



The Impact of Customer Experience & Value Through Cosmetics in Hospitality Business

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Kosmetiikan vaikutus asiakasarvoon- ja kokemukseen hotelli- ja majoitusalalla Johanna Manninen

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Tämän opinnäytetyön tavoitteena on kartoittaa asiakkaiden näkemyksiä kosmetiikasta majoituspalveluissa ja ymmärtää miten asiakkaat kokevat kosmetiikan lisäarvotekijänä hotellipalveluissa. Työ on toteutettu yhdessä tuusulalaisen Hotelli Krapin kanssa.

Työssä käydään läpi palvelukeskeisen arvonluonnin ja tuotekeskeisen arvonluonnin logiikoiden eroja, asiakkaan matkailukokemukseen vaikuttavia seikkoja sekä asiakkaiden vaatimuksia kestävään kehitykseen matkailu- ja majoitustoiminnoissa, erityisesti jätteiden minimoinnissa.

Työssä toteutettiin kysely, jossa kysyttiin asiakkaiden mielipiteitä hotellivierailun aikana käyttämistään kosmetiikkatuotteista, toiveita hotellihuonehintaan kuuluvista kosmetiikkatuotteista sekä kiinnostuksesta ostaa kosmetiikka hotellimajoituksen yhteydessä. Lisäksi työssä toteutettiin paneelikeskustelu, jossa kartoitettiin paljon matkustavien henkilöiden huomioita ja toiveita hotellien kosmetiikkatarjontaan liittyen.

Kyselyn vastauksista käy ilmi, että asiakkaat pitävät Hotelli Krapin huonehintoihin kuuluvista kosmetiikkatuotteista. Hotellihuoneista toivotaan löytyvän vartalo- ja käsisaippuaa, shampooa sekä hoitoainetta. Noin kolmasosa vastaajista olisi kiinnostunut ostamaan kosmetiikkaa hotellivierailun yhteydessä, jos sitä olisi tarjolla.

Paneelikeskustelussa toivottiin enemmän näkyvyyttä siihen, mitä kosmetiikkatuotteita huonehintoihin sisältyy ja mitkä ovat tuotteisiin käytetyt raaka-aineet. Lisäksi toivottiin saataville muovipakkausjätettä vähentäviä palakosmetiikkatuotteita.

Kyselyn tulokset edustavat riittävällä tasolla Hotelli Krapin asiakaskuntaa, ja niistä pystyy päättämään, että kosmeettisissa tuotteissa on potentiaalia asiakasarvo- ja kokemuksen lisäämiseksi. Työ antaa ideoita jatkokehitystoimenpiteille, erityisesti kosmetiikan minibaari-konsepti antaa pohjaa palvelumuotoilun keinoin tehtävälle jatkokehitykselle.

Asiasanat: asiakasarvo, asiakaskokemus, kosmetiikka, majoituspalvelut, zero-waste

The Impact of Customer Experience & Value Through Cosmetics in Hospitality Business

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This thesis work aims to understand how a hotel company's customers perceive the value of the cosmetics and skin care products as part of their overall customer experience and develop new business concepts that utilize the information. The work is done together with hotel Hotelli Krapu.

The work discusses the differences between goods-dominant and service-dominant business logic, the concept of Tourist experience driver model and the growing demand for sustainability in the accommodation services, especially focusing on the plastic waste reduction opportunities.

As part of the work, a questionnaire survey was conducted. The survey asked customers' opinions on cosmetics products they had used during their hotel stay, their expectations regarding the cosmetics products that should be included in the hotel room rates and interests to buy extra cosmetics products during their hotel stay, if they were available for purchasing. The work also consisted of a panel discussion that focused on topics the frequent travelers would like to see as part of the cosmetics offering in the accommodation business.

The survey results show that Hotelli Krapu's customers are satisfied with the cosmetics products currently available in the rooms. The customers expect that shower gel, hand soap, shampoo and conditioner products are included to the room rates. Approximately one third of the customers would be interested to buy extra cosmetics, if it was available during their hotel stay.

The panel discussion revealed that frequently travelling customers would like to get more transparency to the cosmetic products that are included in the room rates and get more information of the cosmetic products' ingredients. There were also desires to see more solid cosmetic products, that require less plastic packaging.

The survey results represent Hotelli Krapu's customers on a sufficient extend, and they conclude there is potential in cosmetic products to increase customer value and enhance customer experience. The work gives ideas for further study, especially regarding cosmetic mini-bar concept, that could be defined further with service design tools and methods.

Keywords: customer value, customer experience, cosmetics, hospitality business, zero-waste

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1 Induction

Travel and hospitality industry has been one of the few industries growing steadily globally during 2010's. As the market is growing, so are the players in it. The rise of the new sharing economy-based service providers, such as AirBnB, has impacted the revenues and profits of the traditional hotels; the best margins for hotels are often coming from peak demand periods when the demand for accommodation is exceeding the supply in a given area. A good example of such a demand peak is a New Year's Eve in Manhattan, New York; traditionally there has been a fixed amount of hotel rooms available in the area and the price surcharges have been high. With Airbnb there is now increased capacity for available rooms lowering the possibility of the premium margin charges from the traditional hotels.

The Covid-19 pandemic has caused a major interruption to businesses globally. Travel and tourist industry are also impacted; for example, in April 2020 80% of the hotels in Helsinki area are closed and the ones who remain open have utilization rate from 2% to 5% (Helsingin Sanomat 9.5.2020). Once the situation recovers, the competition to attract customers is likely to be fierce overall in the hospitality business.

To fight back against the lowering profits, the traditional hotels must respond better to the needs for the travelling customers and understand thoroughly what are the aspects of their service offering that can be improved to provide superior customer experience and increase the perceived customer value. By making these service items visible and communicating their benefits to the potential customers, the higher room price margins could be justified. One such a service differentiator could be the cosmetics offering and availability in a hotel.

Skin care and cosmetics products (other than basic soaps, toothpastes and other basic personal hygiene essentials) are often seen as unnecessary luxury items that women use to look and smell nice. However, good quality skin care products can potentially improve one's quality of life, especially if a person is suffering from skin conditions such as dry, itchy skin; which can be eased, or even prevented with a use of moisturizing and conditioning skin creams. Especially among men there are a lot of prejudices to be overcome but if successfully tackled, the business potential is huge. According to Statista, the consumption value of cosmetics and personal care business was 13,80 billion euros in Europe in 2018 and it is estimated to grow to nearly 19 billion euros by end of 2020 (Statista 2018).

This thesis work studies how cosmetics and skin care products can be used to improve customer experience and perceived value in the hospitality business. The motivation for the work comes from the author's personal experience that hotels in general do not utilize cosmetics branding, offering or even basic availability information in their marketing or customer engagement activities. For example, premium hotel chain Radisson Blu advertises pillow and

mattress menu lists in their reservation websites, but there is no mention of what cosmetic products the room prices include (Radisson Blue hotel Oulu 2020). Making the cosmetics and skin care products visible part of a customer journey could impact greatly the overall customer experience and perceived value in the hospitality business and hence improve the targeted profit margins.

The purpose of this work is to analyze how hotel customers value the cosmetics as part of the overall experience and how this perceived value could be influenced. The work is done together with a small boutique hotel Hotelli Krapu. The hotel aims to find a new business model concept that would improve their customer experience and perceived value, while maintaining, or even improving, their current profit margins. They are trying to do this in the time of increasing competition coming from e.g. Airbnb.

2 The aim and the purpose of the work

The purpose of this thesis work is to identify ways to improve the perceived value and customer experience for the Hotelli Krapin customers. The aim is to understand how their customers are seeing the value of the cosmetics and skin care products as part of their overall customer experience and develop new business concepts that utilize the learnings. As the topic is very wide, this study focuses on the customer experience before and during the stay and it tries to answer the following question: how cosmetics products and related services could increase the customer perceived value before and during a hotel stay? After-sales activities are not in the focus of this study.

2.1 The employer, Hotelli Krapin

Hotelli Krapin is a small, family owned hotel situated close to Lake Tuusulanjärvi about 30 kilometers from Helsinki city center and 12 kilometers from Helsinki-Vantaa international airport. The hotel is part of the Krapin leisure time concept and there are a couple of restaurants, summer theater and live music venue on the same area. The Tuusula golf course and Rantatie museums are nearby.

The hotel is an old farmhouse and has 24 guest rooms and two suites and it is open all year round. One third of the hotel guests are foreign and a majority are on leisure stay. Krapin restaurants' and hotel's concept is to give their guests authentic experiences. The restaurants are using locally produced food whenever possible.

Hotelli Krapin's prices varies from 164 € per night in Standard room to 184€ per night in Superior room. The prices include breakfast. Hotelli Krapin also provides different packages that combine accommodation with for example dining packages in Krapin Hovi restaurant. The packages are priced separately. (Hotelli Krapin 2020.)

3 Customer value creation and customer experience

Value creation is the basis for any business. A company or an organisation turns resources and raw materials into end products and/or services for which customers are willing to pay. The business earns profit from products sold and/or services rendered as their customers get their needs fulfilled. In hotel business this typically means that a hotel offers its room “stock” and other hotel related services to the customers who pay a price per night to use the services. Definition of the value creation logic may vary, depending if it is looking from inside out or from outside in point of view. The next chapters discuss some aspects of the value creation.

3.1 Goods-dominant business logic vs. service-dominant business logic

Traditional goods-dominant business logic emphasizes a product centric thinking, where companies have made product (and production) efficiencies their priority, and customers have been seen as objects, not as active participants in the business model. It is based on ownership and value-in-exchange thinking; value is seen in owning a product, and value of produced goods, or service, starts to diminish after the exchange transaction. (Tossavainen 2020.) A typical example of a goods-dominant business logic is the traditional car dealing: when a customer completes a purchase transaction and drives away from a car dealership, the exchange value of the purchased car will drop significantly as it is not “new” anymore.

The service-dominant business logic sees customers as active participants, as subjects, and the value creation happens when a customer uses a product or service. Owning a product is not necessary, but access to use it is. The service-dominant business logic emphasizes the understanding of the interaction points between a company and its customers and suggests using co-creation as means to understand the true customer value. See Figure 1 for illustration on the co-creation of value. The viewpoint is outside-in and iterative. There is always some uncertainty of the outcome as the experience a customer feels is objective and influenced by for example his/her motivation level at the point of service consumption. (Tossavainen 2020.) Car sharing pools, like Blox car, is an example of service-dominant business logic: the customers do not own the cars, but they get value in using the cars available for sharing.

Even though hotels and other hospitality businesses are typically considered to be in service business, the business logic they operate is often very business-dominant: the offered services (room furniture, utilities, bath room peripheral, etc.) are the same for all customers, not considering customers’ travel purposes, sex, companions, etc. There could be a great business potential for hotel companies that would truly try to understand the different needs of varying types of customers and built their service offering around those needs. For example, Service design thinking tools (Personas, Customer journey maps, etc.) can help in forming such an understanding (Stickdorn 2010, 120). In this thesis work a questionnaire survey and group interview were used to discover the different customer segments (personas) and their

views regarding importance and significance of cosmetic products during a hotel stay. Understanding the personas' different needs, a hotel company could start transforming their operational model towards true service-dominant business logic.

Customer value co-creation can happen for example by inviting active customers to participate in the product creation process, where they can have a say on the features they want to have in a product. For example, Lindt chocolate manufacturer is inviting customers to design their own chocolate bars and the packing boxes in their online web shop (Lindt 2020).

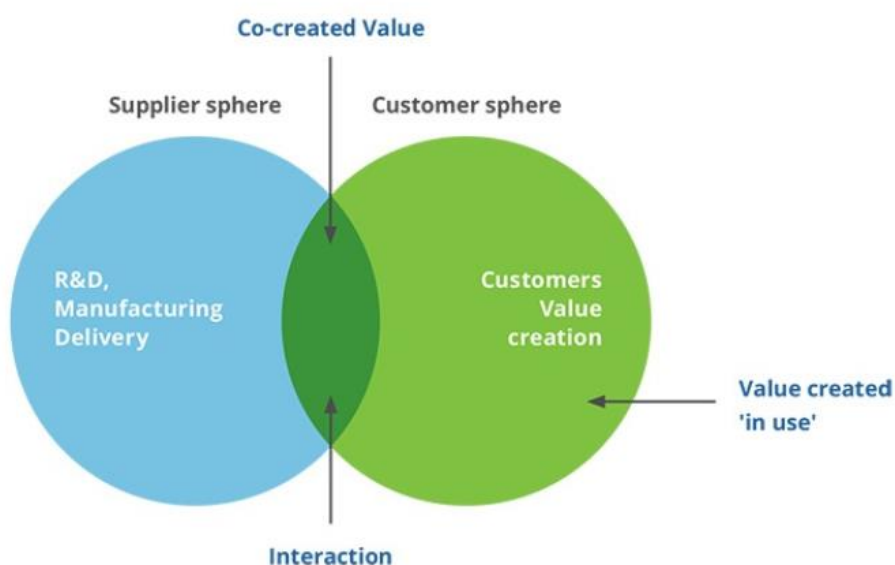


Figure 1: Service-dominant logic supports the concepts of “value-in-use” and “co-creation of value” as opposed to “value-in-exchange” and “embedded-value”, which are typical for goods-dominant logic (Pop 2019).

According to O’Cass and Sok (O’Cass & Sok 2015,187), “value is created at the point of proposition by the firm, while perceived use value (...) is subjectively assessed by the customer, and exchange value is realized at the point of exchange via firm-customer interaction.” So the customer perceived value is subjective experience of an individual customer and can be impacted by different factors, such as a customer’s mood, tiredness, etc. This subjective experience is one cause for the uncertainty associated with the service-dominant business logic.

3.2 Tourist Experience Driver Model

Prebsen, Zhen and Uysal describe the factors impacting customer experience in tourism business in Tourist Experience Driver Model (TEDM). They argue that the tourist customer

experience is dynamic and evolving in nature and is impacted by encounters occurring before, during and after a trip, (Prebsen & Zhen & Uysal 2014, 88,) See Figure 2 for details of the TEDM.

Trip partaking experiences		Trip reminiscing experiences
Before the trip	During the trip	After the trip
Personal driver e.g. Age e.g. Motivation	(Evolving influences) e.g. Modified involvement e.g. Modified motivation	Non-recallable
Environmental driver e.g. Advertising	e.g. Modified perception	Recallable I. Disastrous
Interactive driver e.g. Information search	e.g. Modified information search (Emerging influences) e.g. Encountering with travel partners e.g. Encountering with other guests e.g. Encountering with the service environment	II. Regretful III. Monotonous IV. Memorable V. Extraordinary

Figure 2: Tourist Experience Driver Model according to Prebsen, Zhen & Uysal.

The experiences received before and during the trip are labelled as partaking experiences and they become the trip reminiscing experiences after the trip. The trip reminiscing experiences are hence recollection of the various pieces of the partaking experiences. In this study the focus is on partaking experience before and during the trip.

The drivers impacting customer experience are divided into personal (for example age, motivation), environmental (for example advertising) and interactive (for example encountering with other guests), and according to the model, they change and evolve continuously over time.

Booking a hotel room is an example of a customer partaking experience that takes place before the trip. A personal driver that can impact the experience is for example a customer's age and his or her digital capabilities. Older generations might still want to do bookings over the phone and speak to a customer service agent. Whereas for younger generations a business does not exist, if it is not online. If an online service is slow or cumbersome to use, or a customer service agent is rude on a phone, it is likely to impact the customer experience negatively already before the trip. On the other hand, if the online reservation system allows a customer to select his or her preferred options easily, or the customer service agent feels welcoming, these are likely to impact the experience positively already before the trip. (Wu 2018, 113).

Using a hotel's spa services as an example of a customer partaking experience during the trip: If a customer has not known prior to the trip of the spa facilities, discovering them in a hotel

can positively influence his or her perceived value. On the other hand, if the expectations for the spa services are not met, this is very likely to have a negative impact on the perceived value.

The service-dominant business logic and its value-in-use thinking links strongly to the TEDM model; the different partaking drivers of the trip are providing value mostly when used and in use. The customer's perception of the used value is unique and can be enhanced during the service use by promoting specific, co-created value increasing additions that may eventually even exceed the customer's expectations of the service levels. This thesis work tries to find such value increasing additions from cosmetics.

3.3 Sustainability as customer value

United Nations has defined sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (UN 2020). Sustainable products and services provide environmental, social and economic benefits while protecting public health and environment over their end-to-end lifecycle, including for example their production, raw material sourcing, packaging, transportation ja consumption.

According to Nielsen market research company, U.S. sustainability market will reach 150 billion dollars by 2021. According to them, nearly half (48%) of U.S. consumers say they would or probably would change their consumption habits to reduce their impact to the environment. (Nielsen 2018.) Figure 3 shows the estimation for U.S. sustainable product sales till 2021. As seen in the graph, the sales are estimated to increase rapidly.

SUSTAINABLE PRODUCT SALES IN THE U.S.

\$ in billions



Sustainability combines free from, clean, simple, sustainable and organic labels.

Source: Nielsen Product Insider, Powered by Label Insight, Week ending 10/20/2018, Projections based on 3 and 2 year CAGR

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Figure 3: Nielsen's forecast for the U.S. sustainable product sales till 2021 (Nielsen 2018).

There is a lot of research done among the customers of the hospitality business regarding their views on sustainability. For example, a study done in 2012 have concluded that sustainability in hospitality has become important factor influencing consumer perceptions and decision-making aspects such as the loyalty of consumers and the willingness of consumers to pay premium prices (Teng, Horng, Hu, Chien, & Shen, 2012).

One aspect of cosmetic products' sustainability is product packaging. As most cosmetics are in form of liquid, gel, foam or other water-based structure, their packaging needs to be well designed. Cosmetics products are often packaged multiple times; first there is a primary container, keeping the cosmetics substance intact. The primary containers are often made of plastic, typical plastic types in cosmetics packaging are PP, PET and acrylic ingredients. (DesJardin 2020.)

On top of the primary container, there is typically secondary package to provide protection against external damages, product information, easier shipping, user instructions and brand messages for the product. Secondary packages are often made from carton board (Saxonpackaging 2020).

It is not rare that also the secondary package is wrapped around plastic wrap, to provide extra protection for the product during shipping and warehousing. Altogether these multiple packaging layers increase cosmetics products environmental footprint.

Plastic has many benefits as packaging material for cosmetics: it is cheap, lightweight to transport, it keeps cosmetic products uncontaminated, extends products shelf-life and gives cosmetic manufactures endless opportunities to design luxurious looking containers. (Nefab 2020). Plastics used in cosmetic packaging are typically recyclable, but lack of recycling infrastructure, especially in developing countries, is contributing to the increasing problem of marine plastic. International Union for Conservation of Nature (IUCN) estimates over 300 million tons of plastic is produced every year, and of that amount at least 8 million tons of plastic end up in the oceans (IUCN 2020).

As consumers and customers are increasingly demanding more sustainable products and services, cosmetics manufactures have started to respond to the growing demand by introducing product lines that are trying to minimize their environmental impact. In the area of plastic packaging waste minimization, one trailblazer company is UK based Lush. Lush focuses on limited packaging for its product range, or package-free products, calling it “Naked! packaging”. For example, according to Lush, nearly 6 million plastic bottles are saved globally from selling shampoo bars instead of liquid shampoos in bottles. (Lush 2020.) Also, Finnish cosmetic manufactures have started to developed products, that do not require plastic packaging; for example, Flow cosmetics has launched their Zero waste -product line, that consists of solid shampoo, hair conditioner, soap, and body butter bars (Flow cosmetics 2020).

4 The plan and execution of the research

Based on the literature study (chapter 3), a questionnaire survey was designed to study Hotelli Krapin customers' views on the perceived value of the cosmetics products in the hotel rooms. Based on the survey results, one identified customer group, persona of a frequent traveller, was then analysed further in a panel discussion.

4.1 The methods of the study

At first a literature review of the themes impacting customer perceived value was executed. The review was done by utilizing Laurea's Libguide and Laurea Finna's research databases.

As the customer value is built on the understanding of the customer's real needs, there was a need to collect customer feedback and opinions on the subject. A questionnaire survey was selected as a research methodology to provide both quantitative (multiple selection questions) and qualitative (open ended questions) data on the subject. According to Fowler: "Surveys are designed to produce statistics about a target population. The process by which this is done rests on inferring the characteristics of the target population from the answers provided by the sample of respondents". (Fowler 2013, 1-3.) The target population of this study were the actual and potential customers of Hotelli Krapin, and the sample population, or respondents, are the ones who answered and returned the questionnaire. The survey was designed to identify different customer segments (personas) to which more targeted cosmetics offering could be tailored to. The needs of a one identified persona group, a frequent traveler, was then selected to be analyzed in further detail.

To understand the needs and perceived values of frequent travelers, a discussion panel with a small group of frequent travelers was organized. The aim for the discussion panel was to identify ideas and practices to increase customer value from very experienced travelers. By utilizing service design principles, the discussion panel findings were analyzed and it was estimated whether they would add customer value in Hotelli Krapin's context.

Finally, the findings, analyses and learnings were put together as synthesis and suggestions to Hotelli Krapin.

4.2 The questionnaire survey

The survey was conducted at Hotelli Krapin during November-December 2019. There was an advertisement of the survey in the reception lobby, and the questionnaire papers were left at the hotel rooms and the customers were asked to reply to them in order to help the Hotelli Krapin to improve their services. To increase the response rates, Hotelli Krapin promised to give away a gift card to Krapin restaurants.

The questionnaire study focused on questions that tried to identify a customer's persona regarding travelling, what cosmetics products they currently expect to be available in the hotel rooms, what they would wish to have included in the hotel room price and which cosmetics products they would be interested to buy during their hotel stay. The survey tried to find the customer value adding cosmetics products and services especially for Hotelli Krapu. A copy of the survey is available as Appendix 1.

To enhance the response rates and the content of the answers, I personally visited Hotelli Krapu during three weekends. I spent time in a hotel lobby and contacted customers who were checking out and asked them to take part of the survey, if they hadn't done so yet. The personal engagement resulted in 15 more replies and in total 52 responses were received during the two-month period.

4.3 Discussion panel





The questionnaire survey had a section that focused on the customers' age, nationality and frequency of hotel stays over the past 12-month period. The responses of over 11 stays over the past 12-month period were considered as frequent travellers. To understand the needs and the value perception of this customer group in more detail, a discussion panel was invited among people who are travelling a lot, both in business and for leisure.

Panel discussion is a qualitative research and design method that can be used to understand user needs and data collection. They are usually formed for a unique purpose and the participants belong to the target group in matter. (Landau, Vipola 2004.)





The participants to the panel were called for with a public Facebook announcement posted on 12th December. Totally 10 responses were received and 3 people, whose background and travelling habits differentiated from each other were selected to the panel.

To help identify the varying needs of participant, each participant was given their own persona name. Personas are fictional characters, which are created based on research in order to represent the different travelling customer types. Creating personas can help in understanding the customers' needs, experiences, behaviours and goals. Personas do not describe real people, but they are composed personas based on real insights collected from multiple individuals. (Stickdorn 2018, 97). In this work the actual Hotelli Krapu's customers were not given personas, but only the volunteers who participate the discussion panel.





The selected participants and their personas's key characteristics are defined through persona cards below.

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p>  <p>Thomas Traveller</p>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <p>53 years old</p> <p>Over 100 travel days per year domestically</p> <p>Married, two grown up children</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <p>Wants to feel home, everywhere</p> <p>Doesn't like surprises, likes to keep things as they are</p> <p>Convenience, hassle-free experiences</p>

Persona 1: Thomas Traveller

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p>  <p>Holly Hedonist</p>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <p>42 years old</p> <p>Takes 10-12 holiday trips to abroad annually</p> <p>In relationship, no children</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <p>Wants to have new experiences and see new places</p> <p>Wants to be an influencer among her acquaintances</p>

Persona 2: Holly Hedonist

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p>  <p>Emma Expatriate</p>	<p>What are the persona's relevant characteristics and behaviour? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <p>37 years old</p> <p>Over 120 travel days per year abroad</p> <p>Single, no immediate family</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <p>Wants to travel light, not to carry heavy luggage</p> <p>Wants convenience, no surprises</p> <p>Wants to relax when not working</p>

Persona 3: Emma Expatriate

The discussion panel took place on 31st of December in Espoo, Finland. The participants were asked how they viewed cosmetics as part of their travel experience and what would make their customer experience better regarding this topic. The discussion was recorded and transcribed (Attachment 3).

5 The methods for analysis

The replies of the survey collected were analyzed using quantitative data analysis methods. Qualitative data analysis is used to analyze data that can be observed, i.e. which is in forms of words, pictures, signs and so on (Miles, Huberman, Saldana 2014, 10-11). The process of qualitative data analysis according to Miles, Huberman and Saldana is described in the Figure 4.

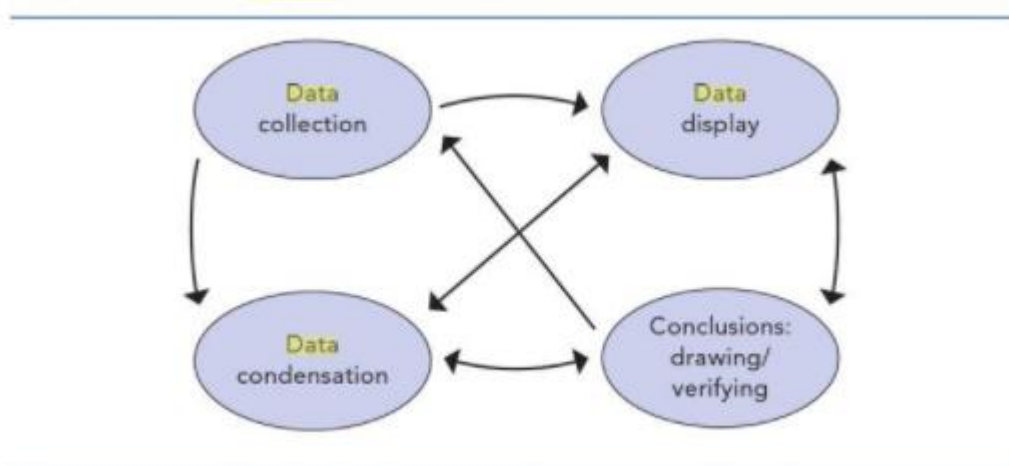


Figure 4: The process of qualitative data analyses according to Miles, Huberman and Saldana.

In this study, the data collection was done in form of the survey and panel discussion. The data display was done in spreadsheet format. The meaning of data condensation is to select and focus on the collected data that makes it stronger for the research. It is an essential part of data analyses process and happens throughout of a qualitative research project. (Miles, Huberman, Saldana 2014, 12.) The data condensation was done in view of making the survey responses and panel discussion analyses stronger for the practical actions and proposals for Hotelli Krapu, so focusing on data coding that would have meaningful insights for the customer. Based on the condensed data, it was possible to do data discoveries which are discussed in more detail in the chapter 7.

The panel discussion transliterations were decoded with Pro Word Cloud add on in MS PowerPoint as a word cloud. The highlighted words in cloud were analyzed in more detailed and participants' views and comments were grouped under these as part of the data condensation and analyses process.

6 The work schedule and methods

Figure 5 describes the timeline for the work. The initial research, literature study and topic for the work was agreed with Laurea tutor teacher in August 2019 and the agreement with Hotelli Krapi was made the following month in September. The survey collection started in October 2019 and commenced for 6 weeks, finishing the second week of December 2019. The panel discussion took place 31.12.2019.

The further literature study took place during first quarter 2020. The work was on hold due to Covid-19 pandemic during second quarter 2020. The analyses, discussion and recommendations were done during the third and fourth quarter 2020.

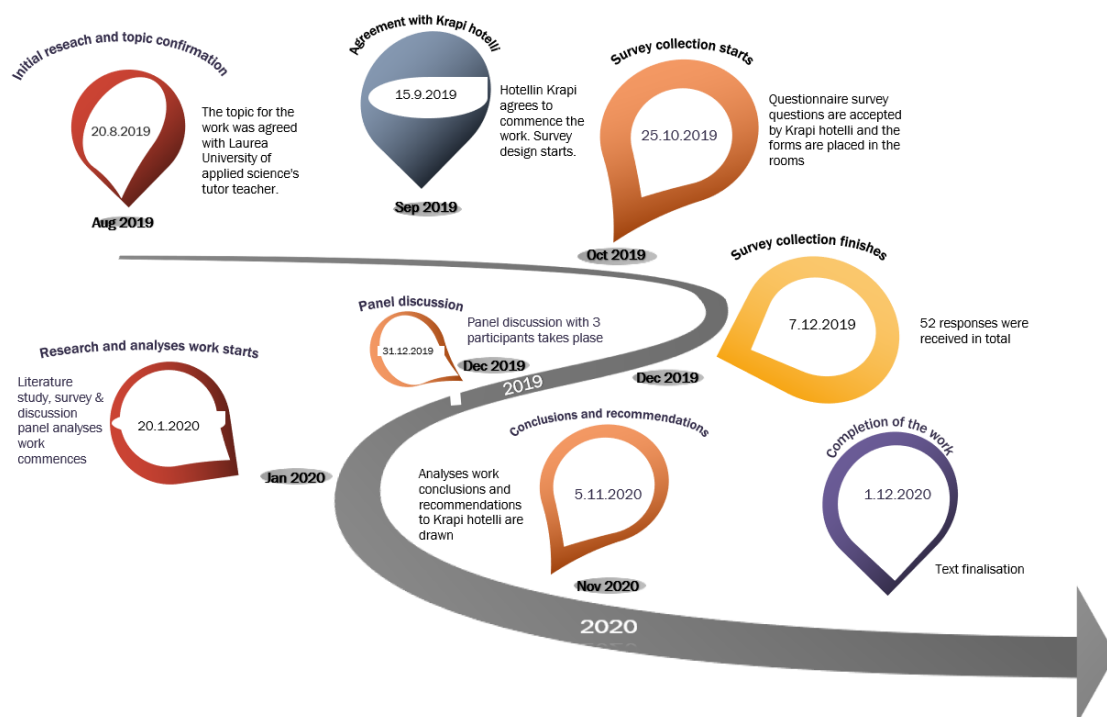


Figure 6: The timeline for the work

7 Analyses results and conclusions

The data provided by the questionnaire survey is displayed, condensed and analysed with MS Excel 2018 application in chapters 7.1-7.6. The discussion panel themes are displayed, condensed and analysed manually in chapter 7.7.

7.1 Respondents demographics and travel frequency

The first four questions of the survey were about respondents demographics; age, sex, country of origin and their travel frequency. There were in total 52 respondents, 31 female and 21 males. Their age and sex distribution are shown in the Chart 1.

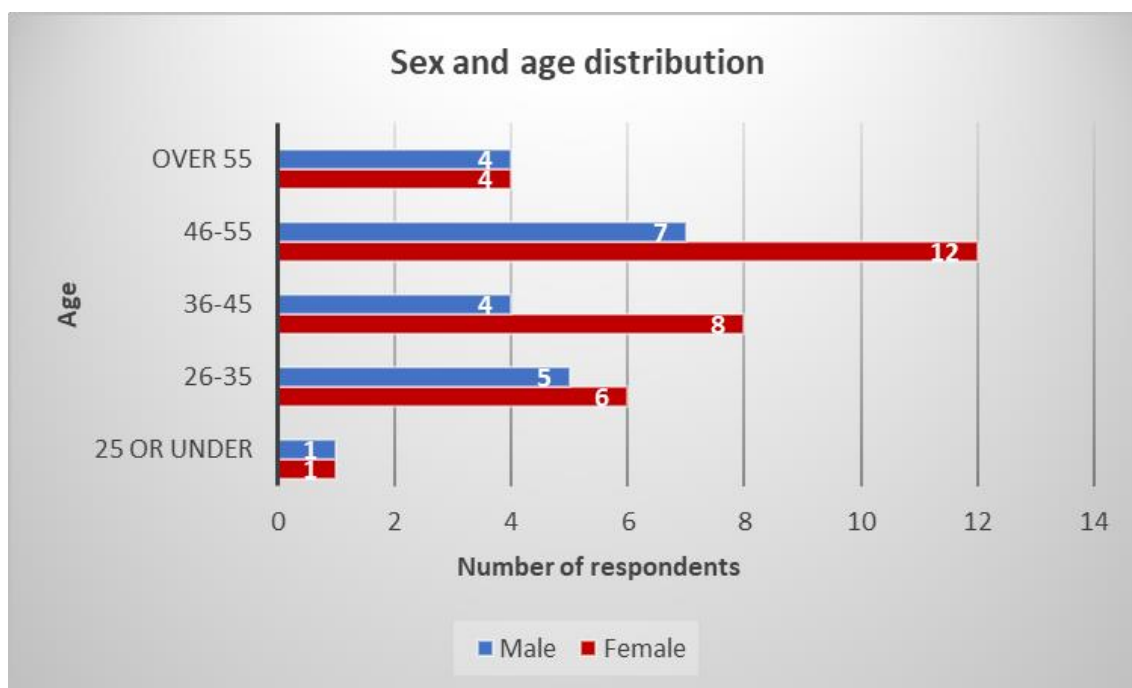


Chart 1: Sex and age distribution of the respondents

The largest portion of respondents were females in age group 46-55 years. There were only two respondents in the age group under 25.

Most respondents (18) had done 3-10 hotel visits over the last 12-month period. 10 out of 51 respondents had stayed in hotels more than 20 times over the last 12-month period. The travel frequency distribution is shown in the Chart 2.

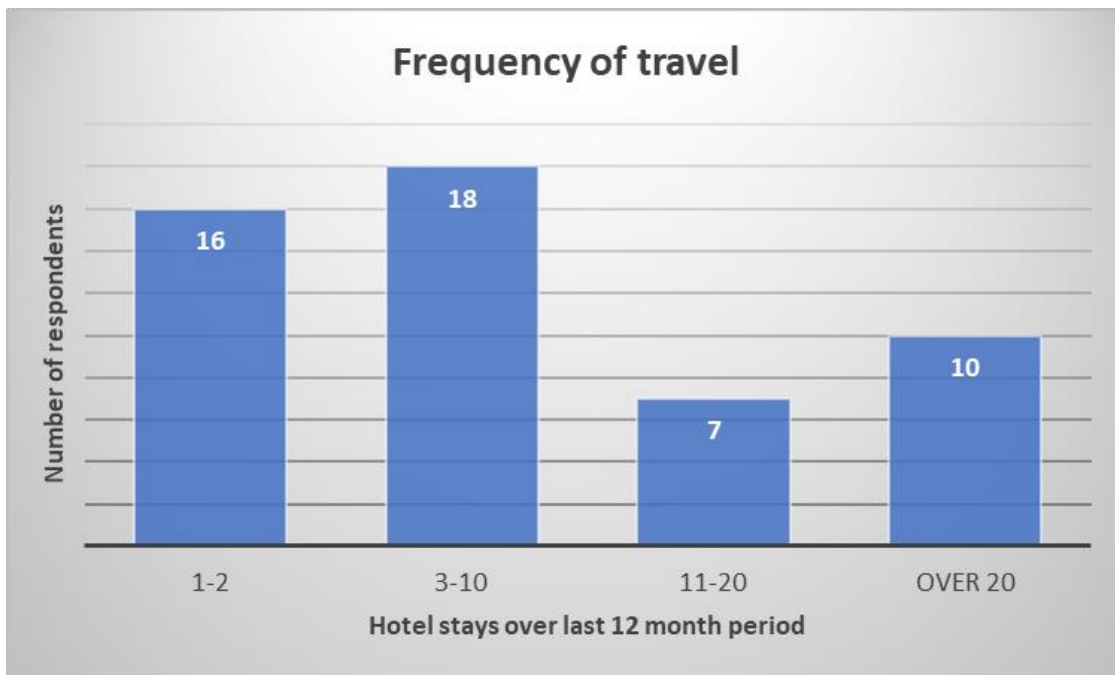


Chart 2: Travel frequency distribution

7.2 Respondents country of origin and reason for travel

In total 42 respondents were from Finland, 5 from abroad (4 from Germany, 1 from UK) and 5 respondents chose not to state their country of origin. In the Chart 3 the respondents' country of origin and reason for travel are shown.

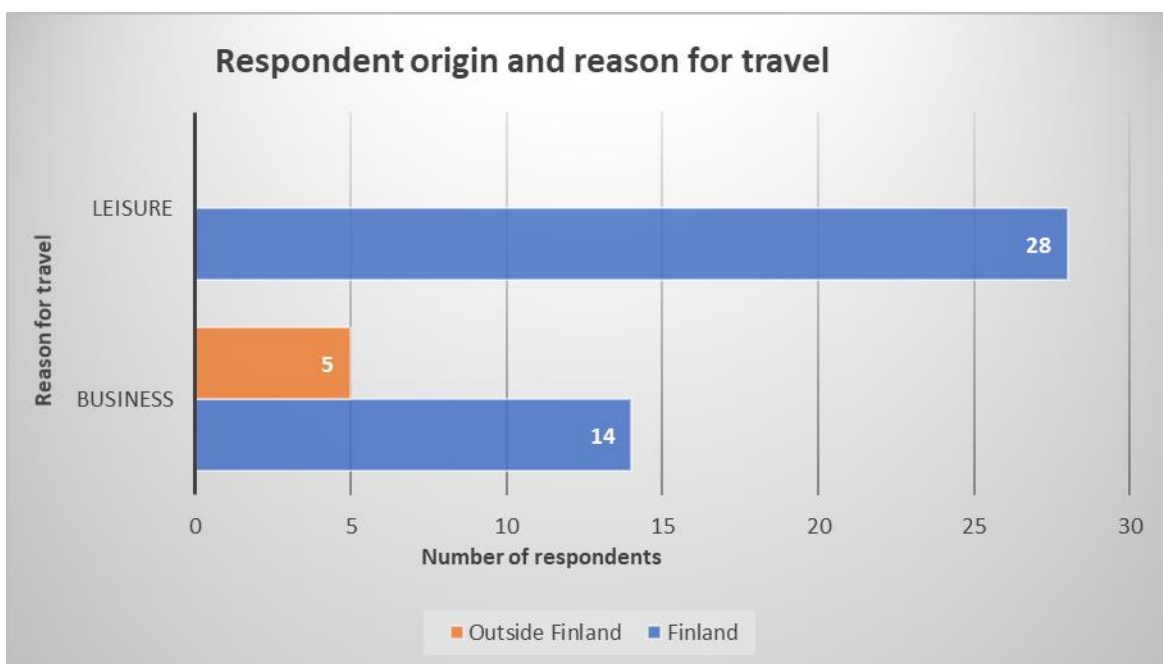


Chart 3: Respondents country of origin and reason for travel

Over half of the respondents were travelling for leisure and were of Finnish origin. All non-Finnish respondents were travelling on business.

7.3 In-room product ratings

Respondents were asked to rate in grades 1 to 5 the cosmetic products available in the hotel rooms. The products available in the rooms were hair & body shower gel, conditioner and gentle soap. Hotelli Krapu purchases the products from a Swedish hotel product wholesaler Bed & Bath and they are from a product line of Scandinavian white. In the attachment 2 are shown the product cards and INCI lists of the products (J. Berg 2019). The average scores given by the survey respondents are shown in the Chart 4.

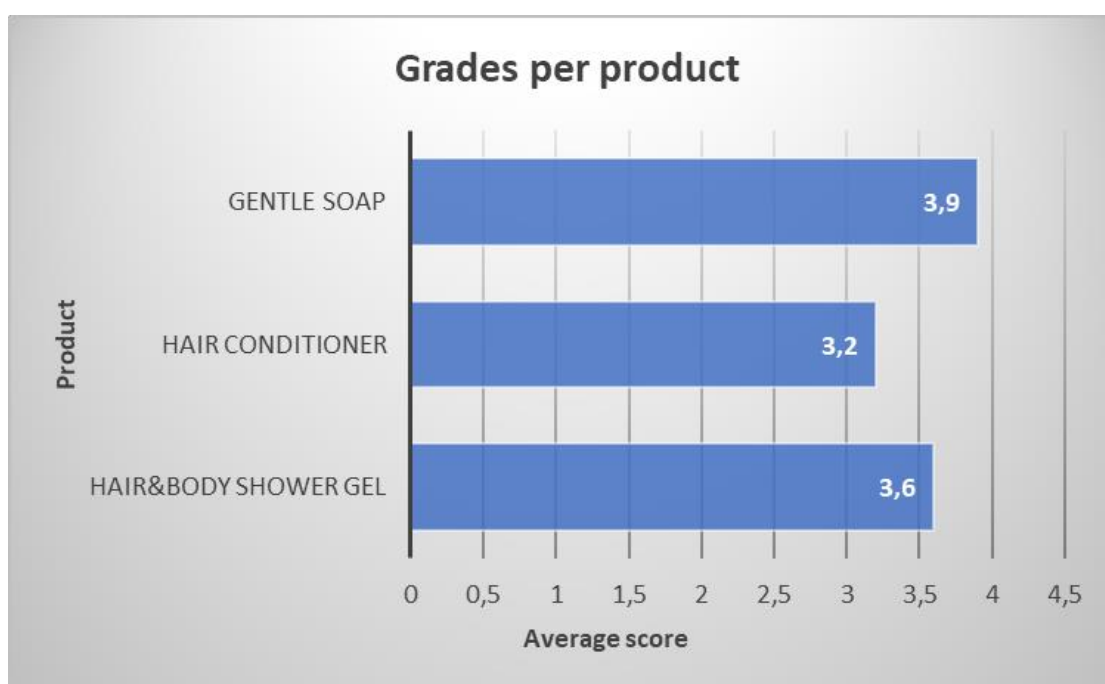


Chart 4: Given grades per product

The gentle soap was given the highest score (3,9) and the hair conditioner the lowest (3,2).

7.4 Expectations of the cosmetic products available in the hotel room

To understand better what in-room cosmetic items might increase the customer perceived value the most, the question number 11 listed 15 common cosmetic products and the respondents were asked to select maximum five of them that they expect to be included in the hotel room normal rate. Chart 5 shows the response distribution from all respondents.

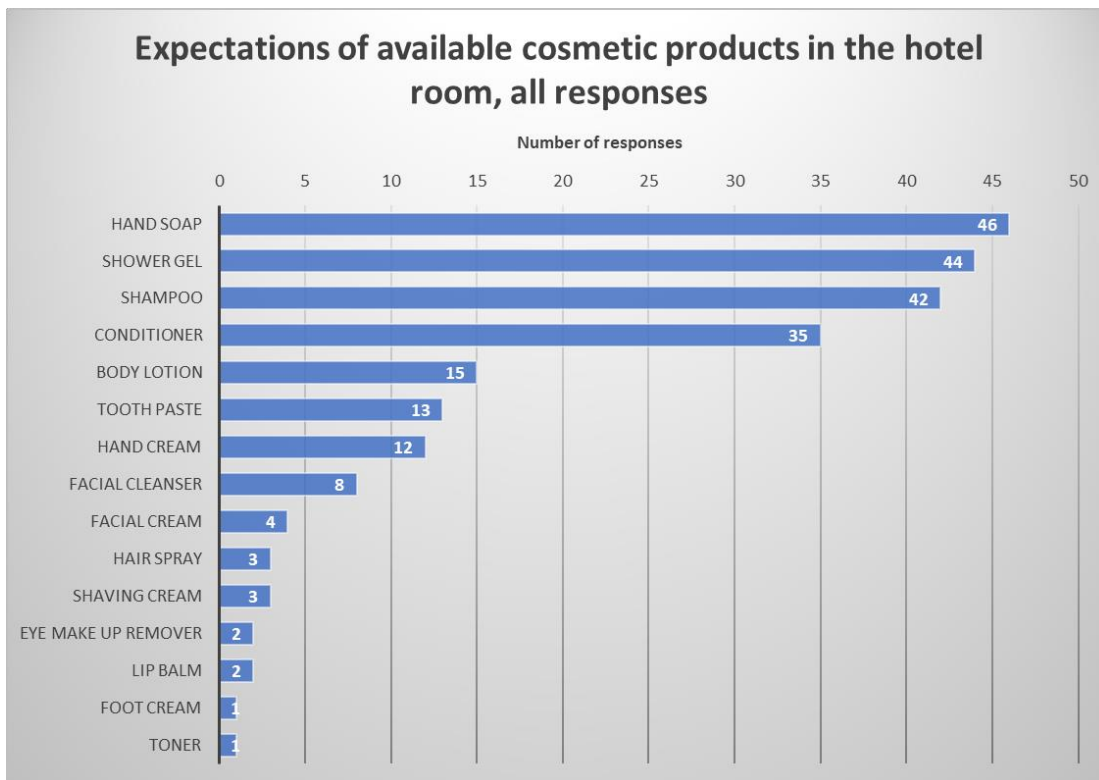


Chart 5: Expectations of available cosmetic products in the hotel room, all responses

Hand soap, shower gel, shampoo, conditioner and body lotion received most answers among all respondents. Toothpaste, hand cream and facial cleanser were also mentioned frequently.

When focusing only on the male respondents, the top products are mostly the same: hand soap, shampoo, shower gel, conditioner, tooth paste and hand cream. Only body lotion is not prioritized as with all respondents. Interestingly shaving cream is not prioritized, it only got two votes as shown in the Chart 6.



Chart 6: Expectations of available cosmetic products in the hotel room, male respondents

When focusing only on the female respondents, the top products are shower gel, hand soap, shampoo, conditioner, body lotion and hand cream. It seems that the female respondents put more value on moisturizing creams as both body lotion and hand cream received several votes as shown in the Chart 7.

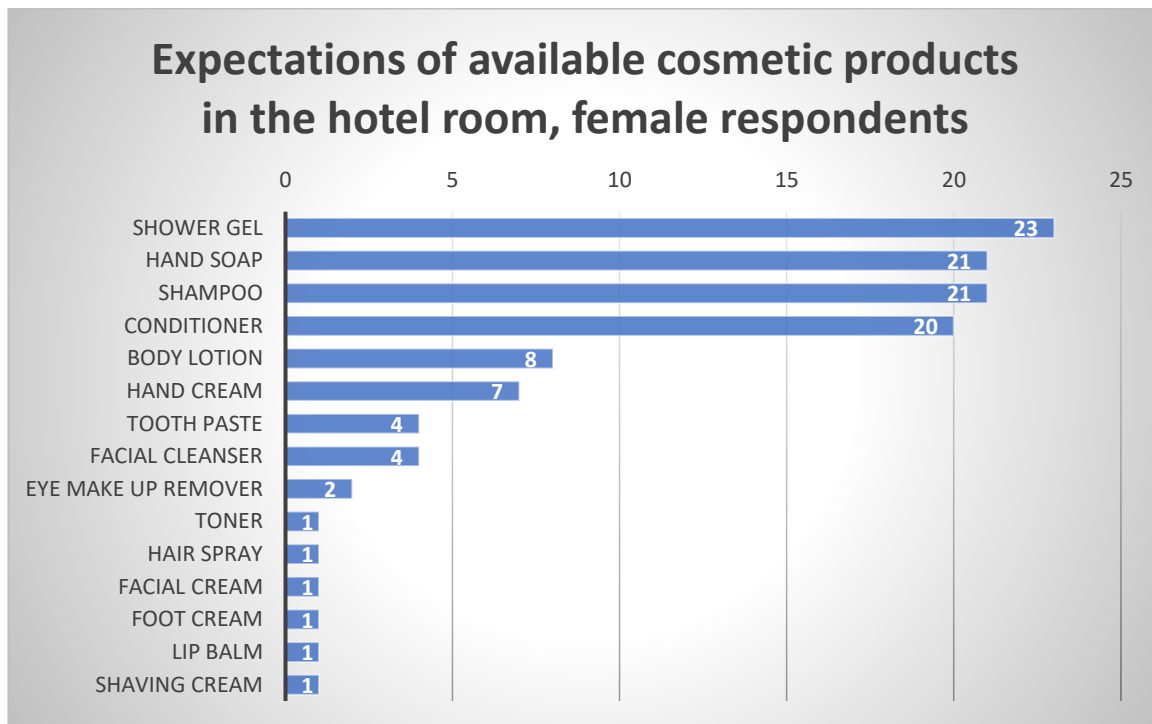


Chart 7: Expectations of available cosmetic products in the hotel room, female respondents

7.5 Interest to buy extra cosmetic products

To understand better the additional sales potential of cosmetics for Hotelli Krapu, the question number 12 inquired if the customer was interested in buying extra cosmetic products during his or her stay. 14 customers out of the total 52 indicated they would be interested in buying extra cosmetic products. The Chart 8 shows their age group and sex.

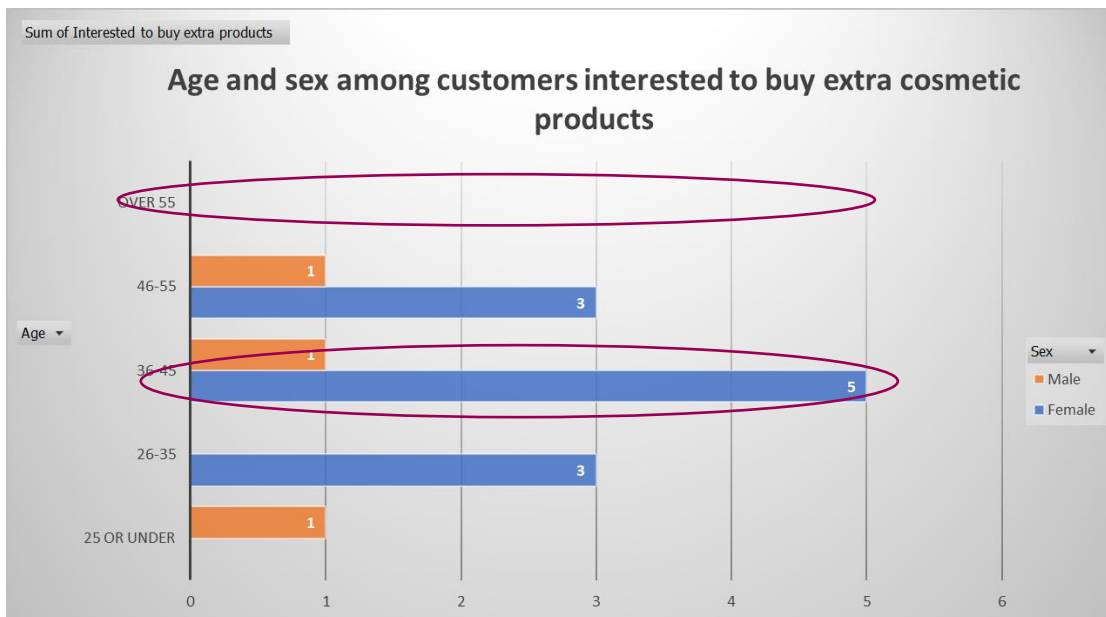


Chart 8: Age and sex of the customers who are interested to buy extra cosmetic products

Women in age group 36-45 were most interested in buying extra cosmetic products. In the age group over 55, there were no interested customers to buy extra cosmetic products, even though there were altogether eight customers in this group.

When analyzing travel reason, sex and age of the customers who were interested in buying extra cosmetic products, it is seen that the women traveling on business in the age group 36-45 have the highest interest. All interested male customers were on business travel, none in leisure travel. These are shown in the Chart 9.

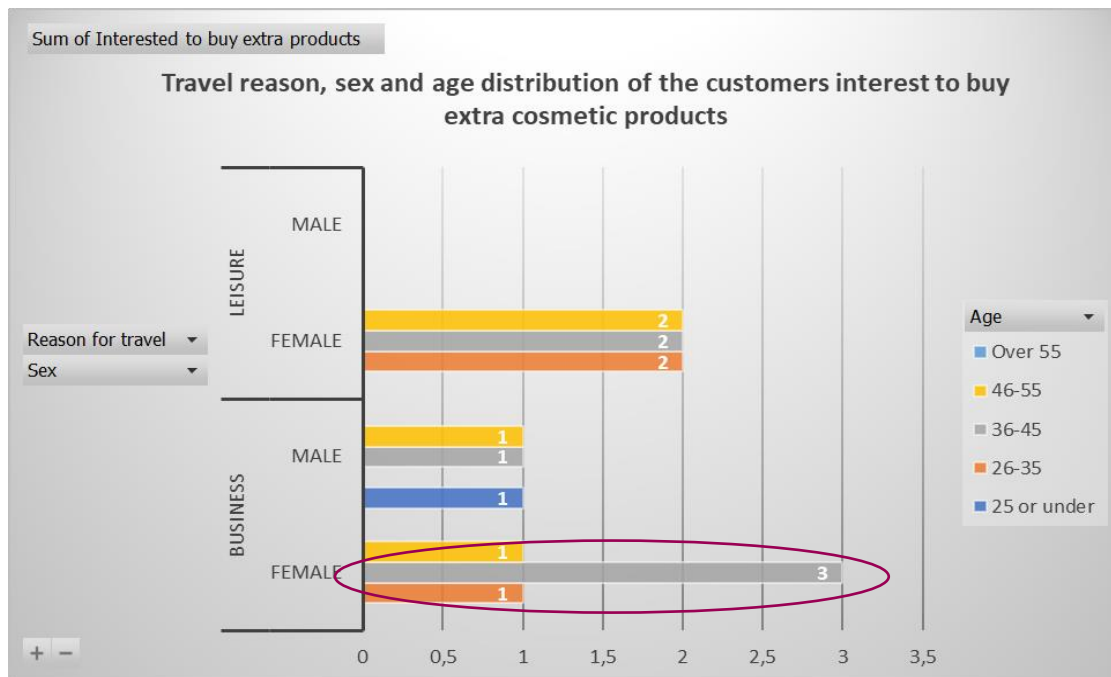


Chart 9: Travel reason, age and sex of the customers who are interested to buy extra cosmetic products

Customers were also asked what cosmetic products they would be interested to buy. The most nominations were given to hairspray, deodorant, hand cream, face mask and eye makeup removal. The most common cosmetic products mentioned are shown as a word cloud in the Figure 7.



Figure 7: Word cloud of most mentioned cosmetic products the customers would be interested to buy

7.6 Interest in specifying a cosmetic category

Customized and customer driven service selections are likely to increase customer perceived value as defined in the Chapters 3.1 and 3.2. Hence the survey's question number 14 asked "If it was possible to select cosmetics products in more detail for your hotel room while making a hotel room reservation, which categories would you choose?". Customers were able to select several categories and the distribution of answers are shown in the Chart 10.

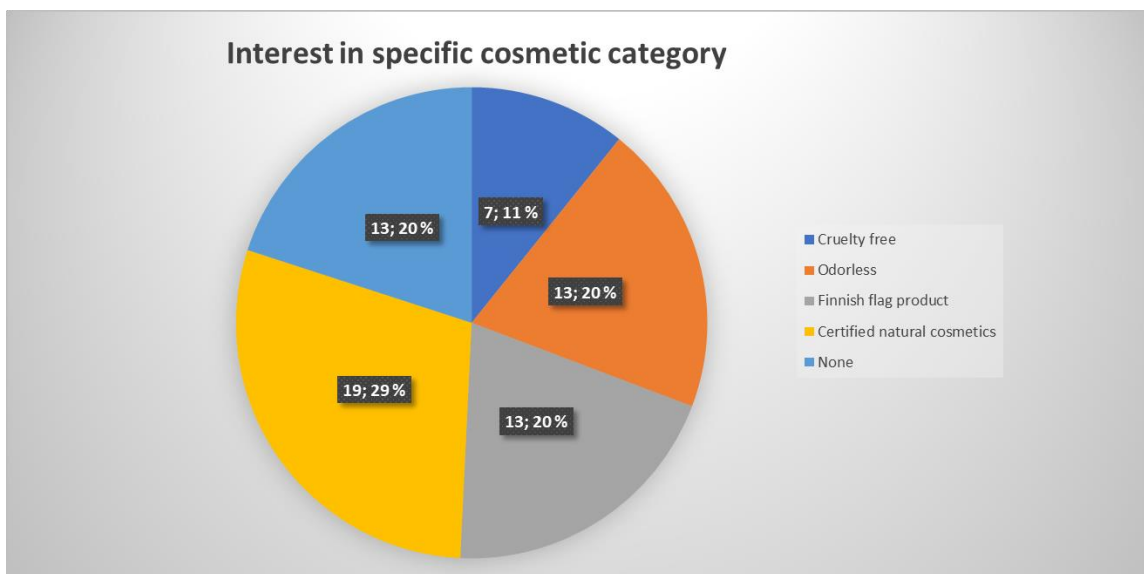


Chart 10: Interest in specifying a cosmetic category at the point of booking

Almost one third of the respondents would have chosen certified natural cosmetics at the point of booking. One fifth of the respondents indicated interest in odorless, Finnish flag certification (avainlipputuote) and for no interest cosmetics category each. Cruelty free category got also a few votes.

One participant was in favor to have solid hand soap in the hotel. They were considered more ecological than liquid soaps. However, for the hand soaps to be used, they would need to be in a pristine condition to be approved; already used bars would not be acceptable.

8 Conclusions and recommendations

The aim of this work was to understand how customers are seeing the value of the cosmetics and skin care products as part of their overall customer experience in hospitality business. The work also tries to give practical recommendations for Hotelli Krapu to utilize cosmetics in customer value creation and standing out from the competition.

The questionnaire survey conducted in Hotelli Krapu during the last quarter of 2019 resulted in 52 responses. Looking at the grades the respondents have given to the cosmetic products currently available in the hotel rooms (Gentle soap 3.9, Hair & Body gel 3.6, Hair conditioner 3.2 out of maximum 5) it can be concluded that the products are considered as relative good. Hotelli Krapu could start mentioning them more actively in their marketing materials and websites, for example in the room selection site, when a prospect customer is clicking Extra information- option for each room category. In the Figure 9 is shown the current Extra information regarding a Standard room; this text could be enhanced to describe also the cosmetic products available in the room.

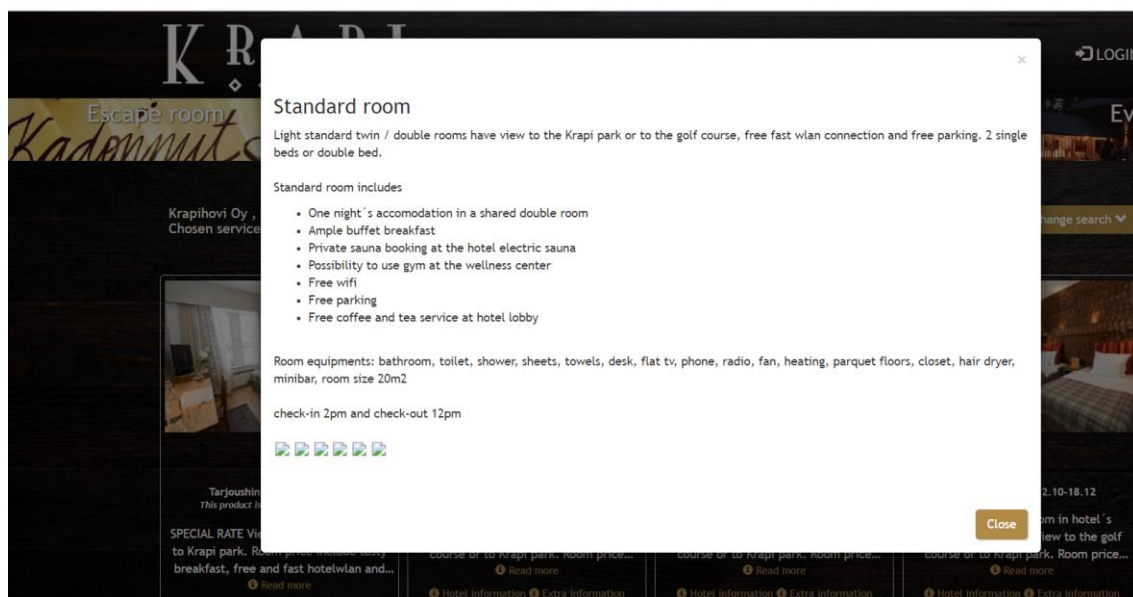


Figure 9: Extra information for a Standard room, taken from the online booking system at <https://cloud.hotellinx.com/NetReservationsKrapu/Rooms/GetRooms>

Adding more information about the in-room cosmetics would also fulfil the need for transparency for cosmetics availability that was raised in the frequent travelers' panel discussion.

Regarding the current product selection in the rooms, the questionnaire survey results concluded that the current selection of the products are the ones the customers, both men and women, are expecting; Shower gel, Hand soap, Shampoo and Hair conditioner were on the top of the list. When looking at the next ones, especially female customers would appreciate also

moisturizing creams being available. Hotelli Krapi could consider adding a body cream or hand cream to the selection of the Comfort and Superior Deluxe room categories. This could increase the customer perceived value according to survey results.

Clearly less than half (14 out of 52) of the respondents were interested in buying extra cosmetic products during their hotel stay. The interest was highest among women in the age group of 36-45 and who were traveling on business. As there was demand both for true pampering products, like face scrubs and masks, and for practical cosmetics, like hairspray, it would be interesting to test how these products would sell if added for example to the Comfort and Superior Deluxe rooms' minibars for sale. "The minibar cosmetics" concept should follow Krapi's theme of "True encounters" and the praise for Finnish products and design, so they could be picked from Finnish high quality cosmetic brands, like Flow cosmetics (www.flowcosmetics.com), Laponie of Scandinavia (www.laponieskincare.com) or Fiini Naturally (www.fiininaturally.fi). The minibar cosmetics and the possible manufacture should be posted visibly to the Krapi's website, to raise the awareness of the concept among prospect customers.

Giving customers a possibility to choose from different cosmetics category (like Cruelty free, Certified natural cosmetic, Odorless, Finnish flag product) raised interested among respondents; only 13 out of 52 was not interested in such feature at the point of room booking. The current product range used in Hotelli Krapi, the Scandinavian white from Bed&Bath fulfills the criteria for Cruelty free and Odorless, but not for Certified natural cosmetics or Finnish flag product (see appendix 3). It could be considered if the used product range could be changed to a one that would fulfill most, if not all the criteria. For example, Osmia (www.osmia.fi) would be such a manufacturer. By having cosmetic category selection as part of the room reservation process, customers would get involved in partaking experience potentially increasing their perceived value for the stay.

As Krapi's brand is about True encounters and locally sourced ingredients, being sustainable also in the cosmetic selection could increase their customers' perceived value. This aspect was raised in the panel discussion among frequent travelers, where it was mentioned that solid soap bars were considered more ecological than liquid soaps, stored in plastic containers. It could be checked if for example the current liquid hand soap could be replaced by small, solid hand soap bars, that could be acquired potentially without any primary or secondary packaging. Also, the proposed Comfort and Superior Deluxe rooms' moisturizing products could be acquired as solid bars, for example Flow cosmetics have these in their offering. If these plastic waste avoidance actions were executed, customers should be told about the efforts, e.g. by stating the amount of annually saved plastic waste.

9 Discussion

As stated already in the induction chapter of this work, it is surprisingly difficult to find information regarding the cosmetics when searching for hotels services for example in the internet booking sites. Since 11/9 terror attacks in New York in 2001, the air travel security measures have restricted the amount of liquid form substances that can be carried on board. All bottles, jars and containers stored in hand luggage must fit inside a one liter plastic bag and no container can be larger than 100 ml. These restrictions are impacting the number of cosmetic products a traveler can carry on board conveniently, without checking in luggage and paying an extra charge for it.

The challenges busy business and leisure travelers face could be turned into opportunities for hotel companies by understanding the customers' needs and responding to them. By making it transparent what cosmetics products are included to the different room prices can be an easy first step towards this. Stating them also in the room reservation documents can help customers to identify what products they do not need to carry with themselves. A slogan "No minigrip-packaging needed, when staying with us!" could resonate well with the heavy travelers' customer segment.

This work has identified the essential cosmetics customers are expecting to have available during their hotel stay. Providing these essentials as a good quality products could differentiate from competition and could be used actively in marketing campaigns, websites and social media campaigns. A good quality cosmetic product does not dry skin too much, moisturizes and gives a protective barrier to the skin's outer layers. For example a cheap and effective surfactant Sodium Laureth Sulfate (SLES), which is a commonly used in soaps, shampoos and other cleansing products, is often found harsh to skin causing dryness and even irritation. By replacing cleansing products containing SLES with products containing milder surfactants like SLS (Sodium Lauryl Sulfate) or plant derived surfactants like Coco Glucoside, Coco Betaine or Lauryl Glucoside, could improve the customers' perceived quality of cleansing products significantly. The hotel staff responsible for sourcing cosmetic products should familiarize themselves with key cosmetics ingredients when doing buying decisions and request always the products' ingredient list (INCI list) from suppliers to support they decision making. Acumen of the INCI lists and natural cosmetics' certifications can also help to select environmentally sustainable products which may further increase customers' perceived value and impact positively their experience.

Overall there is a lot of potential in the cosmetics in accommodation business to be discovered further. This thesis work proved that there is underlying interest among hotel customers to buy cosmetic products if easily available in hotel rooms, for example as part of a minibar menus. The "minibar cosmetics" concept could be studied further for example in another

thesis work or student group work within Laurea's study courses focusing on Service design practices. The further work could also identify cosmetic manufactures who would be interested to start design products for minibar use, as their product sizes, containers and packaging can differ from products that are targeted on markets through resellers or direct internet sales. Cosmetics could become next big trend in hotel and accommodation business as it is bases for human hygiene and wellbeing; building compelling offering concepts on top of the basics may open new revenue streams for companies who pounce on this opportunity.

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Appendixes

Appendix 1: A questionnaire to Hotelli Krapi customers

- Krapi, genuine encounters -

QUESTIONNAIRE ABOUT COSMETIC PRODUCTS IN HOSPITALITY BUSINESS

We at Krapi are determined to provide our customers authentic, Finnish experiences. To improve our service even more, we'd like to ask you to participate in this survey about cosmetic products in hospitality business. The survey can be done anonymously but if you like to participate a raffle and win a dining package at restaurant Krapihovi, please leave your contact details at the end of the questionnaire. Thank you for your participation!

Part 1: This section is about participant's generic information

1. Your sex:

- Male
- Female
- Other
- I don't want to reveal

2. Your age

- Under 25
- 26-35
- 36-45
- 46-55
- Over 55

3. How often have you stayed in a hotel during the past 12 months?

- 1 – 2 times
- 3 – 10 times
- 11 – 20 times
- Over 20 times

4. What is your country of residence?

Part 2: This part considers your current stay at Hotelli Krapu.

5. How did you arrive to Hotelli Krapu?

- With my own car
 - I shared a drive with someone's car
 - By train
 - By a bus
 - By a taxi
 - By something else, please specify? -
-

6. Are you travelling

- On business
- On pleasure

7. There are a few cosmetics products provided in your hotel room. Which ones of them you used during your stay?

- Hair & body gel
- Hair conditioner
- Gentle soap

8. If you used Hair & body gel, how would you rate it? (Please cross below boxes 1 – 5))

9. If you used Hair conditioner how would you rate it? (Please cross below boxes 1 – 5)

10. If you used Gentle soap, how would you rate it? (Please cross below boxes 1 – 5)

Part 3: This part surveys your views on cosmetics in hospitality business in general.

11. Which cosmetic products you expect to be included to the hotel room's normal price? Select maximum five (5) products.

- Shampoo
 - Hair conditioner
 - Hair spray
 - Hair wax
 - Hair gel
 - Shower gel
 - Hand soap
 - Facial cleanser
 - Facial toner
 - Eye make up remover
 - Micellar-water
 - Face cream
 - Eye contour cream
 - Body conditioning cream
 - Foot cream
 - Hand cream
 - Tooth paste
 - Lip balm
 - Nail colour remover
 - Shaving cream
 - After shave-balm
 - Deodorant
 - Something else, please specify below?
-

12. Would you be interested to buy cosmetic products for your stay, either when booking the room or as a "mini-bar" service?

- Yes
- No

13. If you selected yes for the previous question (number 12), which products would you be interested in? These products would be added you your room bill.

- Hair mask
- Hair spray
- Hair vax
- Hair gel
- Eye make up remover
- Eye contour cream
- Micellar-water
- Facial mask cream
- Facial mask sheet
- Facial peel
- Face cream
- Skin toner
- Foot salt bath
- Foot cream
- Body peel
- Body cream
- Hand cream
- Deodorant
- Lip balm
- Nail paint remover
- Shaving cream
- After shave balm
- Bath oil
- Bath foam
- None
- Something else, please specify? _____

14. If it was possible to select cosmetics products in more detail to your hotel room while making a hotel room reservation, which categories would you choose?

- Fragrance free
 Certified natural cosmetics (e.g. Ecocert)
 Cruelty free
 Excluding an allergenic, please specify: _____
 None
 Something else, please specify? _____

15. Free text comments regarding cosmetics in hospitality business; how would you improve it?

16. If you want to participate in the raffle for dinner gift card for Krapihovi restaurant, please give you contact details below.

Name:

Address:

Phone:

Email:

Thank you for your participation to the survey!

Appendix 2: Product sheet and INCI of the Scandinavian white hair & body shower gel

Better for the environment...

- Minimal impact on aquatic ecosystems
- Fulfill strict biodegradability requirements
- Limits packaging waste
- Incidence minimale sur les écosystèmes aquatiques
- Répond à des exigences strictes en matière de biodégradabilité
- Réduit les déchets d'emballage
- Wasser-Kreislauf
- Assurett geringer Einfluß auf den Wasserkreislauf
- Erfüllt die strengen Anforderungen des biologischen Abbaus
- Vermindert den Verpackungsmüll

...better for you.



www.ecolabel.eu

SCANDINAVIAN WHITE®

Eco-friendly
Ecolabel formula
0% paraben and colouring agent
100% recycled bottle and cap


Γέλιο για τέρμα η νωσος - Gel de banho para cabelo e corpo
Gel cabellos y cuerpo - Gel per corpo e capelli
Żel do mycia ciała i włosów - TZA για σώμα και σούλατος
جال الشعر و الجسم

EU Ecolabel : FR/30/012

AFNOR Certification
11, rue Francis de Pressensé
93571 La plaine Saint Denis
Cedex

GROUP E GM F-75015 PARIS

40 ml - 1.35 fl.oz.



HAIR & BODY GEL
GEL CHEVEUX & CORPS
DUSCHGEL & SHAMPOO



www.ecolabel.eu

INGREDIENTS: Aqua/Water/Eau, Sodium Laureth Sulfate, Sodium Chloride, Cocoglucoside, Cocamidopropyl Betaine, Acetyl Palmitate, Glycerol Oleate, Guar Hydroxypropyltrimonium Chloride, Hydrogenated Palm Glycerides Citrate, Lecithin, Sodium Benzozate, Tocopherol, Parfum (Fragrance), Citric Acid.
Made in France - Tonic tea fragrance

Product sheet and INCI of the Scandinavian white hair conditioner

Better for the environment...

- Minimal impact on aquatic ecosystems
- Fulfill strict biodegradability requirements
- Limits packaging waste
- Incidence minimale sur les écosystèmes aquatiques
- Répond à des exigences strictes en matière de biodégradabilité
- Réduit les déchets d'emballage
- Wasser-Kreislauf
- Assurett geringer Einfluß auf den Wasserkreislauf
- Erfüllt die strengen Anforderungen des biologischen Abbaus
- Vermindert den Verpackungsmüll

...better for you.



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SCANDINAVIAN WHITE®

Eco-friendly
Ecolabel formula
0% paraben and colouring agent
100% recycled bottle and cap


Κονδισιονερ - Acondicionador - Amaciador - Balsamo
Макактко - Ошзуькка - 护发素

EU Ecolabel : FR/30/012

AFNOR Certification
11, rue Francis de Pressensé
93571 La plaine Saint Denis
Cedex

GROUP E GM F-75015 PARIS

40 ml - 1.35 fl.oz.



CONDITIONER
CONDITIONNEUR
HAARSÜPUNG



www.ecolabel.eu

INGREDIENTS: Aqua/Water/Eau, Cetearyl Alcohol, Distecryltrimethylammonium Methosulfate, Hydroxyethylammonium Methosulfate, Hydroxyethylammonium Stearates-20, Decyl Glucoside, Dipropyl Ether, Glycerol Oleate, Guar Hydroxypropyltrimonium Chloride, Sodium Benzozate, Parfum (Fragrance), Citric Acid, Sodium Hydroxide.
Made in France - Tonic tea fragrance

Product sheet and INCI of the Scandinavian white hair conditioner

Appendix 3: Tranlitteration of the discussion panel 31.12.2019

Location: Espoo

Participant: Emma, Holly, Tom. Johanna interviews.

Johanna: Mitä teille tulee mieleen aiheesta kosmetiikka hotelleissa?

Emma: Siis aika monessa hotellin suihkussa on se joku all in one- tuote.

Johanna: Siis sellanen all inclusive, bodyhair jne tuote

Emma: No siis sellanen jolla elää sen yhden, kaksi päivää. Pystyy elämään.

Tom: kyllä.

Holly: jos ei mitään muutakaan ole, niin sillä pärjää. Mutta mieluummin siis sellanen, jossa ne tuotteet olisi erikseen.

Johanna: eli siis, että jos on yhden yön tai kahden yön reissu, niin ei väliä mutta kannatteko te silti yhden tai kahden yön reissulle omat kosmetiikkakamat mukaan?

Holly: Joo, mä kannan.

Tom: Periaatteessa joo, kun ei tiedä mitä siellä on.

Johanna: Kyllähän kaikissa hotelleissa pitää edes jonkin näköinen, ainakin pesuaine olla.

Emma: No se on se just all inclusive tuote.

Holly: Pahimmillaan se on se palasaippua.

Tom: niin

Holly: Niitäkin on ollut. Palasaippuat on ihan eniten perseestä. Varsinkin jos on pidempään kuin yhden yön, kun se hajoo ihan atomeiksi.

Johanna: Joo. Minkä tasoissa hotelleissa te yleensä, esimerkiksi duunin puitteissa, majoitutte?

Holly: neljän, viiden tähden hotelleissa.

Johanna: Niistä on kyllä pakko löytyä muutakin kuin se palasaippua.

Emma: Aika basic tasoissa.

Johanna: Sehän on itseasiassa hotellin tähdityksissä kerrottu, että jos sulla on viiden tähden hotellin, sieltä huoneesta pitää löytyä hoitoaine, shampoo, vartalon kosteusvoide.

Holly: Joo, mutta näissä Scandiceissa on aika usein silti, että niissä on suihkussa on vaan se seinässä oleva juttu, josta töötätään. Eli se yrittää tavallaan olla tällänen ekologinen, eli se on se seinään ankkuroitu, joka mukamas on suihkushampoo ja meikäläisen tukallahan se tarkoittaa sitä että lähtee iho irti, puhumattakaan tukasta.

Johanna: Eli ton takia kannatte sit omat kosmetiikat mukana kahdenkin yön ajaksi, koska ei voi tietää minkä tasoista tuotetta on saatavilla?

Holly: Joo, just tää.

Johanna: Mitä pitäisi tapahtua esimerkiksi varaustilanteessa että te olisitte vakuuttuneita että minun ei tarvitse omia kosmetiikkatuotteita kantaa mukani? Mikä olisi sellanen niin kuin juttu?

Holly: No mun tapauksessa mun pitäis ainakin tietää että siellä on se kosteusvoide ja sitten se suihkusaippua. Mä en uskaltais siltikään luottaa siihen että siellä olis sellanen hoitoaine jolla mä pärjäisin.

Johanna: Millä hoitoaineella sä pärjäisit?

Holly: Mä olen curly girl, siinä ei saa olla silikonია.

Johanna: Okei, eli sulla on joku tällänen kriteeria. Jos sä voisit sanoa varatessa että haluat curly girl approved aineet, niin olisko sit?

Holly: Joo, sit mä voisin olla ilman omia. Mut mä en ihan nää sen tapahtuvan ihan hetkeen.

Johanna: Miksi ei voisi tapahtua?

Holly: Ottaen huomioon että kukaan ei tarvi sitä silikonია ja sulfaattia, kaikki voi käyttää silikonitonta ja sulfaatitonta.

Johanna: Mulla olis tällänen nerokas ajatus, ehkä; löytäis sellaiset tuotteet mitkä menis mahdollisimman moneen kategoriaan, esimerkiksi curly girliin, eläinkokeettomat, ja sä voisit varatessa sanoa että mä haluan tälläset.

Holly: Suomalainen Varpu, joka on siis sellanen että en tiedä missä autotallissa ne tehdään, ne on vegaaninen, on se suomalainen, ja sulfaatiton ja silikoniton. Eli nää shampoo ja hoitoaine käy kaikille. Ihan kaikille.

Johanna: Paitsi niille jotka on sertifioidun luonnonkosmetiikan perään, ei käy niille. Ne käyttää säilöntäaineita joita ei ole luonnonkosmetiikassa sertifioitu.

Holly: Okei, joo. Mut mun pointti on se että se Varpu on halpaa kuin saippua.

Johanna: Kyllä, se on. Se on halpaa kuin shampoo. Mitens te muut, mikä saisi teidät jättämään omat kosmetiikkakamat kotiin?

Tom: Unohdus.

(Johanna naurua)

Johanna: Toi on hyvä, toi on hyvä.

Emma: Tilanpuute.

Holly: Se on se litran minigrip.

Tom: Niin, litran minigrip joo.

Emma: Sitten, en mä tiedä, jos olisi varausvahvistus missä kerrottaisiin että huoneesta löytyy nää ja nää tuotteet..

Holly: Tän ja tän merkin nämä ja nämä tuotteet

Johanna: Eli jos sä voisit siinä varatessa sanoa että haluan tällästä tai että olen allerginen että en halua, että haluan kosmetiikkatuotteet missä ei ole vaikka SLS:ää, varmaan sulle se kuivattavin ainesosa.

Holly: Siis se mitä on hammastahnassa?

Johanna: Joo tai tämmönen. Tai sitten että haluan eläinkokeetonta ja sertifioitua luonnonkosmetiikkaa tai jotain näin niin..

Holly: Mä luulen että mulle riittäis että siinä varausvahvistuksessa lukis että nämä ja nämä tuotteet löytyy ja sit mä voisin googlata että mitä ne on.

Johanna: Mut toi on kyllä loistava idea että tossa vahvistuksessa lukis mitä siellä huoneessa on. Oletteko te missään nähnyt että näin olisi?

Holly: En, en ikinä. Siis jostain

Emma: Siis jostainhan löytyy

Holly: Siis jostain löytyy että on bath&body worksin tai mitä niitä nyt ikinä onkaan

Johanna: Clarionissa on Ritualsin

Holly: Joo, joo. Että muutamassa Jenkki-ketjussa sanotaan että kenen tuotteet siellä on mutta kun niillä ketjuilla on jaardin verran eri variaatioita niin otapa siinä sitten selvää että mitä siellä on. Ja sit kun sä olet käynyt yhdessä ja luulet tietäväsi mitä siellä on, ja joskus ne jopa sattuu oikeesti. Mut oikeesti en kyllä uskalla kauhean usein matkustaa kokonaan ilman. Sillon kun ei ollut niin kauheesti väliä, niin saatoin matkustaa ihan vaan hoitoaine mukana.

Johanna: Mitäs jos tulis vahvistuksena että tälläset tuotteet kuuluu hotellihuoneen hintaan + että sitten mentäis niihin INCI siis ingredients- listan tasolle, että olisko se niinku, meneekö se liian niinku

Holly: Mä en ei.. mun mielestä se riittää että minkä merkin ja mikä tuote niin se on kyllä ihan tarpeeksi. Ja jos sulla on sit joku "vammanen" niin kuin mulla mä tiedän mitä kenen merkin mikäkin kelpaa. Mutta en mä INCI-listasta, edes minä en kato, kun niitä on niinku näin paljon ja pitää sitten tietää tai isken ne copy-pasteen sinne appiin joka kertoo että käykö vai eikö käy

Emma: Vai voisko se olla niinku linkki johonkin että

Holly: Niin että tän valmistajan tää ja tää tuote

Emma: Mä ajattelen että olis tyyliin linkki siinä vahvistuksessa ja sen linkin takana on ne listattu että mitä kosmetiikkaa ja mitä ne sisältää, että siinä vahvistuksessa ei olis liikaa

Johanna: Niin siis että on että löytyy shampoo, suihkusaippua, käsisäippua ja sit niinku linkittää että tästä lisätietoa

Emma: Joo, joo, tarkemmat tiedot.

Holly: Mä olen kanssa samaa mieltä että ei siihen vahvistukseen tartte sitä koko litaniaa laitaa kun mun mielestä ne on muutenkin jo liian pitkiä että joku Hotels.comin vahvistus on pahimmillaan joku kolme sivua ja sä tartte vaan sittä ekasta sivusta tän verran dataa ja printtaat ne kaikki kolme ja oot ihan että mitvit.

Johanna: Mitkä viisi tuotetta pitäis löytyy, kosmetiikkatuotetta löytyy huoneesta?

Holly: Viisi on aika paljon

Johanna: No jos se ois viisi niin mitä pitäis löytyä. Tai no max viisi?

Holly: Shampoo, hoitoaine, suihkusaippua, kosteusvoide ja jos on naamanpesuaine niin se olis aika

Johanna: Tom?

Tom: Naamanpesuainehan olis aika bonusta.

Emma: Naamanpesuaine olis bonus.

Holly: Mä olen nähny ehkä kolmessa hotellissa että siellä on jotain, edes niitä meikkipyhkeitä. Naamanpesuaine olis.. siellä on ehkä sellanen palasaippua josta väitetään että käy naamalle ja sit kun sä meet erehtyy pesemään sillä naaman niin lähtee siis oikeesti kulmakarvat irti (nauria). Siis oikeesti sä tunnet kun se kaikki rasva lähti ja sen jälkeen on sellanen rutinaa kuuluva naama.

Emma: Niin ja sitten ei ole sitä kosteusvoidetta.

Holly: Kaikki mitä sulla oli mukana siitä kosteusvoidetesterissä meni siihen kun erehdyit keran pesemään naaman. Sen jälkeen et sit käytä.

Johanna: Mitkä viisi tuotetta Tom haluaisi nähdä hotellihuoneessa?

Tom: Palasaippuan.

Johanna: Ja nimenomaan palasaippuan?

Tom: Palasaippuan.

Johanna: Minkä takia palasaippuan?

Tom: Koska se on ekologisesti kestävä

Johanna: Pitääkö se olla kuoreton, käviskö sulle käytetty palasaippua vai pitäiskö se aina olla fressi palasaippua?

Holly: ei käytettyä!

Tom: Valitettavasti kyllä joo, siinä tullaan siihen ekologisuteen, mä tykkään palasaippuasta. Mutta mä käytän sitä vain ja ainoastaan käsienpesuun, en mihinkään muuhun.

Holly: Mä olen hätätapauksessa joutunut käyttämään vartalonpesuun ja kyllä sen jälkeen on alkanut huutamaan sitä kosteusvoidetta kun tuntuu että kainalotkin lähtee irti.

Tom: Niin tavallaan siis toi palasaippua, ja mulle siis periaatteessa riittää sellanen miesten suihkusaippua, sellanen all in one.

Johanna: Mutta jos sulla on herkkä päänahka, niin eihän se sit käy ollenkaan.

Tom: Mä pystyn ehkä jopa yhden viikon käyttämään sitä

Holly: No ilmankos sulla on kuivapäänahka jos käytät sellasta viikon

Tom: Niin, mutta mä en ikinä tulis siihen hotelliin (nauria)

Johanna: Eli siis?

Tom: Palasaippua, suihkusaippua, shampoo.

Johanna: Mitens jotkut tälläset shaving creamit?

Tom: Se on tosi harvoin, kun sitten tarvitaan shaveri myös.

Johanna: Siis tällänen kiinteä?

Tom: Joo, ja sit sellanen naamasaippua.

Johanna: Kuinka usein ajat partaa, naamakarvoja?

Holly: Varmaan ainakin joka päivä, vähintään.

Johanna: Eli siis

Tom: Siis mä ajan koneella, mä en pysty käyttämään shaveria.

Johanna: Eli siis et pysty sheivaamaan vaikka ois mitä?

Tom: Kyllä mä hätätilassa pystyn sheivaamaan.

Holly: Naama verellä

Tom: Niin niin. Mä vaan viillän itteäni sitten. Ja mähän tota tota haeskelin partavettä, se oli hyvä kun jossain lentokentällä missä se nainen sano, että kun sulla on tota ikää jo noin paljon mä suosittelisin että älä käytä enää partavettä että käytä näitä balsameita.

Holly: Niin kuin kosteusvoidetta?

Tom: Kosteusvoidetta. Ja sitten se taas toisaalta sano että älä nyt ala mitään niveaa lätkimään, että niissä pitää olla jotain rauhoittavaa.

Emma: Vähän ehkä jotain desinfiioivaa?

Tom: Niin.

Holly: No siis jos meikäläinen jolla on aika tumma tämä karvoitus ja jos mä nypin jotain niin nehän pitää kaikki vetää jollain desinfiioivalla tai niihin tulee näppylä.

Tom: Joo, mulla tulee tänne kaulaan.

Johanna: Mutta etkö kaipaa kosteuttavia tuotteita?

Tom: En, mä käytän hävettävän vähän mitään kosteuttavaa tuotetta.

Holly: Ehkä vois käyttää?

Tom: Ehkä vois.

Johanna: Mutta Tomillahan on ihan uskomaton iho, kun ajattelee että hän on yli 50. Kattoo tota ihoa niin ihan mieletön.

Tom: Joo, mulla on niin äärettömän rasvanen iho.

Johanna: Niin siis oma talituotanto tuottaa tarvittavan kosteuden?

Tom: Joo, mä muistan silloin aikanaan kun mä olin siinä Kampissa, missä ne möi siinä käytävällä jotain näitä kuolleen meren tuotteita

Johanna: Siis ne jotka seisoo siellä käytävällä?

Tom: Joo, ne sano että kun teillä suomalaisilla on niin kuiva iho, että nää on tosi hyviä siihen. Ja mä olin että hei, look at my face, mä en ikinä käytä naamaan mitään rasvaa, käsiin ehkä joskus, mutta hyvin vähän.

Holly: Mäkin tarviin käsiin sen takia kun mä oon tänään pesty varmaan viisisataa kertaa kädet kun olen tehnyt ruokaa. Bakterikammainen ihminen pesee kädet saippualla. Ja vaikka mulla on tossa tollanen käsien pesuun tarkoitettu saippua niin joskus kun olen tehnyt kaverilla ruokaa niin olen jotunut tiskiaineella pesemään koko ajan ja sen jälkeen sulla ei kyllä ole käsissä mitään rasvaa ihossa. Eikä kyllä nahkaakaan.

Tom: Kyllä, kyllä.

Johanna. Mitens Emma, mitä sa tarrtet hotellihuoneeseen?

Emma: Shampoo, hoitoaine, kosteusvoide.

Johanna: Kosteusvoide kasvoille vai kropalle?

Emma: Kropalle. Siis yleensä jos oon pidempään niin on omat mukana. Suihkusaippua. Niillä mä pärjään.

Johanna: Mitens tota hammastahna?

Emma: Mulla on sellanen pieni.

Holly: Mulla on sellanen minkä mä oon saanut lentokoneesta, se on toodella pieni nykyään.

Siis vaikka mä en voi käyttää normaalia hammastahnaa, siis sitä missä on SLS:ää, niin mä olen nyt todennut että mä pärjään viikon sillä minigripillä.

Emma: Mulla on niitä sellasia

Tom: ootteko te kattonu että niissä on tarpeeksi niitä pmm:ä tai fluorijuttua, niissä on joku sellanen, se jo on alhainen niin se olis sama jos ei käyttäisi ollenkaan.

Johanna: Ihan sama kunhan se freshaa. Mitens dödö?

Holly: Mulla on toi stikki matkoja varten

Tom: mulla myös

Emma: Kannan omaa mukana.

Johanna: Mites hiusten laitto, kiilteet, lakka, vaha?

Holly: Ne olis kyllä tosi kiva.

Emma: Ne olis kyllä tosi kivoja, siis koska yleensä mulla ei ole hiuslakkaa mukana koska se ei mahdu siihen minigrip-pussiin

Holly: Mä laitan ekana pussiin sen tyvikohottavan aineen, vähän niin kuin kuivashampoo ja sit se hiuslakka ja sitten katotaan mitä muuta mahtuu. Okei on siinä mukana silmätipat ja nenäsumute mutta ne on lääkkeitä.

Tom: Mun hiukset menee miten sattuu, mä en käytä mitään.

Johanna: Et käytä mitään ja sulla pysyy tolleen? Epistä.

Holly: Sulla on sit varmaan leikattu hiuksen mukaan, ei sitä vastaan?

Tom: Joo, mulla pari vuotta sitten yritettiin kääntää jakausta, ei toiminut ollenkaan. Mutta siis aamulla nää on ihan pystyssä.

Emma: Sama, mulla on aamulla kanssa ihan pystyssä.

Holly: Sehän on silleen että mitä lyhyemmät hiukset, sitä vaikeemmat ne on. Mulla taas aamulla, jos ei kauheen korkeella rimaa pidä, niin voi vaan vähän ravistella ja ohhoh, voi lähteä, tää kelpaa.

Emma: Mä pesen joka aamu hiukset.

Tom: Samoin.

Holly: Mä pesen parhaimmillaan kolmen päivän välein.

Tom: Mä en voi käsittää. Mulla ei päivä lähde käyntiin jos en pysty pesemään hiuksia. Vähintään pitää kastella, esim jo mökillä ollaan mulla on siellä jo vähän sellanen olo että kehtaanko mä tulla aamupalalle kun hiukset on miten sattuu.

Holly: Miten mökillä on ketään?

Tom: No siis esim kaverin mökillä kun oltiin, niin siellä. Se on itellään tavallaan se fiilis ettei voi jos ei ole päässyt pesulle.

Johanna: Mitä laadukkaaseen parranajoon pitäisi kuulua, onks se joku geeli?

Tom: Partageeli, rauhottuva, mielummin balsami.

Johanna: Eli se on tällänen paketti?

Tom: Joo, ja siinä on se laatu.

Johanna: Ja olisko siinä vaiheessa valmis maksamaan?

Tom: Joo, laadusta kyllä.

Emma: Olisko se höylä sitten sellanen että sen vois ottaa mukaan?

Tom: Ja varsinkin

Holly: Tohonhan kävis se naisen moniteräinen, moniteräinen. Sehän käy monta kertaa?

Johanna: Jos siellä minibaarissa, jos siellä ei olis enää viinaa kun jengi ei enää dokaa, olis jostain tälläisiä uusia kosmetiikkakokemuksia, vartalokuorintoja, naamioita tälläisiä, niin olisitko te kiinnostuneita ostamaan niitä? Esim joku kasvonaamio?

Holly: Vaikko joku hyarulonihapponaamio?

Tom: Kyllähän noi on sellasia että kun sä oot enemmän kun ne kaksi yötä, niin sitten kun sitä aikaa olisi, niin kyllä sitä sitten voisi.

Johanna: Oletteko te ikinä joutunut etsimään kyplyvahtoa, jos teillä on ollut se kylpyamme siellä huoneessa, joutunut ravaamaan läpi lähikauppoja?

Holly: MÄ olen käynyt hakemassa jostain sen kylpypommin.

Emma: Mä en koskaan käytä ammetta suihkualustana. Euroopassahan ne on hanan takana ne tukkeet.

Johanna: Voisiko kosmetiikka olla erottava tekijä kun varaatte oma vapaa-ajan matkaa?

Holly: Voisi se olla, jos mä tietäisin että mun ei tarttis ottaa mukaan mitään omaa että mä tietäisin mitä siellä on. Joku pitkä viikonloppu, jos sä tiedät ettei sun tartte ottaa mukaan niitä mitä siellä jo on, niin kyllä.

Johanna: Missä kohtaa se pitäis tulla tietoon?

Holly: siinä kohtaa kun bookkaa.

Johanna: Miten te muut?

Tom: Kyllä

Emma: Siis, jos on kaksi vaihtoehtoa pienellä hinterolla, niin voisin mä ottaa.

Holly: Jos se olis se käsimatkatavarareissu, niin kyllä.

Johanna: Sitä mä just että jos ei tarttis laittaa ruumaan, ei tarttis venata.

Emma. Mä en jaksa venata laukkuja yhtään.

Johanna: Missä kohtaa se pitäis tulla, että tähän hintaan kuuluu tämä, tämä ja tämä, että jos on joku pop-up, mitä mä vihaan. Joku booking.com, kukaan ei halua sellasia.

Emma. Jos jostain noista bookingeista jne kun vertailee hotellia, niistähän tulee aina että tässä on yksi leveä huone ja huoneen pinta-ala on ja sisältää ei sisällä aamupalaa, näitä vaihtoehtoja, niin siinähän se voisi olla

Emma: Samahan tulee jollain hotelleilla jos katot suoraan, tulee niitä eri huonevaihtoehtoja.

Holly: Kosmetiikkajuttuja ei tule kyllä missään, tai no Clarionissa Ritualisit