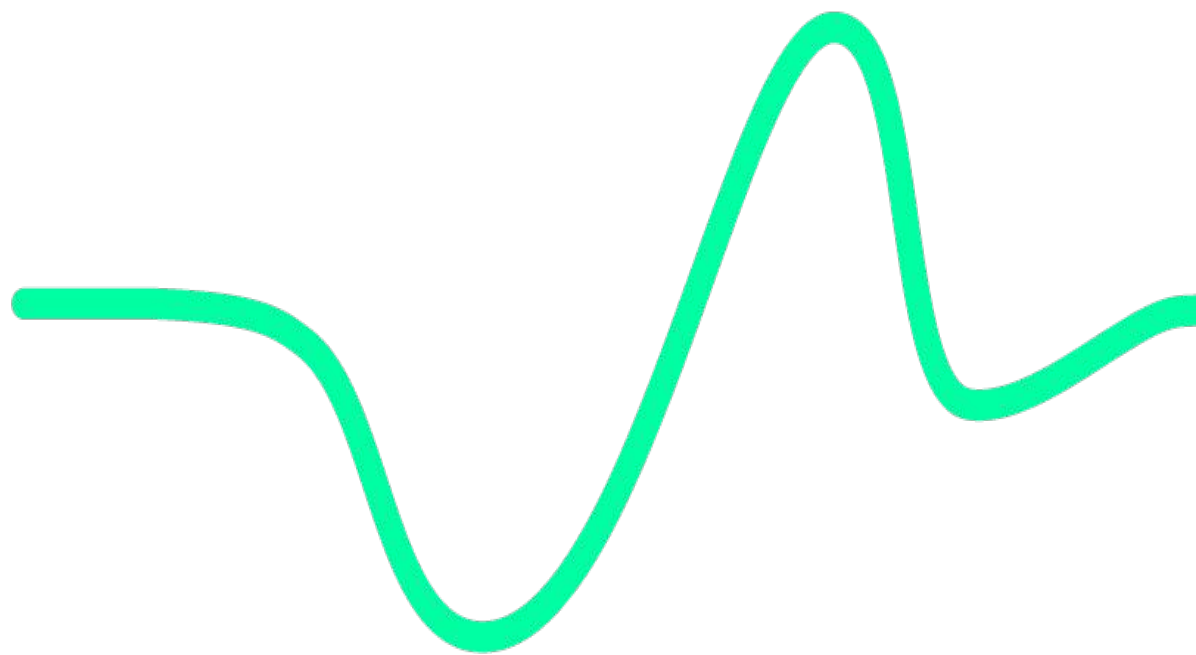
 Visit hotel website

 Special offer

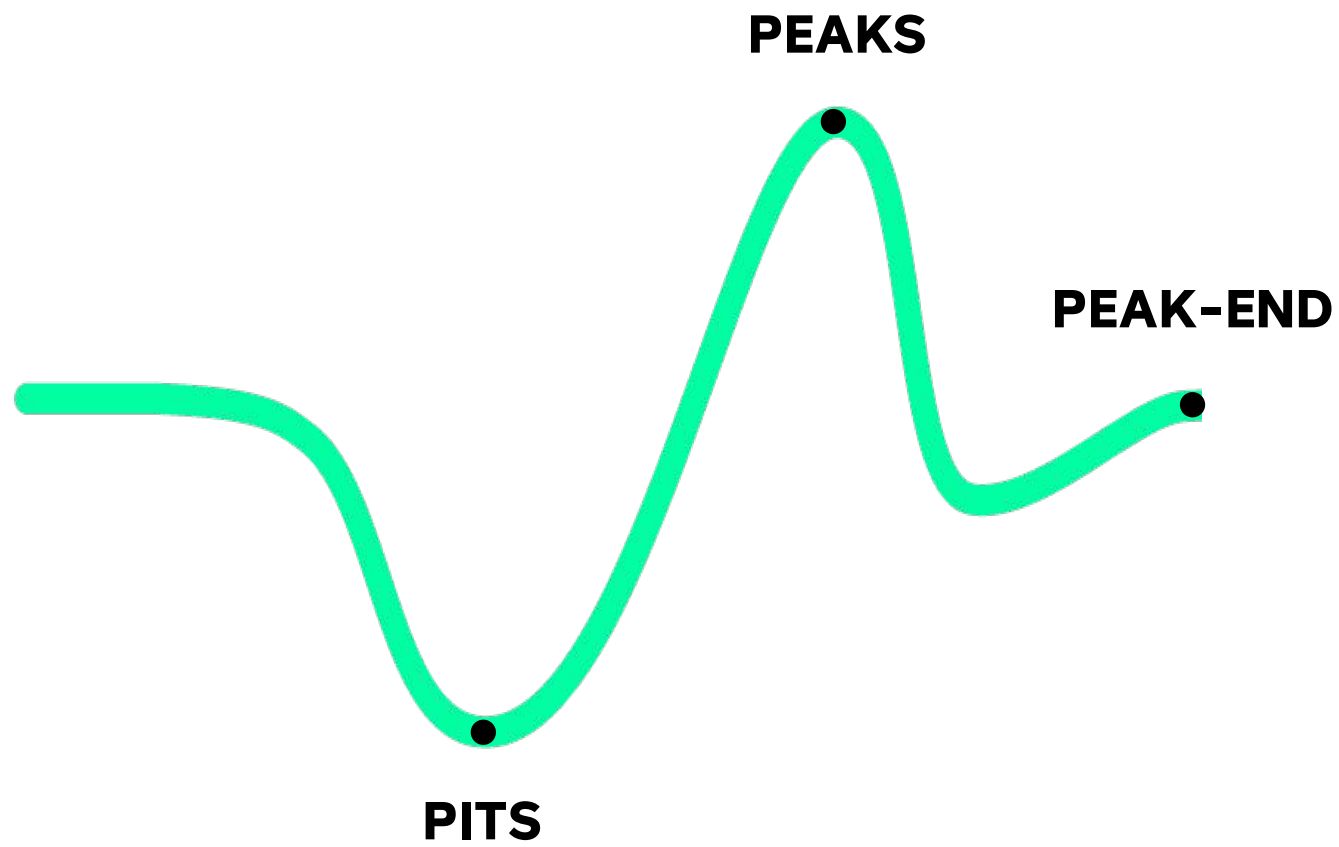
 3,315 reviews

#5 of 432 hotels in Los Angeles

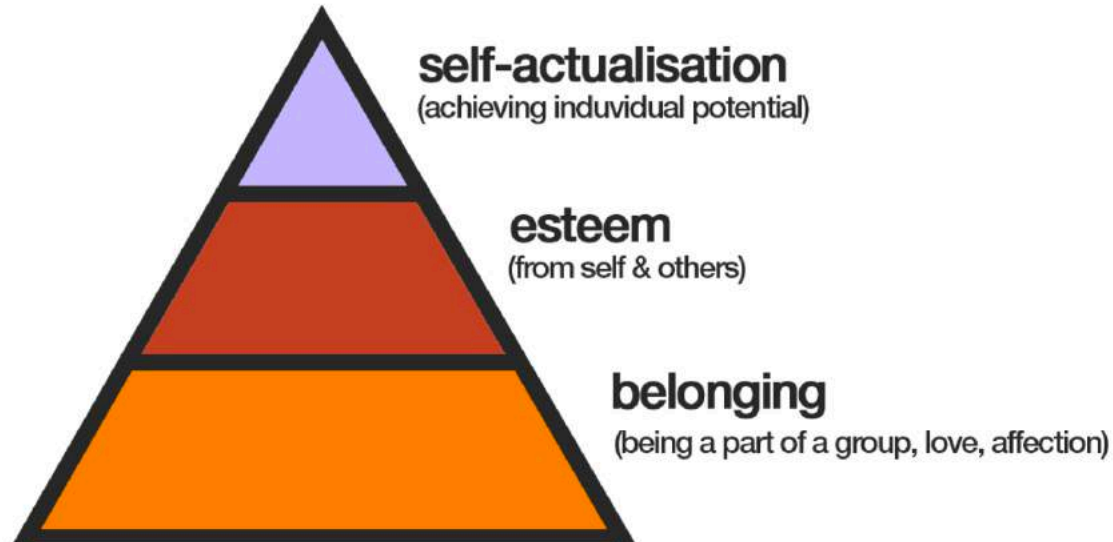








# Don't underestimate the power of social and emotional needs





**Feasibility**















# **Viability**



## Costs:

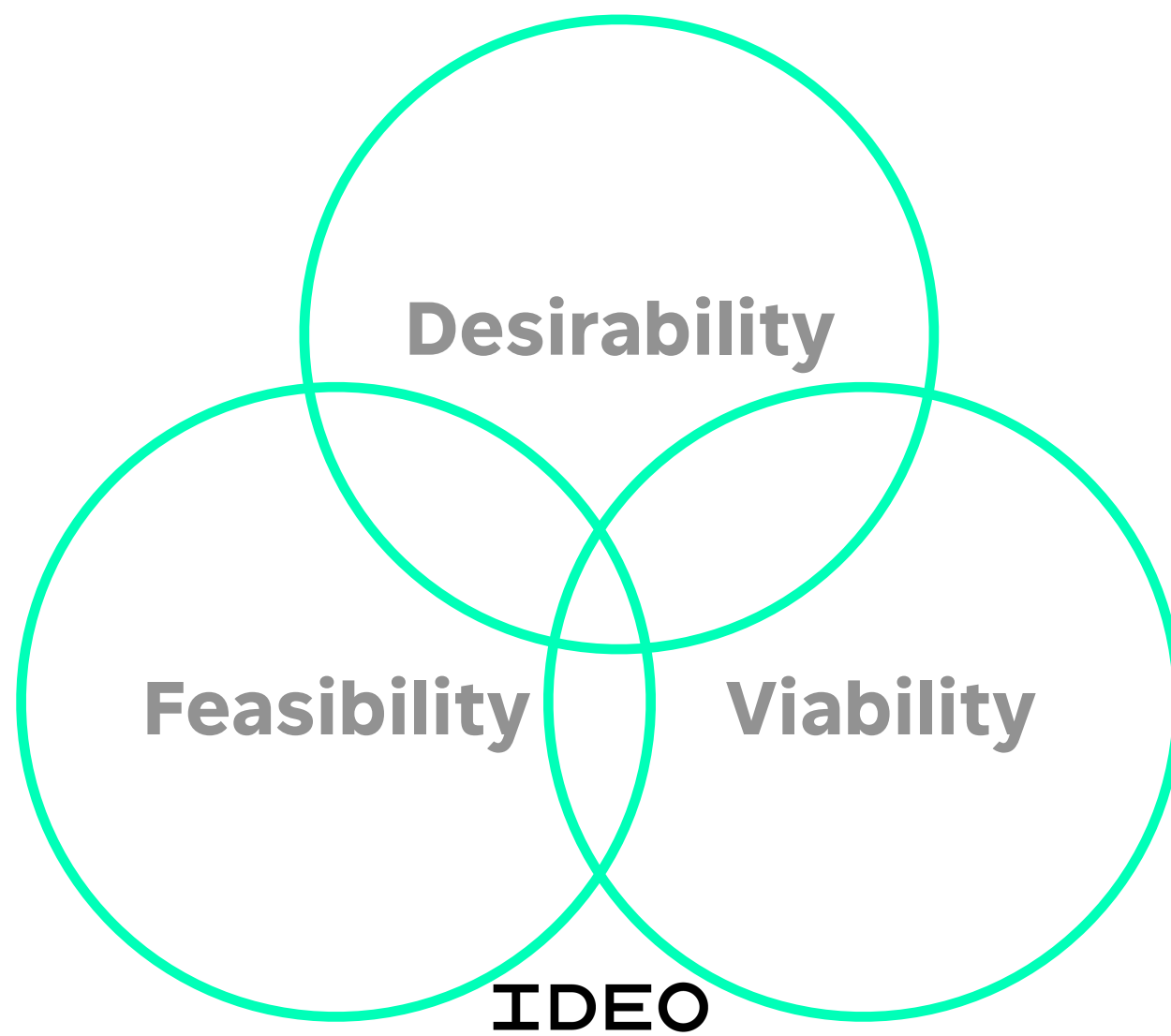
**Low operations costs -60%**

**Low construction costs -50%**

**Low labor costs**

## Rev:

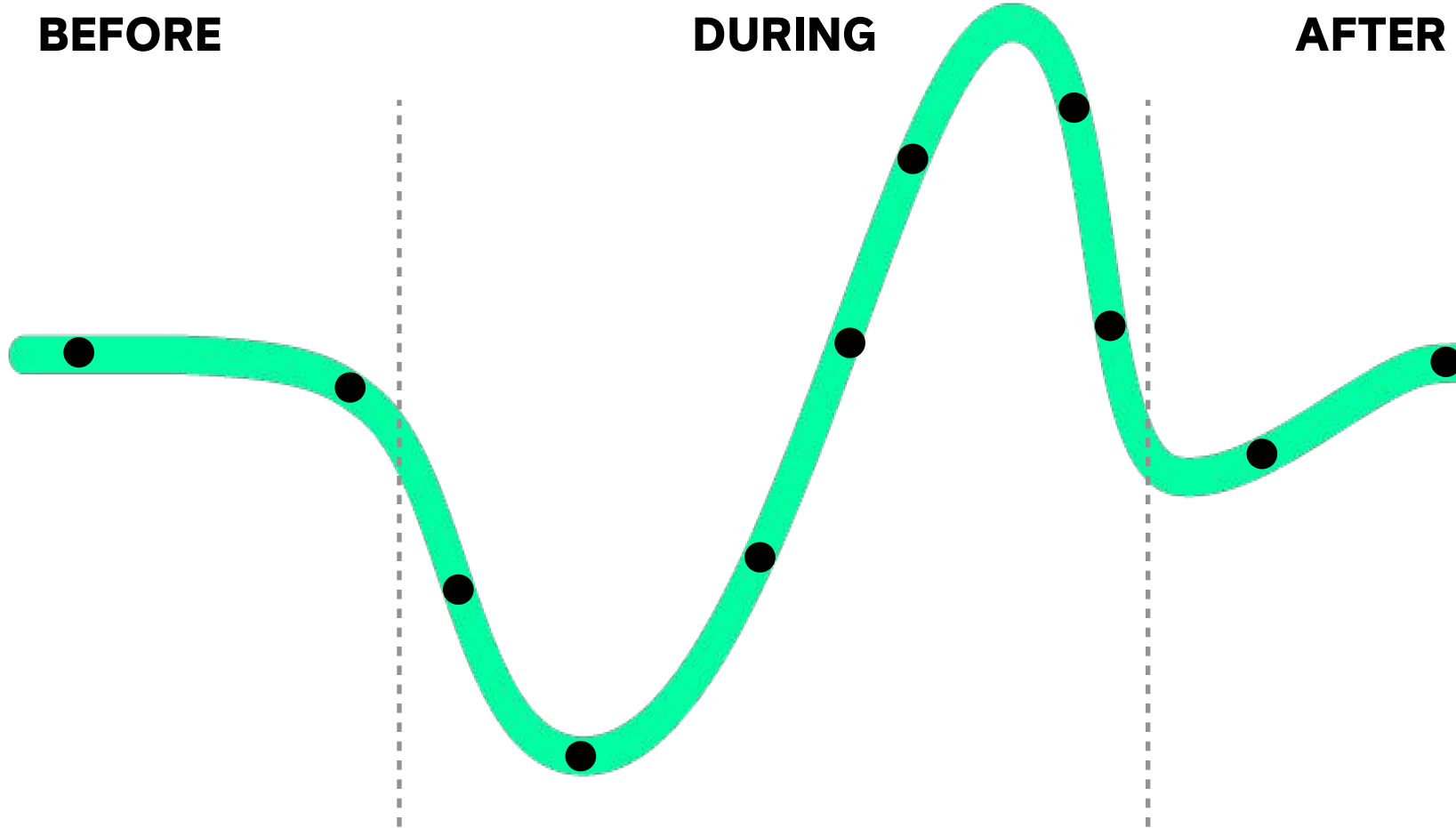
**High RevPAR +130%**



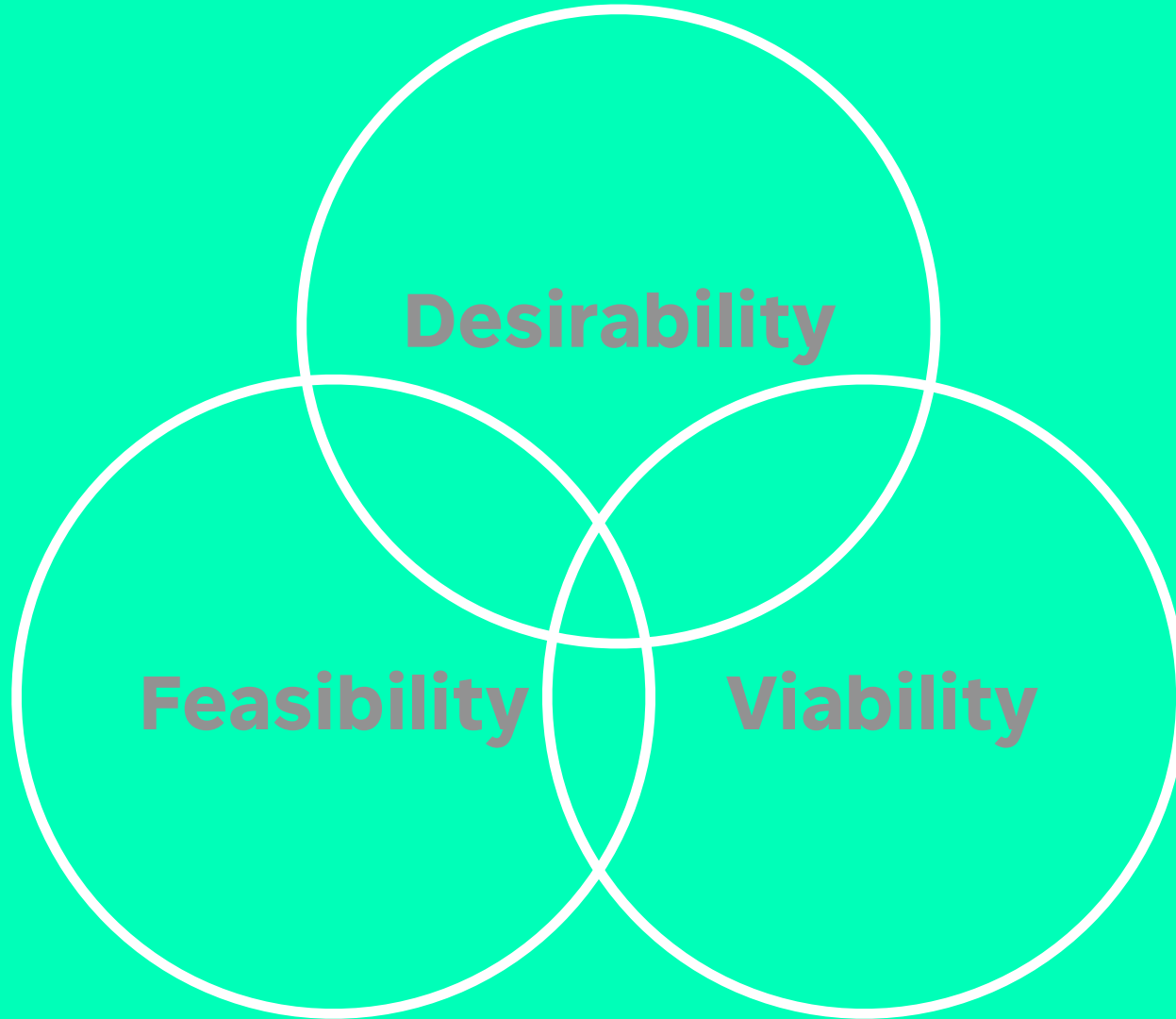
**BEFORE**

**DURING**

**AFTER**



# Recap





# **The Guest Experience Map™**



**thegem.com**  
**jesse@thegem.com**