



# HOTEL Yearbook 2036

THE GLOBAL HOTEL INDUSTRY 20 YEARS IN THE FUTURE

Business leaders of the future explain how two decades of change will affect the hotel industry between now and 2036:

- political changes
- economic changes
- societal changes
- technological changes

[www.hotel-yearbook.com](http://www.hotel-yearbook.com)

*This e-publication may be downloaded free of charge*

# Where will you be in 2036?



Since 2007, The Hotel Yearbook has provided thousands of decision makers in the hotel industry with valuable opinions and insights on what may be in store in the year ahead.

To celebrate the 10th anniversary of this forward-looking publication, the upcoming edition of The Hotel Yearbook will break completely new ground, taking a giant leap 20 years into the future.

## ABOUT

**The Hotel Yearbook 2036** is like no other book ever published for our industry. Written from the viewpoint of the year 2036, this provocative and very creative e-book consists of a set of imagined interviews conducted with top executives, consultants, and industry observers who look back on twenty years of dramatic changes and developments that have had an impact on the way the global hotel industry has turned out.

Imaginatively conceived and written by Woody Wade, the founder of *The Hotel Yearbook* series ten years ago, the fictitious interviews published here are hard-hitting, eye-opening, very entertaining, and perhaps even a little scary.

The result may be fiction, but it's a very stimulating read. The dozens of "witnesses" to the future look at the industry from many different perspectives, and their testimony, while invented, is thought-provoking yet entirely plausible.



***"The Hotel Yearbook 2036 highlights the dramatic changes that the hotel industry may confront over the next two decades," says author Woody Wade.***

***"The future will be different from today. Everybody knows that. But how will it be different? That's the key question. This e-book focuses on these differences, by pretending that we are already in the future, and letting a number of senior executives and industry observers from the year 2036 tell their side of the story, explaining 'what happened' in the hotel industry over the previous 20 years. In the process, our eyes are opened to some fascinating – and possibly unexpected – future scenarios."***

To say "Thank you" to our readers for making *The Hotel Yearbook* a success for ten years in a row, this very special "2036 edition" will be available free of charge as an e-book at our website [www.hotel-yearbook.com](http://www.hotel-yearbook.com).

## ADVANCE PRAISE FOR THE HOTEL YEARBOOK 2036:

*"Fiction can help people better understand reality and its future. In The Hotel Yearbook 2036, Woody Wade has done a remarkable job of describing what the future of the hotel industry may well be like, and he has done so in an entertaining and humorous way that executives will find hard to put down, and even harder to stop thinking about."*

**Demian Hodari** | Associate Professor of Strategic Management,  
Ecole hôtelière de Lausanne

*"An enjoyable and thought-provoking publication that I recommend to anyone in the hospitality business responsible for preparing a response to what this competitive industry will be facing in the future."*

**Giovanni Angelini** | Former CEO, Shangri-La Hotels & Resorts

*"By looking 'back' from the vantage point of twenty years in the future, this book is able to posit some fascinating ideas about how the world, and the industry, might develop. It's fiction, but I found it very plausible. And entertaining, too."*

**Frank Wolfe** | CEO, Hospitality Financial and Technology Professionals

*"To the future and back!" The Hotel Yearbook 2036 gives us a peek forward at what's to come... In 1996 the dictionary didn't include the word "OTA"; WiFi connectivity was just a discussion; phones were for talking... Looking back just 20 years, it's interesting how much we forget. Open your mind, switch on your imagination, and enjoy..."*

**Michael Levie** | CitizenM Hotels founder and COO

## ABOUT THE AUTHOR

**Woody Wade**, founder and publisher of the **Hotel Yearbook**, is a specialist in scenario planning, a technique that helps organizations visualize how their future business landscape could change, so they can spot innovation opportunities today. In 2012, his book **Scenario Planning: A Field Guide to the Future** was published by Wiley, the largest business book publisher in the USA. Two years later, its Japanese-language edition achieved best-seller status there and was voted the 14th best book of 2014 by readers of **Harvard Business Review** (Japan). Woody is the former Marketing Director of the Ecole hôtelière de Lausanne and was an Executive Board member of the World Economic Forum in Geneva. Based in Switzerland, he has an MBA from Harvard Business School.



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# HOTEL Yearbook

FORESIGHT AND INNOVATION IN THE GLOBAL HOTEL INDUSTRY

Feel free to contact us with any questions you might have regarding this edition.