

VIDEO TRANSCRIPT

The Guide

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Travel leader spotlight

Klaas van Lookeren Campagne

Chief Executive Officer, citizenM

Intro: citizenM CEO, Klaas van Lookeren Campagne, shares his take on the business travel adaptation, innovation and loyalty.

Q1: How are you innovating to meet and exceed new traveler expectations?

[00:00:13] citizenM started as a disruptor and is the starter of a lot of innovations and especially digital innovations. Our recovery was fueled by what can we do in digital space to increase our human interaction and the guest experience.

[00:00:32] One is the app; we have waited for a very long time to launch that because we really wanted to make a meaningful difference in the guest experience.

[00:00:40] And in the app, we provided all the room controls from your telephone; we provide an ordering of Food & Beverage (F&B) from your lazy chair. And the other example: we launched an ambassador app which we call MAMBA that connects all the tools from our staff with the customer app.

[00:01:03] And with that you can do really magic.

Q2: You also started a subscription, to increase loyalty, correct?

[00:01:10] We really listen to our customers. What are their real needs and desires? So, one of the things that our loyal customers

really care about is just availability. The last moment to say that we are doing that, we are giving them the benefits of early check-in, late checkouts. We give them the price security. So, the launch of our subscription is how we can drive constant improvement in the guest experience.

Q3: Does citizenM explore the Metaverse?

[00:01:43] I think it's a new channel for us. It's a new way to interact with our existing guests, and it is a way for us to find new guests, and that is an opportunity for us to work outside our physical presence of the hotel, provide our brand and show who we are and what we can deliver.

Q4: How should travel companies refine their digital strategies to adapt to new demands?

[00:02:09] Personalization at scale is, I think, what the modern customer wants. And the bar is set by companies like Uber and Spotify. If you ordered an Uber, you know the name and the rating of that driver and vice versa of you and we want to go in exactly that direction.

Full interview to be published in The Guide