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Moxy Hotels

Content Table

Introduction to Moxy Hotels....	slide 3
Moxy Hotels Locations at Moxy Hotels.....	slide 4
Target Market at Moxy Hotels.....	slide 5
Millennials at Moxy Hotels.....	slide 6
The Five Sense at Moxy Hotels.....	slide 7
Services Expectation at Moxy Hotels.....	slide 8
AR at Moxy Hotels.....	slide 9
Conclusion.....	slide 10

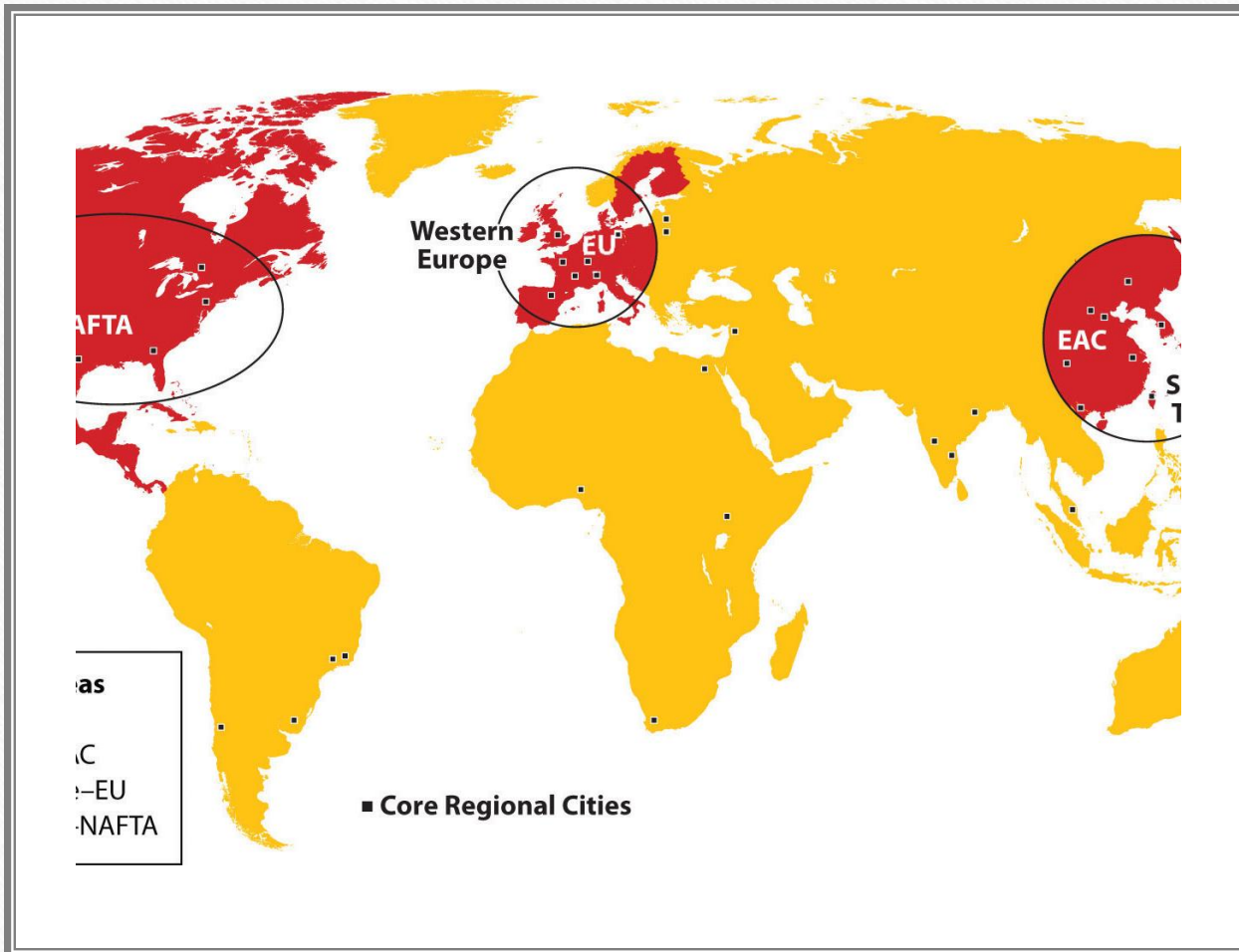
Introduction to Moxy Hotels

- In September 2014 was opened the first Moxy Hotel in Milan, Italy. (New Orleans CityBusiness, 2017).
- A new type of hotel was brought in the hospitality industry.
- Moxy Hotels is owned by the Marriott Group. (Jenny, 2020)



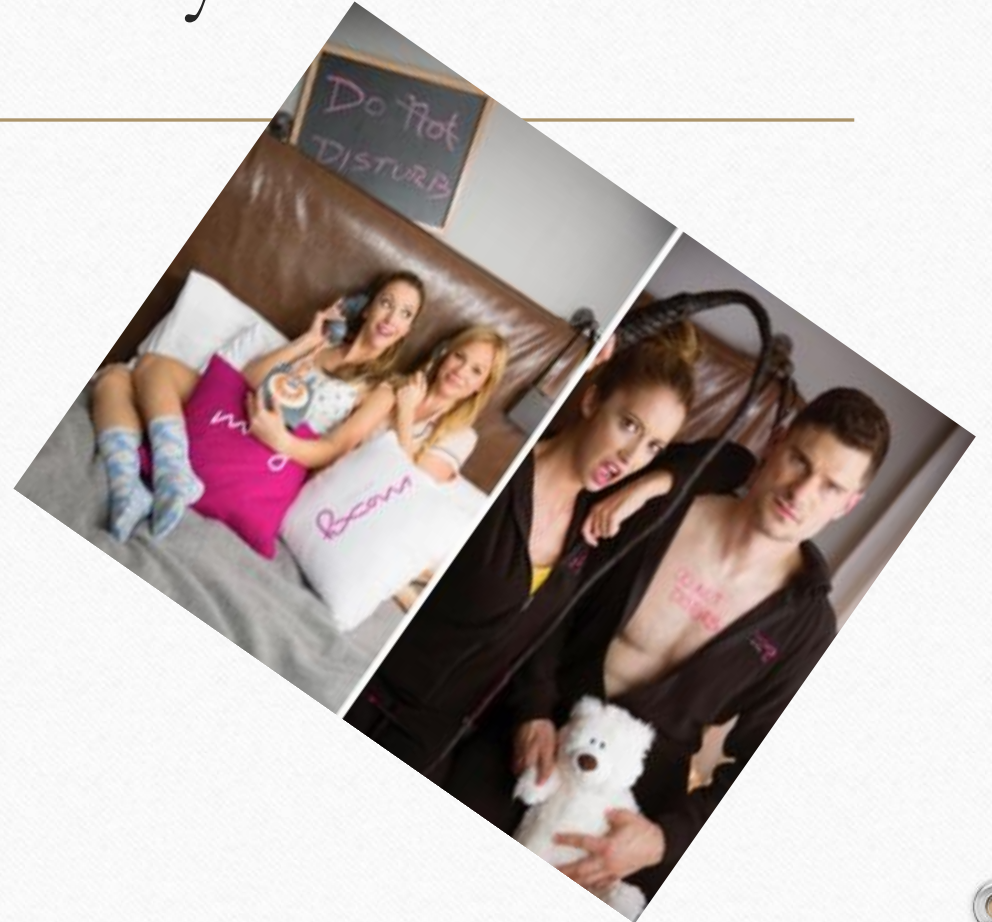
Moxy Hotels Locations around the world

- Four continents: Asia, Australia Europe and North America. (Moxy Hotels, 2023)



Target market of Moxy Hotels

- Young people (Moxy Hotels, 2023)
- "Fun hunters" (Lea, 2018)
- Low budget (Lea, 2018)
- People who like advanced technology, (Moxy Hotels, 2023)
- Pet friendly (Moxy Hotels, 2023)



Millennials at Moxy Hotels

Website designed
to attract the
Millennials
(Brian, 2018)

The gym is also unusual for a
hotel. They have pink bikes,
jar of Starburst and also
candies. (Brian, 2018)

Their room package are called
different then a traditional
hotel. For Example "The
Queen of the Night" package
includes a drag show
experience (Brian, 2018)

HOTELS

moxy

The Five Senses at Moxy Hotels

1. Sight- Their website is colourful with big images, also a big logo and easy to find the information you need. (Moxy Hotels, 2023)
2. Sound- In Moxy Hotels the music could be Jazz, live music or loud music which has a significant effect on the mood and emotions of the guests. (Tanner, 2023)
3. Smell- The fragrances used in Moxy Hotels are jasmine, crystal musk and "blonde wood", which makes the guests to remember easy about their experience at the hotel. (Terry, 2021)
4. Touch-At the entrance of the Moxy Hotels, the unique lightening, graffiti, heavy tables and soft seats are keeping the guests feelings closer to the hotel. (Terry, 2021)
5. Taste-Because Moxy Hotels provide food and drinks 24/7 for every type of cravings the guest has, they make feel the guest incredible. (Moxy Hotels, 2023)

Service expectation offered by Moxy Hotels



Special Experience



Check in at the bar



Grab and Go



What is private at
home, the guest can do
it in the Moxy Hotels



Free drink



Rooms to play for
guests

(Website Moxy Hotels, 2023)



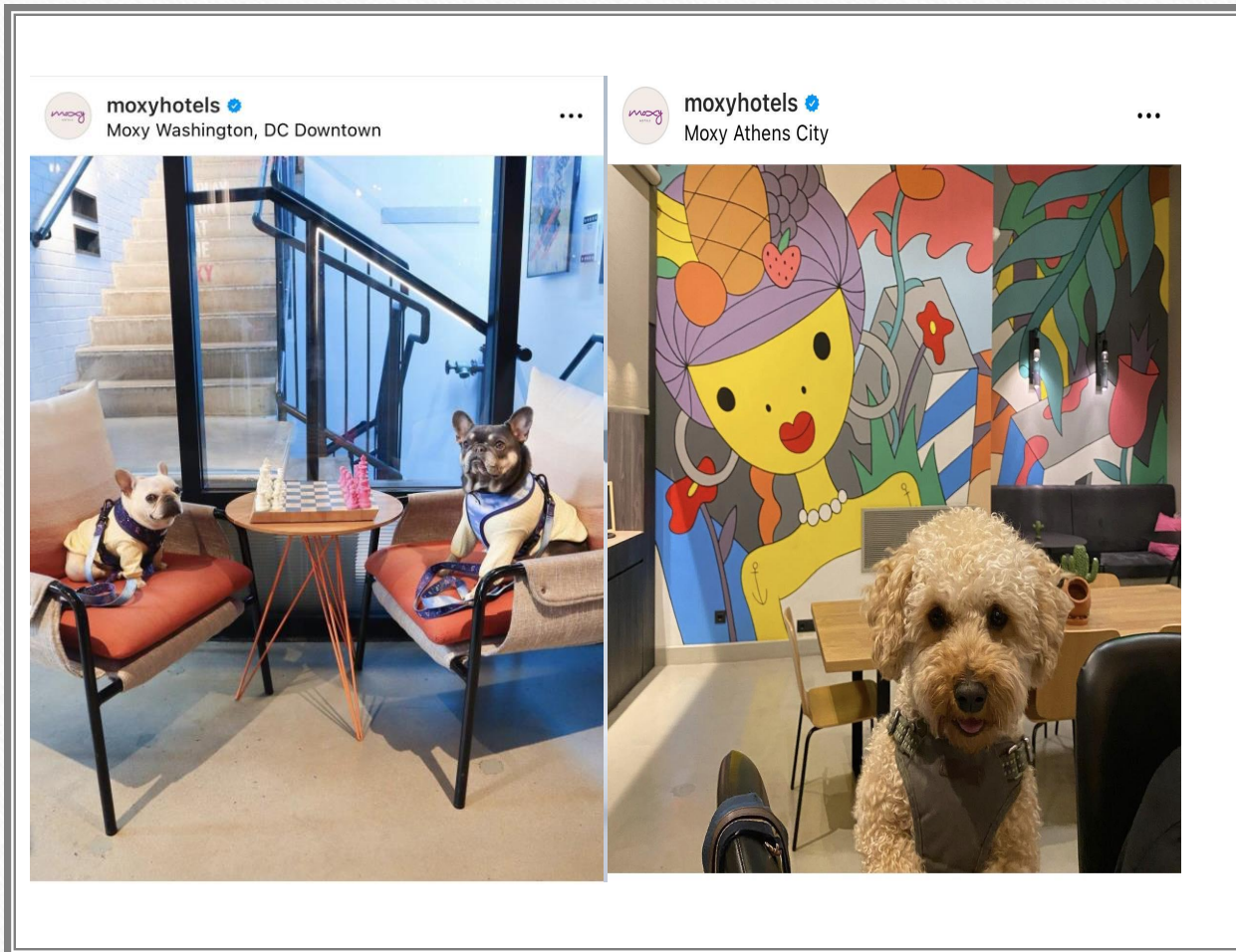
AR "Play beyond" at Moxy Hotels

It was implemented in Asia.

Customized avatar: hair, clothes, body shape.

Can be found: at the bar, gym, in their room and in some special places in the hotel.

(Karen, 2022)



Artificial intelligence

Very modern

Low prices per night or package

Pet friendly

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