

Pods by Hilton

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Team Dragons

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What's Trending? Workcation!

- Generation Z/Millennials (22-40)
- Remote or Hybrid Job
- Freelancers

Global Coworking Space

- 2021 – \$13.60 billion
- 2022 – \$16.17 billion
- 18.9% CAGR

85%

of millennials want flexible work.
Flexibility increases loyalty.

93%

of respondents are more productive
when working remotely.

82%

of telecommuters
report lower stress.

30%

more in less time when
working remotely

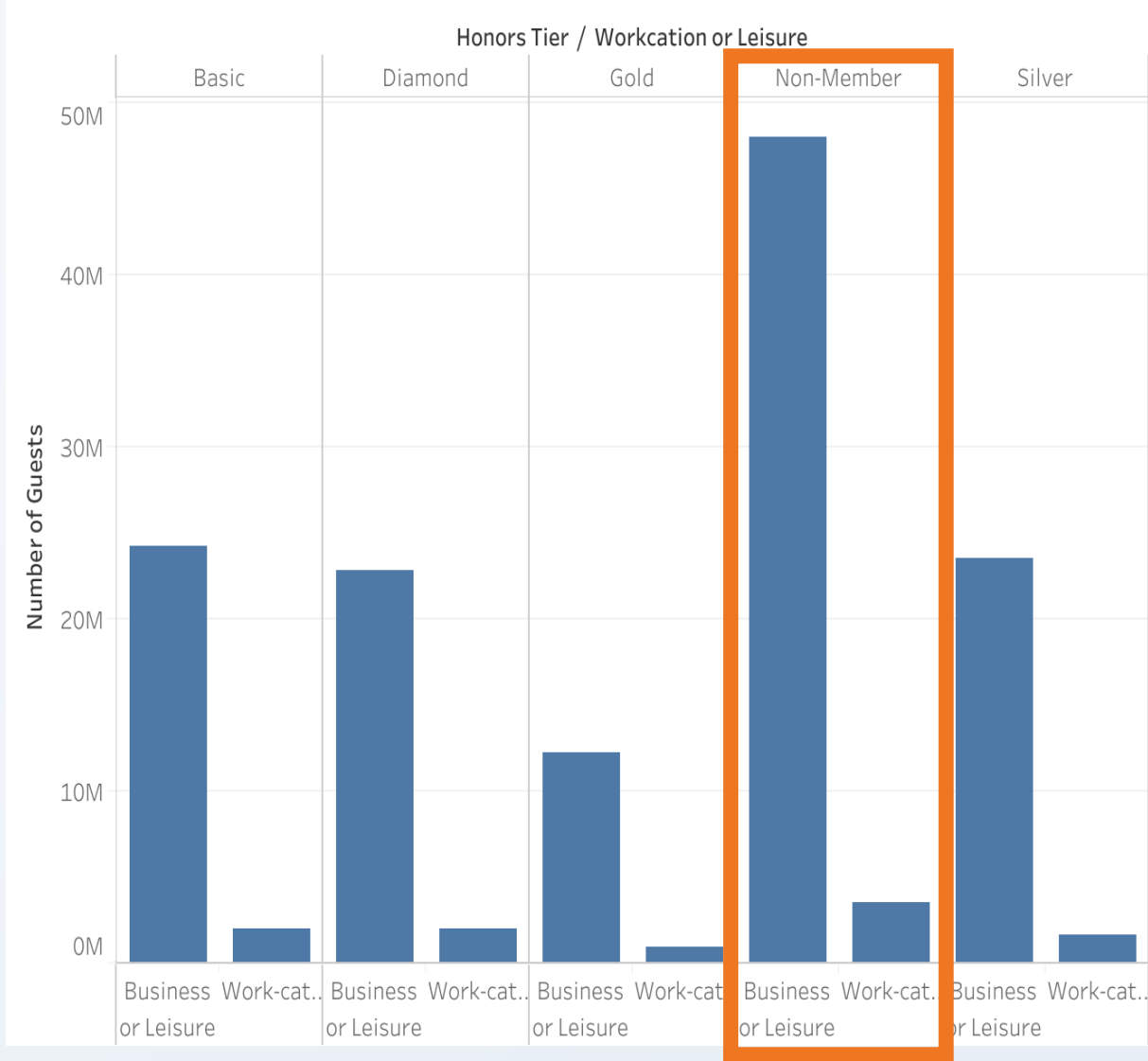
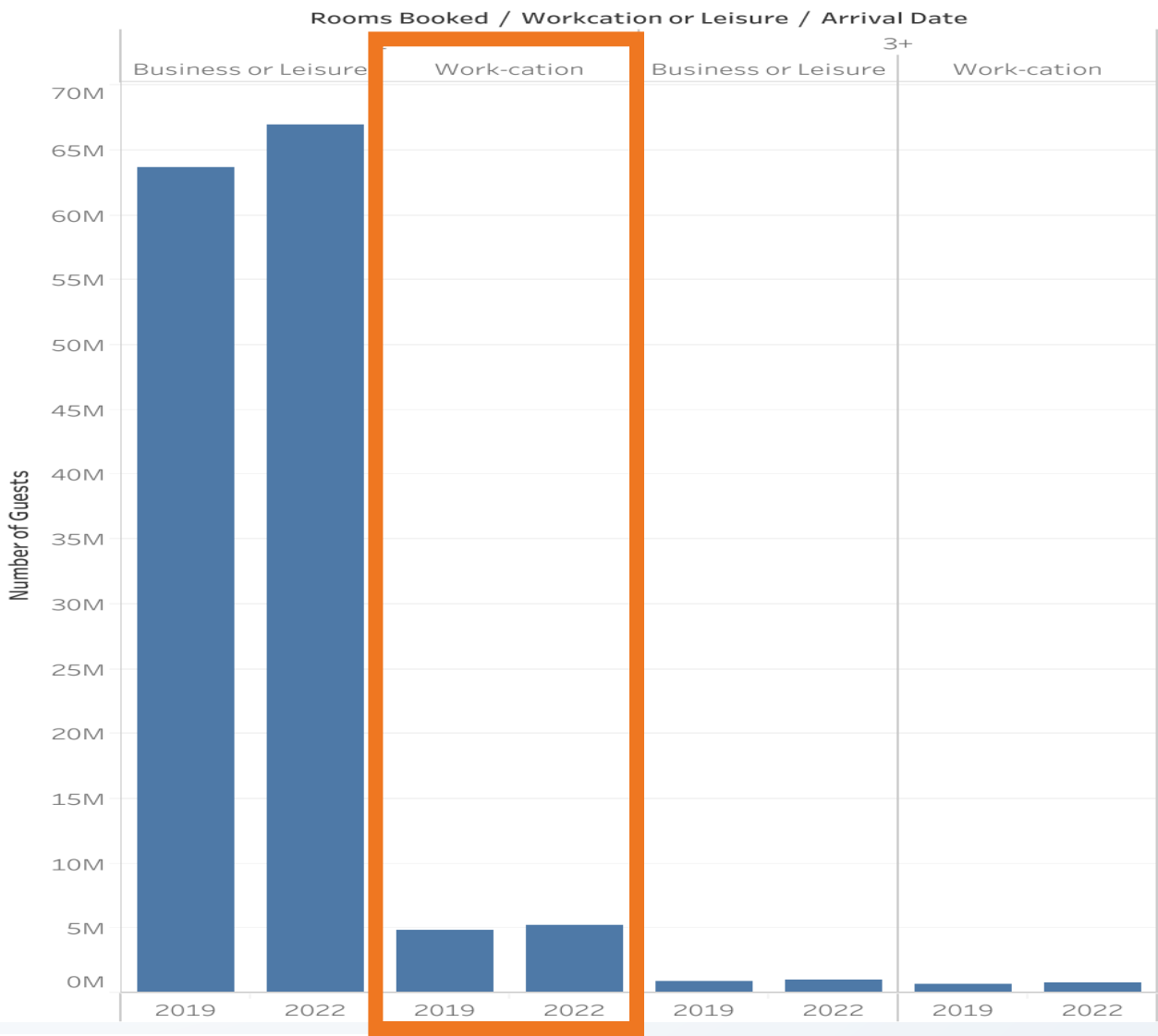
20%

more productive
remote working

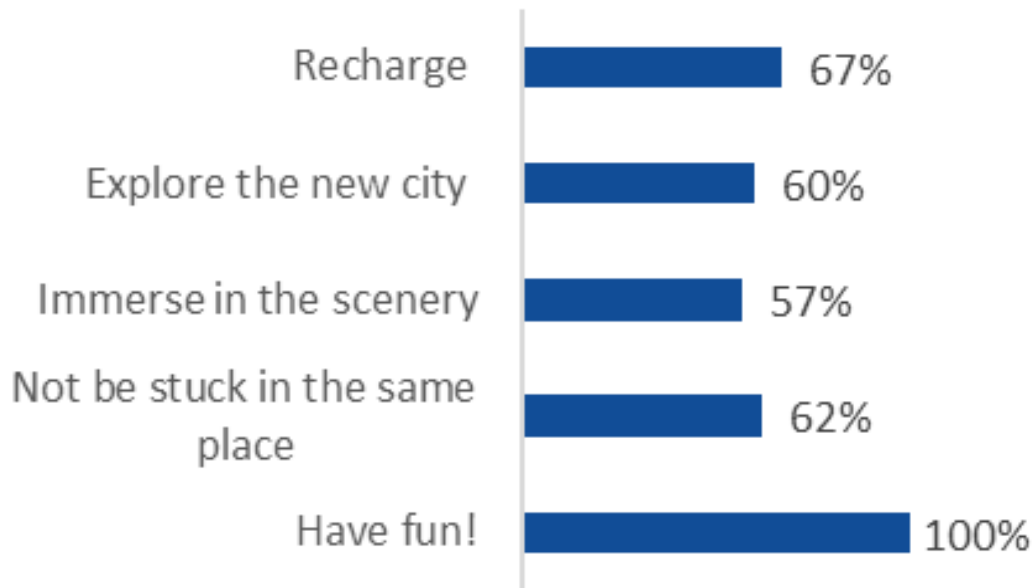
\$11,000

saved per remote employee,
per year by companies

Workcation for Hilton

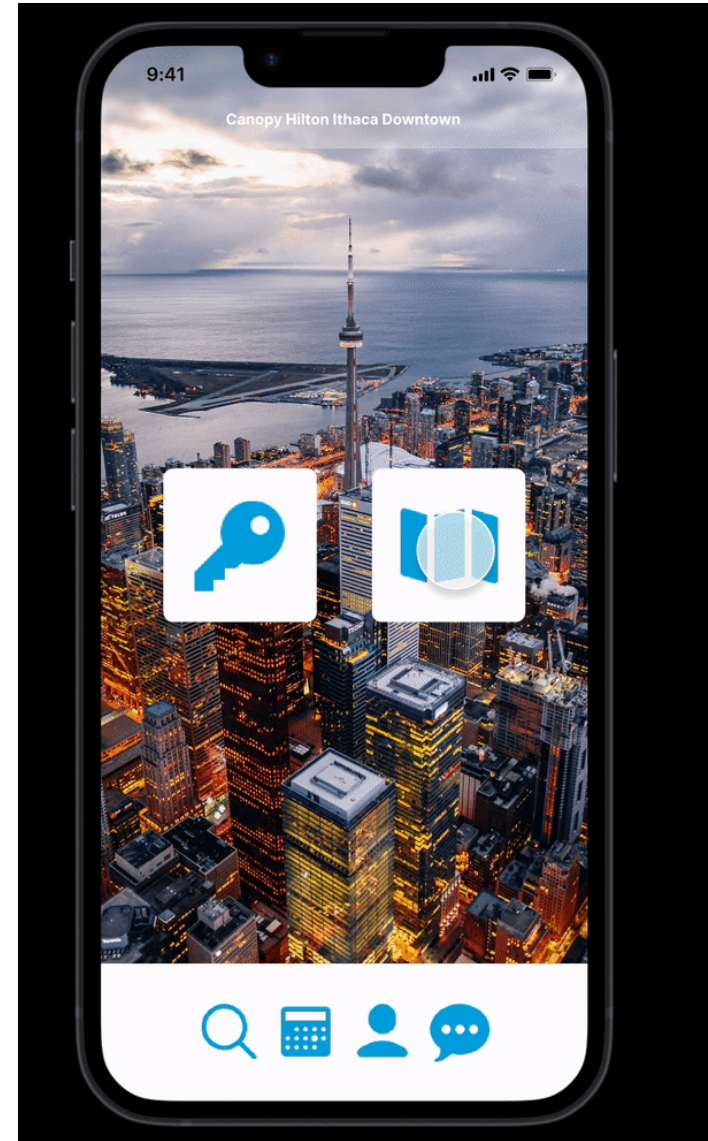


"I want to unplug, but I also have to get on that Zoom call real quick!"



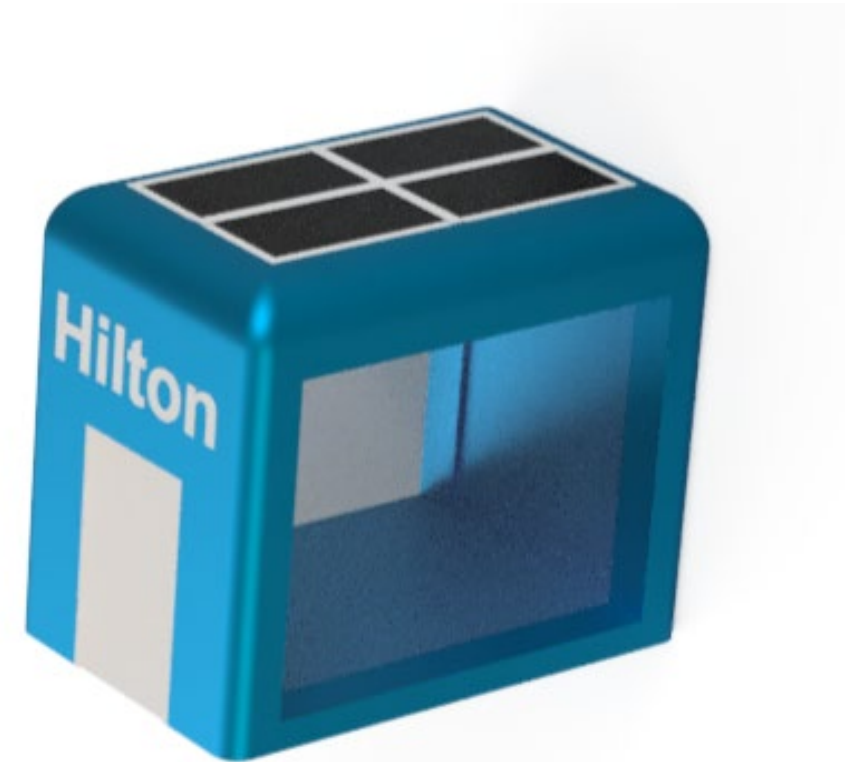
BUT!

- Work/Fun balance
- Feeling disconnected
- Returning to room for meeting
- Noisy co-working environment



Hilton can implement this!

- Costs
 - Average cost of a pod ~4,995 USD
- Amenities
 - Prebook pods with the Hilton Honors App
 - Electricity powered by solar panels and batteries
 - Work supplies – plug points, chargers, headset
 - High quality glass walls and soundproofing
 - Through property partner
 - High Speed WIFI
 - Regular cleaning and maintenance



For the Guests

- Improved workcation experience
- Improved efficiency & time management
- Increased immersion in local culture
- Convenient addition to Hilton Honors app

For Hilton

- Increase in memberships
- Hilton brand positioning – 2030 ESG goals
- Revenue from Pod reservations
- Omnichannel marketing (influencer marketing and display)



Thank you!

Hilton



Q&A

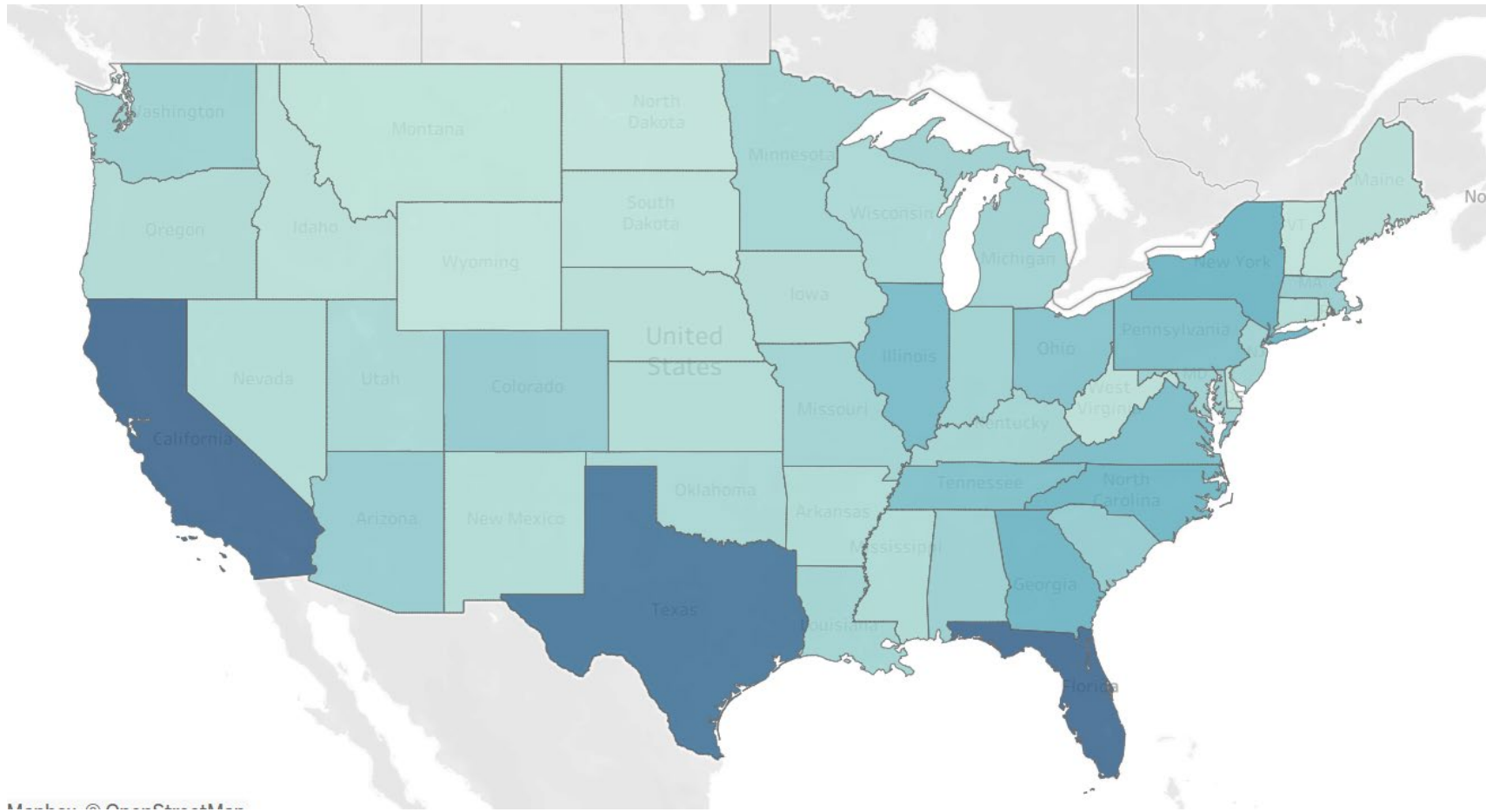
Pain Points

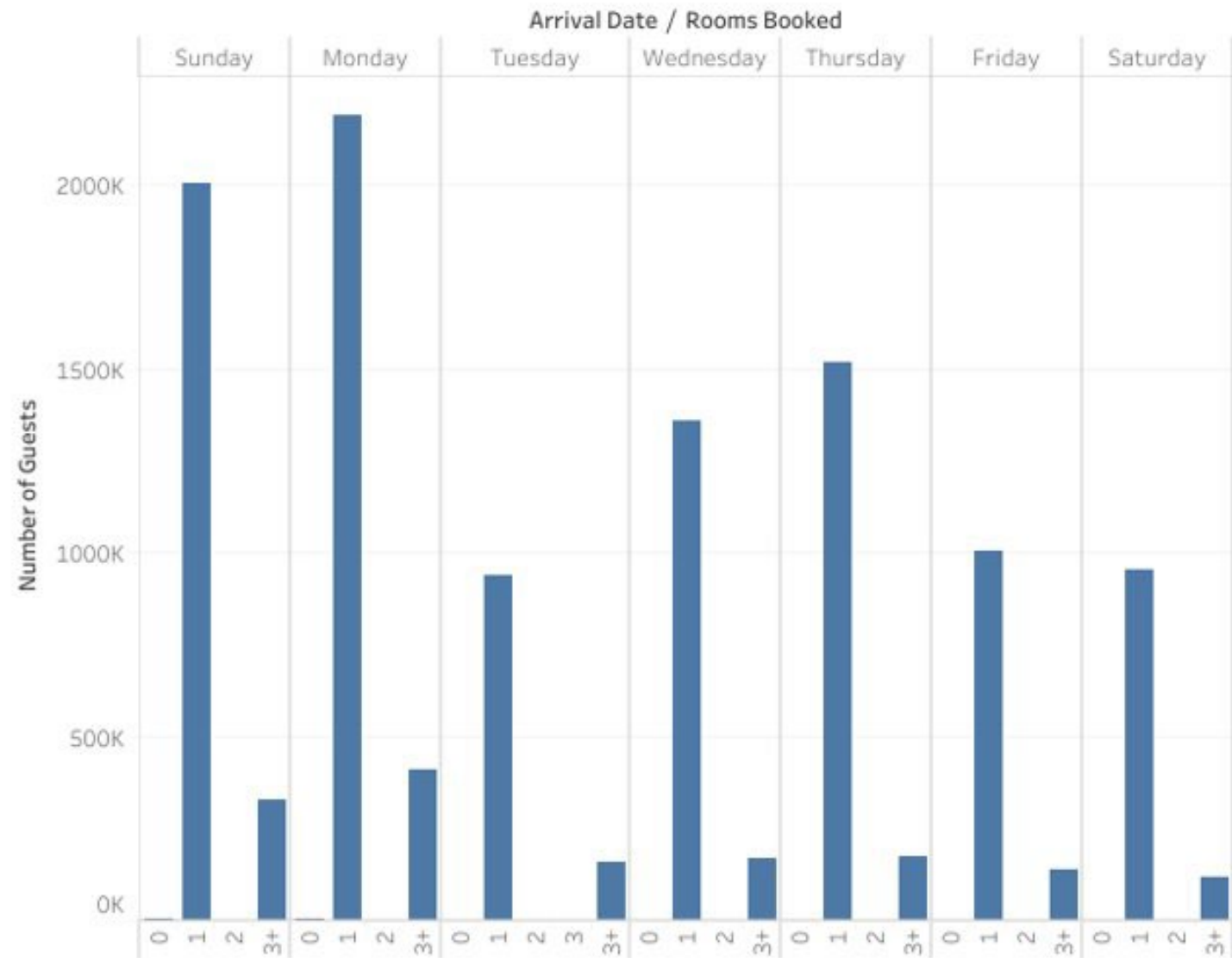
- Blur of Work and Fun
- Disconnected Feeling
- Staying in room all day
- Getting Back to Hotel for meetings
- Noisy Coworking spaces
- Bed in Background of Zoom Calls
- Necessity for Internet and Outlets

Needs

- Explore a New City
- Minimize Time in Room
- Work in Beautiful Scenery
- Have Fun!

Locations for Pods





- What are the next steps? What would have added if you had more time/money?
 - AC, Heaters
 - Refreshments available
 - Sound system / Desktop
 - One way glass windows

- <https://www.deccanherald.com/international/world-trending/how-workation-failed-some-digital-nomads-912572.html>