



apaleo

How to run a staffless hotel

A look inside PLACE TO SLEEP

While travelling, we are constantly forced to wait; wait at the airport security, wait for the plane to take off, wait to get off the plane, wait to pick up the luggage, wait to check in to the hotel, wait to check out, wait for our hotel invoice, and then pack to the airport to wait again. We are tired of waiting.

Hotels can cut back on their guests' wait times. Imagine fully automating your guest's journey, from check-in to check-out and everywhere in between. No wait times, no hassles. Now imagine doing all this without any hotel staff on premise.

Staffless hotels may sound like a thing of the future, but they're not. The latest trend is likely to arrive at a destination near you. Hey, maybe you are considering going staffless at your hotel. Scandinavian hotel chains such as PLACE TO SLEEP have discovered the keys to operating successful franchises without a reception or front desk. There are, of course, still humans to take care of housekeeping and maintenance, and live support is always available by phone, but the daily business of a staffless hotel happens without hotel-based personnel.

So how can hotels go unmanned while still ensuring that guests remain satisfied throughout their entire guest journey? The answer lies in the hotel's technology. Here's a look at PLACE TO SLEEP hotels' technology setup.

Pre-stay

Once guests make a reservation, they automatically receive a confirmation email. As part of the reservation process, guests have options to customize their stay with vouchers for breakfast, coffee and more, which can be redeemed at a partner café near the hotel.

Prior-to-arrival, guests receive a PIN code via email and SMS, which can be used to open the main door to the hotel as well as the guest's room throughout the stay.

In-house

Guest does not have to spend time in a queue just to let the hotel know that he or she has arrived. Additional services can be offered at the hotel by the online kiosk at the hotel's entrance which is connected to apaleo.

There are systems at play behind the scenes as well. PLACE TO SLEEP hotels use apaleo's cloud PMS to automate room assignments and Adyen Payments to process credit card payments, all without manual work from hotel staff.

Post-stay

The guest can simply leave the hotel without any sign off and will be automatically checked out at noon, when the PIN code is also automatically deactivated. An invoice generated by apaleo will be delivered via email.

"We are very proud of the highly effective hotel concept we have created. The results we produce with our hotels and through the technology automation can beat almost all of the traditional hotel concepts we are aware of. The guests love the easy and mobile-friendly guest journey and getting rooms at a great price. The PLACE TO SLEEP Hotels' financial model using automation allows us to operate properties with profits hardly seen before in the industry."

***-Jan-Henrik Holmlund,
co-founder and CEO, PLACE TO SLEEP Hotels***

The benefits

First of all, staffless hotels do not require a high number of trained staff and therefore have lower fixed operating costs, which in turn means they can operate even smaller units profitably. This enables a blue ocean strategy for the PLACE TO SLEEP Hotels by allowing expansion to smaller destinations and 'secondary locations' of major cities where demand is lower and indeed too low for a traditional full-service hotel, but enough for a small staffless unit.

Secondly, staffless hotels can save a significant amount of money. These savings are passed on to the guests via highly competitive rates, and the hotel itself can choose how to invest the savings – in particularly nice rooms, excellent locations, or a combination of the two. In addition, the company can increase the profits and run a highly lucrative operation from day one.