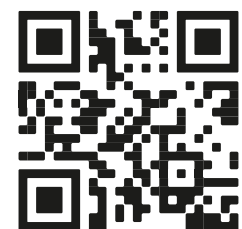




Hello FHS We are **Livit.**

Future-Proofing Hospitality
The Evolution of People and Spaces.



Presented by:

Alexis Marcoux-Varvatsoulis

Chief Consulting Officer and Partner



A **Livit** experience opens every **8 hours** somewhere in the world.

We create world-class guest experiences, optimize efficiency and masterplan for our Clients, ultimately driving asset value.



25 years
experience

Active in
45+ countries

More than
15k projects

livit

01.
Numbers
never lie

01.
Numbers
never lie

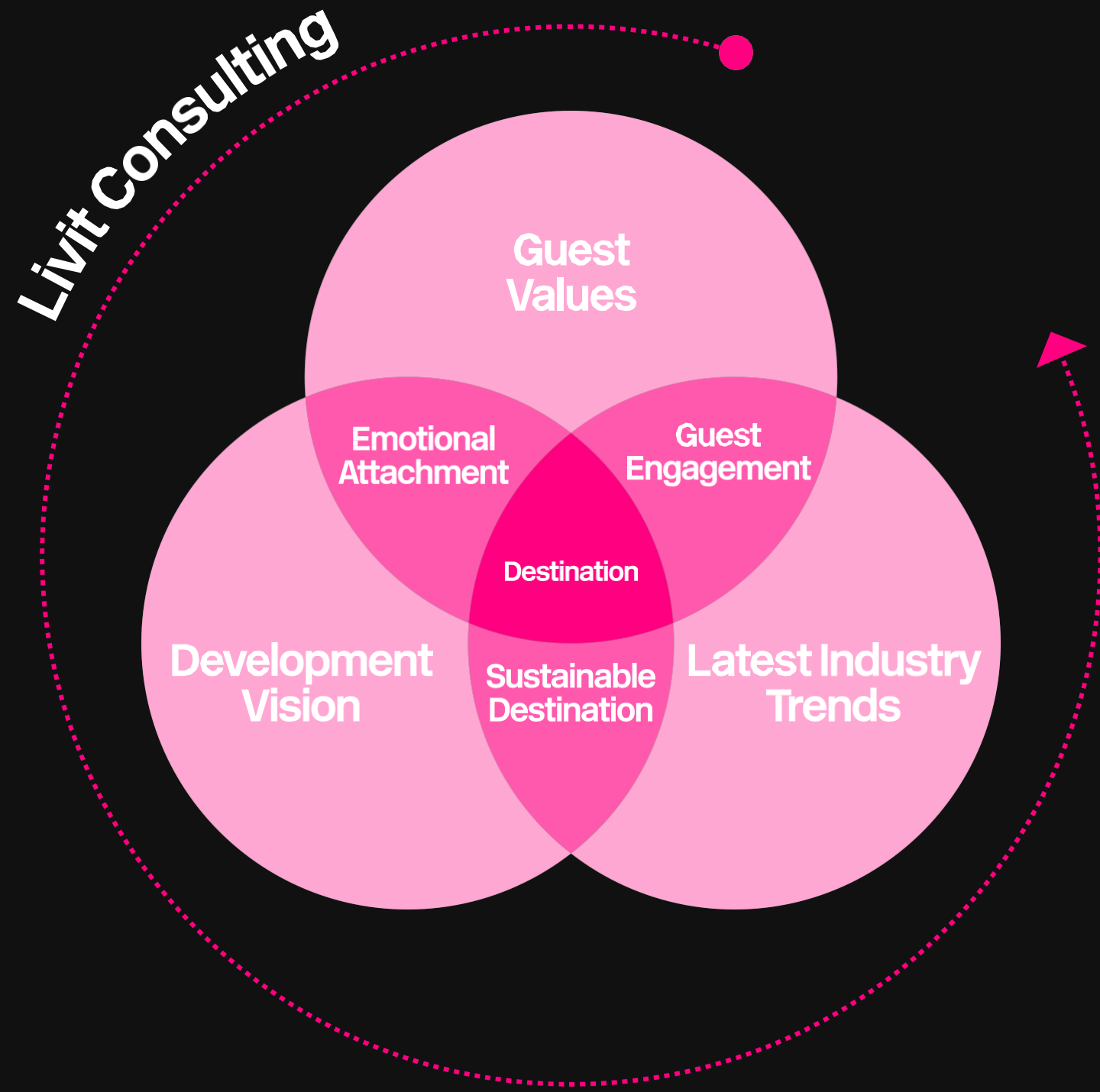
02.
You have to
tell a **story**

01.
Numbers
never lie

02.
You have to
tell a **story**

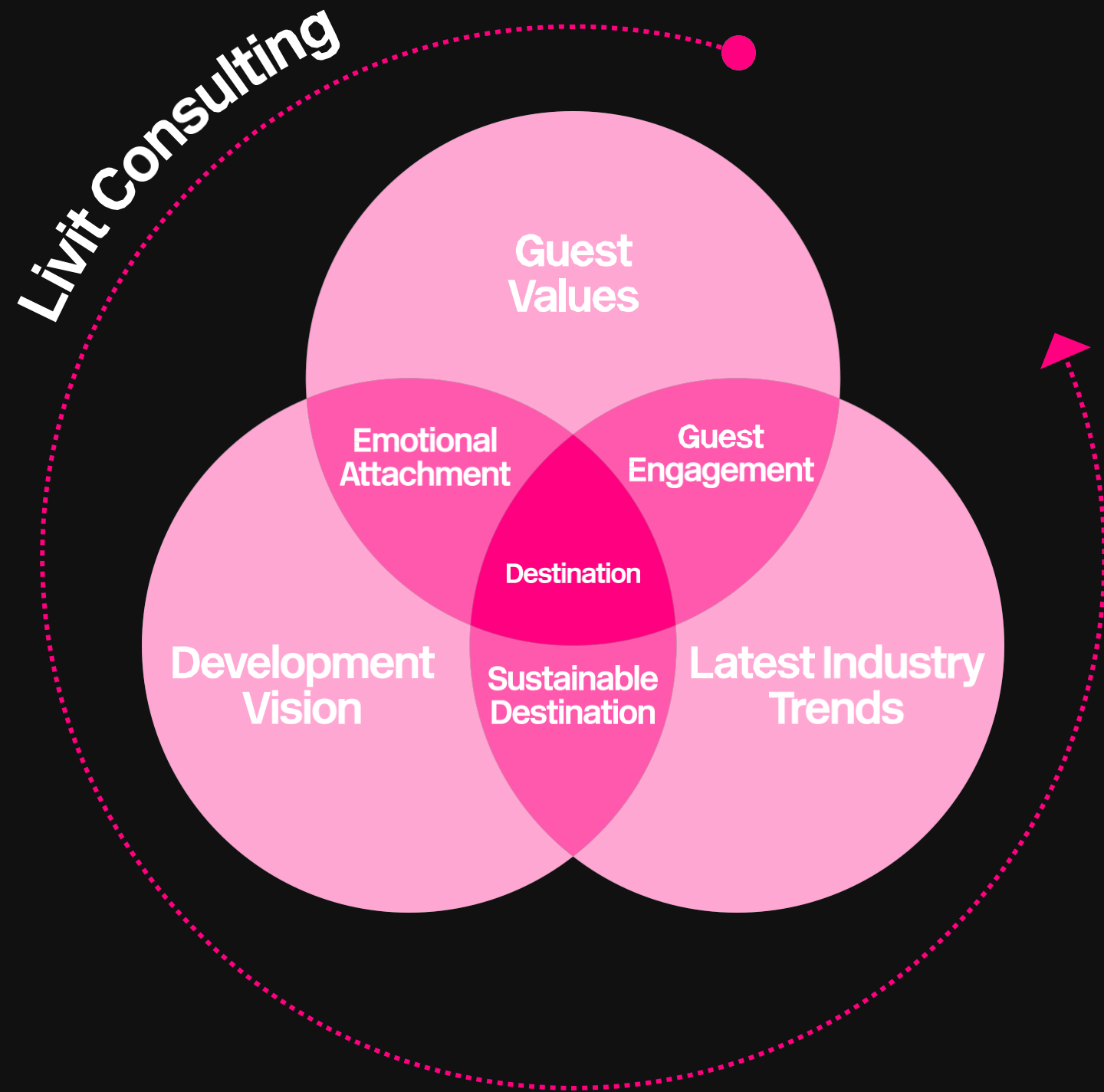
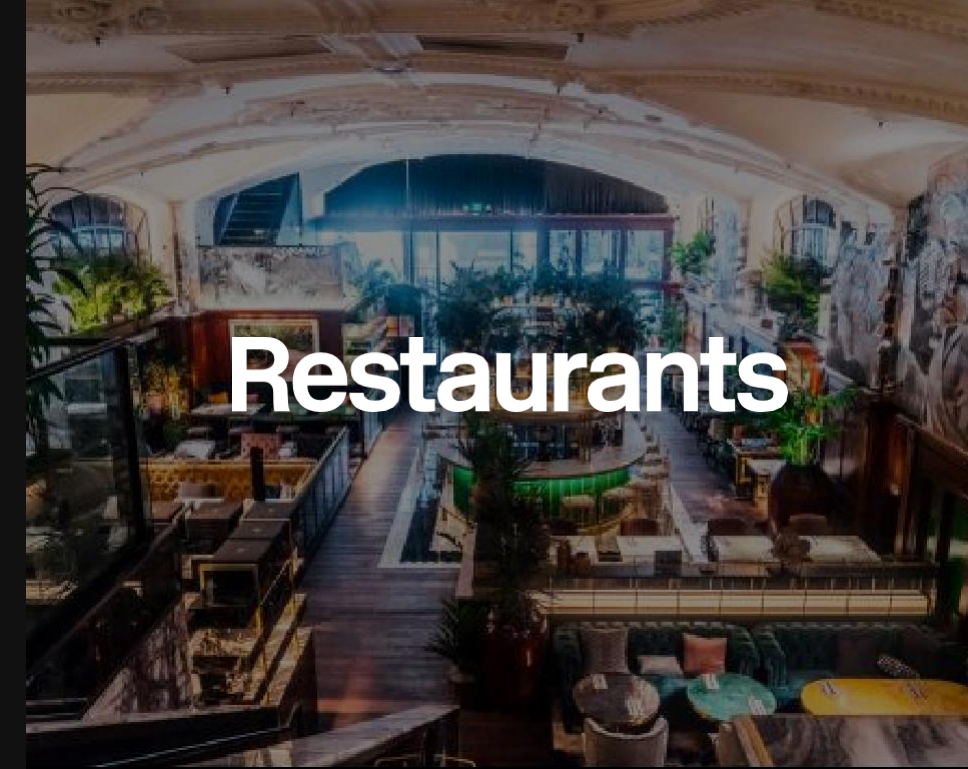
03.
Create
emotional
connections

Our Holistic Approach



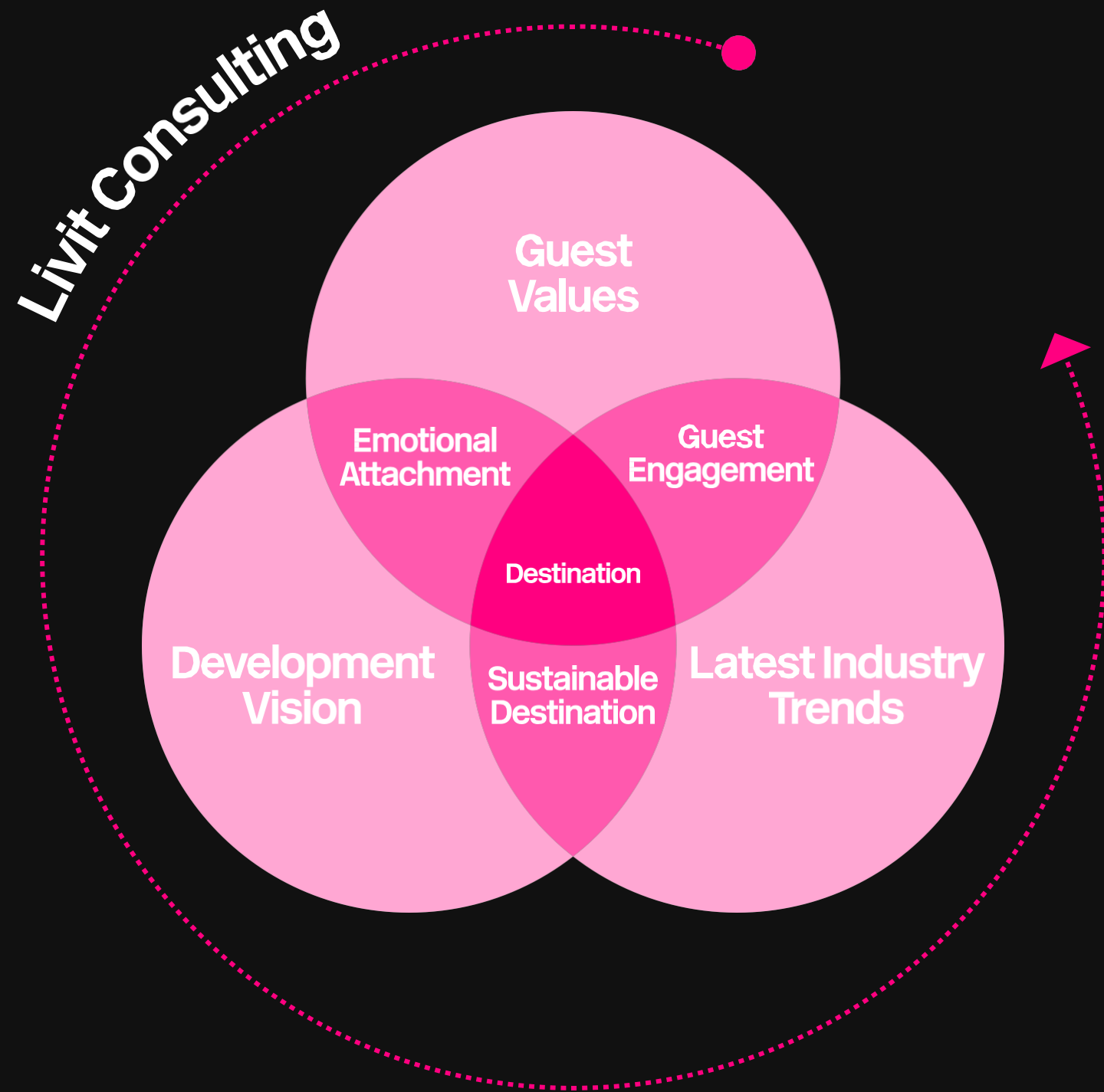
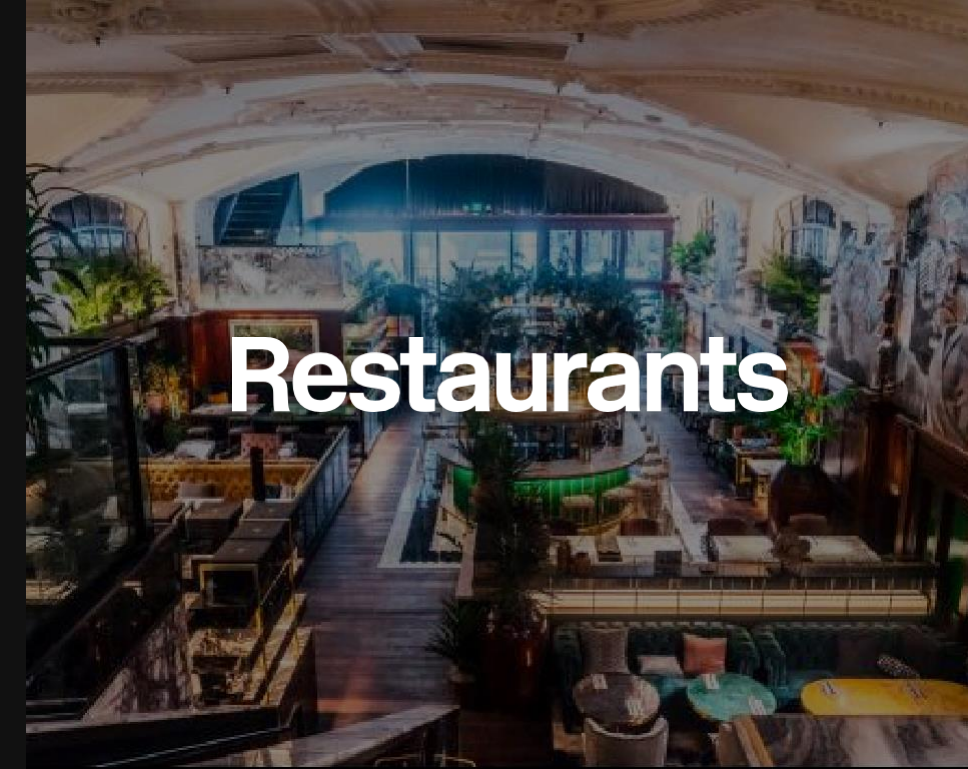
Experiences you live™

Our Holistic Approach



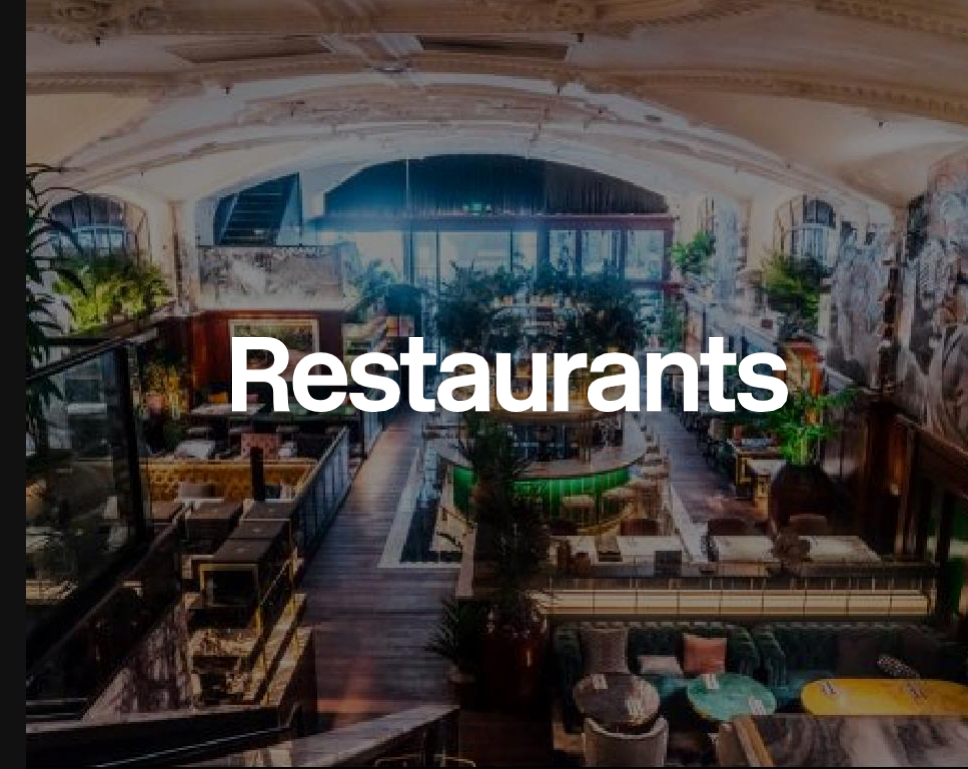
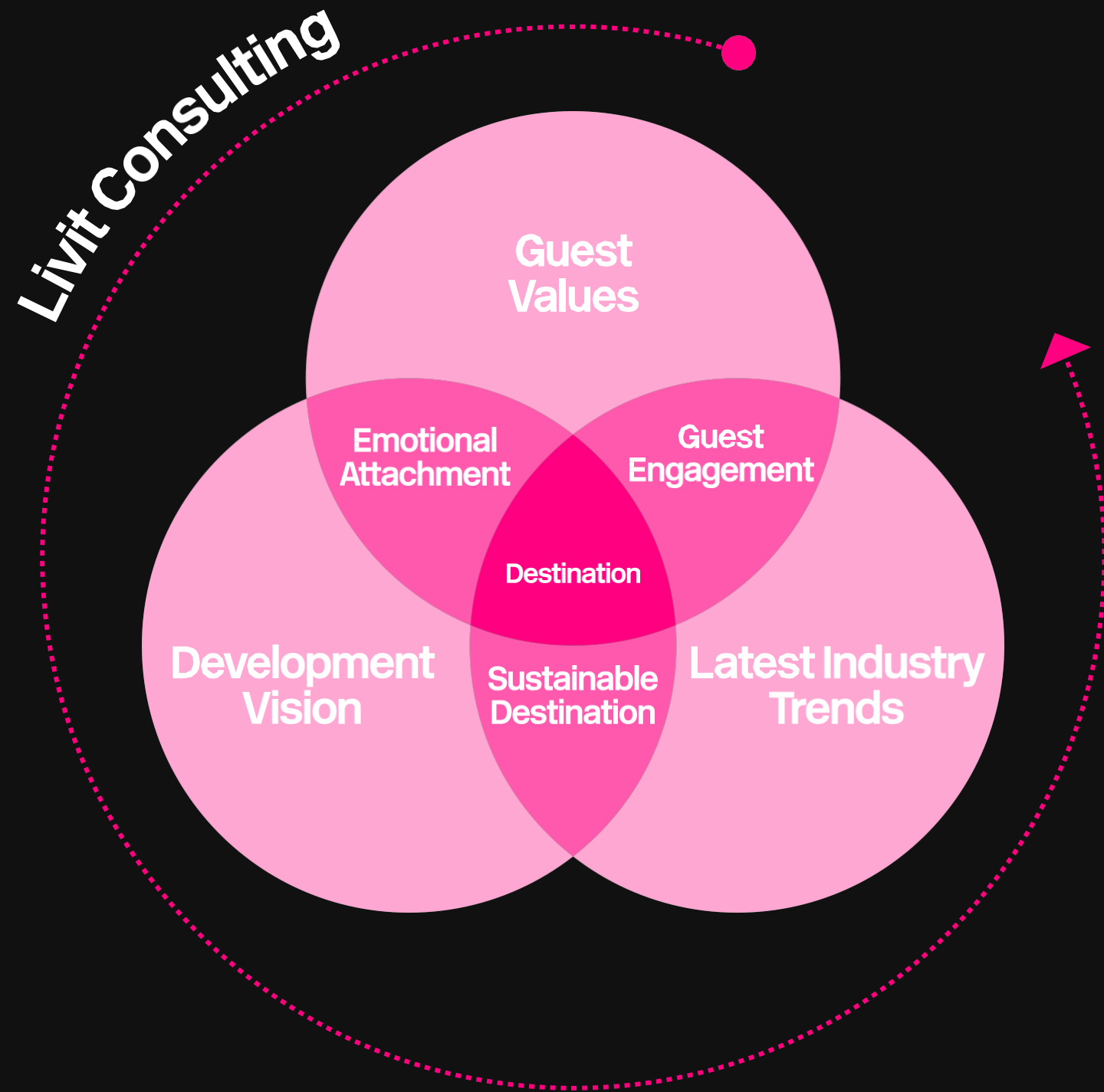
Experiences you live™

Our Holistic Approach



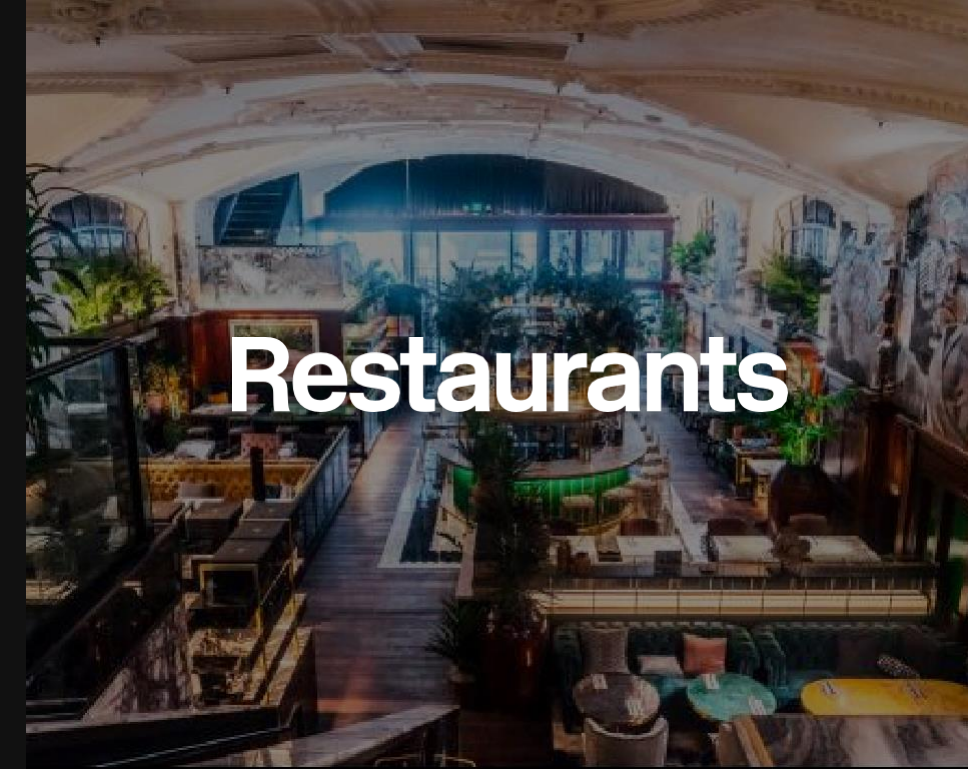
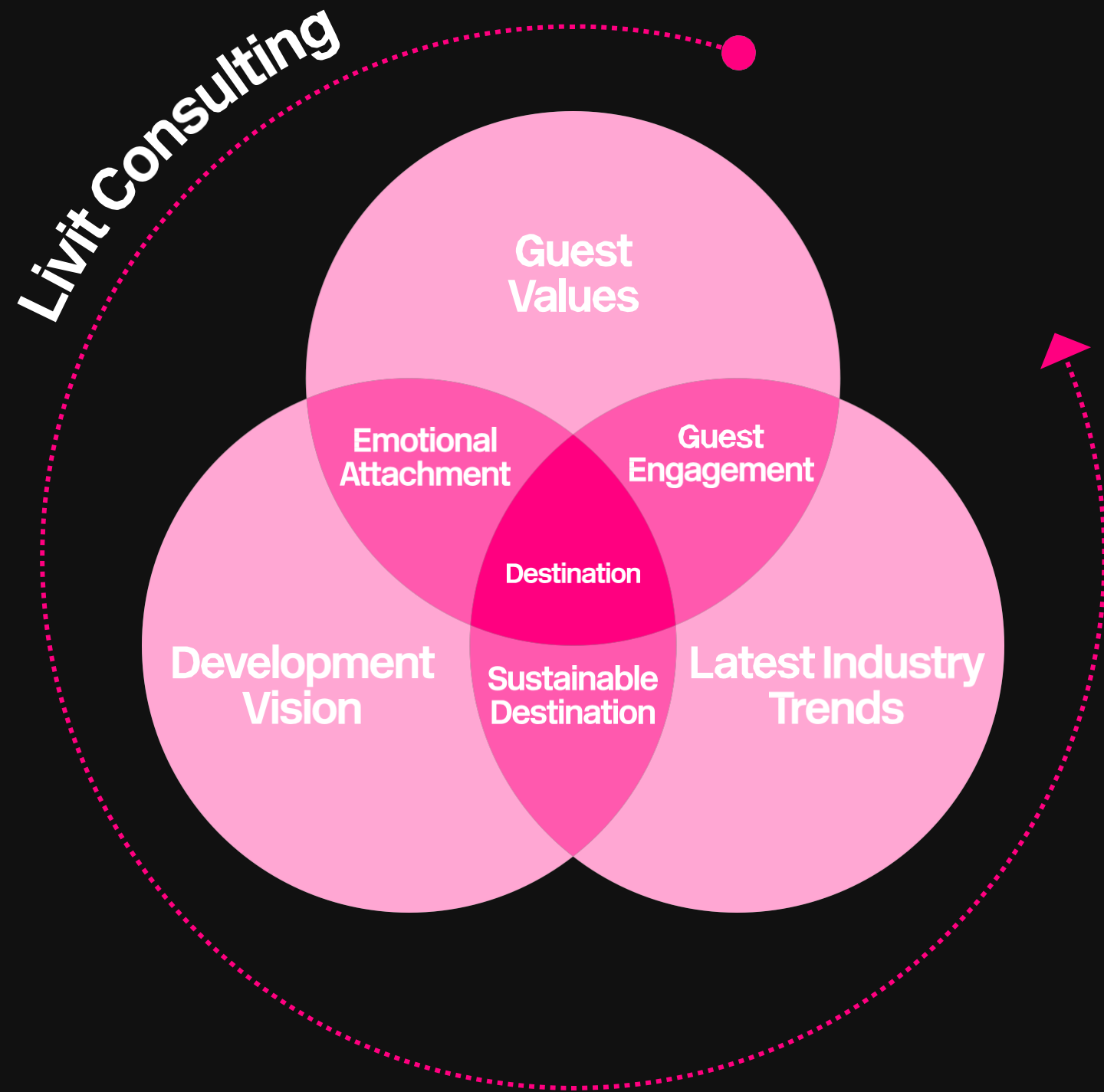
Experiences you live™

Our Holistic Approach

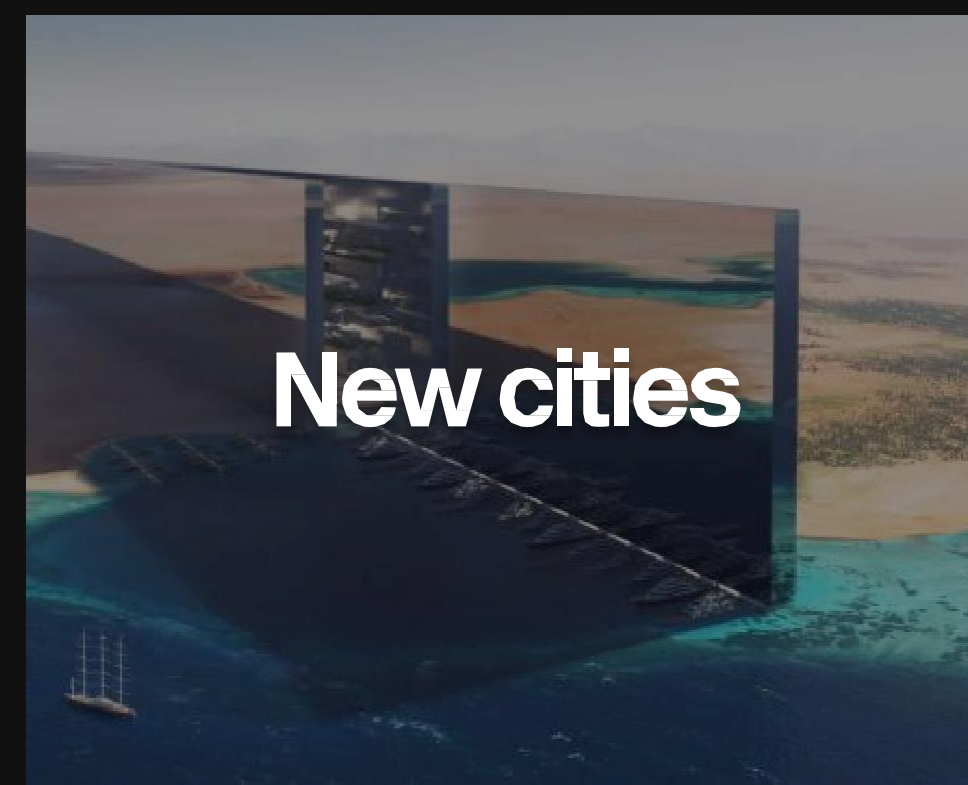
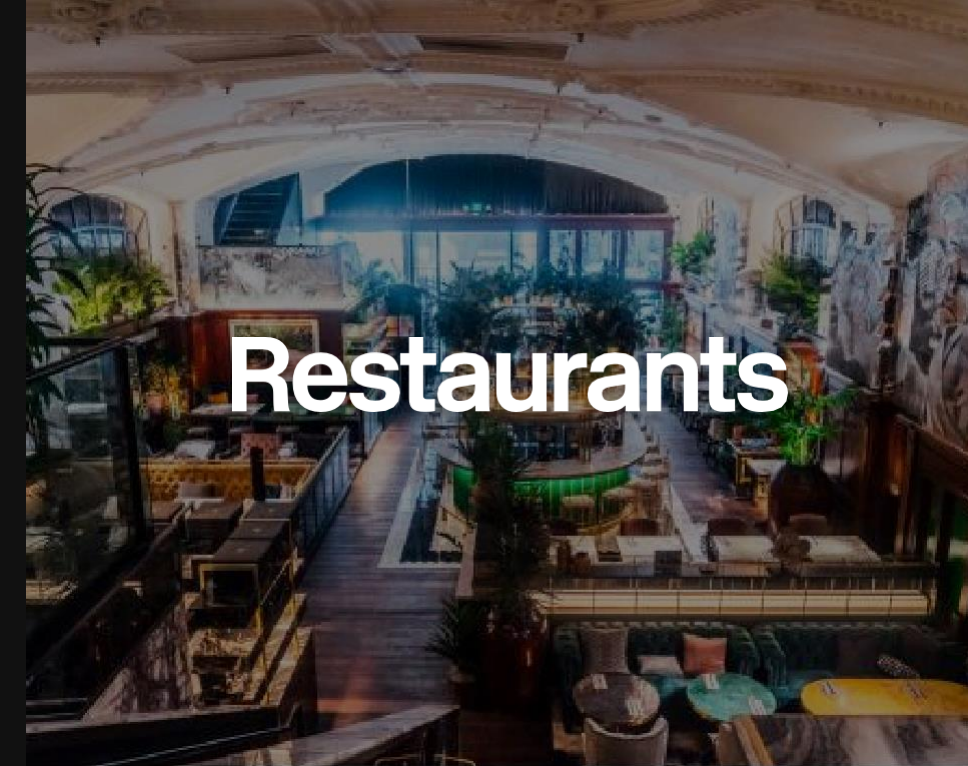
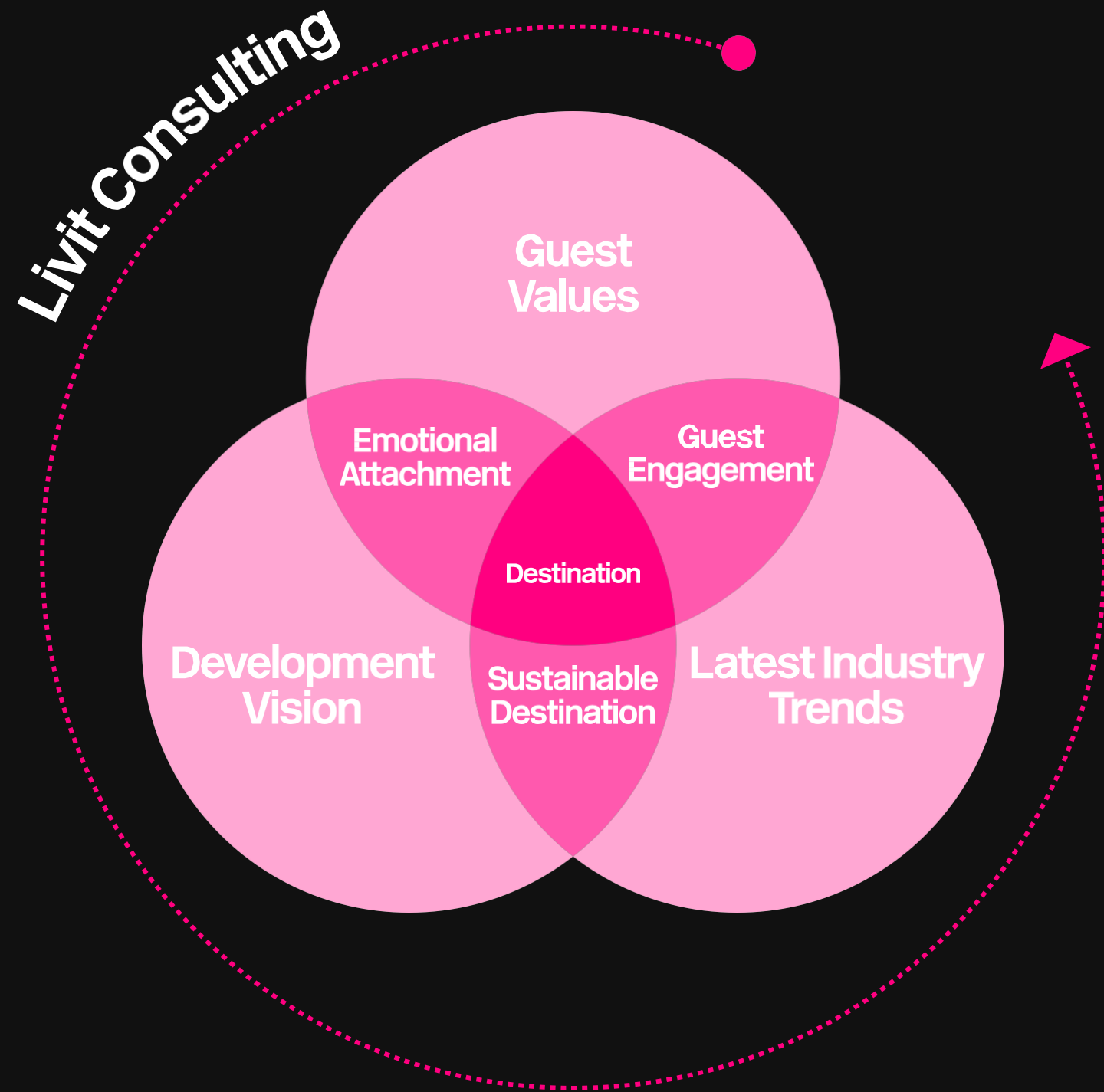


Experiences you live™

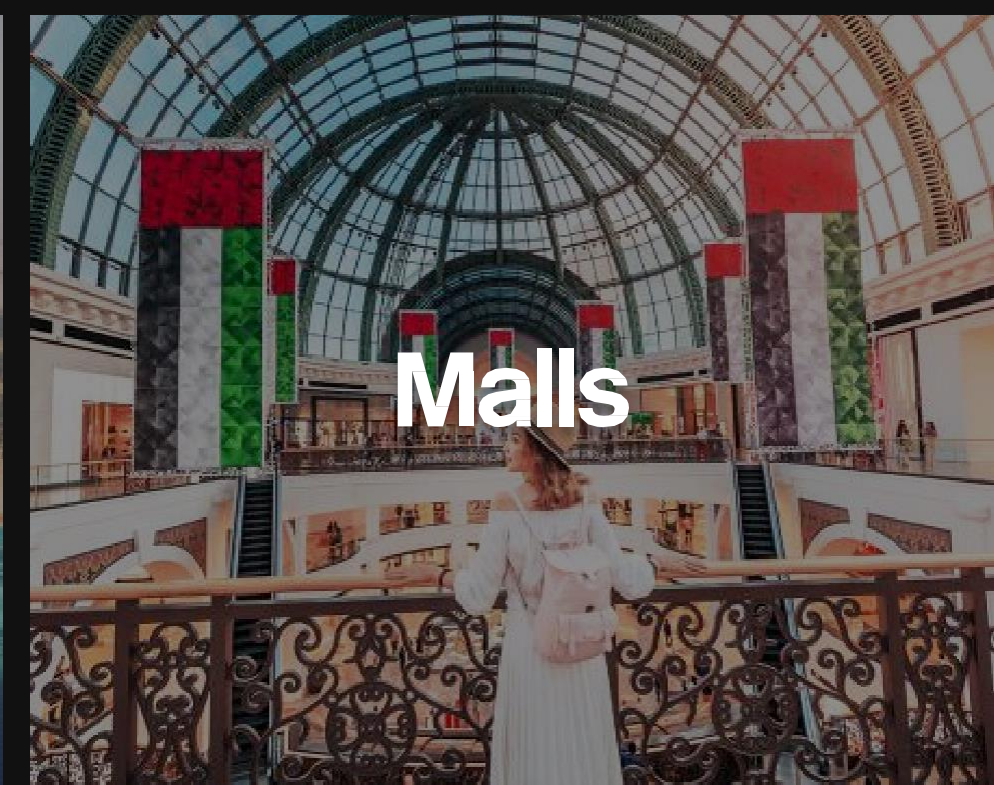
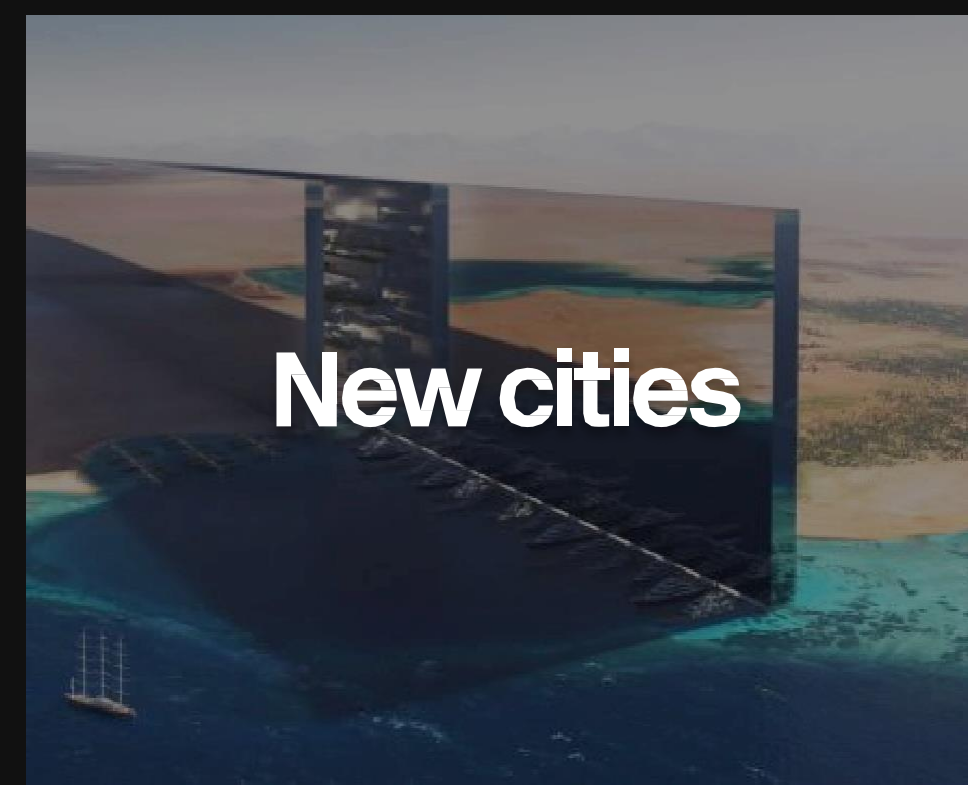
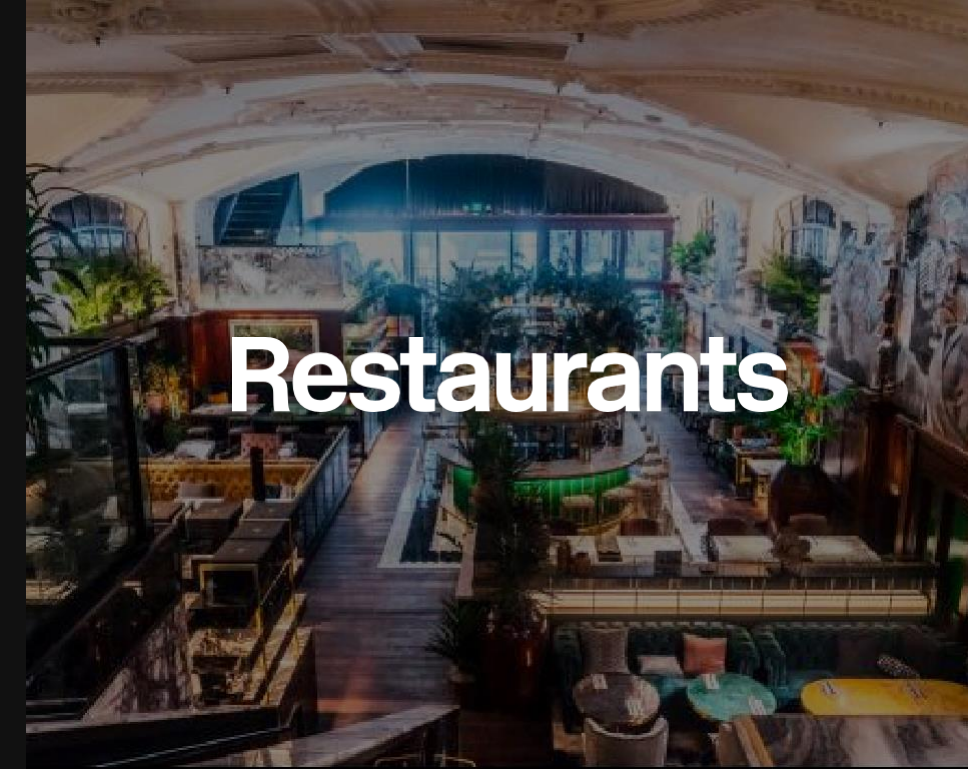
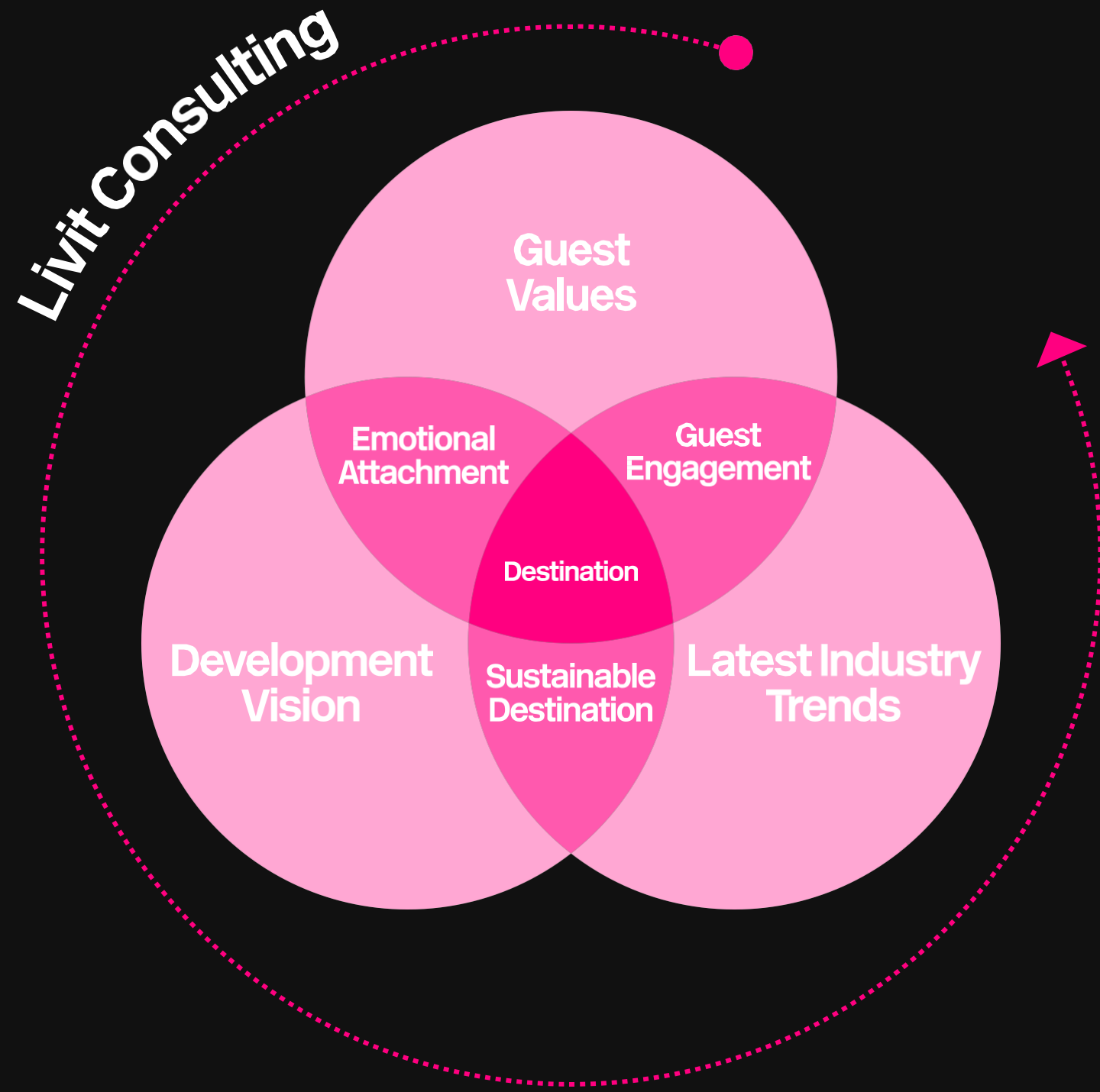
Our Holistic Approach



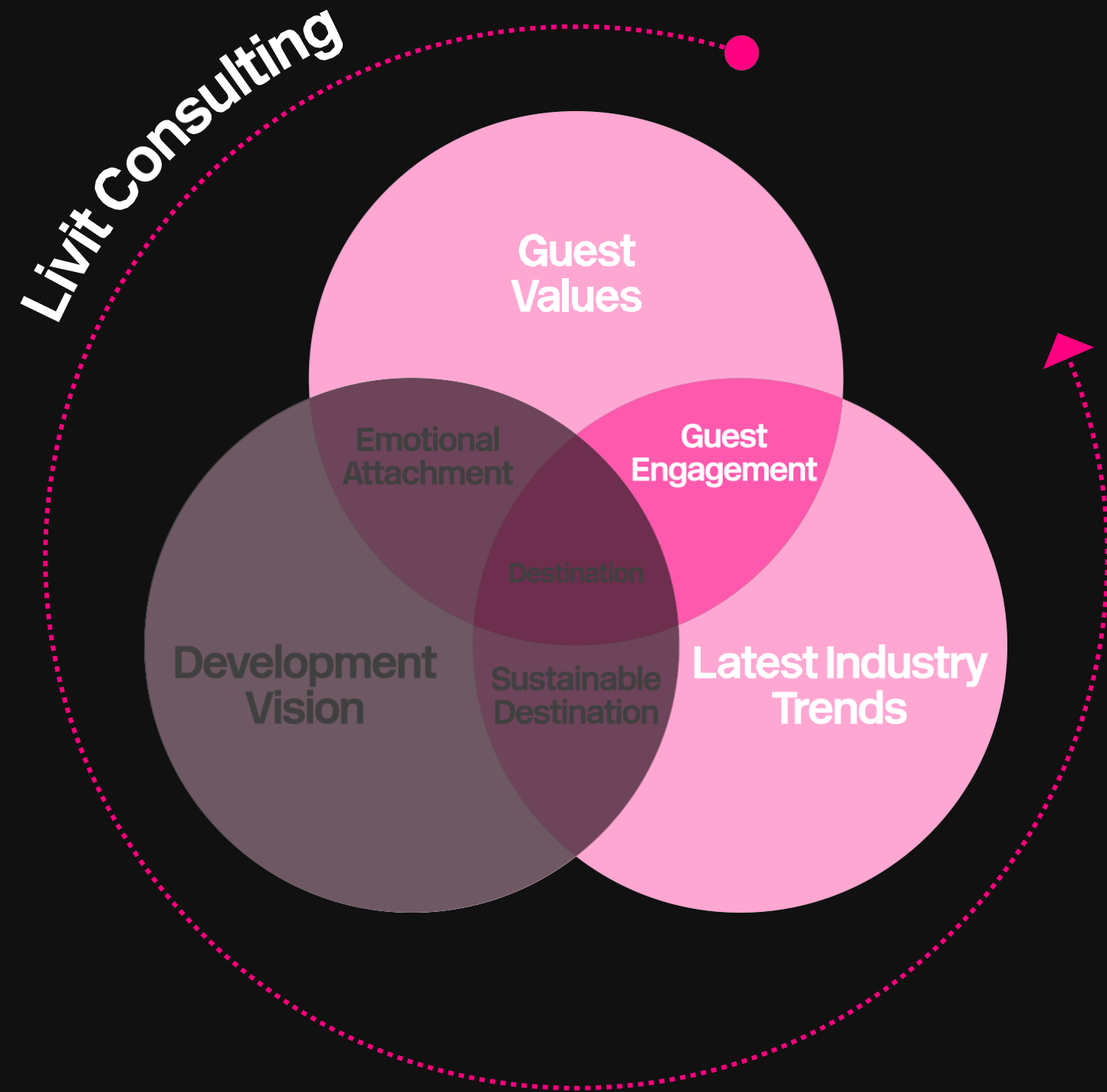
Our Holistic Approach



Our Holistic Approach

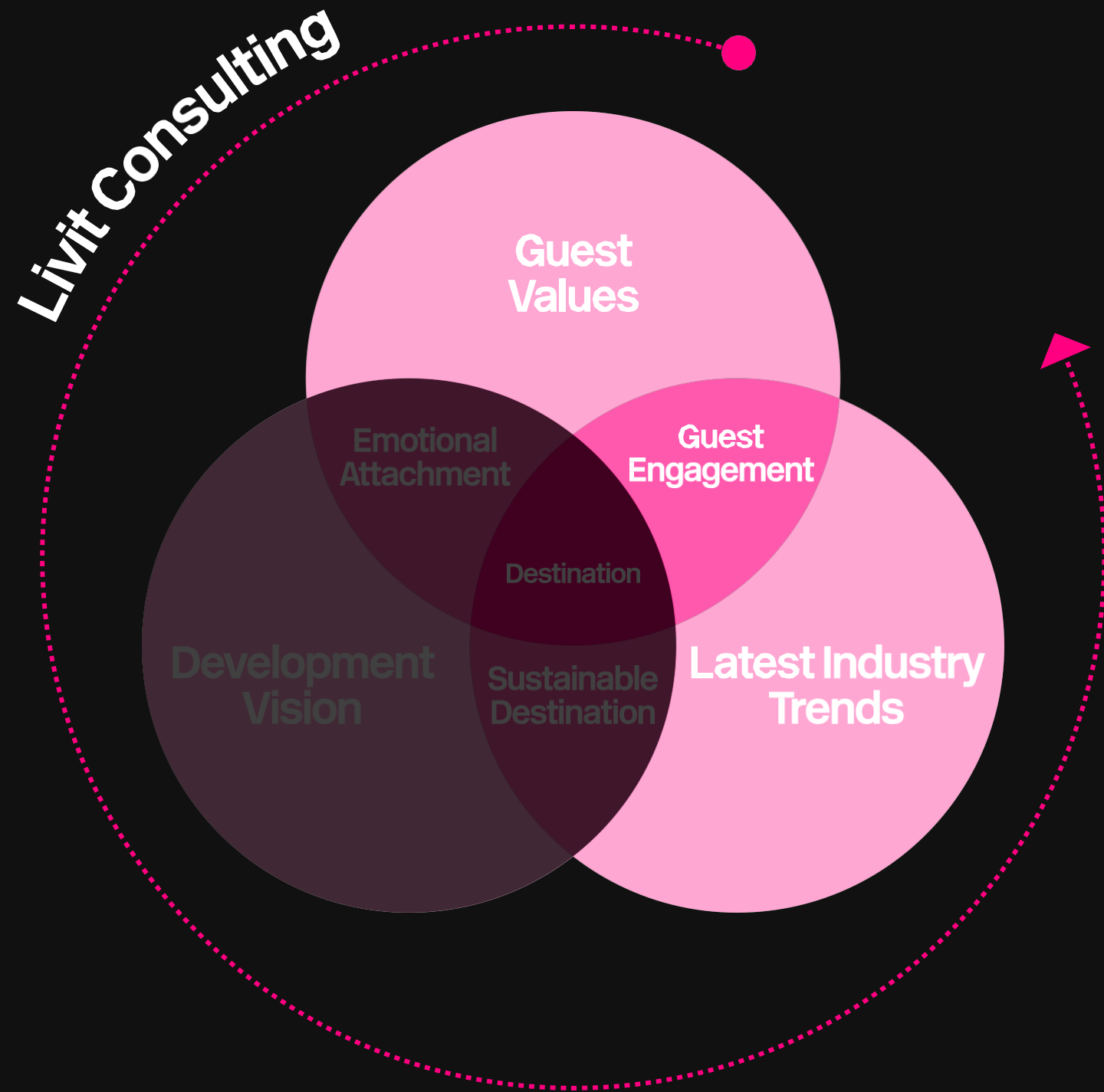


Guest Engagement



People do not **change,**
habits do.

Guest Engagement



From 2019 to 2022

- Spending frequency increased by 30%
- Spend has decreased by 20%

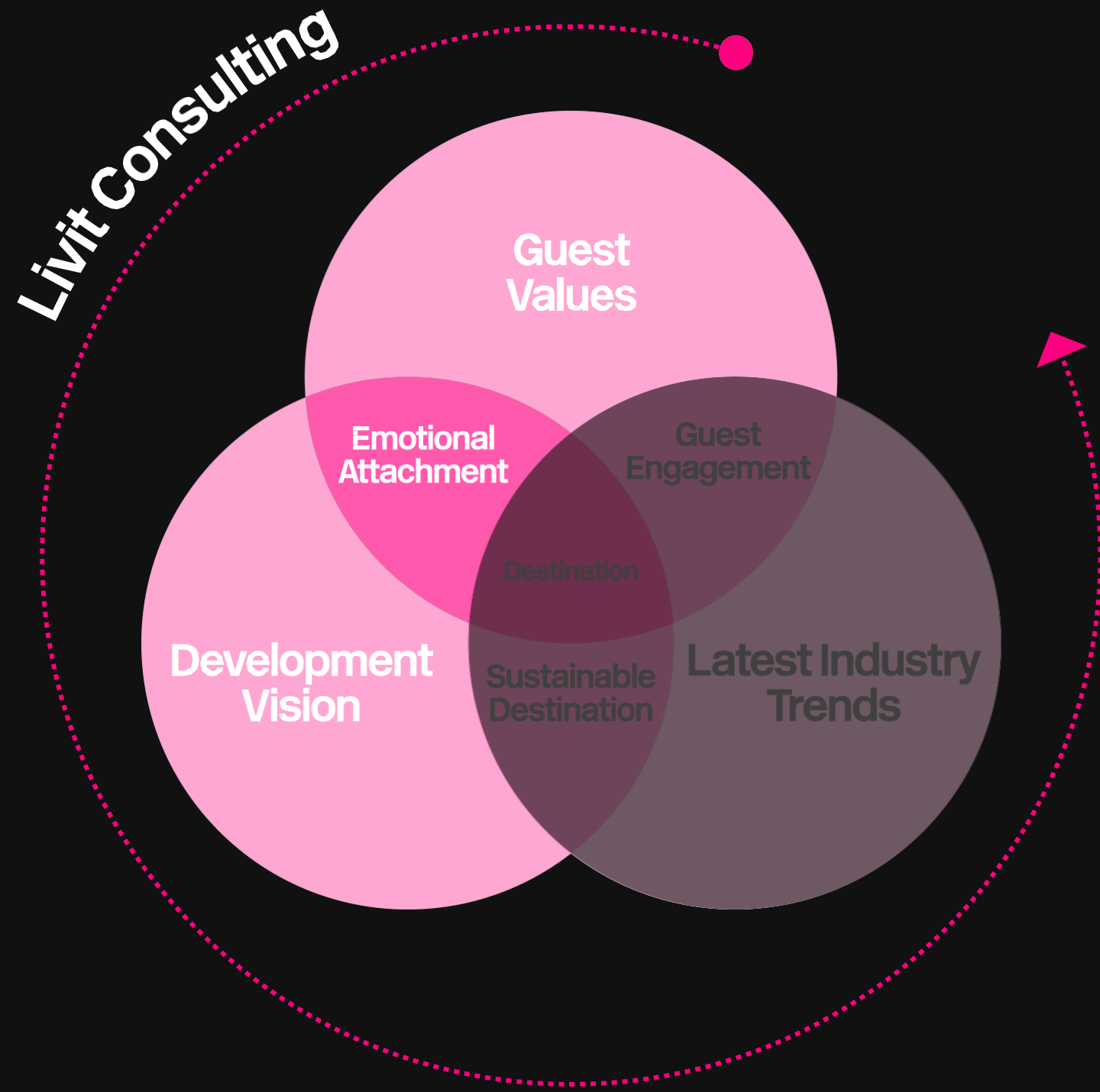
Value Hacking


- People hunt for the best value
- MENA, twice as focused than Europe

Experience Economy Even Stronger

- 12% of travel spending for experiences
- 1 extra day is added to leisure travel

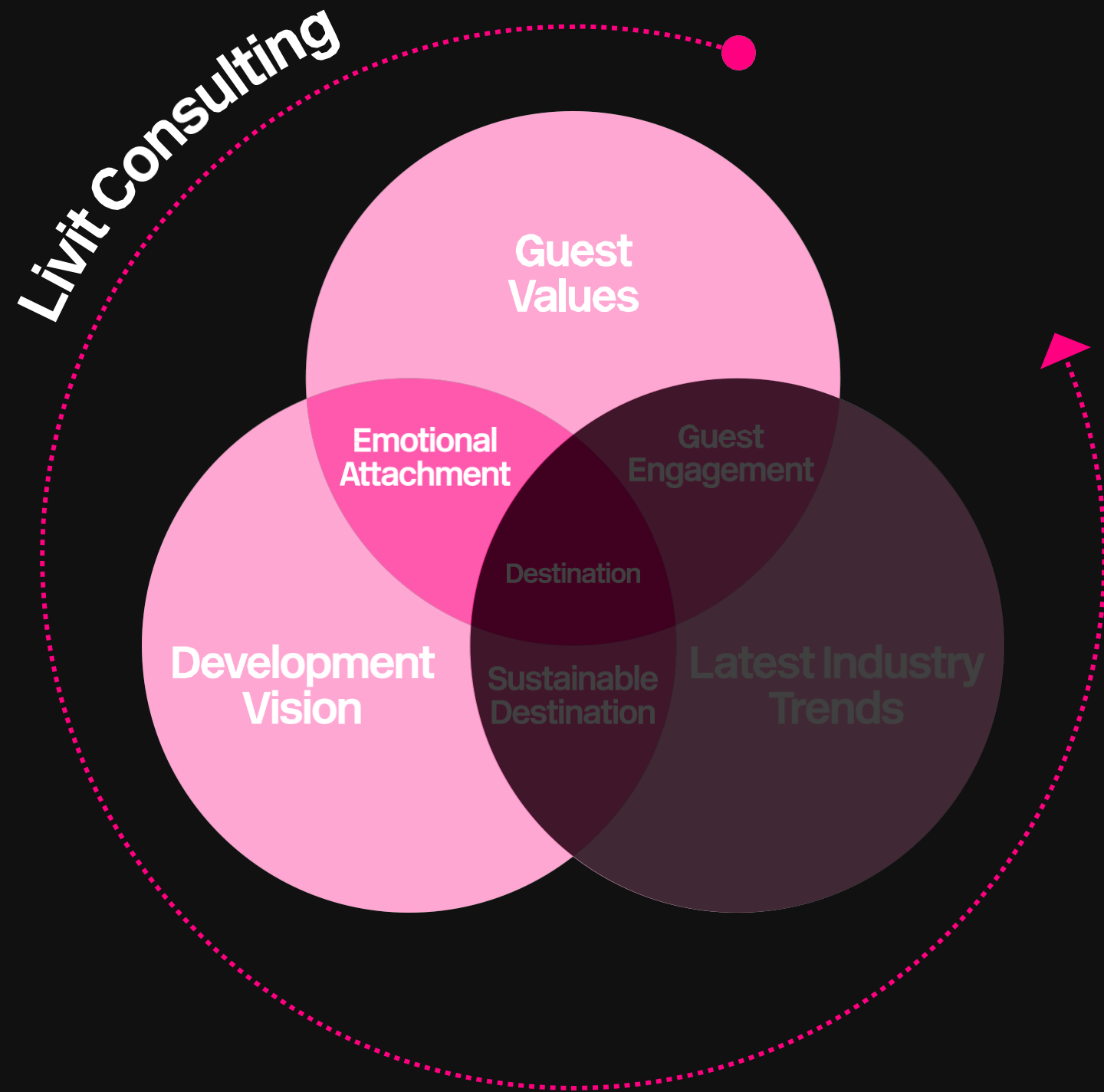
Create Emotional Attachment





**Values alignment leads to
12% premium.**

Create Emotional Attachment



Start With Why

- What is your purpose
- Define your pillars

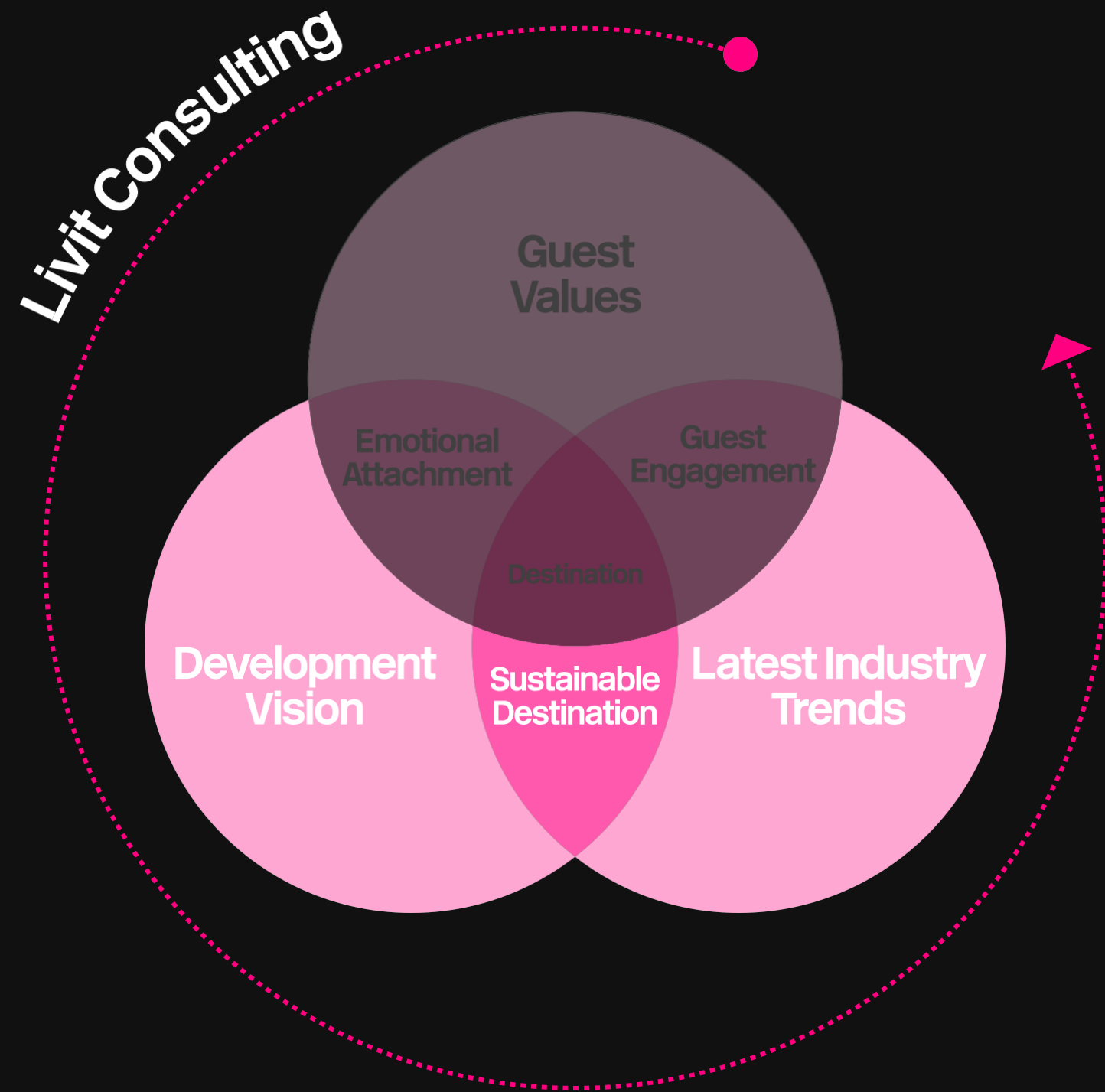
The Power of Storytelling

- What journey will you take me on?
- Why should I fall in love with you?

Know Your Guest

- Values over demographics
- Adapt to changing habits

Sustainable Destination





Trust the **Research.**

+13% In Sales by Getting the Smell Right

Sustainable Destination

Demand Determination

Revenue Modeling

KPI Benchmarking

BOH Efficiency

Trends Monitoring

Touchpoint Creation

Thank you.



Let's talk!

Alexis Marcoux-Varvatsoulis

Chief Consulting Officer and Partner

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