

# The activity guide

## MASTER CLASS IN NEW TRENDS IN LUXURY HOSPITALITY



On the instructional Master Class video, prospective students will be asked to reflect and attempt to answer a question:

**What will the luxury hotel of the future be like?**

After the video is displayed, the sales team should ask recipients to get together in groups of 2, 3 or 4, depending on the size of the group, and begin to discuss the idea of what the luxury hotel of the future will look like and try to agree on a description of this new hotel concept by answering the questions below:



01.  
What will make  
this hotel *unique*?



02.  
How will it be  
more *personalized*?



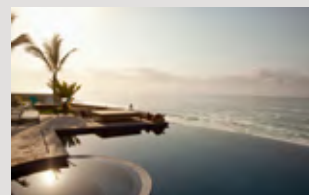
03.  
How will it be  
more *sustainable*?



04.  
How will it  
be *luxurious*?



05.  
How much *technology*  
will it include?



06.  
How can you describe the  
*unique experience* of staying  
in this hotel compared to the  
current hotels you know?



After your groups discuss these questions, ask them to write down one paragraph – 70 to 100 words to describe the hotel and one of the group members can stand up and present their idea.

Some suggestions for the sales team on how to animate the groups more successfully:



#### 01. Break the ice

If the groups are having a hard time starting to discuss the topic, try to ask them the questions directly and break the ice.

*“Have you thought about how a hotel could look like in the future?”*

*“Have you imagined how innovative it could be?”*



#### 02. Positive reinforcement

After each group presents the idea, you provide some feedback in the form of positive reinforcement:

*“I like how you defined the hotel uniqueness..”*

*“I did not know you could be so creative”*

*“It’s wonderful to see how you managed to integrate all the new trends in a very unique way”*

*“Such a great idea, well done!”*



#### 03. Get everyone involved

After each group presents, you can open the question to the other groups

*“What did you think of this group’s idea?”*

*“Isn’t it great?”*



#### 04. Wrap up

At the end, after all the groups present, you can ask other groups to give feedback on the various suggestions and try to resume what were some of the common ideas in a form of a wrap up.