



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether Digital Labs

25 marzo 2020

Nicola Delvecchio

DESIGN INNOVATIVO PER LE STRUTTURE RICETTIVE:
COME FARE LA DIFFERENZA

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NICOLA DELVECCHIO
CONSULENTE DI MARKETING E FORMATORE

- MARKETING STRATEGICO
- BRANDING
- NUOVI CONCEPT
- RILANCIO E RIPOSIZIONAMENTO
- START-UP & PRE-OPENING

delvecchio@teamworkhospitality.com

3400961194

INSTAGRAM @nicoladelve

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**Un hotel nuovo non è sempre di successo
ma un hotel di successo è sempre nuovo**

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**Un hotel di successo è
sempre innovativo, cambia
le regole**

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Un hotel innovativo è unico, inimitabile, profittevole

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LE CATENE ALBERGHIERE CREANO CENTRI DI INNOVAZIONE



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Marriott Hotels 10/11/2016 - Bethesda, MD

Marriott Hotels Introduces World's First
Hotel Innovation Incubator – M Beta at
Charlotte Marriott City Center

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Un hotel innovativo ragiona da brand

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**DESIGN
IS THE SILENT
AMBASSADOR
OF YOUR BRAND**

- PAUL RAND -

www.mistimages.be

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**Il design deve essere il protagonista:
è il portavoce del brand
e del modello di business**

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MACROTREND DEL DESIGN ALBERGHIERO dei PROSSIMI 10 ANNI

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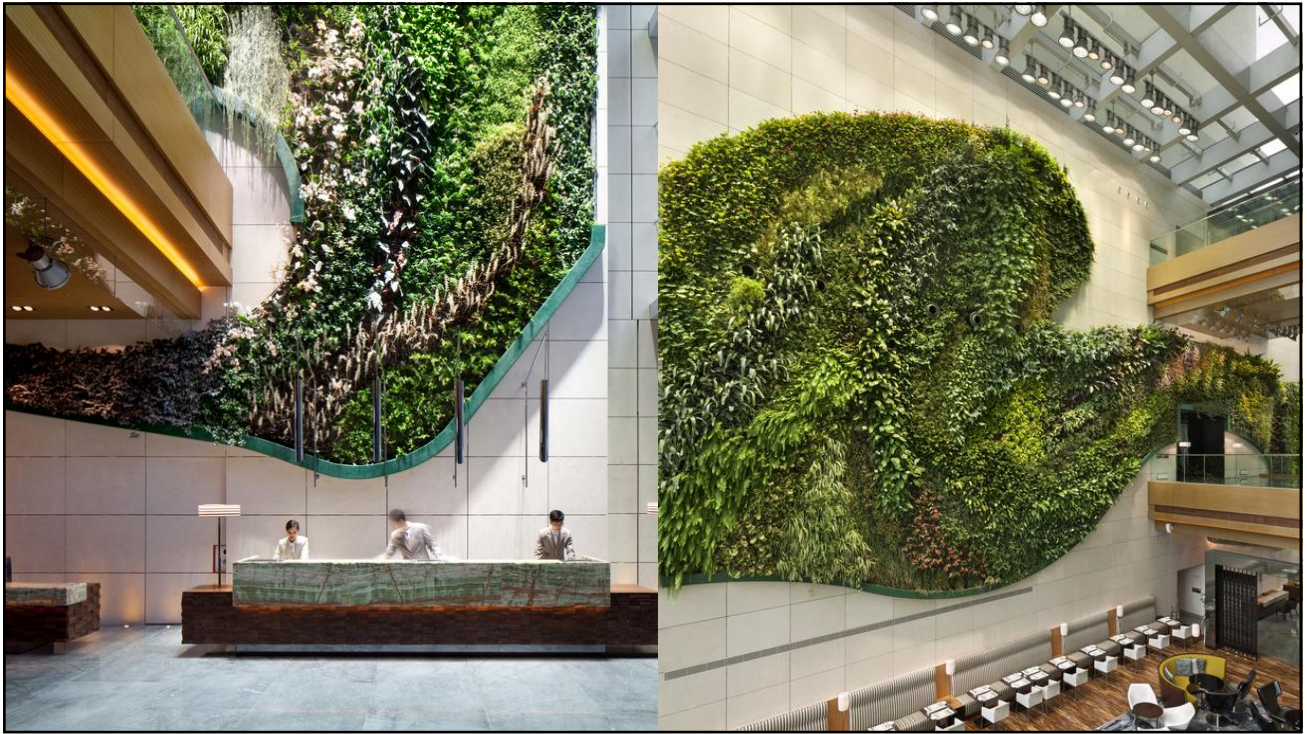
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1 DESIGN BIOFILICO

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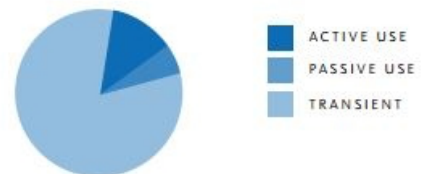


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USER TRENDS IN BIOPHILIC AND CONVENTIONAL HOTELS

CONVENTIONAL HOTELS AVERAGE



BIOPHILIC HOTELS AVERAGE



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ECO CONSCIOUS DESIGN

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New sustainable Treehouse hotel brand to debut in London

◇ BEST PRACTICE / HOTEL MANAGEMENT / OWNERS & OPERATORS by ZOE MONK on OCTOBER 9, 2019

f FACEBOOK

tw TWITTER

in LINKEDIN



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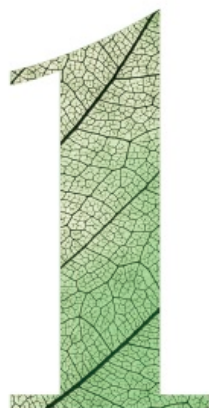
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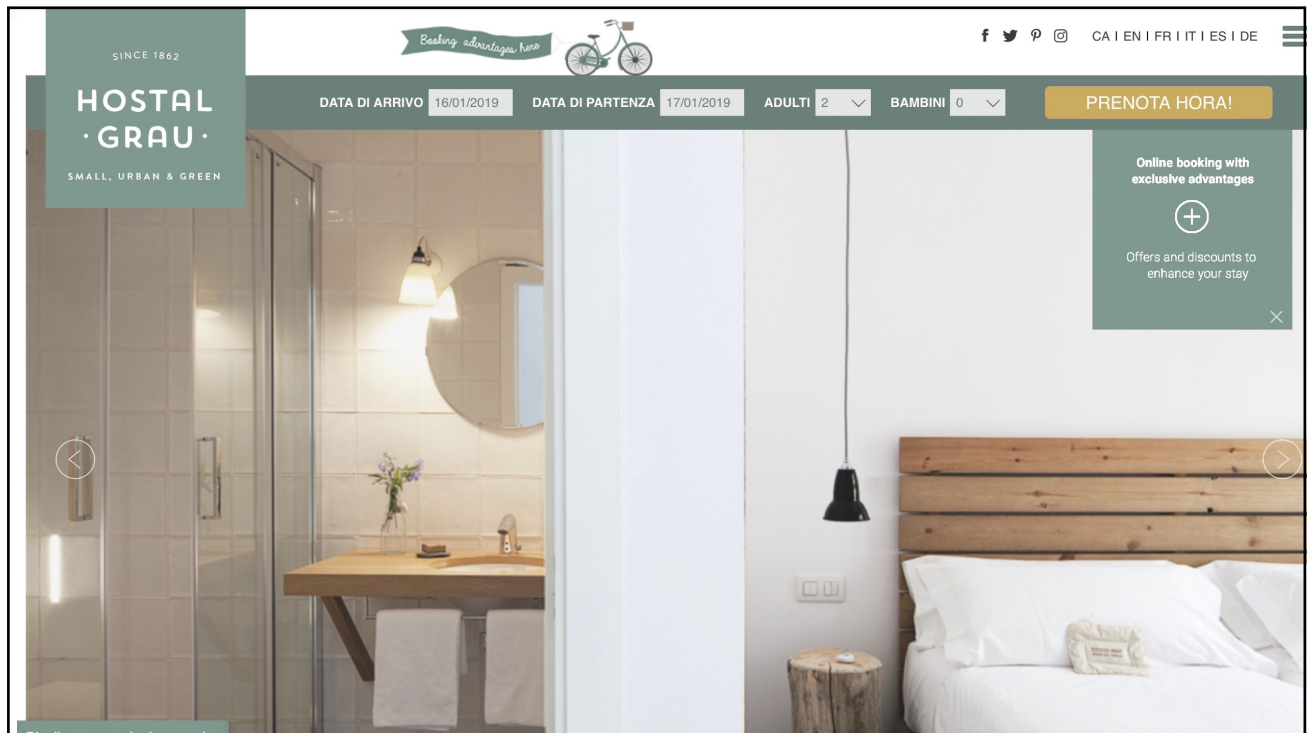


HOTEL
central park

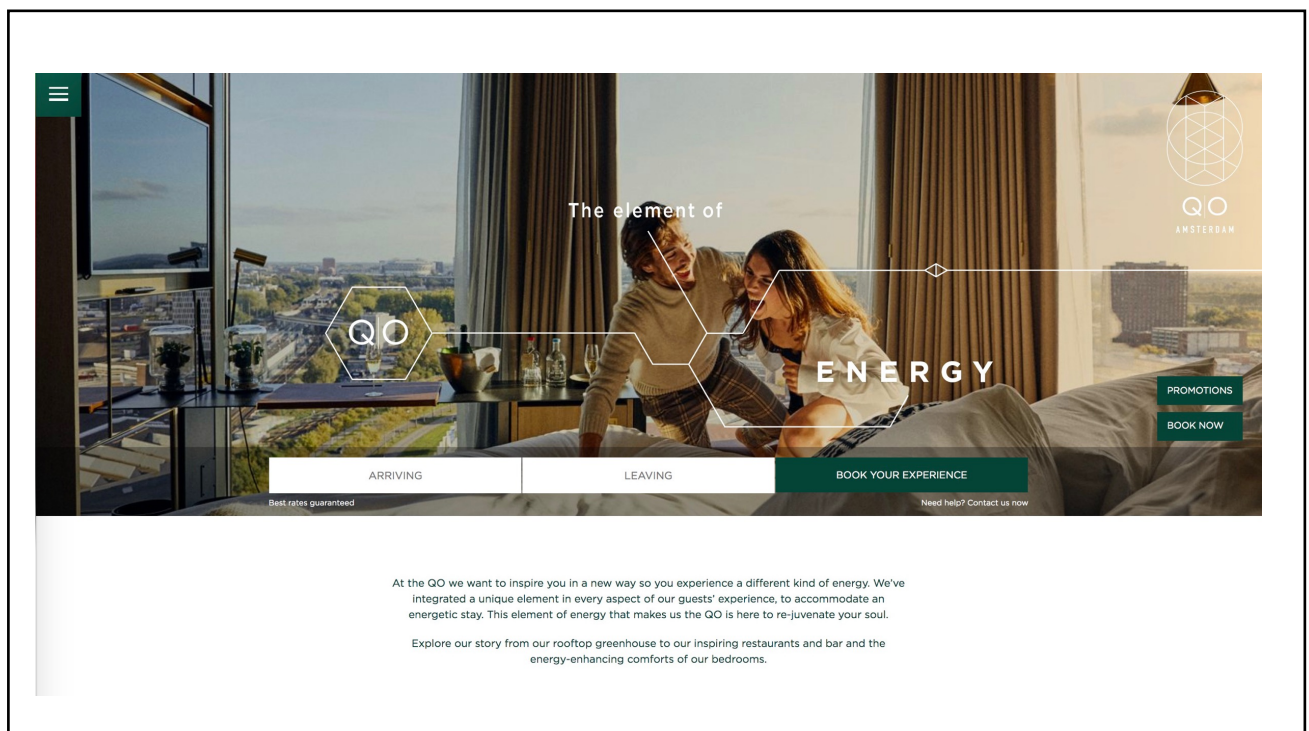
"I wanted to capture the beauty of nature in a hotel and commit to safeguarding it as best I can, a responsibility that I believe we all share. It's 1 world."



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HUMAN CENTERED DESIGN

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**Designing the front desk with
empathy can take pain out of the
hotel check-in process**

By Oliver Staley • July 11, 2016



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FRICITIONLESS & SMART DESIGN

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Design

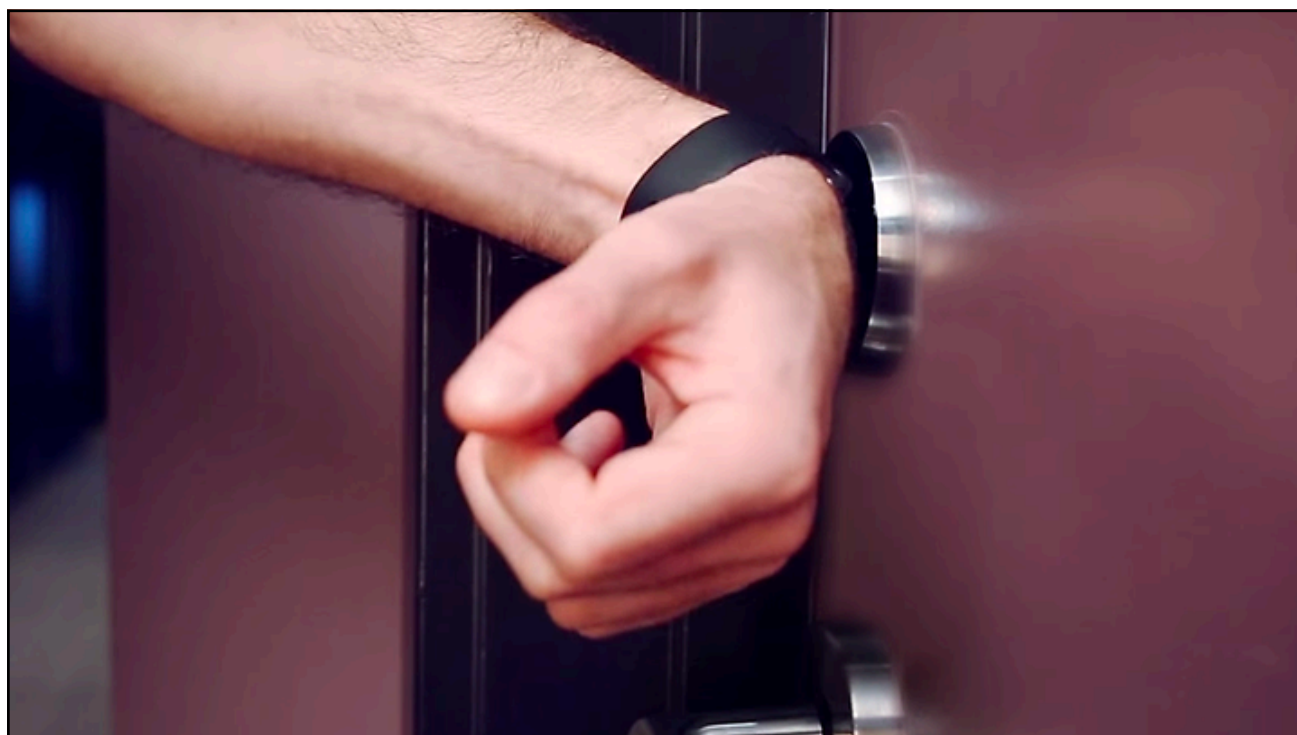
is not just what it looks like and feels like.

It is how it works

-Steve Jobs

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DESIGN

INSTAGRAMMABILE

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L'HOTEL DEVE RACCONTARE STORIE

STIMOLARE UNA RELAZIONE UNICA, ESCLUSIVA E INSOSTITUIBILE.

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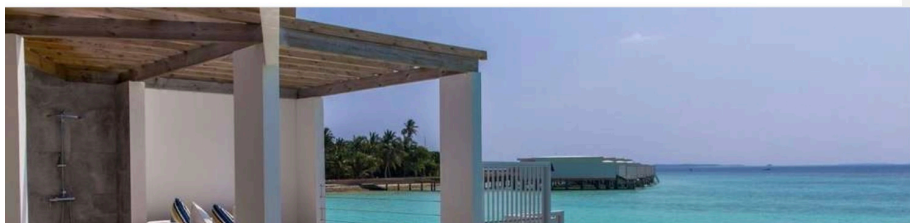
The Most Instagrammable Hotels Of 2019

Ten Insta-worthy Suites and Villas Around the World

3 min

share this article in twitter facebook email

Frankfurt - Nowadays, Instagrammability is nearly as important as service and location: Today's travellers want to capture photos that impress. From urban skylines to desert dunes, WorldHotels put together the most the most Instagram-worthy hotel suites and villas of 2019.



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**HOTEL
INSTAGRAMMABILE!**



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**R.O.I.
RETURN ON INVESTMENT**

**R.O.I.
RETURN ON
INSTAGRAM**

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WHAT IN THE FRESH HELL

Swiss hotels are hiring Instagram “sitters” to post photos for you

By [Hanna Kozłowska](#) · November 27, 2018

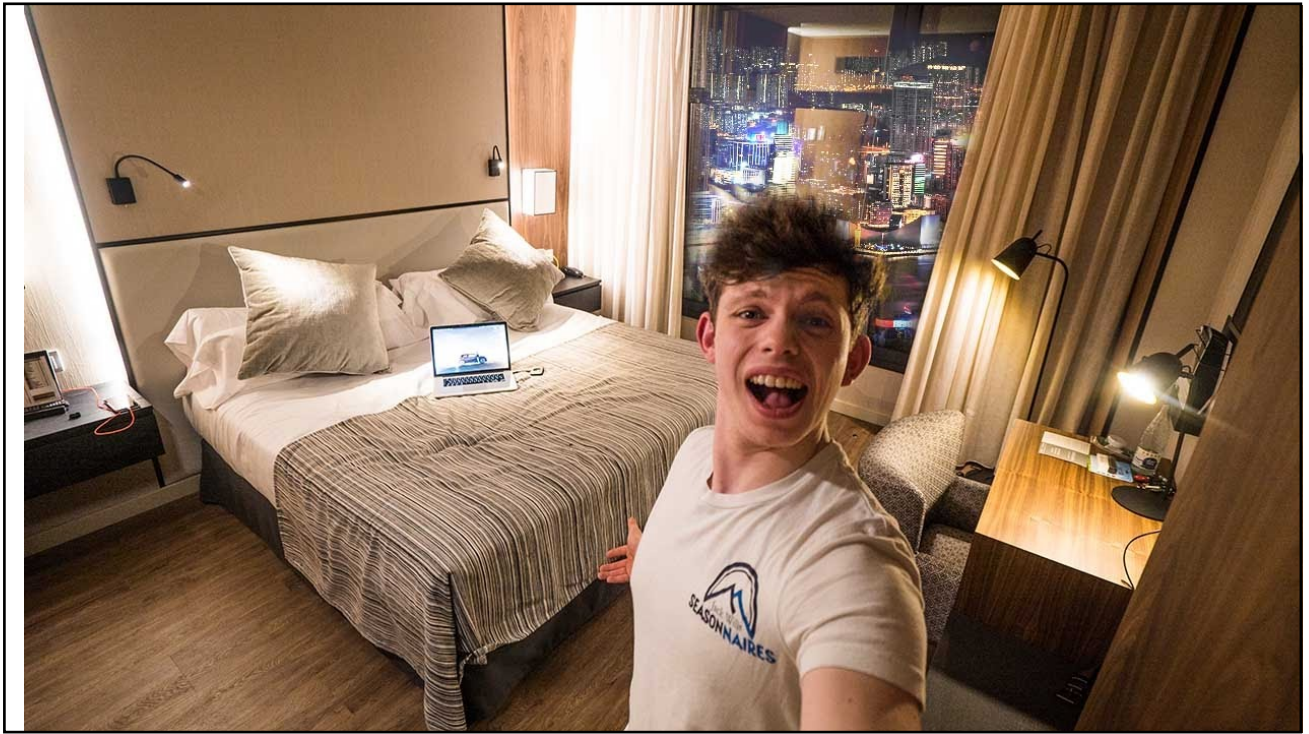


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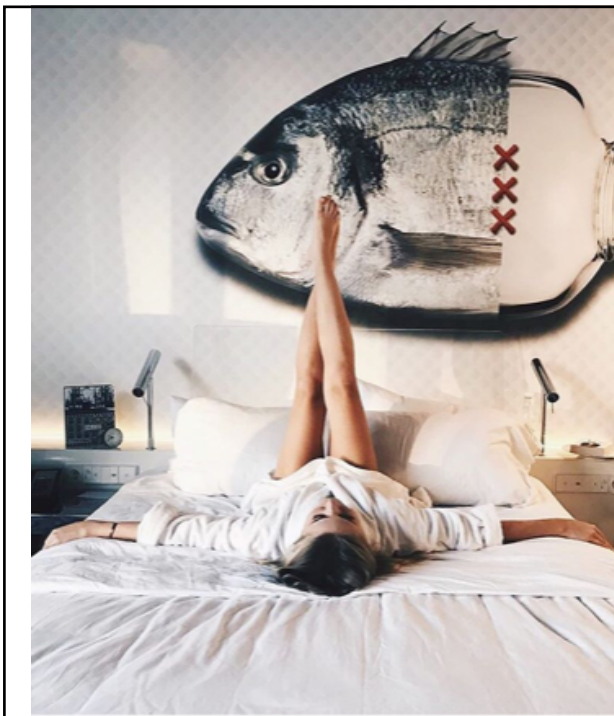


CARICHERESTE SUL VOSTRO INSTAGRAM QUESTA CAMERA

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HOSPITALITY
LIVING
EXPERIENCE

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ovre.
DESIGN
WWW.OVREDESIGN.COM

RESTYLING ED INTERIOR DESIGN ,9

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HOTEL DESIGN TREND

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TREND NEL DESIGN DELLE CAMERE

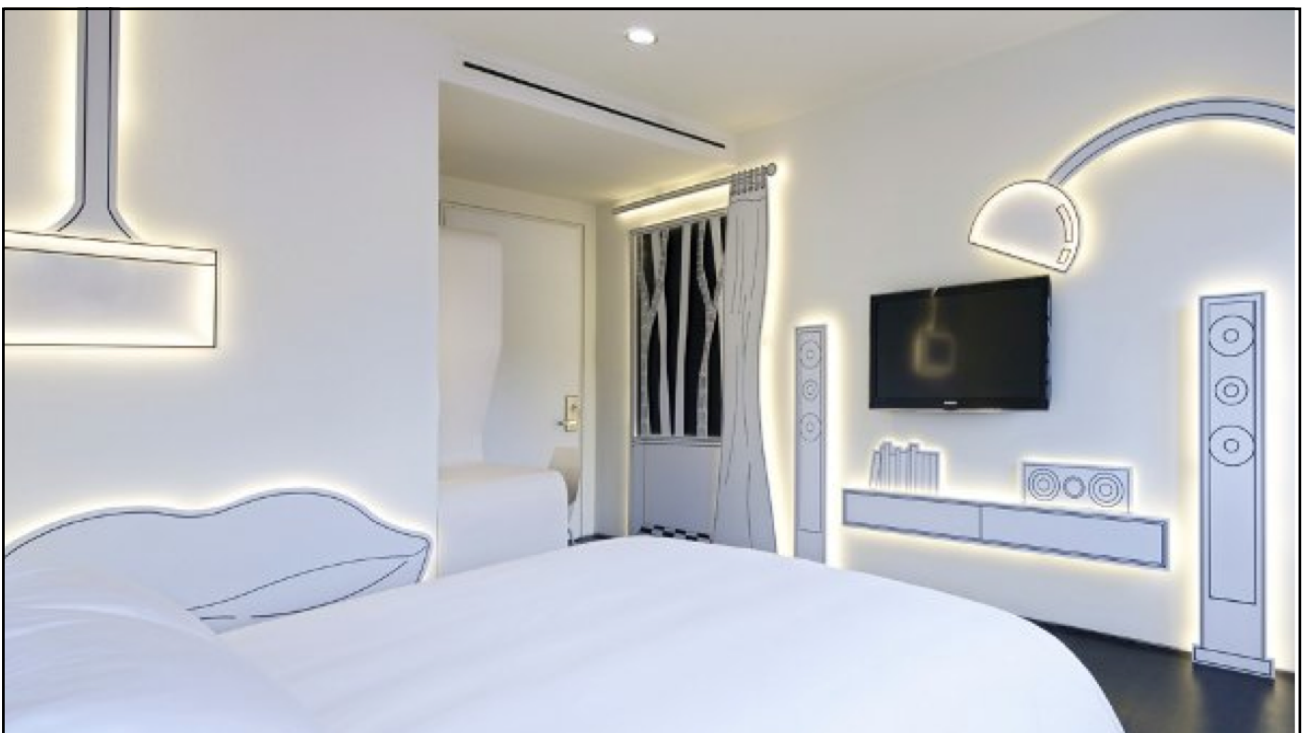
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LA PERCEZIONE VALE PIÙ DELLA REALTÀ



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**“simplicity
is
the new sophistication”**

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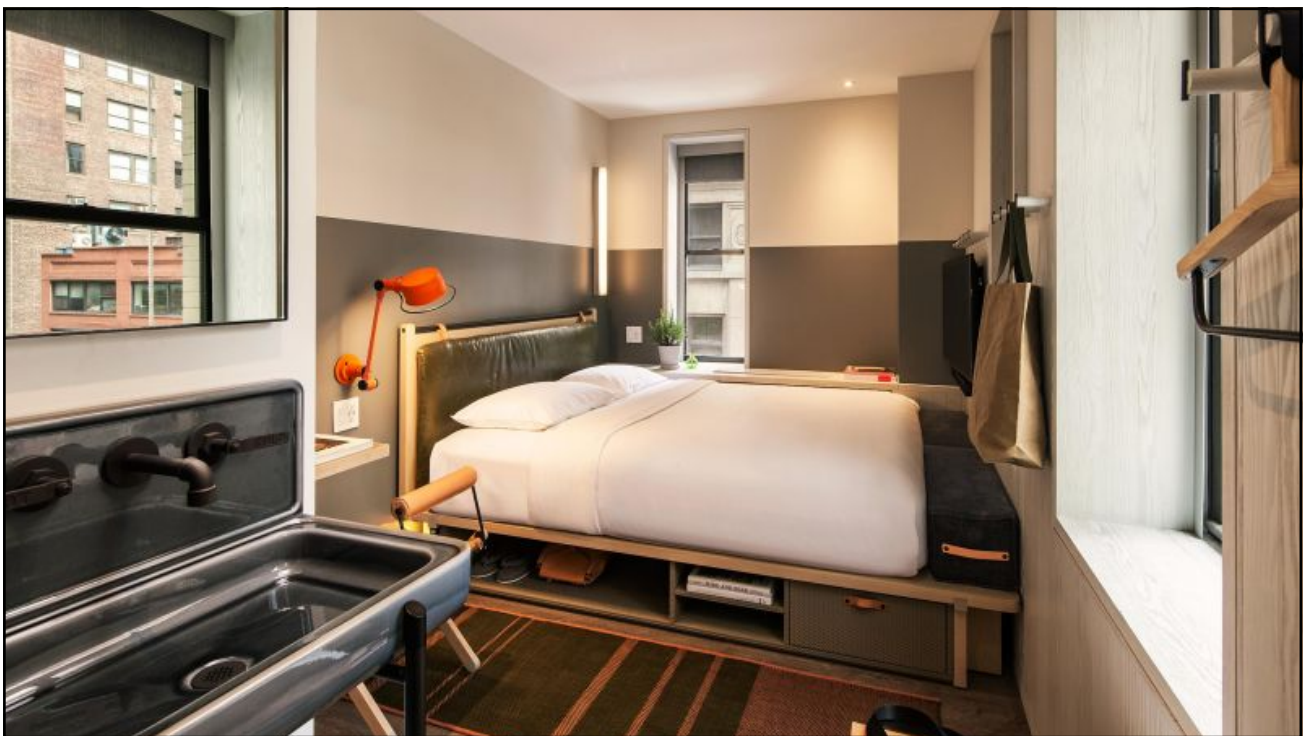
**Spazi piccoli e compatti
sono sempre più apprezzati
se, e solo se, estremamente
funzionali ed efficienti**

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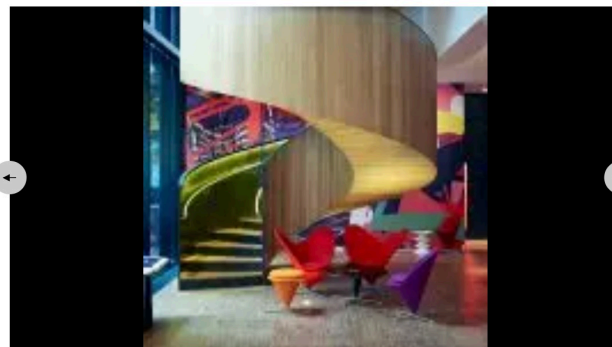


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06.29.12

CitizenM: Luxury Hotels On A Shoestring, Thanks To Pre-Fab Rooms

CitizenM is using tried-and-true modular fabrication to lower the cost of luxury amenities—and so despite top-shelf art and swanky Vitra furniture, the rates are surprisingly low.



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BY KELSEY CAMPBELL-DOLLAGHAN 1 MINUTE READ

Is it possible to innovate in the hotel industry, a business fraught with failed ventures and razor-thin profit margins?

61



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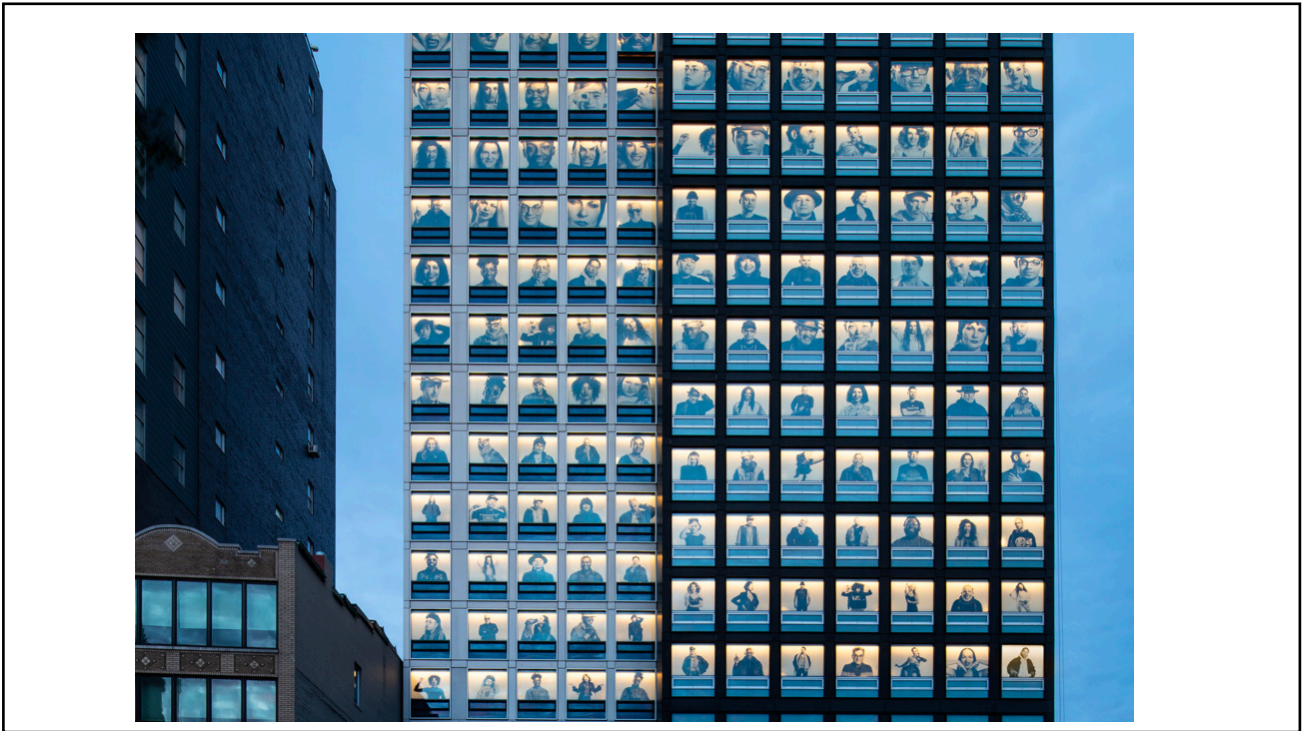
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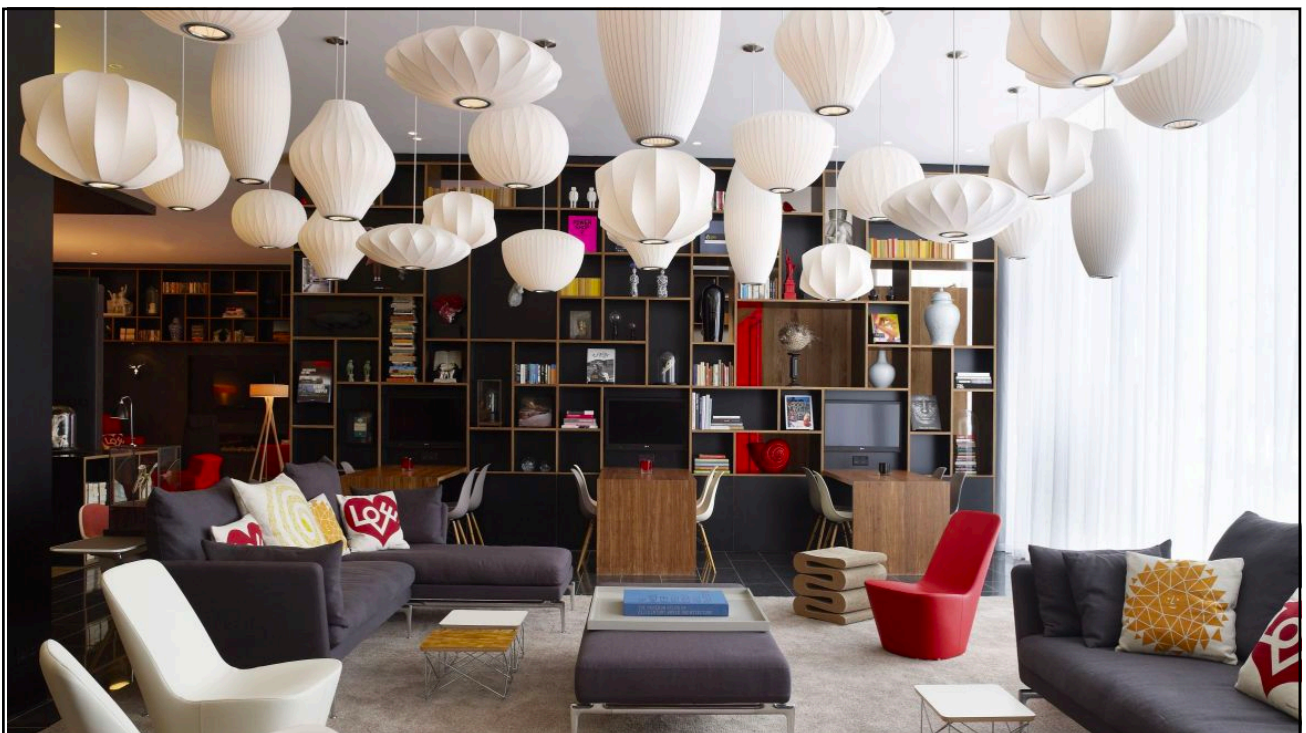
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CAMERE PLASTIC FREE



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DA “TELEVISIONE” A “MONITOR AGGIUNTIVO”



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TECNOLOGIA PER FARE SPORT



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ZOKU: OFFICE + APARTMENT + HOTEL



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Zoku Amsterdam Hotel: Short & Long Stay Amsterdam Apartments

<https://livezoku.com/> ▼ Traduci questa pagina

Zoku Amsterdam official site. Zoku offers flexible home/office hybrid apartments in Amsterdam with communal working areas. Book direct now for 10% Off .

[Zoku Loft](#) · [Zoku Room](#) · [Zoku Blog](#) · [Green Zoku](#)

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BOOK NOW



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ELEMENTI "OUTDOOR" ENTRANO NELLE CAMERE



80



25 HOURS HOTEL (IN ARRIVO IN ITALIA)

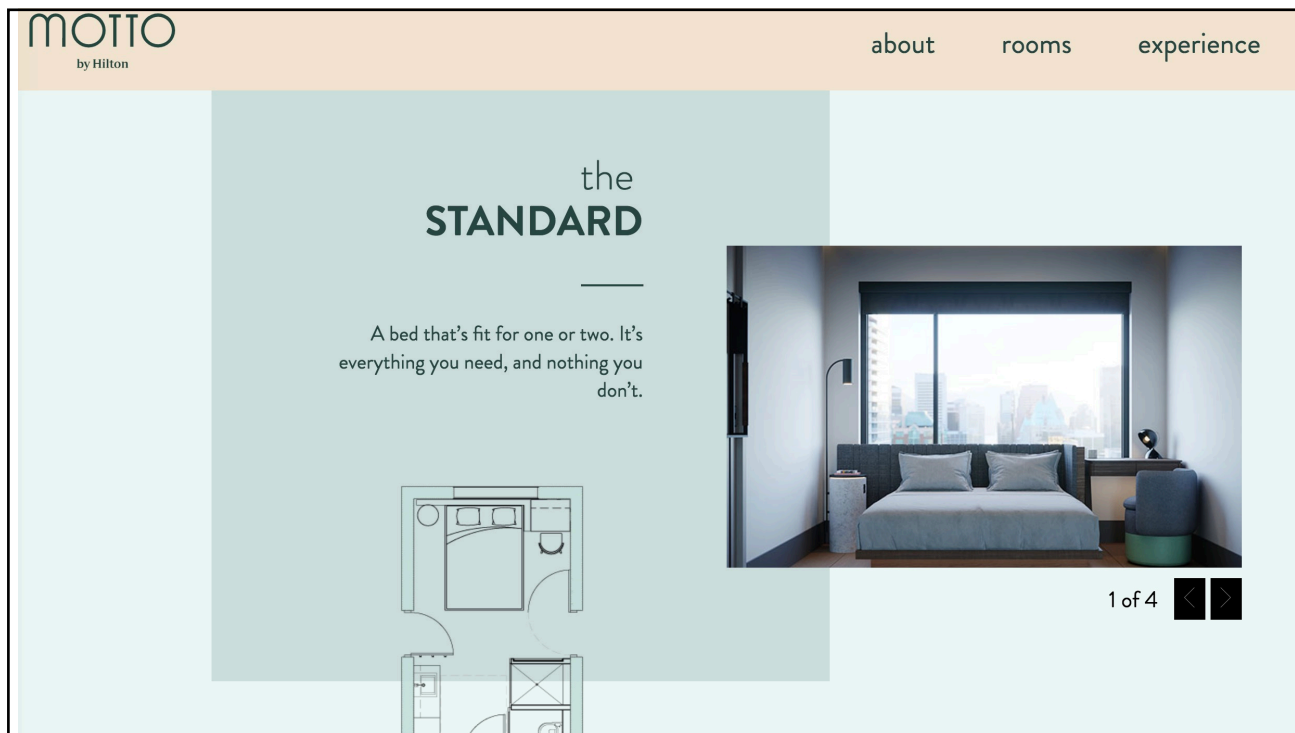
81



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mOTTO
by Hilton

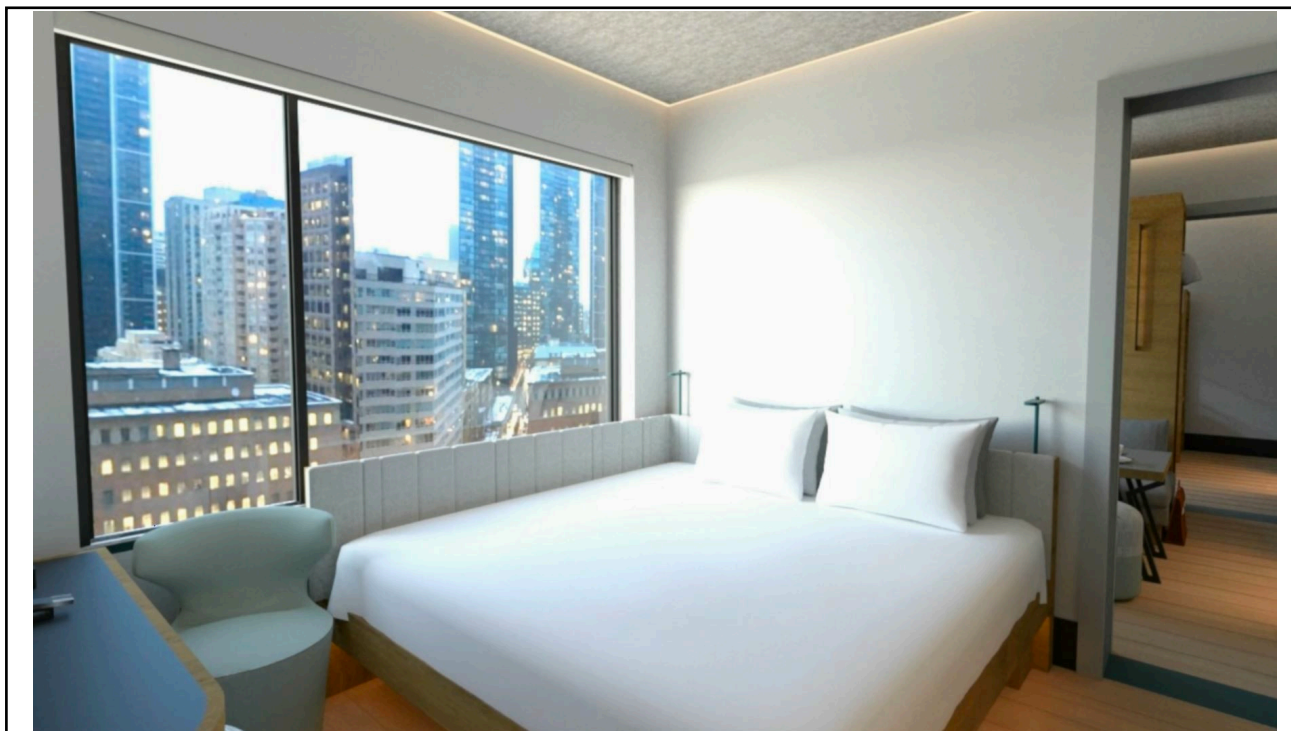
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TREND NEL DESIGN DEI BAGNI

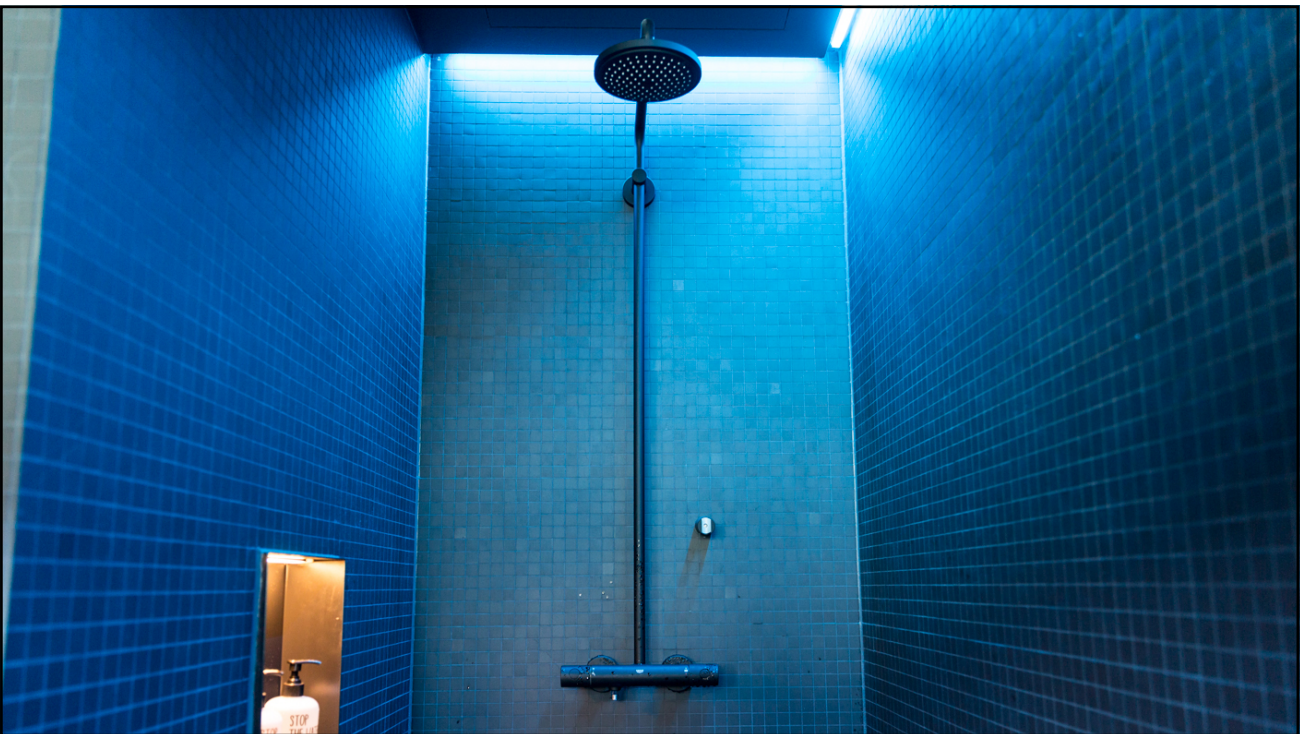
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SPA-LIKE BATHROOM



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ECO CHIC DESIGN - 1 HOTEL NYC



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BAGNI “APERTI” VERSO LA CAMERA



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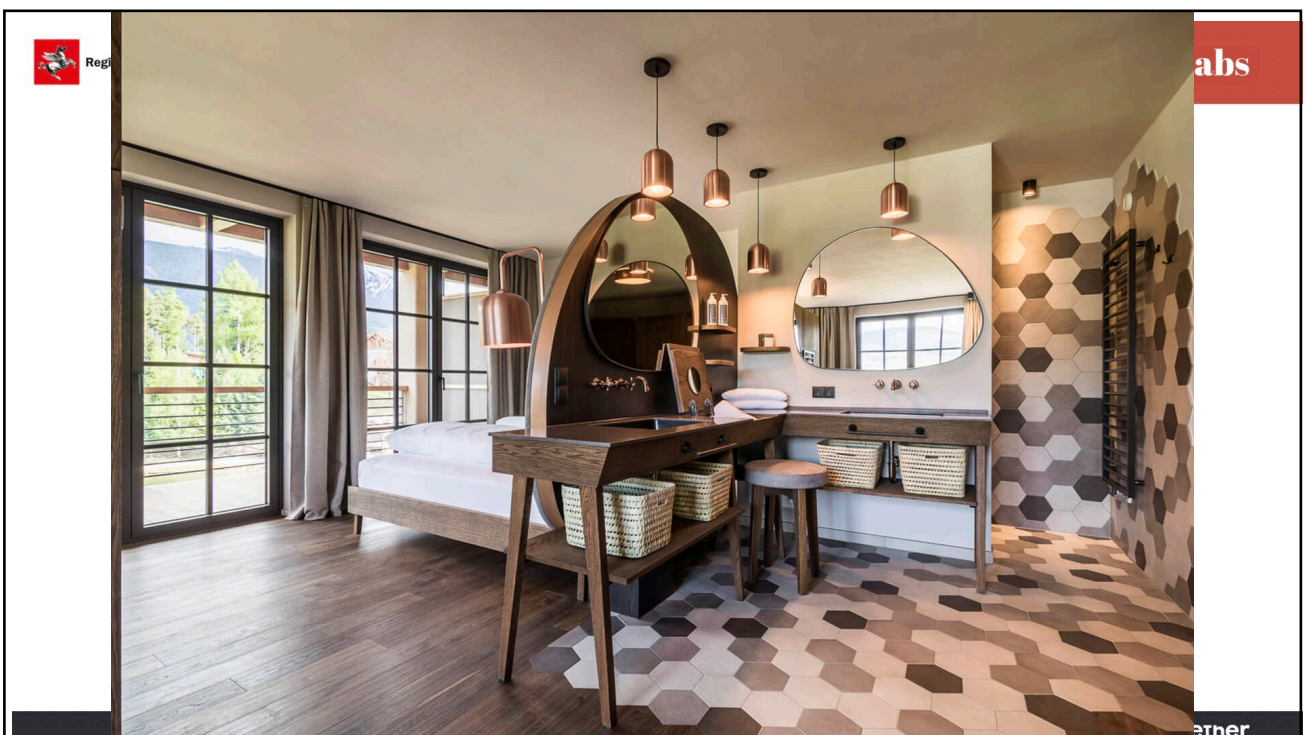
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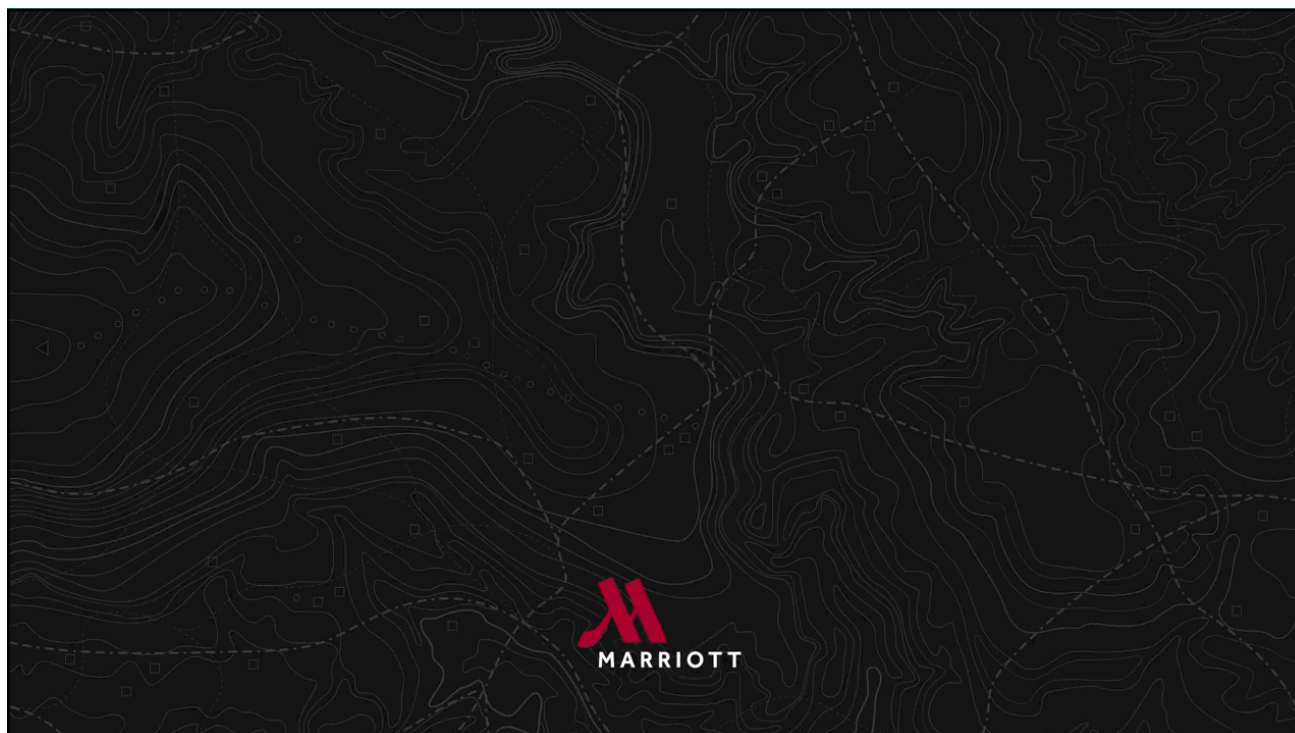
102



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TREND NEL DESIGN DEI LETTI

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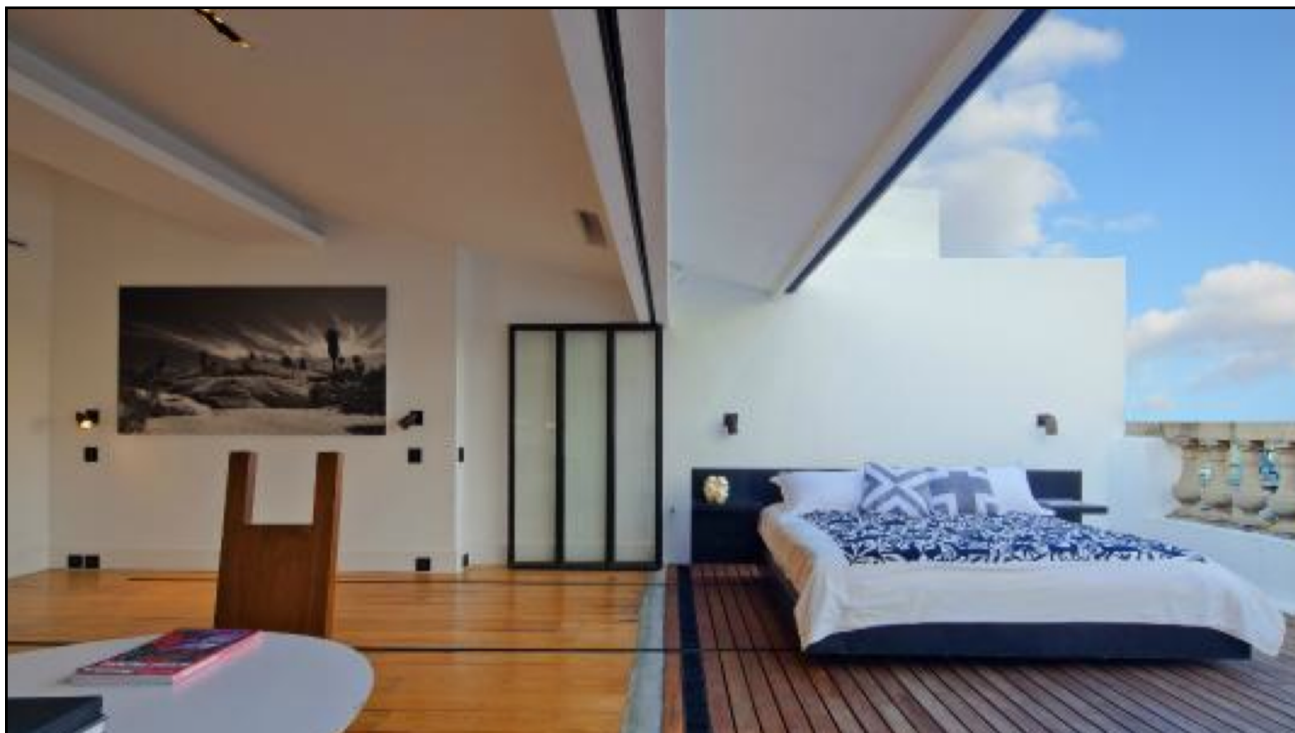
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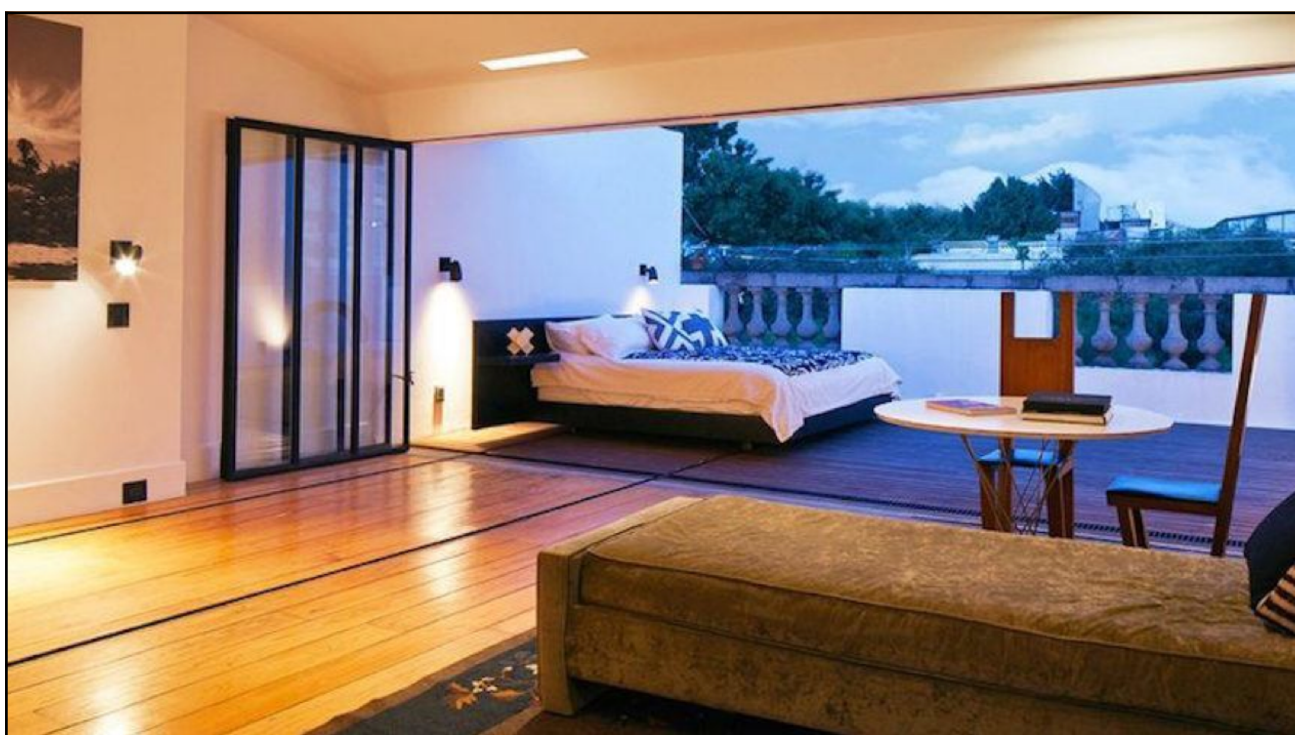
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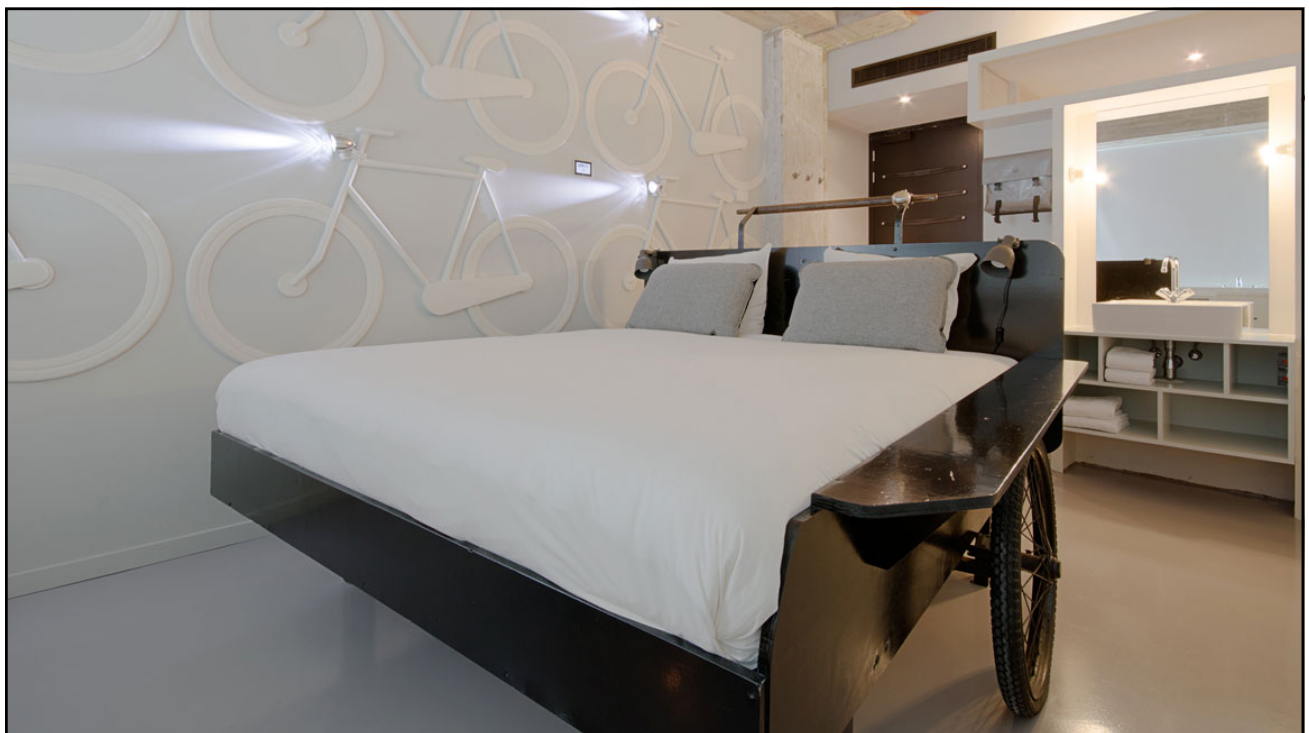
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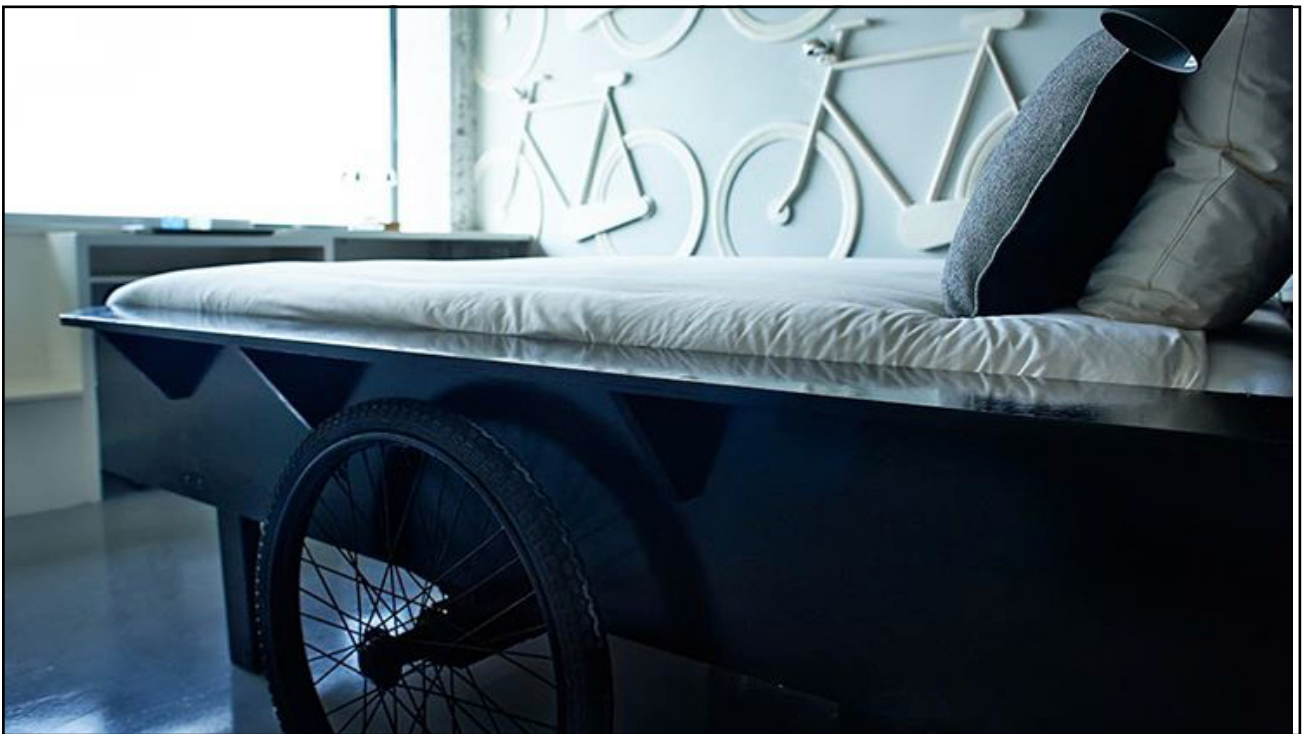
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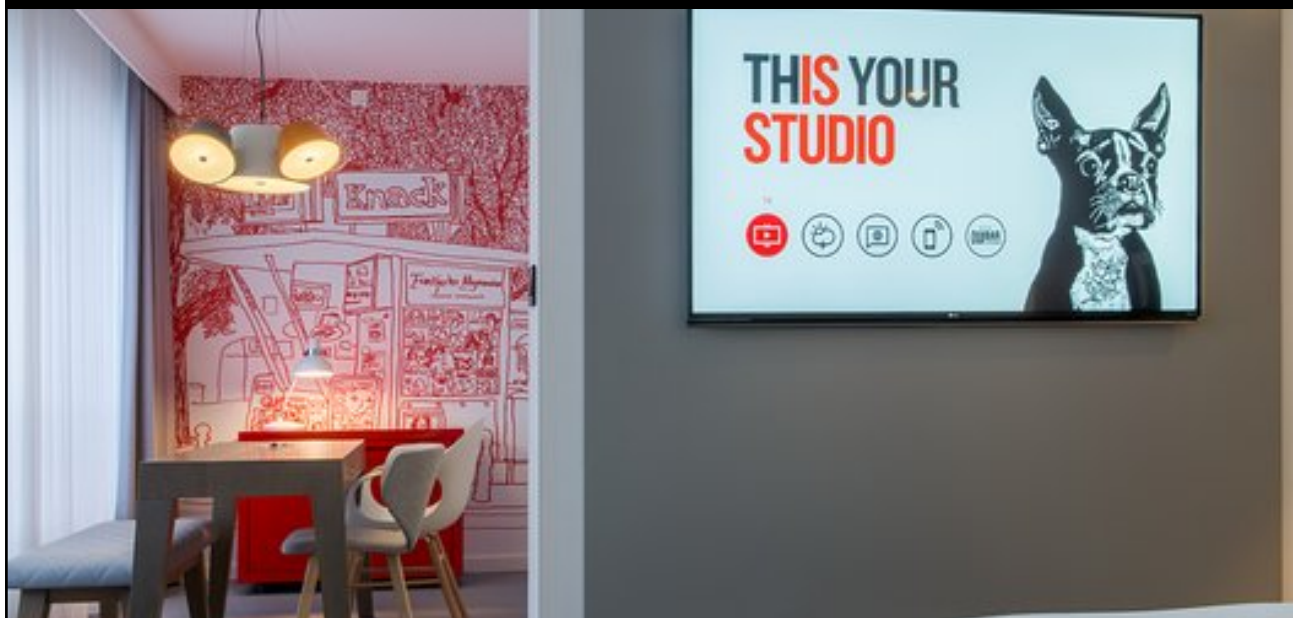
TREND NEL DESIGN DELLE SUITE

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STUDIO SUITE – UN UFFICIO TEMPORANEO



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SUITE "LAGO" – HOTEL DORY RICCIONE



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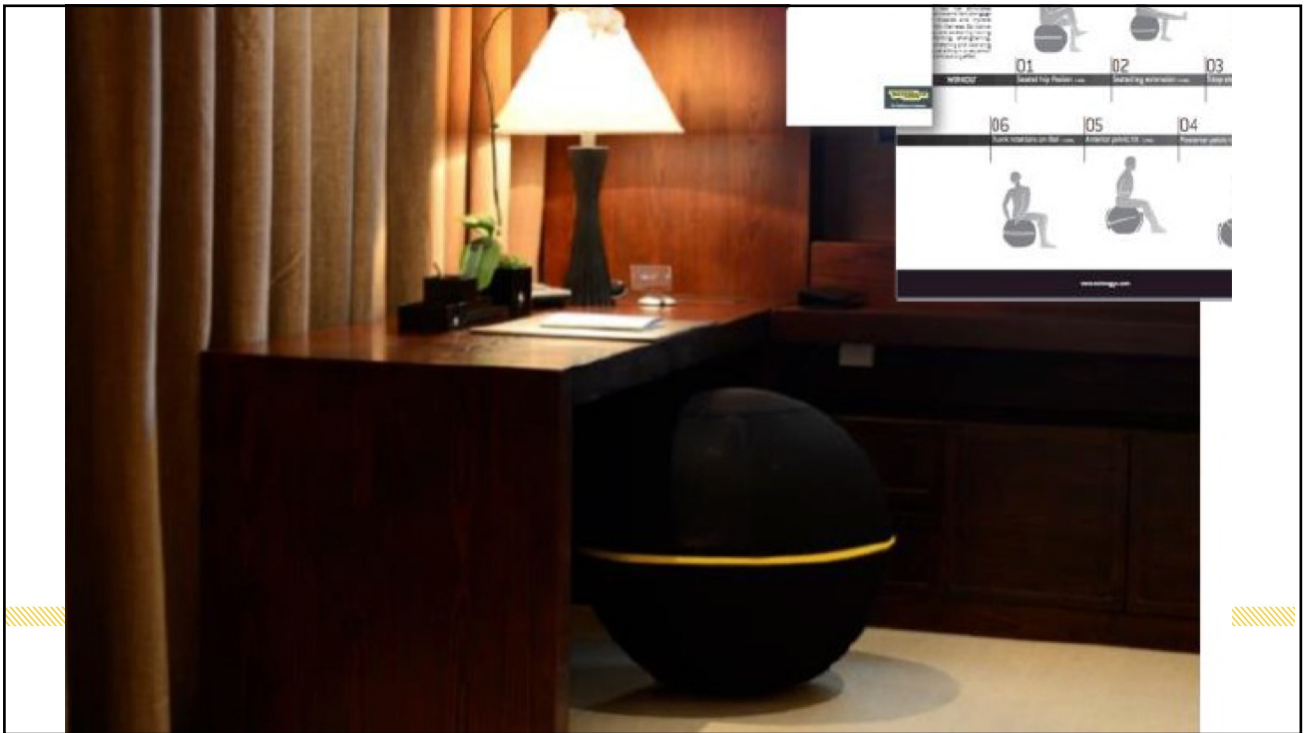
SUITE ACTIVE O WELLNESS



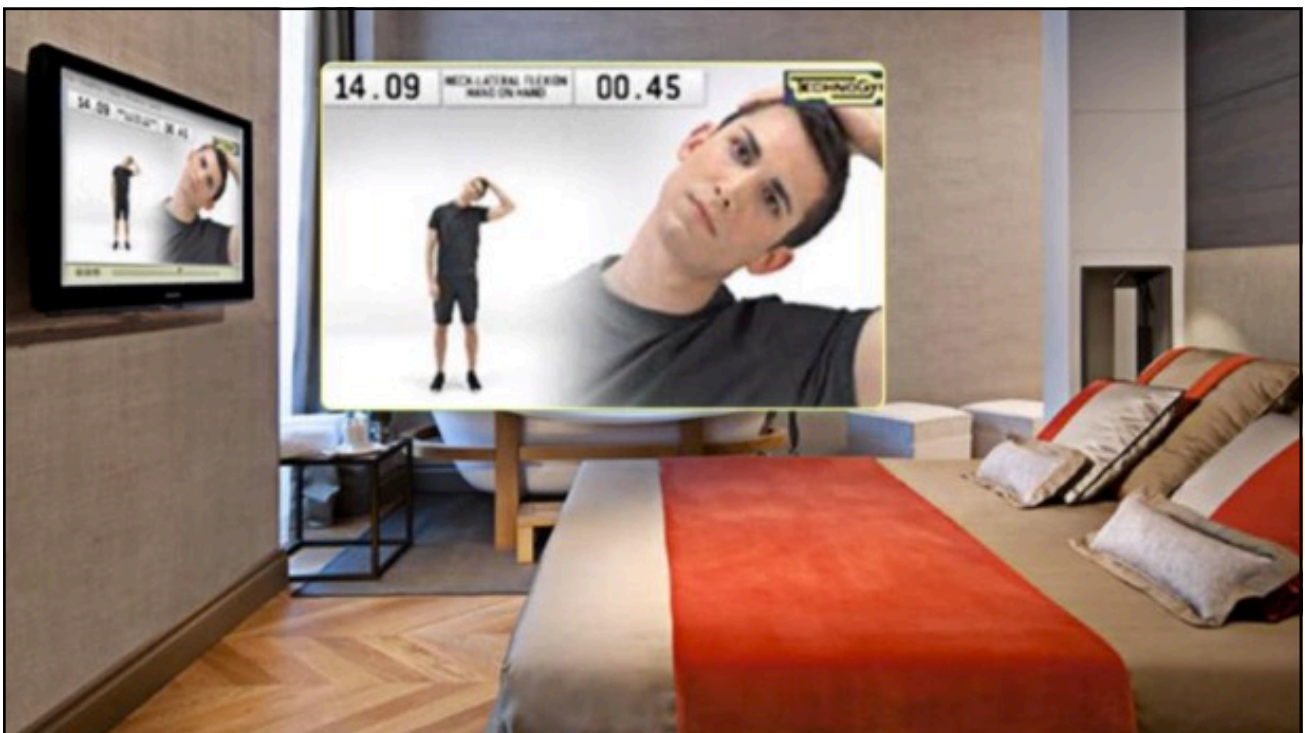
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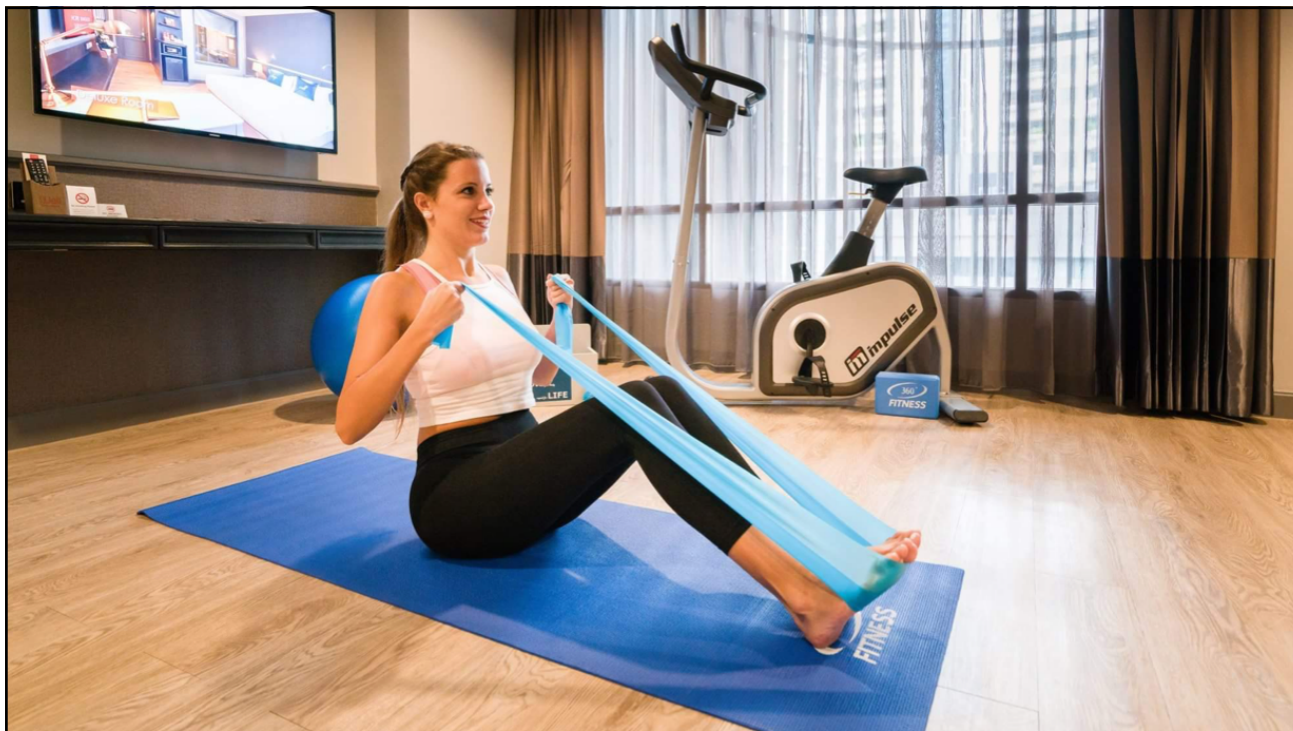
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ANGOLI COTTURA PER DARE UN SAPORE DI “CASA”



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TREND NEL DESIGN DELLE LOBBY e aree comuni

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135

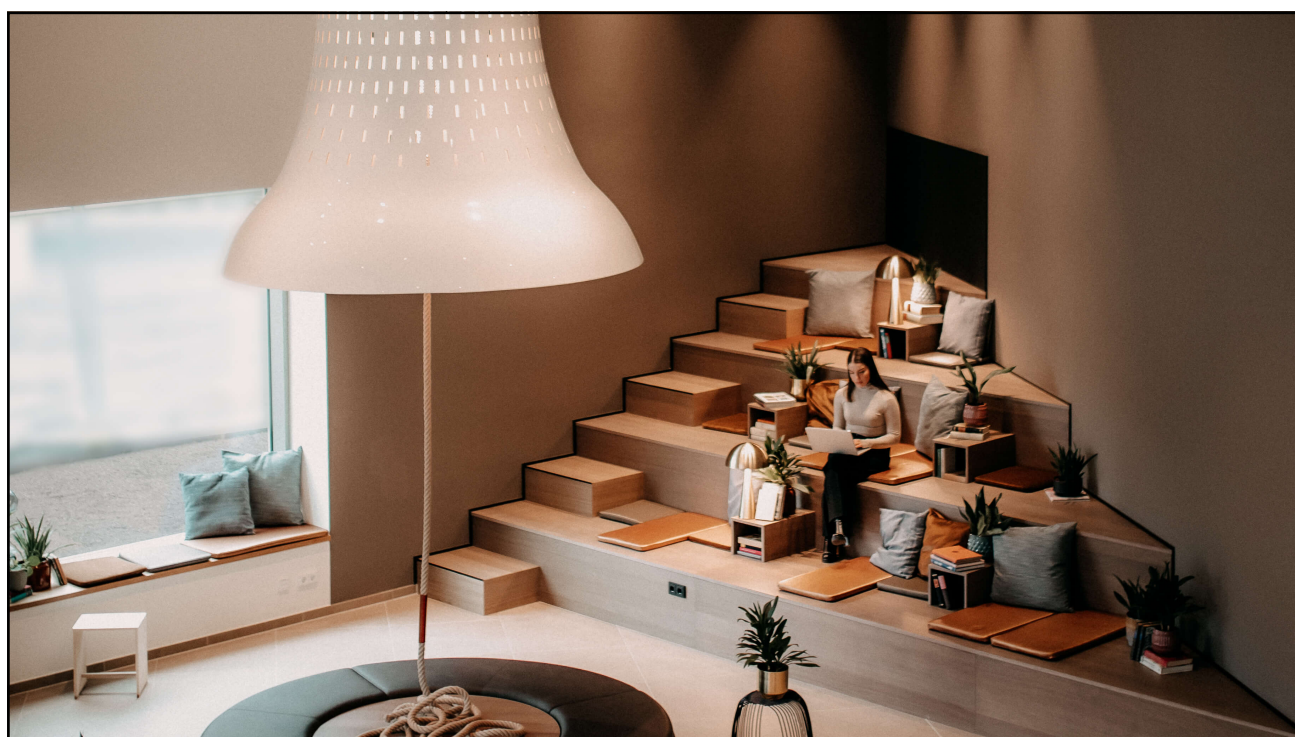
**INTRATTENIMENTO, SVAGO, LAVORO
NELLO STESSO AMBIENTE**



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AREE COMUNI POLIFUNZIONALI



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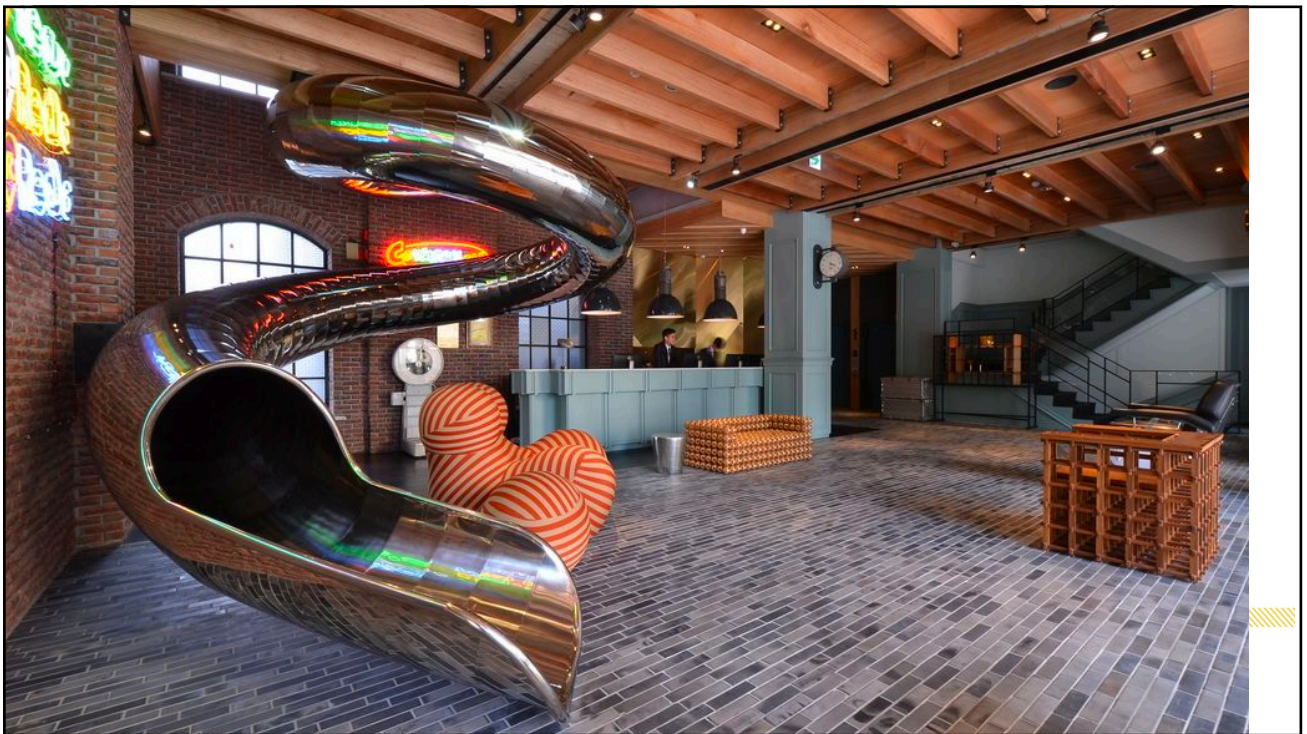
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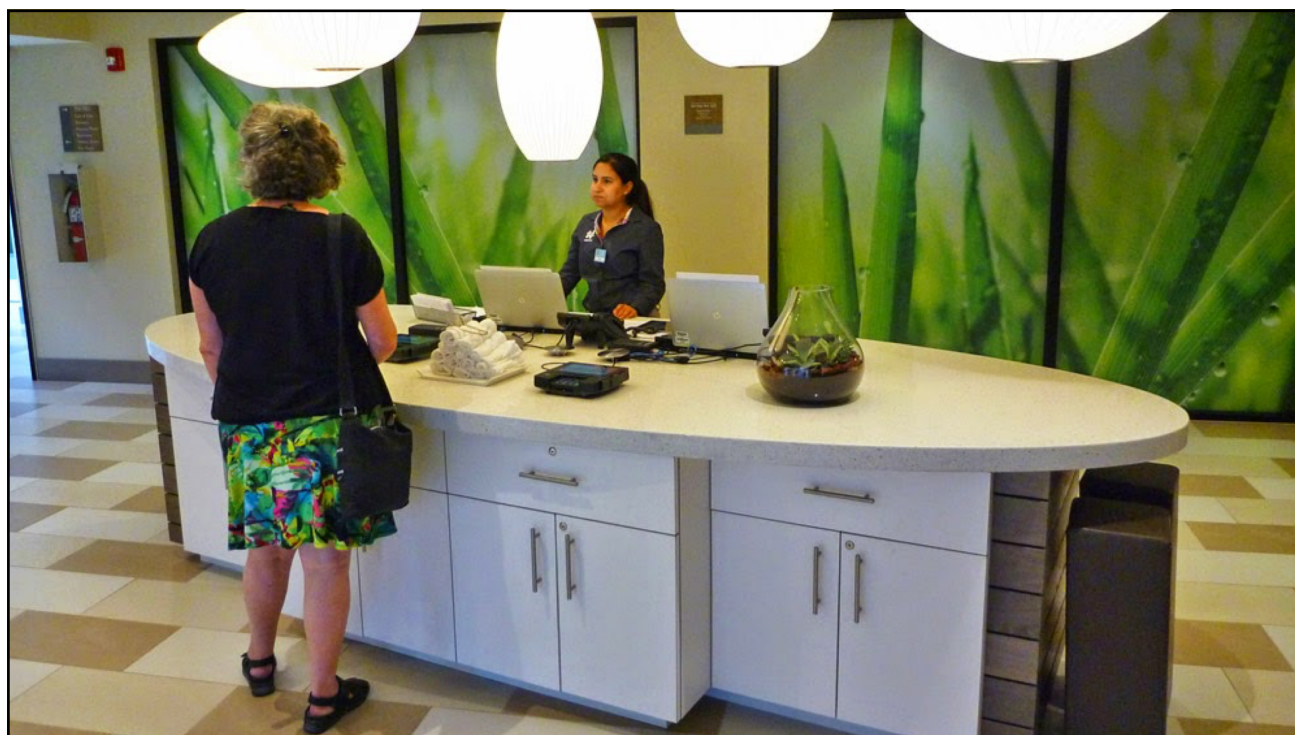
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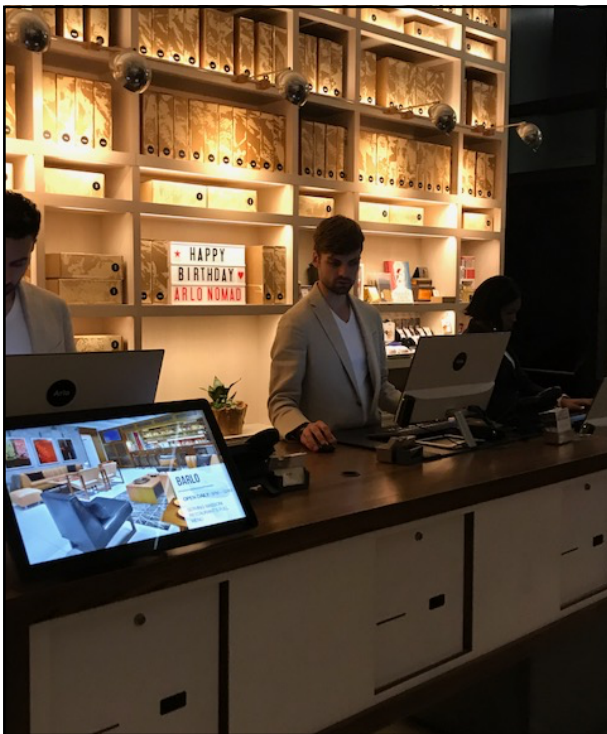
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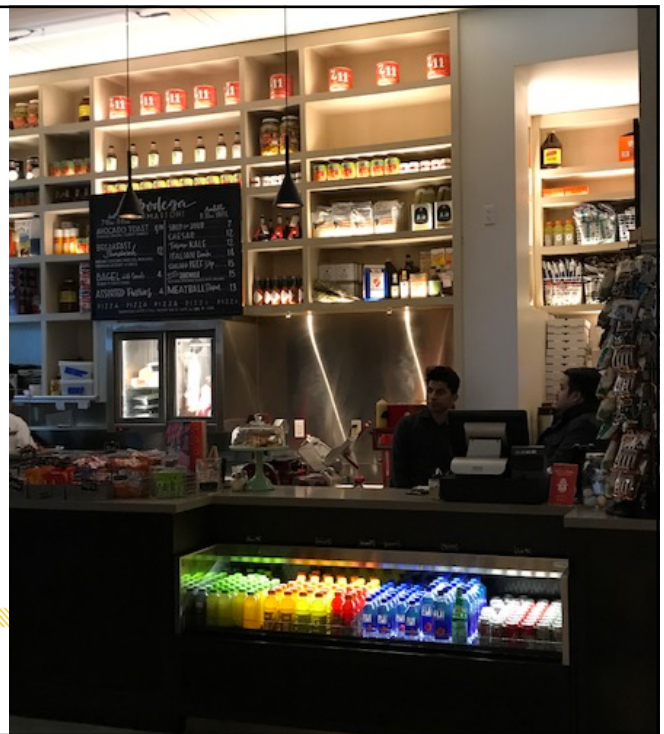
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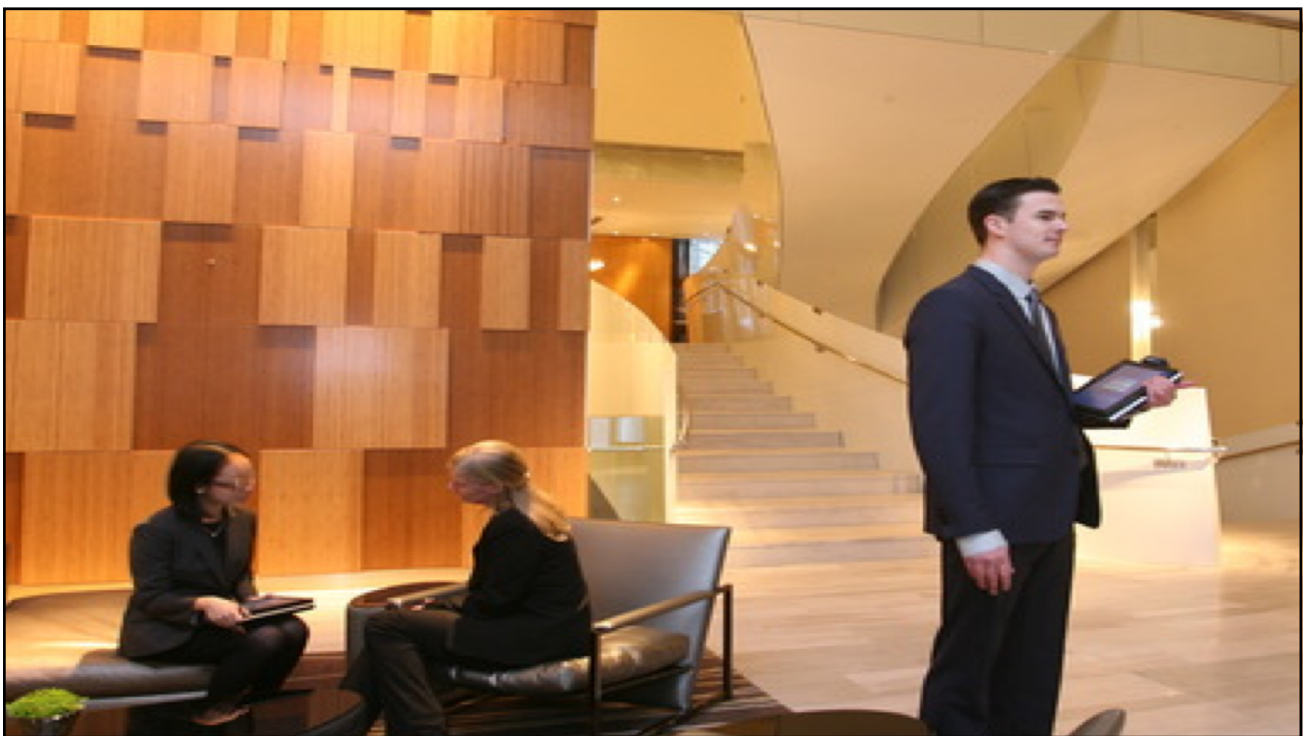


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TREND NEL DESIGN DELLE SALE MEETING

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TREND NEL DESIGN DELLA PISCINA

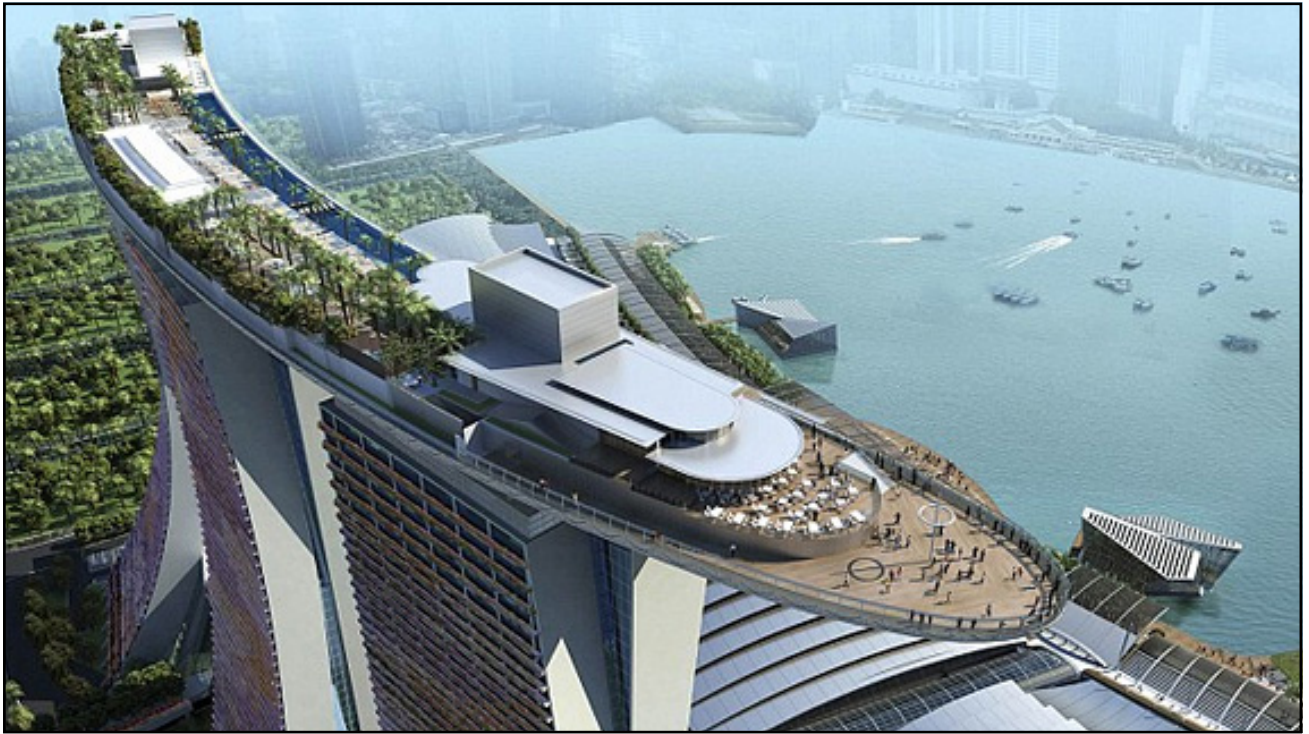
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QUANDO L'HOTEL "È LA PISCINA"

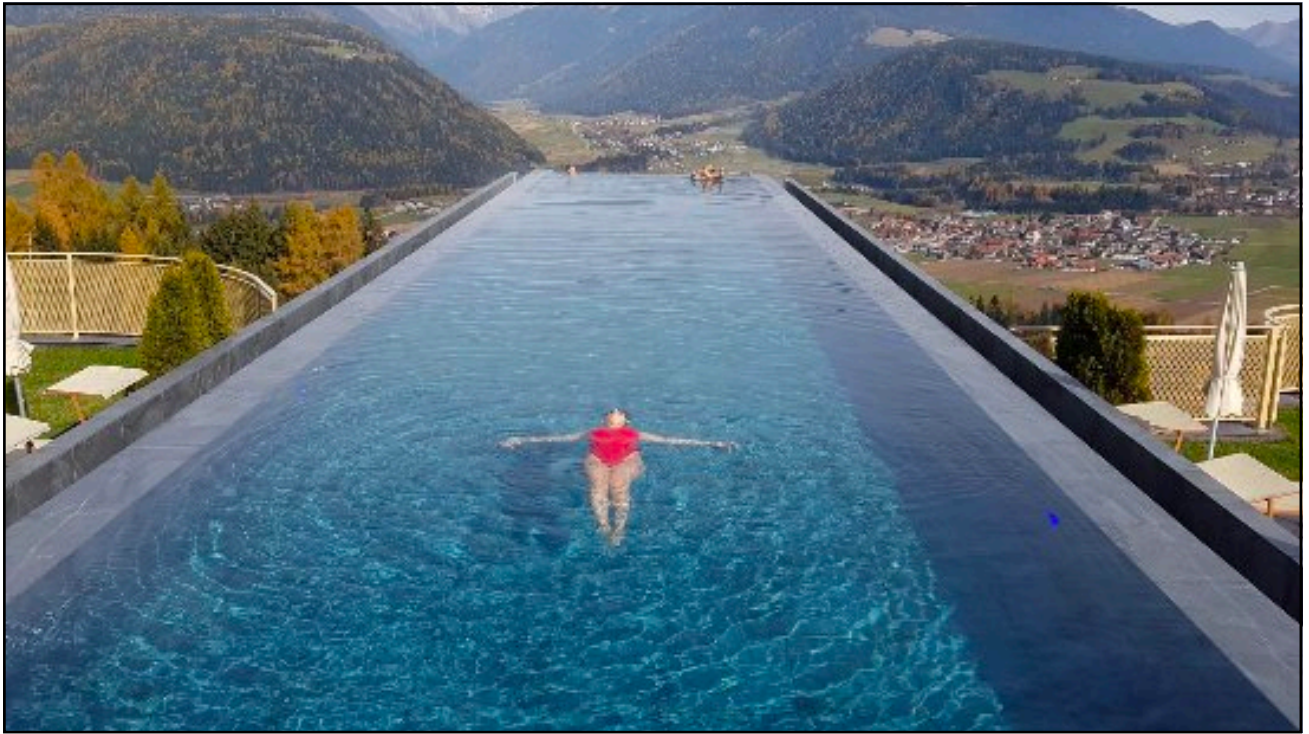
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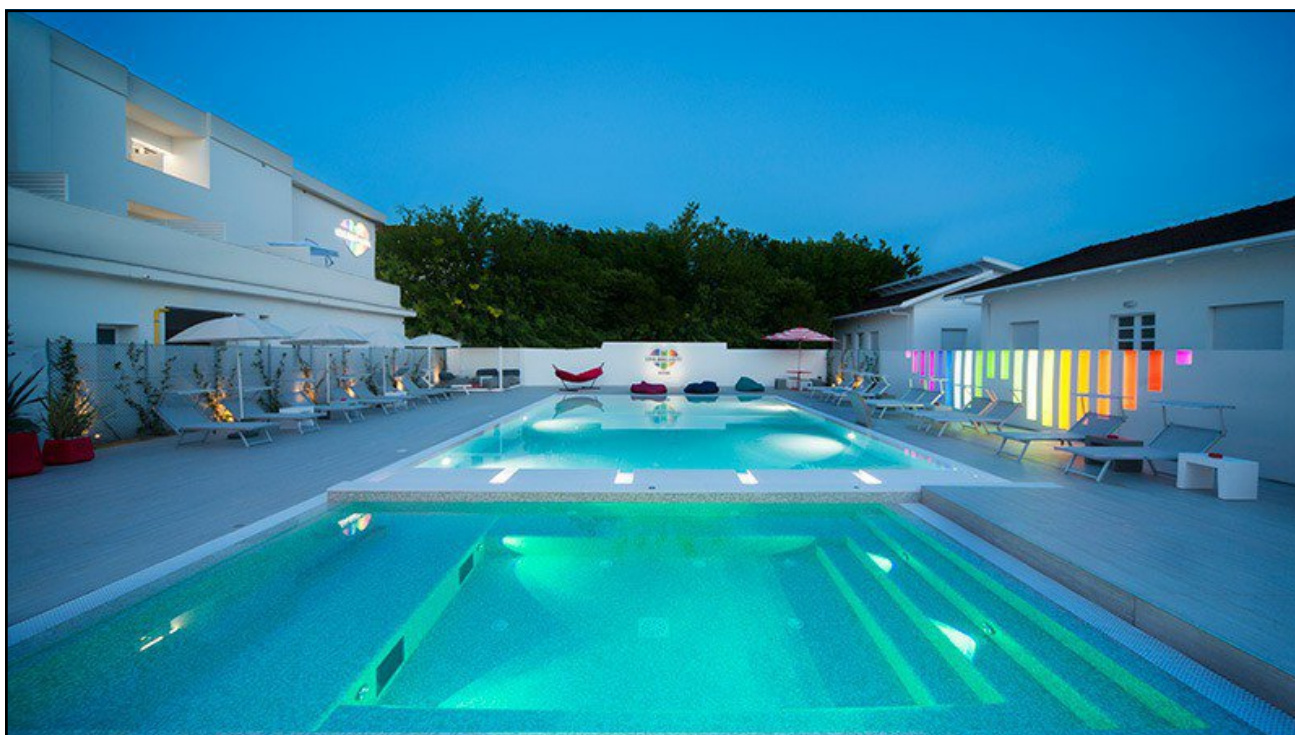
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POOL DINNER



178

BEST POOL SELFIE



179

BEST POOL SELFIE



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POOL YOGA

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TREND NEL DESIGN DI

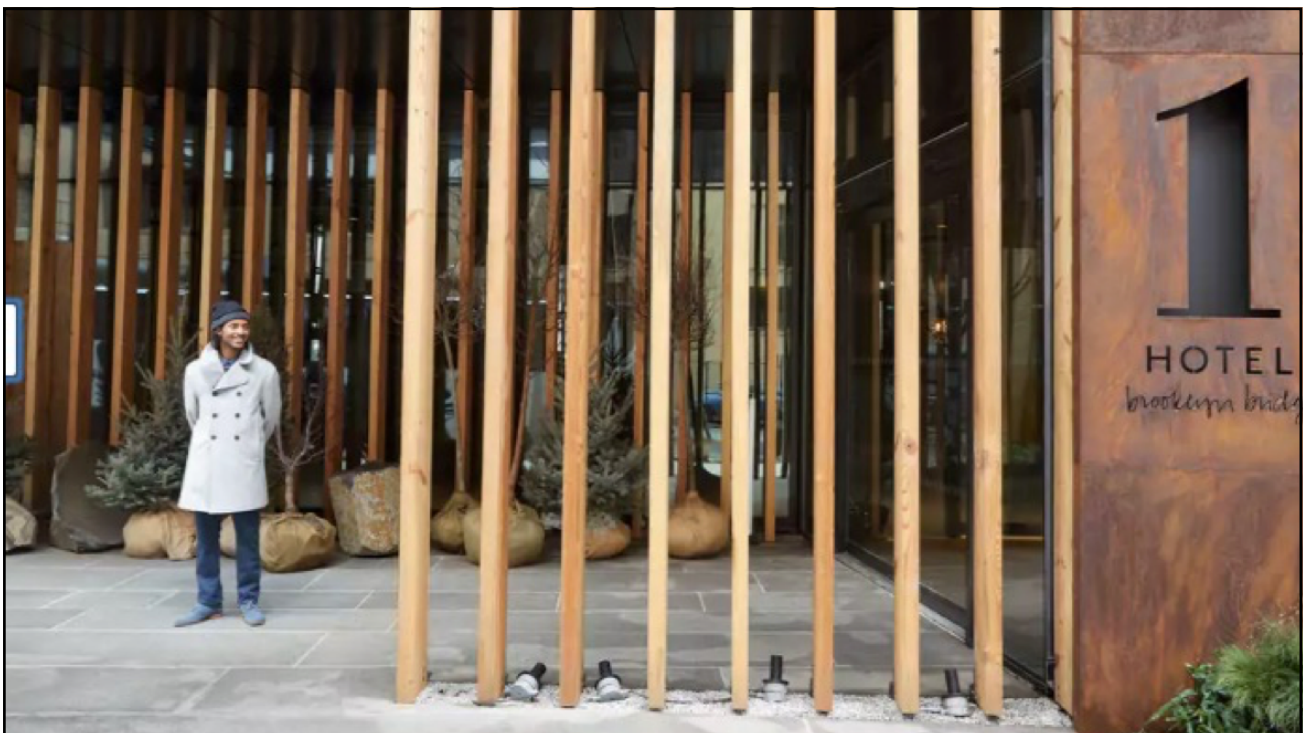
**FACCIAE
e INGRESSI**

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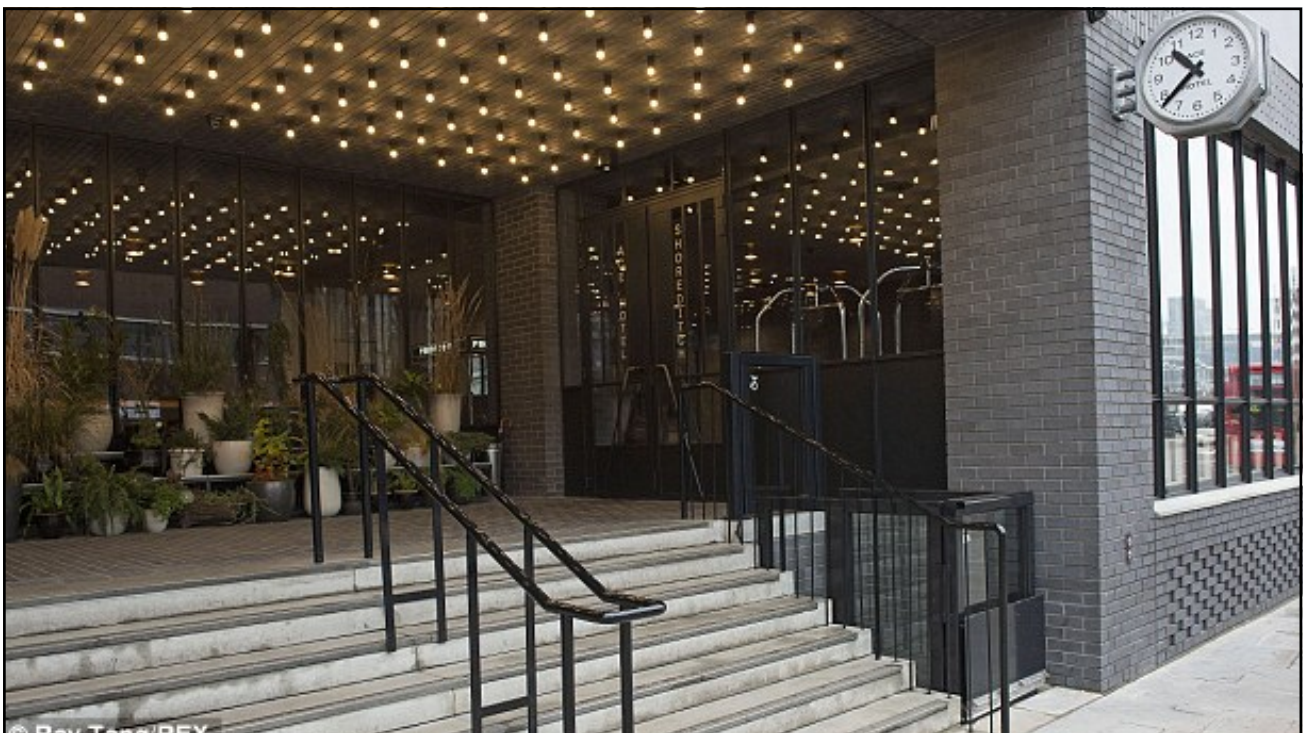
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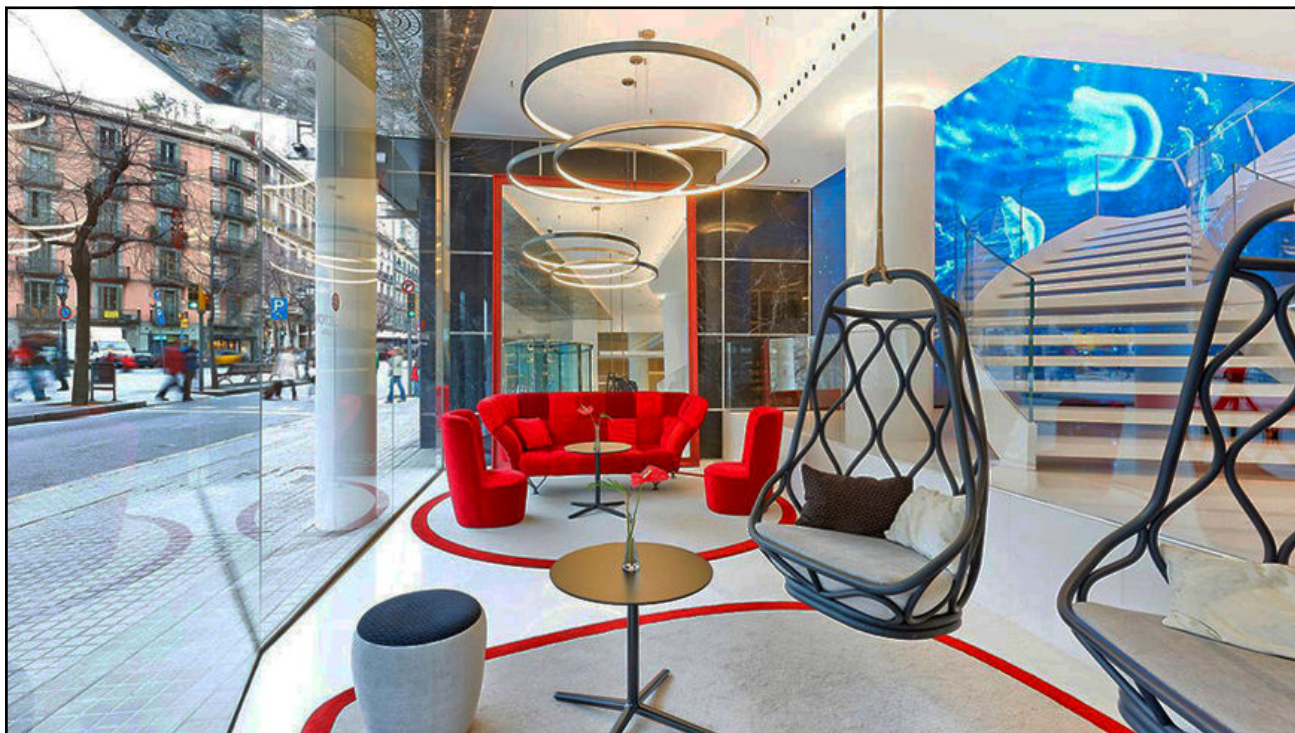
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TREND NEL DESIGN DI CORRIDOI e SPAZI di PASSAGGIO

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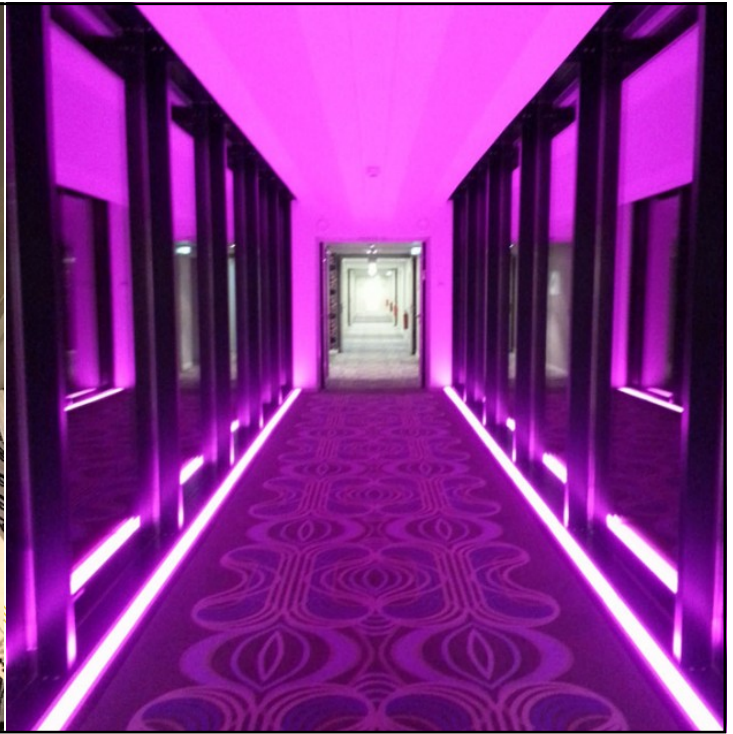
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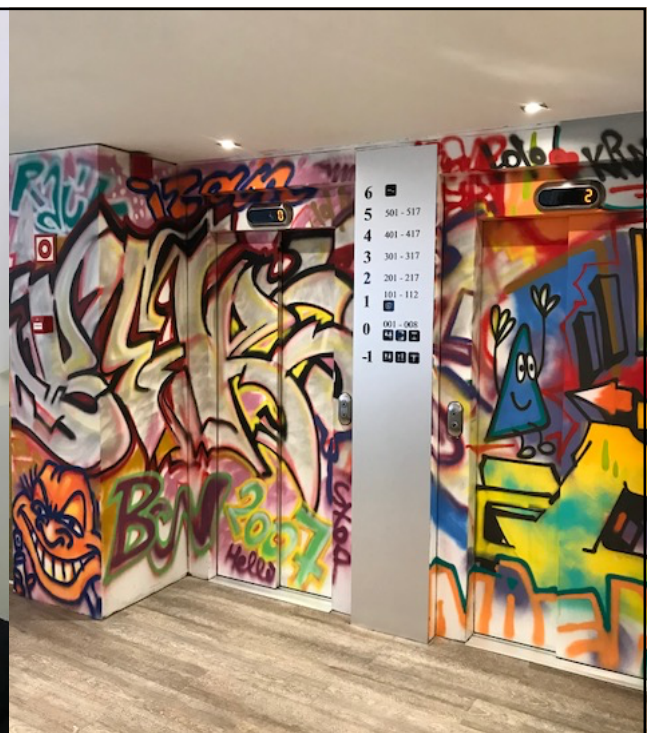
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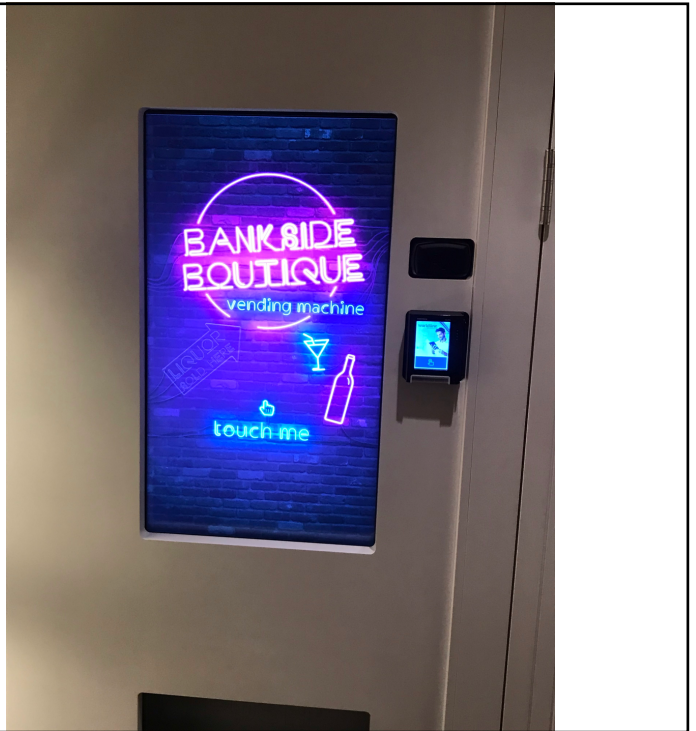
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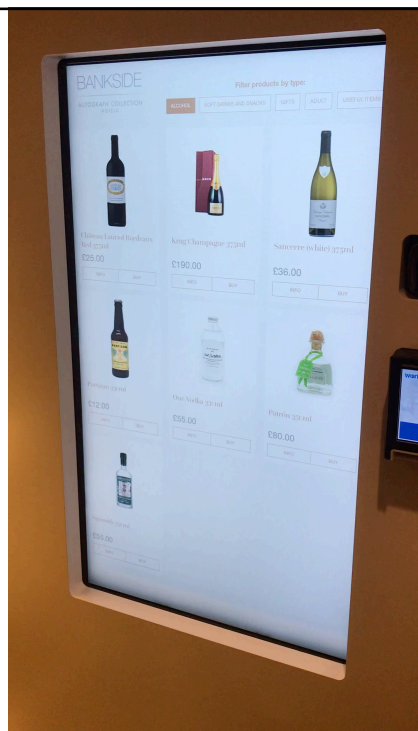
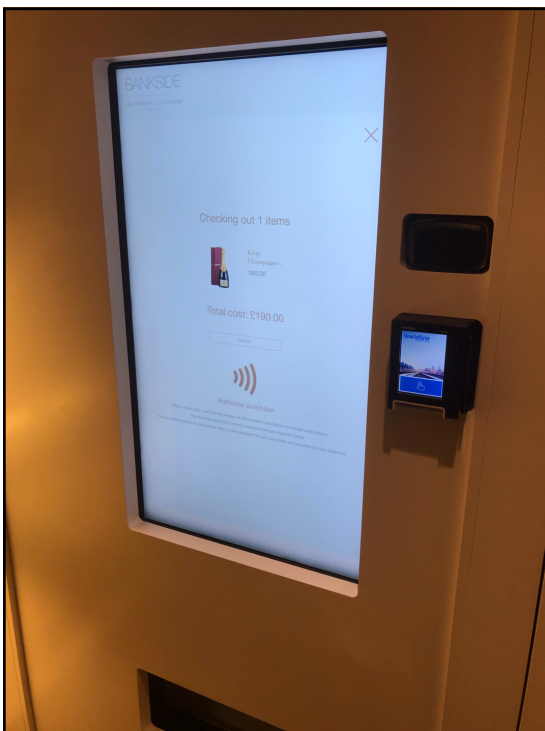
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Consigli finali

1. Ragionate da brand, perché il design è parte del vostro posizionamento di mercato
2. Fate progetti di economia e non di ego-nomia
3. Affidatevi a seri professionisti, con esperienza nel settore
4. Partite da un'idea di marketing per le vostre scelte di design
5. Ascoltate i clienti e guardate anche altri settori

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GRAZIE PER L'ATTENZIONE.

PUBBLICHEREMO PRESTO LE RISPOSTE A TUTTE LE DOMANDE A CUI
OGGI NON ABBIAMO FATTO IN TEMPO A RISPONDERE ALL'INDIRIZZO

TEAM.TOSCANAPROMOZIONE.IT.

ALLO STESSO INDIRIZZO TROVERAI LE SLIDE E LE REGISTRAZIONI
VIDEO.

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