

TOPIC: Shift in Hotel Strategies
Post-COVID with Reduced
Business Commuting

RESEARCH CONFERENCE

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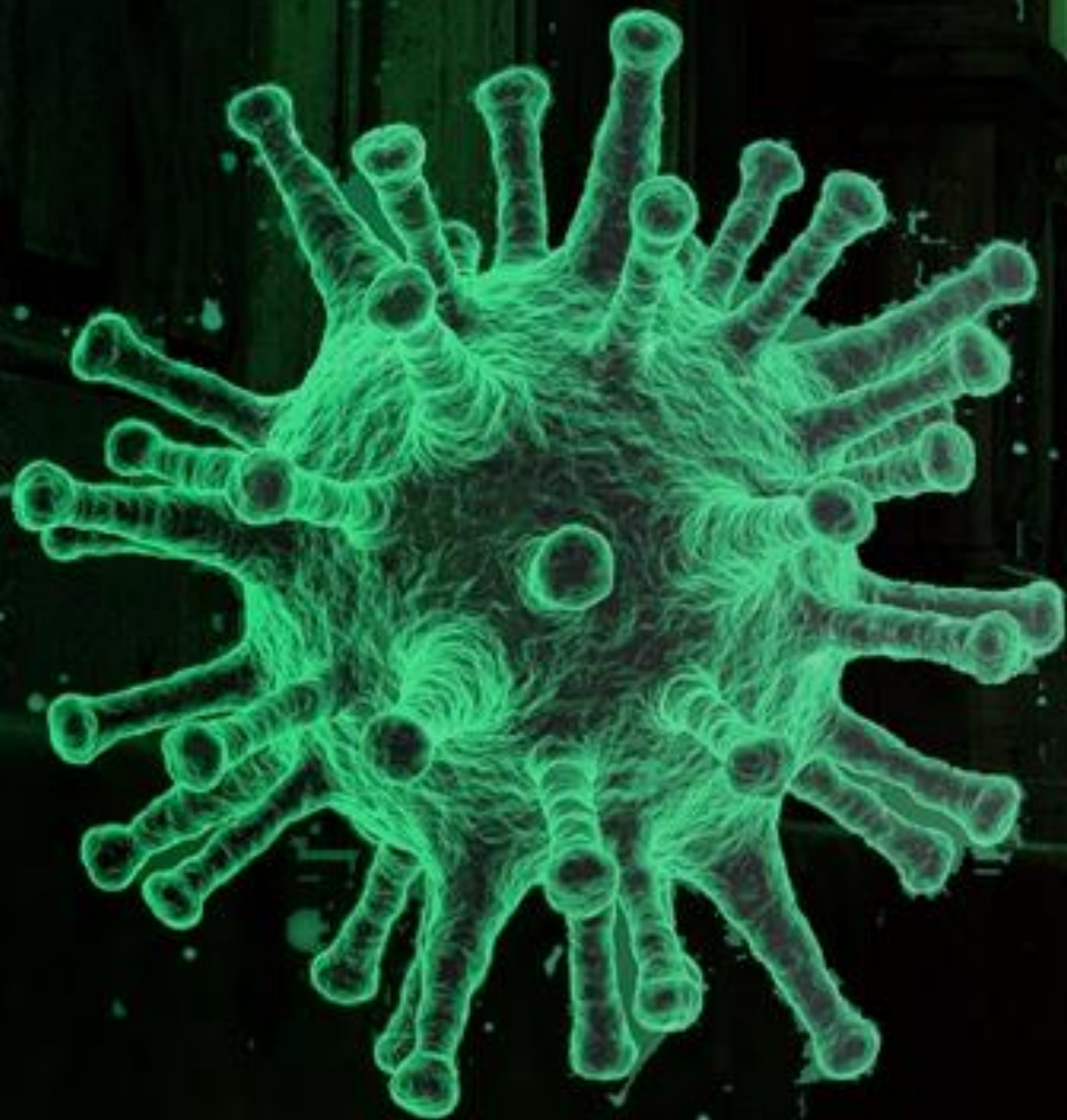
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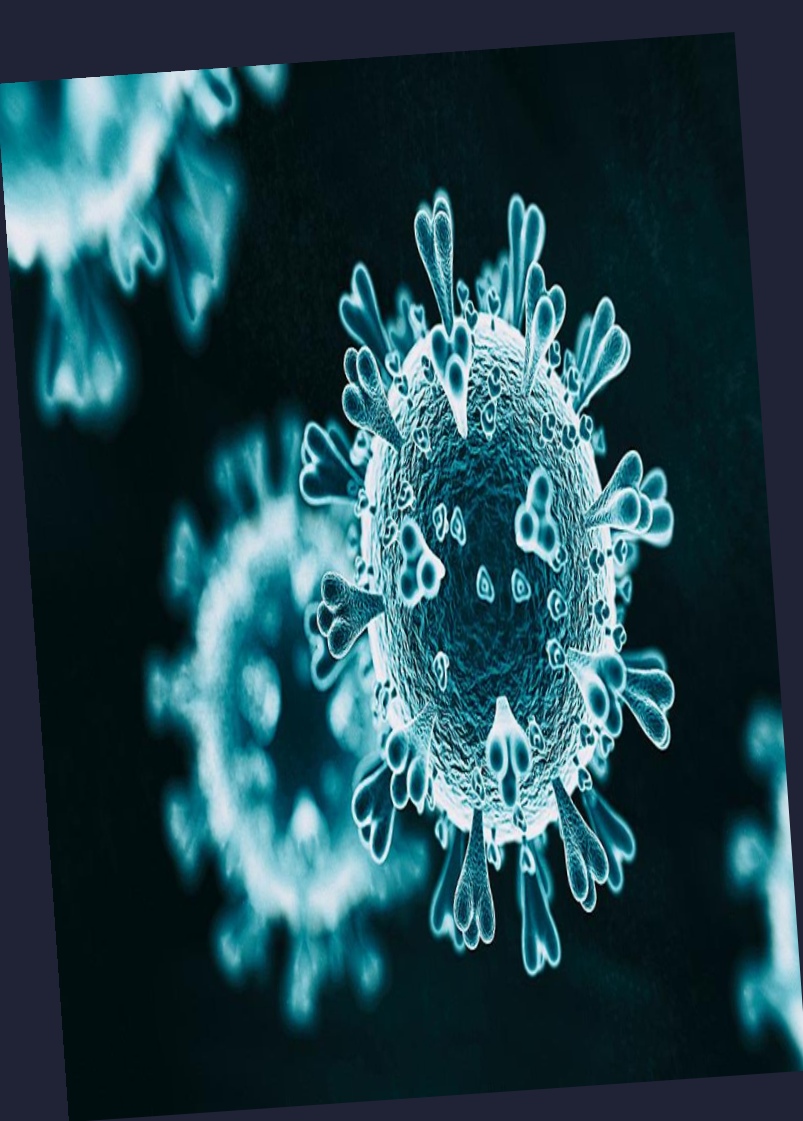
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References

Introduction

- COVID-19 triggered an unprecedented shift in global work and travel patterns
- Remote and hybrid work reduced corporate travel demand (Sharma, Singh & Tyagi, 2024)
- Hospitality industry forced to innovate and diversify revenue models
- Adaptability and creativity became essential survival skills post-pandemic (Batabyal & Das, 2019)





Research Problem: How can hotels adapt their business models to stay competitive and profitable in a post-COVID era defined by reduced business commuting and the rise of remote work?

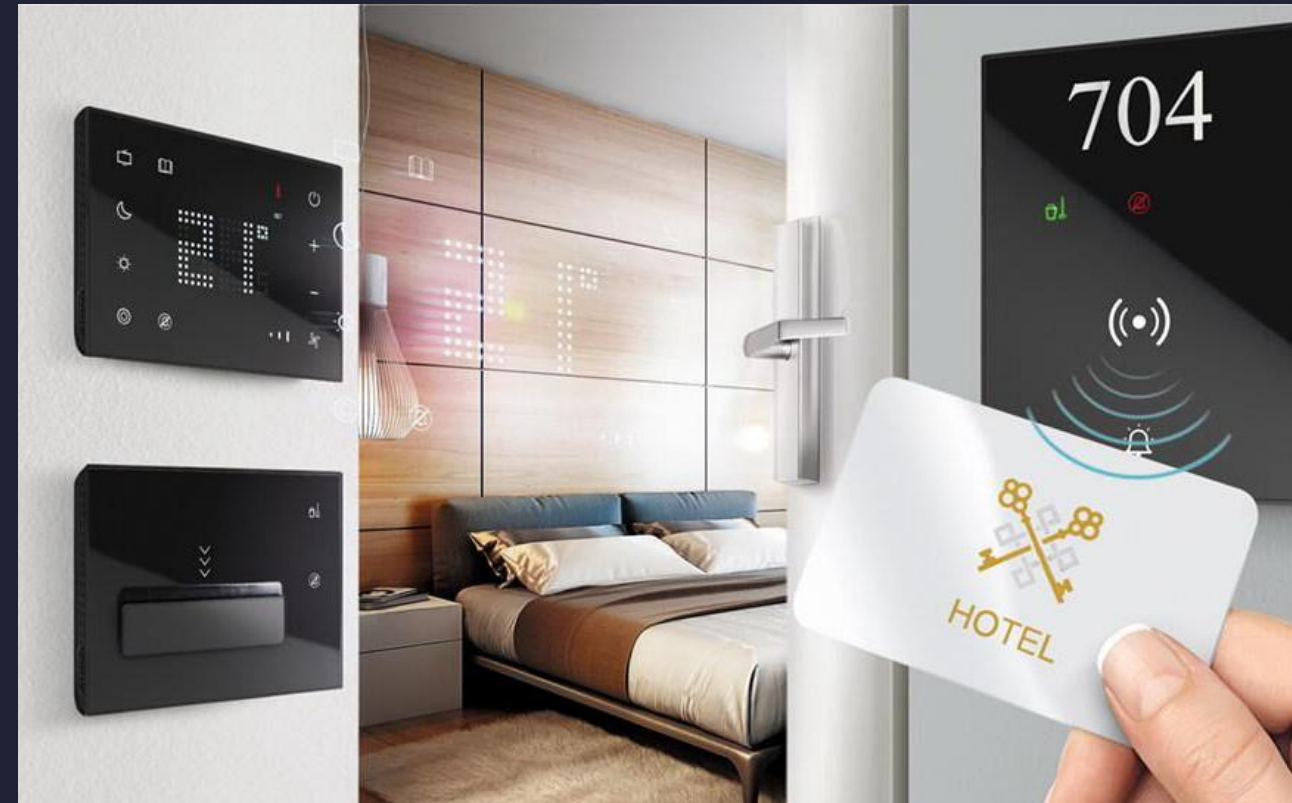
- COVID-19 caused a major decline in global business travel.
- Rise of remote and hybrid work reshaped traveler behavior and hotel demand.
- Hotels introduced “workation” packages, co-working spaces, and tech upgrades.
- Limited research exists on the long-term impact of these strategies.



Literature Review

Remote Work &

Digital Nomads



Remote work and digital nomadism are redefining the boundaries of hospitality.

Studies show that the growth of remote work has created new traveller segments such as workstations and digital nomads who seek flexible, tech-enabled spaces blending work and leisure. This shift has encouraged hotels to rethink traditional business travel models and design services that cater to location-independent professionals.

(Bassyouny & Wilkesmann, 2023; Ford & Sturman, 2020; Sigala, 2020)

Technology and innovation drive hotel competitiveness post-COVID

Hotels integrating digital tools, such as mobile check-ins, smart rooms, and high-speed connectivity, are better positioned to attract remote workers and maintain guest satisfaction. However, smaller properties face barriers due to financial and technical constraints.

(Ganzarain, 2022; Mrnjavac et al., 2021; Costa & Costa, 2022)



Method

- Based on secondary data analysis
- Sources: peer-reviewed journals, industry reports, books
- Frameworks used: PESTLE and SWOT
- Approach suited for evaluating strategic hotel responses post-COVID

(Brotherton, 2015; Costa & Costa, 2022)



PESTLE Analysis

Political:

- Remote work visas introduced (e.g. Barbados, Dubai)
- Government health policies accelerated digital innovation

Economic:

- Decline in corporate travel budgets
- Growth in extended stays and “bleisure” travel
- Lower margins but new income streams

Social:

- Remote work reshaping guest expectations; 17M+ digital nomads (2023)

(Sharma et al., 2024; Ford & Sturman, 2020)

Technological:

- Investment in Wi-Fi, conferencing tools, touchless tech

Legal:

- Flexible-use rules, remote work visas, and zoning adjustments
- Environmental:
- Reduced commuting lowers emissions; hotels promoting green stays

(Costa & Costa, 2022; Cooper & Hall, 2019)

SWOT Analysis

Strengths:

- Quick adaptation using existing assets (rooms, conference spaces)
- Trusted global brands leverage loyalty programs

Weaknesses

- Many hotels lack long-stay infrastructure
- Costly renovations and IT upgrades
- Short-term focus limits appeal to remote workers

(Batabyal & Das, 2019; Ford & Sturman, 2020)

Opportunities:

- Subscription models and long-stay packages (Selina CoLive)
- Partnerships with co-working brands
- Corporate retreats and offsite hubs

Threats:

- Competition from Airbnb, WeWork
- Return-to-office policies reduce demand
- Profitability challenges and regulatory risks

(Costa & Costa, 2022; Sharma et al., 2024)



CONCLUSION

- COVID-19 reshaped hospitality through remote work and reduced commuting
- Hotels adapted via co-working spaces, long-stay models, and tech investment
- Innovations fostered resilience but sustainability requires ongoing adaptation
- Competitive edge lies in balancing flexibility, cost, and guest experience





Recommendations

- Purpose-built workspaces — ergonomic, tech-ready, co-working lounges
- Flexible stay options — subscription or monthly packages
- Tech integration — mobile apps, digital keys, unified systems
- Corporate & local partnerships — retreats, wellness, hybrid events
- Sustainability focus — green design, eco-certified workspaces
- Community engagement — social programs and networking events

(Costa & Costa, 2022; Ford & Sturman, 2020)

Hotels must evolve into hybrid hubs that merge hospitality, productivity, and community — defining the future of “workspitality.”





QUESTIONS

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THANK YOU!