

6. Client: Holiday Inn

Challenge

The check-in experience can be tedious and lengthy. How can you transform this into a positive experience for guests? Holiday Inn would like an overall design solution that provides a holistic experience to make better use of guests' time.

Background

Since 1952, Holiday Inn Hotels and Resorts have provided the services business travelers' need, while also offering leisure travellers a comfortable, casual atmosphere where they can relax and enjoy a range of amenities. You'll find them throughout the world – in small towns and major cities, along quiet roadways and near bustling airports – because Holiday Inn hotels are always conveniently located.

Considerations

- As one of the most recognized hotel brands in the world, Holiday Inn needs no formal introduction – it strives to be welcoming, reliable, innovative and sociable, and these values should be manifested in the check-in experience.
- The Holiday Inn brand wants people to enjoy every part of staying at their hotels. The check-in experience should be more than a mandatory requirement; they would like it to become something that could conceivably encourage loyalty to the chain.
- Consider different guest types and needs. Currently there are a number of relatively universal steps within the standard check-in process, all of which you may consider transforming as part of this brief.
- As you consider the re-invention of the check-in process, you should take into account how this will impact the spatial design, service design and product design of the environment.

Target audience

Business and leisure travelers.

Further information on client

www.ihg.com/holidayinn