

B2B: Innovation in the Hospitality Industry

By [Mr. Marc Ohlendorf](#)

May 12, 2013

The  **Moscow Times**

The MT Conferences section did not involve the reporting or the editorial staff of The Moscow Times.



Mr. Marc Ohlendorf
General Manager

Swissôtel Krasnye Holmy Moscow

In the contemporary world, the importance of innovation as the key driver of success should not be underestimated. When talking about innovation in the hospitality industry, it should also not be narrowed down to the usage of an iPad or any other device. It makes sense to view "innovation" much more broadly than "introducing new technical devices," while for us it also embraces improvement in a product or service performance in terms of quality, cost, speed, etc. It is the ability to develop new, useful ideas and to discover new ways of approaching challenges and opportunities on a daily basis.

For us, innovation arises from the needs of our guests. Considering the pace of our lives, it is not always easy to keep balance, to calm down after a busy day and stay fit and healthy. That's why Swissôtel Hotels & Resorts developed the Vitality program, which provides our guests with both equipment and individual training. Guests can choose their own training location: a personal guest room, fitness room or outside. They are also welcome to try our healthy, seasonal food and beverage offering.

During the whole period of stay, our guests have an opportunity to try some of the in-room equipment that can be brought to their room: aero step; Swiss ball; Pilates ring; sports mat; thera-band.

We also have jogging classes once a week. I meet the guests of our hotel at the lobby and go to Gorky Park and other places to work out and learn about the city with them.

Apart from that, four BMW bicycles await our guests on our front steps. A bike tour is an exciting way to explore the city and its parks and buildings. To make it easy for you, we have equipped all our bikes with a digital city map.

Guests' convenience shall not be influenced. Whatever we try — the guests stay relaxed. We offer Wi-Fi in all our BMW limousines; you can connect and work no matter how bad traffic might be — not being limited to your iPhone. This service is free of charge; the access is easy and high speed. Guests really value this service and make immediate use — preferably on their iPad.

Now, let's talk digital. Our Panorama web-magazine (<http://mag.epuber.ru/SMWPanorama/eng/3#/page1/>) is the first hotel lifestyle magazine — no printing, only online!

As for the new developments taking place at our hotel now, we are renovating what used to be our restaurant, turning it into a completely new concept in terms of design and cuisine. The entire second floor will soon become one culinary playground. It will be divided into spaces with different zones. High tables for "more working"; lounges to relax with a tea, lemonade or Champagne; classic dining to relish or/and doing business — and community tables to stay and get in touch with friends. Our chef uses mainly local — bio products to create dishes that are simple and delightful!

By the same token, our lobby transforms during the summer, becoming a cozy and enlightened place. The lobby, with its extraordinary contemporary architecture, will be enriched by this place where guests can enjoy the unique surroundings. And the new Presidential Suite on the 19th floor, with its breathtaking 100 sq.m. terrace, will be ready by autumn.

Improving guests' experience is the main thing on our mind when introducing all the changes and innovations at Swissôtel Krasnye Holmy.

The MT Conferences section did not involve the reporting or the editorial staff of The Moscow Times.

Original url:

<https://www.themoscowtimes.com/2013/05/12/b2b-innovation-in-the-hospitality-industry-a23935>