

Development of Clarion Hotel Helsinki's Living Room & Bar

Emilia Vuorenmaa



Author(s) Emilia Vuorenmaa	
Degree programme TOBBA 15	
Report/thesis title Development of Clarion Hotel Helsinki's Living Room & Bar	Number of pages and appendix pages 38+17
<p>In this bachelor's thesis, the aim is to develop the Clarion Hotel Helsinki's Living Room & Bar. The main goal is to find new experiences for Living Room & Bar and find anything else missing from the lounge bar that would get them more clients and make the Living Room & Bar the living room of whole Helsinki. This thesis is put into practice by Clarion Hotel Helsinki, as they wished for. The theoretical part of this thesis is divided into four themes: experience, customer experience, hospitality, and psychology.</p> <p>The research part of the thesis was done in a quantitative method, with a questionnaire to gain people's opinions and attitude towards the Living Room & Bar and its experiences and events. With quantitative research, the opinion of the collected group will be generalized. The research was done over an online survey on Webropol. The data were collected during three weeks over October and November 2018. Altogether 151 answers were collected from people in and around Helsinki, the questionnaire was for example but into Jätkäsaari-liike Facebook group since the hotel in Jätkäsaari and it was important to get opinions from the locals. The results were analyzed in different kinds of tables and figures.</p> <p>The thesis closes with the discussion of the results and development ideas Clarion Hotel Helsinki should do based on them.</p>	
Keywords Experience, experience elements customer experience, hospitality, Clarion Hotel Helsinki,	

Table of contents

1	Introduction	1
2	Clarion Hotel Helsinki	1
2.1	Nordic Choice Hotels	2
2.2	Clarion Hotel Helsinki.....	4
2.3	Living Room.....	6
3	Experiences and hospitality.....	7
3.1	Experience.....	7
3.1.1	Experience elements.....	11
3.1.2	The different levels of experience.....	13
3.2	Customer experience.....	14
3.3	Hospitality	16
4	Research methods.....	20
4.1	Aim of the research.....	20
4.2	Planning the survey	20
4.3	Implementing the survey.....	21
4.4	Reliability and validity.....	21
5	Results.....	23
5.1	Questionnaire results	23
5.2	Recommendations	32
6	Conclusion	33
6.1	Conclusions and ideas for improvement.....	33
6.2	Thesis process.....	35
	References	36
	Appendices.....	39
	Appendix 1 English Questionnaire.....	39
	Appendix 2 Finnish Questionnaire.....	44
	Appendix 3 Answers to question 8	50
	Appendix 4 Answers to question 13	53

1 Introduction

The idea to write the thesis came from the author. When she started in Clarion Hotel Helsinki as a trainee, Living Room was an empty, unused space that was kept closed and no one really knew the opening hours or much else that there was coffee there and some clients were able to rent it out as a space for a private event. The author was struggling to find an idea for her thesis that had something to do with Clarion and she already got one other idea before it was taken from her. Then the author remembered the empty Living Room and decided she should pitch the idea to her employers. So, with that, she started to write her thesis.

Ever since the author started the thesis, the Living Room & Bar has been developed. Since she started, Living Room & Bar has gotten regular opening hours, a few, small, regular events, the terrace has been opened for public and it has even gotten soup lunches. Other than that, it has not changed much and despite the changes, the popularity has not really gotten up. Some days are busier than others but there is no regular customer base and some days are very quiet.

The aim of the thesis was to improve the experiences of hotel guests and locals at Clarion Hotel Living Room & Bar. The research problems were: What kind of experiences are offered right now? What do the target groups (locals and hotel guests) think about the existing experiences? What kind of experiences could still be developed?

The aim was to include the aim and the research problems into the questionnaire conducted to the target groups. The questionnaire was done over Webropol survey over a three weeks period on October-November 2018.

The reason for the thesis was to help Clarion Hotel Helsinki to find a regular customer base and get more new customers to visit with the new experiences and events. Even though Living Room & Bar has been already developed, it still has some room for improvement and new ideas.

2 Clarion Hotel Helsinki

In this chapter, there is a more in-depth look into Clarion Hotel Helsinki, about Nordic Choice Hotels and Living Room itself.

2.1 Nordic Choice Hotels

Nordic Choice Hotels (Picture 1) is a hotel group with 186 hotels in 6 countries. Nordic Choice Hotels is one of the largest hotel groups in the Nordic region. They base their hotel operations on three equal bottom lines: People, Planet, Profit. The group consists of three hotel chains: Clarion Hotel, Quality Hotel and Comfort Hotel, as well as the 23 independent hotels. (Annual Report Nordic Choice Hotels. State of Nordic Choice Hotels 2017)



Picture 1. Nordic Choice Hotels Logo. (Finnair Shop, 2018)

Comfort Hotel (Picture 2) will give you what you need and skip the unnecessary. They offer a great location, selected service, urban design, digital solutions and they respect mother earth. They are relaxed but with high energy. All at an affordable price. There are 31 Comfort Hotels in 4 countries around the world. (Annual Report Nordic Choice Hotels Comfort Hotels 2017.)



Picture 2: Comfort Hotel Luleå. (Nordic Choice Hotels 2018)

Quality Hotel (Picture 3) is a vibrant, colorful memory book. They do everything to make guests fill pages and pages with experiences and moments to share with family, friends or colleagues. Everything is ready got guests to arrive. Events are always something special

at their hotel. It's all taken care of! Quality Hotel is the place where guests want to stay. It is one of Scandinavia's largest hotel chains with over 60 hotels in Norway, Sweden and Denmark. (Annual Report Nordic Choice Hotels Quality Hotels 2017)



Picture 3 Quality Hotel Skelleftea. (Nordic Choice Hotels 2018)

Clarion Hotel (Pictures 4 and 5) is not just a hotel. They perfect every detail and create meeting places that make like that little bit better for their guests. With them, guests will always be a part of the action, close to the city's pulse. They have a vibrant Living room, Fun Dining signed award-winning chef Marcus Samuelsson, meeting places with small talk and big business, afternoon snacks with Collection and the most passionate employees. At Clarion Hotel guests should experience something more than just an overnight stay. Clarion Living - Not Just Staying. There are 76 Clarion Hotels. (Annual Reports Nordic Choice Hotels Clarion Hotel 2017)





Pictures 3 & 4 Clarion Hotel Stavanger (Nordic Choice Hotels 2018)

2.2 Clarion Hotel Helsinki

Clarion Hotel Helsinki (Pictures 6, 7, 8 and 9) was opened 17.10.2016. It has 425 rooms on 16 floors. It is located in Jätkäsaari urban investment district in the central West Harbour. The hotel is a meeting place for the locals and hotel guests. It has an event and conference center Makasiini Event Venue connected to it. Makasiini can host up to 1000 participants at a time. It features 13 meeting and event premises equipped with premium conference technology.

On the 16th floor of the hotel, there is a bar called Sky Room that can accommodate up to 80 people. The hotel's restaurant, Kitchen & Table had a menu designed by Marcus Samuelsson. It has an open kitchen, sociable table settings and an urban feel. The menu combines Manhattan flavors with Finnish delicacies and traditions.

The hotel consists of two window-clad towers that are linked by a transparent glass footbridge and elevators. A sky bar, the heated rooftop swimming pool, saunas, and a gym are available to all the hotel guests. The hotel's design is the work of Davidsson Tarkela Architects. (Nordic Choice Hotels 2017)



Picture 6 Clarion Hotel Helsinki (Nordic Choice Hotels 2018)

In picture 6 there is the whole Clarion Hotel Helsinki with Makasiini Event Venue on the left side of the tower. In picture 7 There is a model of a room from Clarion Hotel Helsinki.



Picture 7 Clarion Hotel Helsinki (Nordic Choice Hotels 2018)

2.3 Living Room

Living Room is a concept within the Clarion Hotel franchise. It is a bar and Clarion describes it as a living room, space where everyone can come. In Helsinki Living Room & Bar is described as the living room of whole Helsinki where Clarion Hotel wishes everyone can come to spend time alone or together and feel like at home. It is a space to come alone, with friends or family or just to meet new people. It holds a bar and a lounge area with a different kind of entertainment, it depends on the hotel what they have chosen there. There can be live music, games, art, fashion or movies. There can also be held some events, courses or lectures held. The space in Clarion Hotel Helsinki is big enough to hold an event in and it can be excluded so the event can also be a private one.

Unfortunately, the space is overlooked as the hotel's top floor bar Sky Room is constantly advertised and there are many events and better alcohol selection. There is not that much information about the Nordic Choice Hotels, the different Hotel chains or Living Room and their concepts.

3 Experiences and hospitality

The meaning of an experience nowadays has been highlighted more and it has become one of the most important factors in tourism. In this chapter, the experience and its many components are reviewed in more depth. In addition, the chapter also introduces hospitality as experience is a part of it.

3.1 Experience

What exactly is an experience?

Experience and service are as far apart from each other as service is from a commodity, stated Joseph B. Pine and James H. Gilmore (2011). With experience and service, for example, they differ from each other by how the experience has been custom-made, the drama and themes. Services are offered to customers and the employees are waiters, guides and sales clerks whereas experience products are offered for people treated like guests and employees are something of a person on a stage. Also, with service, it's about what is offered for the customer and with experience, it is all about how the guest is treated, met, how to talk to them and so on.

In their paper, Tarssanen & Kylänen (2007, 8) write that the talk about experiences and experience tourism has increased so much that it has created a phenomenon of "experience inflation". It has become the new thing that is added everywhere in hopes that it will bring the company a revenue inflow. But what exactly is it and how does experience differ itself from a nice travel encounter. (Tarssanen & Kylänen 2007, 8)

Experience can also be analyzed in four different categories (Figure 1.). Their common factor is either the traveler's activity or passiveness, whether the traveler themselves participates by doing something concrete or if they are just standing by and observing. On the other axis there is the mental or physical participation, so if it's something fascinating or perhaps a part of some event. (Tarssanen & Kylänen 2007, 9 originally by Pine & Gilmore 2011)

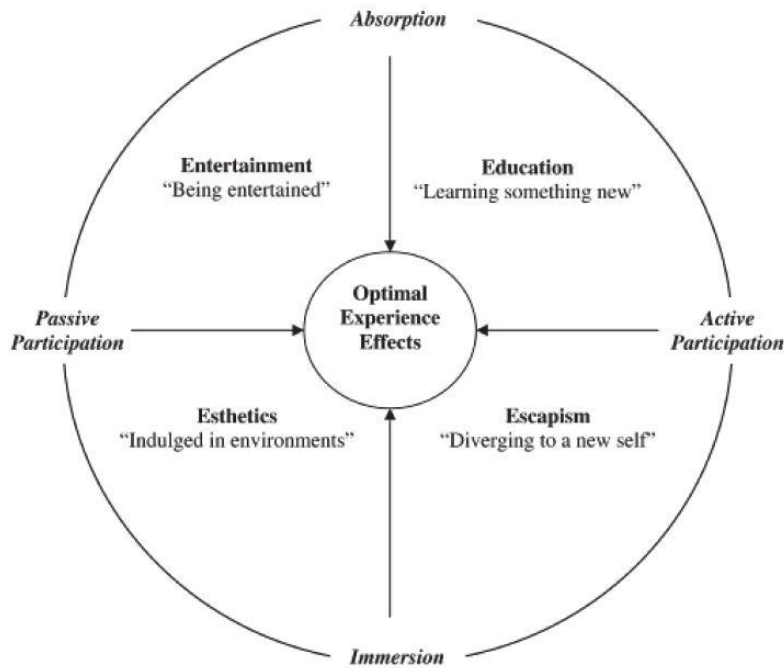


Figure 1: The four realms of experience, The Sweet Spot (Pine and Gilmore 2011, 46)

The experience may and should engage the customer on a number of different dimensions. On the horizontal axis, there is the level of guest participation - on the other end there is the passive participation, meaning the customer doesn't directly affect or influence the performance. For example, such a thing could be a person attending a symphony, they only listen and observe. At the other side of the axis, there is active participation, where the customer affects the performance or event personally, such as skiing, and thus affect the experience by creating their own.

On the vertical dimension, the experience is described with the sort of connection of environmental relationship that brings together the customer and the event or performance. On the other end of the axis, there is absorption, meaning that the person's attention is being occupied by bringing the experience into the mind from afar. The other end of the axis holds immersion, which is being physically or virtually a part of the experience itself. Meaning that the experience "goes into" the customers, such as while watching TV is when they are absorbing the experience and while playing a virtual game, for example, they are immersing the experience. (Pine & Gilmore 2011, 45-46)

The aggregation of the dimensions defines the four realms of an experience - educational, entertainment, escapist and esthetic, reciprocally compatible domains that often merge to form uniquely personal encounters. (Pine & Gilmore 2011, 47)

Pine & Gilmore (2011, 47-54) open the four dimensions (Figure 1.) of experience in their book *The Experience Economy*. They describe the dimensions as follows:

The entertainment experience is not only one of the oldest forms of experience, but it has also been developed the most, and the most commonplace and familiar. What people most think of when talking about entertainment type of experience is the type where they passively absorb the experience over their senses, like listening to music or reading or watching a performance.

The educational experiences are when the customer, or the student if you will, absorb the events but unlike with entertainment, the education requires active partaking of the individual in question. So that the people are truly informed, and they are able to increase their skills and/or knowledge, the educational experience has to constantly engage their mind or body (intellectual or physical training). Even though education is a serious business it doesn't mean that the educational experience has to lack fun.

The escapist experiences are when the immersion is far greater than in the entertainment or educational experiences. Escapist entertainment is the far opposite of entertainment. The customers of escapist entertainment are completely immersed in them as actively involved participants. Such activities include gambling in casinos, chatting online or a game of paintball. Rather than the customer being a couch potato and being passive and watching as others do, the customers become actors themselves and take part and affect the performances. Not only do the customers embark from but also travel to a certain place and activity that is actually worth their time to take a part on. An example is when a traveler gets tired of tanning and go rollerblading or surfing or mountain climbing or take a part on some other extreme sport.

The fourth and last dimension is *esthetic experiences*. In these experiences, the customers are immersed in an event or environment without having any involvement in it, or very little of it the most. Esthetic experiences are for example admiring Grand Canyon from afar or looking at art at an art gallery. So, in short, while the customers that are taking part on educational experience, they do it to learn, escapists want to go and do, and the entertainment wants to enjoy, the ones doing the esthetic experiences just want to be. There are different aspects to the esthetic experience. The aspects may be natural, man-made or something in between, but there is no such thing as an artificial experience, whether the stimuli is natural or artificial.

Even with the service provider or the one setting up the experience hold a big part on what kind the experience is going to be, the biggest part comes from the experienter, as they define their own experience. Still, the transaction between the customer and service provider and the customer's background, like where they are from, what kind of culture there is and what they are accustomed to having their own influence over the experience. (Borg etc. 2002, 26–29; Komppula & Boxberg 2002, 29; Verhelä & Lackman 2003, 36)

Ultimately, the experience is a personal, subjective experience and one cannot guarantee travel experiences, but one can still have a significant influence over the formation of the experience by paying attention to the customer's experience. (Komppula & Boxberg 2002, 29)

Experience is a remarkable, positive and memorable happening that can generate a personal change to the customer that experiences it. But what is an experience and what kind of elements should the tourism product have so it would be able to offer the customer the best experiences? The experience pyramid-model (Figure 2) offers answers to that. With the model, it is possible to analyze and understand tourism's, entertainment and cultural field product's experimentalism. The model is kind of an ideal type and it holds an image of the perfect product which has all the elements the experience needs on all of its levels. The experience pyramid is a helpful tool to be used to find the imperfections and missing parts. You can easily analyze the product and find ways to develop it. The better their products are, the better the company will be able to succeed among the competitors (Tarssanen & Kylänen 2007, 10-11).



Figure 2: Experience pyramid model (Tarssanen and Kylänen (2007) and Tynan and McKechnie (2009))

In the model (Figure 2) the experience is seen from two different angles: 1. from the perspective of the brand's elements and 2. from the customer's experience level. On the bottom of the pyramid, there are the factors that influence the customer's experience. Even though it is impossible to guarantee that every customer will have an experience, we can still include elements to the products that help to create an experience. This is how we guarantee that the criteria for an experience have been fulfilled and the product can be refined as an experience.

3.1.1 Experience elements

There are different elements to the experience. There is individuality, authenticity, story, multi-memory perception, contrast, and interaction, as seen on the bottom of the pyramid.

Individuality means that the products are unique and once-in-a-lifetime, meaning that there is no such kind of experience anywhere else in the world. Concretely the individuality is shown with a customer-oriented approach as well as flexibility and as a possibility to make each product their own based on the customer's needs and preferences. On its basic level, it means that every group member can fulfill their own preferences by changing the difficulty level or with offered information. You can develop and customize the individualized product till the end of time but that only raises to expenses. (Tarssanen & Kylänen 2009, 12) When the products are customized in a customer-oriented way, the company can hold it as an excellent advantage in the competition if it is done the right way. (Urkko 2015, 14)

According to Thesaurus.com the synonyms to the word *authentic* are reliable, accurate, trustworthy, legitimate and original. (Thesaurus.com 2018) Tarssanen & Kylänen (2009, 12-13; orig. Edward Bruner 1994, 397) say that authenticity is in the end defined by the customer, so the product is authentic if the customer sees it as believable and authentic. There is not a universal definition of authenticity, but it is more of an undefined point of view, it depends a lot on the customer's own experiences and views. A part of the authenticity of the product is based on its cultural-ethnic sustainability. An ethnic product does not insult ethnic or other cultural communities or take advantage of them. (Tarssanen & Kylänen 2009, 13) That means that it is wrong to change into someone else, like imitate a Sami person and color the Sami culture by bringing touristic or commercial elements into it that does not even necessarily have anything to do with the Sami culture. (Borg et al. 2002, 28-29)

A *story* is closely connected to the product's authenticity. It is important to tie the elements of the experience together with a story that connects them so that the experience becomes more put together. If the story is believable and true, it gives the product and experiences more meaning, and the story is the basis that explains to the customer what they are doing, where, how and why. A good story is the perfect mix of fact and fiction. The fact can be local information and the fiction added can be some sort of a folklore or old beliefs. Like for example, it does not just have to be fishing at a lake, but the lake could also be a mystical place that holds a treasure or a creature of legends. The story should stimulate the intellectual and emotional sides. One should not underestimate the power of a good story as it can make the experience. (Tarssanen & Kylänen 2009, 13).

Multi-sensory perception (Figure 3) is when all the senses are being stimulated and they are successfully being used to make the theme of the experience even stronger. But one should be careful using them as if there are too many stimulants, it can be distracting and annoying, making the experience suffer from it. (Tarssanen & Kylänen 2009, 14) The main senses can be divided into three areas: remote, skin, and body senses. Sight and hearing are a part of remote senses, taste, smell and touch senses are a part of skin senses and they are divided into heat, cold and pain senses. The kinetic sense, the muscular and joint position and movement controlling sense and the vestibular sense that is the balance sense are a part of the body senses category. Also, the internal organ sense can be a part of it too. The senses work by the sense organs, meaning that the organ produces and experience to the sense when it reacts to a stimulus. You can also activate senses and sense experiences with different technological devices and solutions. (Kollin & Poiasnik 2012, 9 orig. Hochberg 1964)

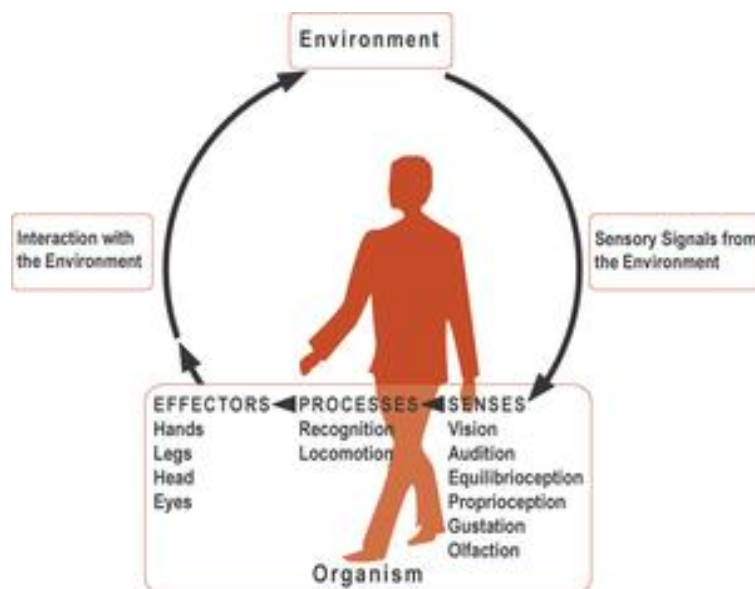


Figure 3. Multi-sensory perception (Max Planck Institute for Biological Cybernetics 2015)

Contrast means the diversity from the customer's point of view, so the product or service must be different to what comes to the customer's everyday life. They have to be able to experience something new, exotic and out of ordinary, so they would be freed from the restrictions and habits of their everyday life. The nationality and culture of the customer need to be taken into account as one person's exotic can be ordinary to someone else. (Tarssanen & Kylänen 2009, 14)

Interaction is when the communication between the guise and/or other traveler or the product and its producer is successful. Interaction brings the feeling of community, you experience something together as a part of something bigger like a community, group or a family. That is why it is important to introduce different parties of the said group to each other if they do not already know each other, so the feeling of community becomes stronger. (Tarssanen & Kylänen 2009, 14)

3.1.2 The different levels of experience

On the vertical axis of the experience pyramid model (Figure 2) there is shown how the experience is built from the peak of interest to the processing of the experience and again to emotional experience. (Tarssanen & Kylänen 2009, 15)

According to psychologists, people make observations on four different levels: physical, emotional, intellectual and mental. (LaSalle & Britton 2003, 9)

On the experience pyramid though, there are five different levels: interest, sense perception, learning, experience, and transformation. (Urkkio 2015, 11)

In order for the experience product to work, all the basic elements of the experience need to be there on every level of experiencing. (Tarssanen & Kylänen 2009, 15)

On the *motivation level*, you need to pique the customer's interest and create expectation towards the product. Already at this stage, there have to be as many experience criteria filled. So, in other words, the marketing done for the product has to involve individuality, multi-sensory perception, authenticity and interaction, contrast and a story. (Tarssanen & Kylänen 2009, 15)

The physical level is where the customer experiences and acknowledges through their senses. (LaSalle & Britton 2003, 9) With the physical senses, the customer gets information about what is happening around and processes them with senses. (Anttila etc. 2006, 13)

The physical senses help us to be aware of where we are, what is happening and what we are doing. In order to guarantee that the customer gets a good experience we need to make sure that it's not too hot or cold, the customer does not get hungry or thirsty and that there is no immediate danger. With the exception of extreme experiences where customers seek the danger of getting hurt or even killed, and the feeling of danger and surviving it is what makes the experience. Even if there is never any danger at all. (Tarssanen & Kylänen 2009, 15-16)

The *intellectual level*. On the intellectual level, we process the sensory stimulation that our environment gives and act upon them, learn, think, adapt knowledge and make opinions. It's when we decide if we're satisfied with the experience or not. (LaSalle & Britton 2003, 9)

The actual experience is experiences on the *emotional level*. Where really is no way to control the emotional reactions of the customers. In order to achieve the emotional level, the basic elements of the experience need to be taken into account the lower levels of interest, sense perception, and learning. With the levels intact, it is highly likely the customer will experience a positive emotional reaction, joy, glee, happiness, success, affection and triumph. (Tarssanen & Kylänen 2009, 16)

The mental level is often seen as something spiritual, but it can also mean anything or event that touches the customer from within. The mental level has an unexplainable but very strong quality that affects the customer's mood. (LaSalle & Britton 2003, 9-10)

The mental level often makes the customer feel like they have changed and developed as a person or adopted something new as a part of their personality. Such kind of experience could be someone who is scared to have had skydived or something else as scary in order to overcome fears. (Tarssanen & Kylänen 2009, 16)

3.2 Customer experience

Customer experience is what customer experiences with a company or a brand from all touchpoints. Touchpoints are the ways the customer is interacting with a brand, for example when they are purchasing or using the brand's products or when they see commercials of it. Customer experience design focuses to create the optimal and ideal experience for the customers at all touchpoints. (Interaction Design Foundation 2018)

The attention for customer experience has grown exponentially over recent years. Also, at the same time, customer experience has become a term several people use for many reasons. Everyone is a customer at the center of all business success in the increasingly digital world. Whether it is a buyer, employee, supplier or another stakeholder, they are all customers. The key to future business growth is all the people and the ways they engage, serve and empower them. In order for all the segments of your organization and ecosystem have to be aligned and connected so that they are optimized of customer experience as the driver of revenue. (I-Scoop 2018)

According to Blake Morgan in her article in Forbes (Forbes 2018) the term customer experience is often heard and tossed around, but what does it mean exactly? Customer experience may entail many possible elements but all in all it boils down to the outlook the customer has of your brand. You might think your brand and customer experience in it is one thing but if the customer detects something else, that is what customer experience truly is. You may see it so that you have world-class products and the best customer experience, but if the customer purchases a product that is broken or defective, their view of your company as something of a lower quality becomes true. (Forbes 2018)

The organizations have new, overreaching and sometimes even overwhelming challenge to successfully have control over their customer experience nowadays. Those challenges go from seeking how to successfully create alluring customer experiences through all stages of the customer's commitment, to handling the customer's expectations and appraise it, before, during and after the buying process. (Berry et al. 2002 / Klaus 2015,1)

We need to explore the origins of customer experience (CX) in order to gain an understanding of it. The history of the phenomenon. It is important to understand the history of CX because not only will we see how CX had evolved over time, but it also will give us the ability to learn from choices, mistakes, and opportunities that have been already made. CX management is about being able to apply the gained knowledge, and the managers are wise if they use the knowledge already created and some parts applied before their time. It is said that an intelligent man learns from his own mistakes, but it takes a wise man to learn from others' mistakes. It is important that we learn from the way researchers viewed, explored, and defined CX in the past so that we can continue where they left off and move on, creating new data and not just dwell on the past one and repeat what has already been done all those times before. (Klaus 2015,1-2)

Phil Klaus (2015, 2) states that "Definitions of CX are truly broad. They range from a customer's actual and anticipated purchase and consumption experience, a distinctive economic offering or the result of encountering, undergoing, or living through things, to the notion of the new, experience seeking consumer as co-creator of value and experience. The term "co-creating" highlights the influence of customer experience on experiential marketing strategies, such as the ones desired and executed in the luxury goods/services, tourism, travel, and hospitality contexts." (Klaus 2015, 2)

Experience is a very important product of hospitality industry nowadays. The ability to deliver excellent customer experiences is the only right path to a successful business. It is very important to create unique experiences for guests and what is not clear for most people is how the guests and other hospitality customers constantly change the definition of excellent experience. (Infor 2017)

3.3 Hospitality

The concept of hospitality is as old as civilization itself. The history of hospitality goes back to 500 B.C. to 500 A.D. generally referred to as the ancient world or classical world that emerged in Greek and Roman civilizations. Its development from the ancient custom of breaking bread with a passing stranger to inviting people to dinner tables and all the way to the operations of today's multifaced hospitality conglomerates. The key influences that affect the attitudes towards hospitality in the societies considered are: the advancement of the trade and commerce, religious practices and beliefs, social status and the household, a system of communication, transactional expectations, and the fear of strangers. The evaluation of outcomes leads to the identification of five dimensions of hospitality. The dimensions are honorable traditions, fundamental to human existence, stratified, diversified and central to human endeavors (O'Gorman 2007, 27-28).

The etymological roots to the term hospitality have been said to come from the word *hospice*, that means "to provide care/shelter for travelers" in French (Walker J.R. & Walker, J. 2014, 4), and to Medieval Latin words *hospes* "guests"; *hospitari* "to be a guest"; and *hospitabilis* "to put up as a guest." (American Heritage Dictionary 2007). There is also another Latin word *Hospitalitem* that means "friendliness to guests". The goal of hospitality is to make others feel comfortable and welcome. (<https://www.vocabulary.com/dictionary/hospitality>)

Honorable tradition:

The common features of the honorable tradition of hospitality are:

- The concepts of guests, stranger and the host are closely related
- Hospitality is considered to be essentially organic, revealing much about the cultural values and beliefs of the societies.
- Reciprocity of hospitality is an established principle
- Providing hospitality is paying homage to the gods, it is a worthy and honorable thing to do and the failure of it is condemned in both human and spiritual worlds. (O’Gorman 2007, 8).

Initially, hospitality is concerned with the protection of others in order to be protected from others. In addition to that, the ancient and classical worlds, hospitality is considered as inherently good thing to provide without an immediate expectation of an earthly reward.

Fundamental to human existence:

The common features of the dimension of the fundamentalism of hospitality are:

- Hospitality includes food, drink and accommodation and is also concerned with the approach to be adapted, for example welcoming that is respectful and genuine
- Hospitality is offered and the extent or the limit of it depends on the needs and the purpose of the guests
- Alliances are initially developed through hospitality between friends, households and states, and are strengthened through hospitality between them continuously
- Hospitality that has been once gained between individuals, households and states is put out to their descendants. (O’Gorman 2007, 28.)

Hospitality is a primary feature in the development of the societies and it is an essential part of human existence, especially as it deals with basic human needs (food, drink, shelter and security). The concept of hospitality being based on meeting the needs that the guests have at the time, rather than type of the people that they are, is already established.

Stratified:

The common features of the stratification dimension of hospitality are:

- Developing the societies lead to the official stratification of the hospitality being on the grounds of whether it was private, civil or business, and on the necessities and purpose of the guest and their nature of status;
- Mutuality of hospitality gets legally defined;
- Civic and business hospitality gets developed from private hospitality but preserves the key foundations - treat others as if in their own home;
- Hospitality management, from the civic and business sense if it, is instituted as being centered on someone's personal responsibility for formal hospitality, and also for the protection of guests and guaranteeing their appropriate conduct. (O'Gorman 2007, 29).

Hospitality has never been homogeneous. Ever since it has been established, hospitality provision is increasingly codified. With societies becoming more and more sophisticated, the codification of hospitality serves reference points as to how you should treat the range of guests. Also, the different typologies of hospitality are becoming more apparent: private, civic and business.

Diversified:

The common features of the diversification dimension of hospitality are:

- Initially differentiated places of hospitality by the existence, or the not, of overnight stay accommodation.
- The individual places of hospitality should either offer their own associated services or they should be located near other places of hospitality;
- At first the places of hospitality were for the lower classes who couldn't now establish the same kind of networks of hospitality as the higher classes did;
- The growing travelling amongst higher classes generated a demand for superior levels of places of hospitality (O'Gorman 2007, 29).

Central to human endeavor:

The common features of the centrality of hospitality to human endeavor are:

- Hospitality is an essential and relevant part of the societies;
- In the development and continuation of friendships and alliances between people, communities and nations, shared hospitality is a main feature.
- For the celebrations of meaningful private, civil and business events and achievements throughout life, hospitality is the focus point of them;

- Hospitality is also seen as the main feature of the end of time (O’Gorman, 2007, p.30).

As far as the distinct definitions of hospitality go, the statements above will appear from efforts to understand, render and exploit the diverse documentary sources on hospitality that already exists so we can inform the processes in regarding theory building. (Brother-ton & Wood, 2008)

The word "hospitality" has a varied application. It can be used with the persons whom we visit daily, their need to please you upon your visitation or just handling your needs when you're not home. Only when the person is out of their home, hospitality is applicable. It can also mean different sorts of actions by which they can establish satisfaction of other people or by the performance of various acts that get the guest to remember the performer and enjoy their company when they return home. It is also when the host goes that extra mile just to do something that pleases their guests and makes them feel at home even when away from home. (Dasgupta D 2010, 4)

The hospitality and tourism industries are the largest and fastest-growing industries in the world. One of the most fascinating and exciting aspects of these industries is that they consist of so many different professions. (Walker J.R., Walker J. 2011)

Ottenbacher et al. (2009, 269) state that hospitality has been considered as one of the major players of the service economy as it contributes significantly the world economy and this sector is the largest employer in the world next only to armed forces.

In the hospitality industry, people constantly strive for outstanding guest satisfaction so that it leads to guest loyalty and ultimately profit. The services provided are mostly immaterial which means that the guests are not able to test out a night's stay or taste the food before dining. The products provided are for customers only, not something you can possess. Even the most unique hospitality has to get the guest's input. (Walker J. 2011)

4 Research methods

When conducting a research on a subject chosen, there are two major ways to approach the data collection: quantitative and qualitative. The quantitative way is used when one wants to define attitude, opinions, behavior and other variables in order to create a generalization of a large sample.

The sample consists of relying on statistical and mathematical methods which with one measures the data that has been collected from the research sample and that way it relies more on the participants. The qualitative way is based on interviews, documentation, and observation, and it usually includes a much smaller sample because the answers given by the participants are much more precise. (Creswell, 2014) (Jennings, 2001)

In order for one to conduct a research, one has to take several steps. First, one has to choose a topic on which to conduct the research of. Then one has to decide how the study should be structured. The third step is to collect theoretical data so the background information for the selected topic can be done to support the research. The final step is to report the outcomes of the research. (Jennings, 2001)

4.1 Aim of the research

The aim of the research is to find and create more experiences and events for Clarion Hotel Helsinki's Living Room & Bar. The Living Room & Bar is meant to be the living room of whole Helsinki, where everyone could feel at home, at ease and spend time in with other people, whether they are friends, family or strangers. It should be a place where all come together.

With the research, there should come new ideas on how to make the Living Room & Bar a better place where people are entertained with the new experiences that have been found. The results will help to plan the next year's plan for the Living Room & Bar.

4.2 Planning the survey

A survey is a method used to gather data from a sample of people. It can take many different forms but most commonly they are in a form of a questionnaire, either written or online. The intention is to use its results to generalize them to a larger population. They can help to provide a critical source of data and insights for almost everyone engaged. (Qualtrics 2018)

The questionnaire in this thesis started by creating the research aim and research problems with the aimed target group. As the target group could be anyone visiting Clarion Hotel Helsinki or any local the survey was rather easy to distribute.

The questions were thought carefully so that they would support the aim of the research and the research problems. They were tested out with the thesis instructor as well as the Bar Manager of Clarion Hotel Helsinki.

As the question was good enough, the questionnaire was published and distributed in Facebook and exclusively in Jätkäsaari-liike Facebook group as they were the locals living right by the Hotel and were the most likely customers alongside the hotel guests.

4.3 Implementing the survey

The survey was distributed over an online survey on Webropol over three weeks of time at the end of October – beginning of November 2018. The target group of the survey was the locals and the hotel guest. The sample size was altogether 151 participants, mostly from Helsinki and Jätkäsaari region but also people from other cities.

4.4 Reliability and validity

Reliability means the accuracy of the results of the questionnaire at hand. In other words, it means that the results should not be random. A reliable research and questionnaire should be able to be repeated in a similar way and with similar results. With the variability of the participants, the results of the research and/ or questionnaire might not always apply in another place or time. In order to have the best possible reliability, the researcher should be precise and critical throughout the whole research. (Heikkilä 2014, 28)

Validity, on the other hand, means the competence of the research, which means that the results gotten from the research should correspond to the research problem. According to Heikkilä (2014, 28) the validity means the lack of systematic error, which means that the measures did are valid on average. He says that the research formulas should measure the right things in an unequivocal way and they should cover the whole research problem. A high percentage of participants, the specification of the group of participants, and the presentable, on in other words a group big enough are things that supports validity.

The research in this thesis was somewhat reliable. If the research was done again, the participants may change and some of the answers might change as well but the results would most likely be very similar among other groups of participants as well. There might

be some switches on opinions and other answer options might vary but it could be argued that the results would stay mostly similar.

What comes to validity, the research corresponded with the research problem and the aim of the research. The results correspond to the presented problems and present them with the right kind of answers that will help to develop Clarion Hotel Helsinki's Living Room & Bar further.

5 Results

In this chapter the results of the questionnaire from autumn 2018 are being displayed. The results start with the basic information from the participants after which it moves to their knowledge of the Living Room & Bar. Next there are tables from the multiple-choice questions that are opened. There were also open-ended questions but as the results were mostly in Finnish, the answers are mentioned below, and all the answers can be found at the end as an attachment, in Finnish.

5.1 Questionnaire results

In Figures 4 & 5 are the results of the first two questions which consisted of getting to know the age and sex of the questionnaire participants in order to gain some background information. This helps to see what kind of experiences each sex and age group would prefer and to get a general view of the usual attendance and division between sexes and age groups. The ages were divided into four different groups, starting from the age of 18, even though Living Room is for everyone, I thought it was unnecessary to ask from anyone under 18. Most of the participants were “middle-aged”. Out of the participants 16 (11%), were *18-25-year-old*, 40 (26%) were *26-35*, 60 (40%) were *36-50* and 35 (23%), were *over 51-year-old*. There could have been more answers to the younger age groups as they are their own target group of different kind of experiences suited for their age group.

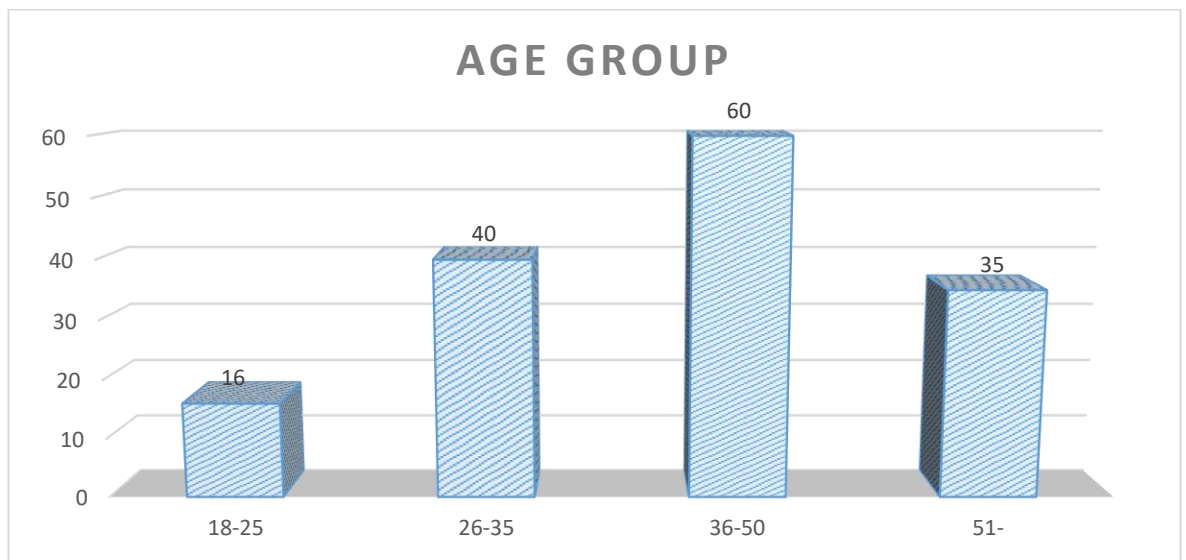


Figure 4. Age Group (N=151)

In the next question, about the gender of the participants 111 (74%), were *female* and only 40 (26%), were *male*. This was to be expected as female often take part on questionnaires more, unless of course the questionnaire is directed to more male populated area.

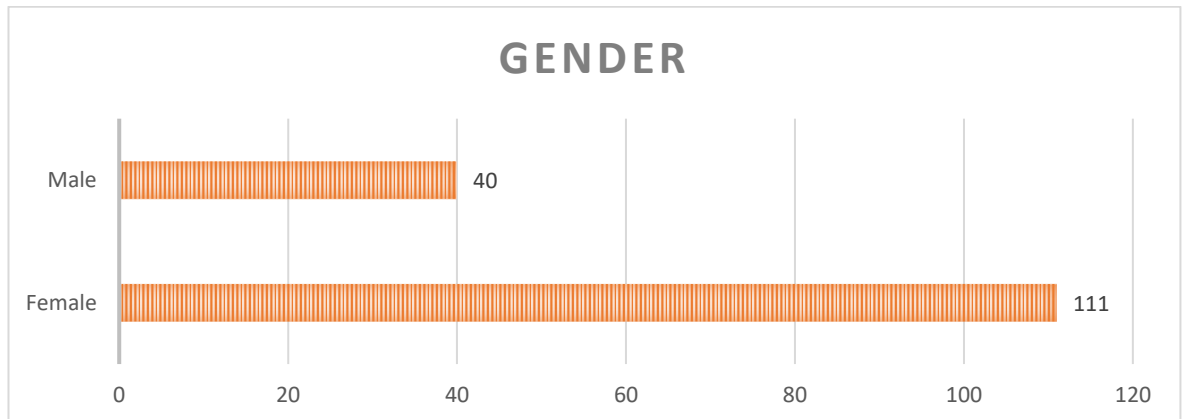


Figure 5. Gender (N=151)

In the next question (Figure 6) the residency of the participants was being mapped out. As seen above, most of the participants 127 (84%), were *Helsinki residents*. The next was “*other*” 18 (12%), whom live outside Helsinki. The smallest group was *hotel guests* with 6 (4%) participants. This was done to see what kind of opinions Helsinki residents had on the matter but as it was not wise to make it solely for Helsinki residents, but opinions of outsiders were welcome too. The Living Room is after all meant to be the living room of all Helsinki. It does not mean it is solely for the residents of Helsinki but everyone who visits Clarion Helsinki, so it is good to get more opinions from all around



Figure 6. Are you a Helsinki resident or a hotel guest? (N=151)

The next set of questions (Figures 7 & 8.) related to knowing Living Room & Bar and the themed events currently held in it. This was to see how many of the participants knew of

the Living Room was it is shadowed by the Sky Room Bar on the 16th floor of the hotel, and if the advertising of the themed events held in it. There have not been many events and they are still searching for new events to be held in it. As to why this thesis is being done. In figure *Have you heard of Clarion Living Room & Bar?* was answered by 115 (76%) as *yes* and 36 (24%) as *no*. With most of the participants being Helsinki residents this did not come as a surprise.

There was a follow-up question to describe Living Room & Bar with 2 words if the participant has heard of Living Room & Bar (N=107). There were 108 answers, as the question was not mandatory like most of the others. Most of them were in Finnish so I was not able to put them here, but they will be attached in the end. The answers were all over, some liking and saying it was fancy looking, stylish, trendy, and fancy but then also called it expensive, and then on the other side they called it a place without personality, empty, distant, and that there was an attempt to improve but they didn't succeed.

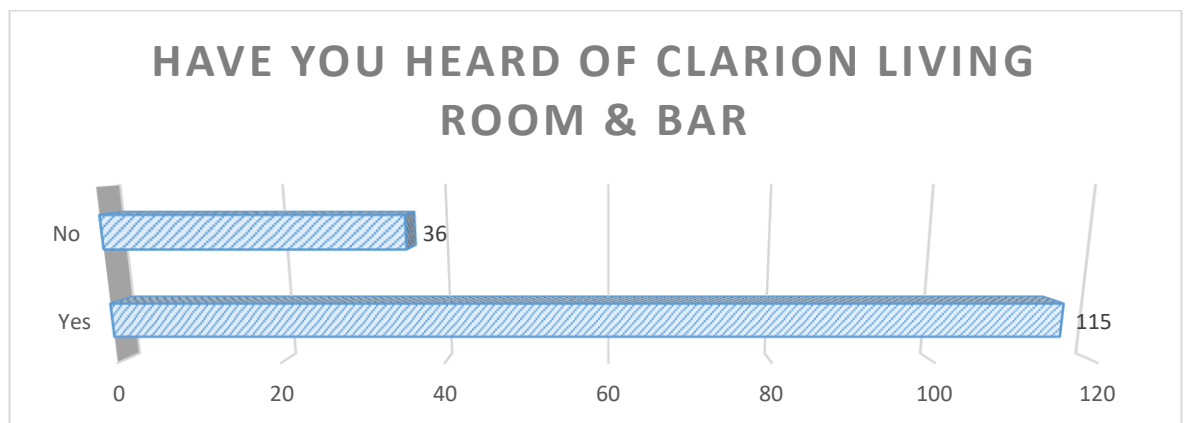


Figure 7: Have you heard of Clarion Living Room & Bar? (N=151)

Are you aware of themed events held in Clarion's Living Room & Bar? most of the participants answered *no* (111 or 74%) leaving *yes* to 40 (26%). As mentioned above, Living Room & Bar is often shadowed by the Sky Room Bar as it is unique thing with an exquisite view of Helsinki, so this result doesn't come as a surprise. The people might know about the Living Room & Bar, but the events held in there are not suited for major audience and are not advertised well enough.

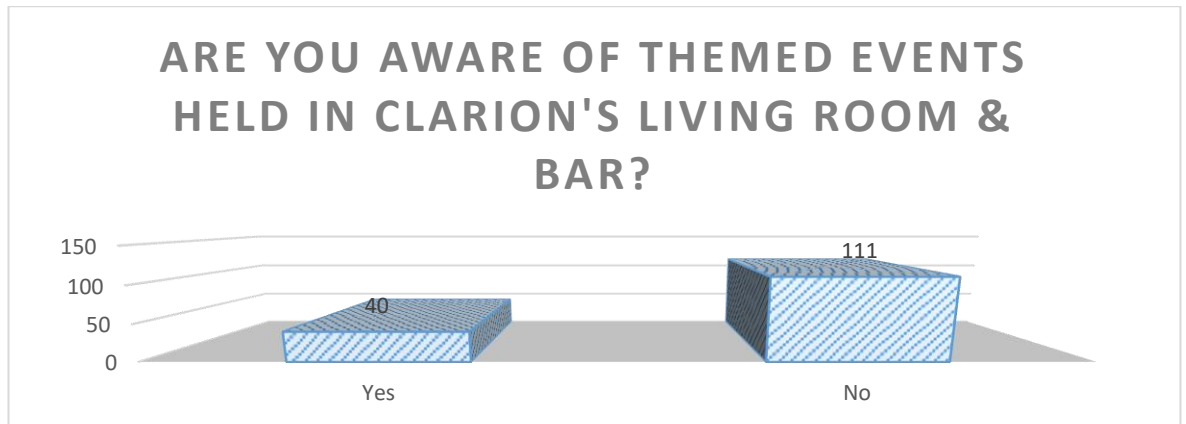


Figure 8: Are you aware of themed events held in Clarion's Living Room & Bar? (N=151)

In the Table 1 was asked *What kind of experiences would make you visit Clarion Living Room and Bar?* This was done to map out some directions to where the Living Room & Bar should focus on more.

The 151 participants found *Affordable meals* to be a very attractive factor with 79 (52,3%) agreeing, and 55 (36,4%) Strongly agreeing. The second important factor that the participants agrees was *Live music* with 70 (46,4%) agreeing and 46 (30,4%) strongly agreeing to finding it something to attract them.

Next comes *Local art* with 65 (43%) agreeing, *Movies* with 62 (41,1%) agreeing, *Happy hour* with 51 (33,8%) agreeing and 48 (31,8%) strongly agreeing, and *Exciting drinks* 52 (34,4%) agreeing.

The lesser important factors were *Games* with 57 (37,7%) agreeing and 34 (22,5%) with no opinion over it, and *A calm corner to work in* with 51 (33,8%) agreeing, 28 (18,5%) having no opinion and 30 (19,9%) disagreeing. The second least important attractor was a *sport screening* 37 (24,5%) agreeing and 32 (21,2% disagreeing, leaving *Books* with 48 (31,8%) having no opinion and 38 (25,2%) disagreeing, to be the least attractive factor.

Table 1: What kind of experiences would make you visit Clarion Living Room & Bar?
(N=151)

	Strongly disagree	Disagree	No opinion	Agree	Strongly Agree
Live music	5	11	19	70	46
Exciting drinks	18	26	38	52	17
Happy Hour	5	19	28	51	48
Affordable meals	3	3	11	79	55
Local art	9	30	35	65	12
Books	26	38	48	33	6
Games	21	24	34	57	15
Calm corner to work in	22	30	28	51	20
Sport screening	38	32	22	37	22
Movies	13	25	25	62	26

After this there was another follow up question *Are there other kinds of experiences not mentioned above that you would like to have in Clarion Living Room & Bar?* (N=52) Again, most of the 52 answers were in Finnish, so the answers will be attached at the end. There were a lot of different ideas again. Billiards, speed dating, yoga, lectures, wine tasting, single's night, events for kids. There were also mini courses for whiskey or ICT or cocktails. Then also Knitting, Stand up, and maybe even something like flea markets.

In Table 2 *On the scale from 1-5 how important are the following?* the participants were asked about how important certain things were important to them.

The most important thing on the list was a *Friendly staff* with 101 (66,9%) finding it very important. The second most important thing was *Atmosphere* with 91 (60,3%) finding it a very important factor.

After them was *People* with 51 (33,8%) finding it very important and 71 (47%) thinking it is important, then the *View* with 46 (30,5%) thinking it is very important and 75 (49,7%) important., and *Affordable prices* with 47 (31,1%) deeming it very important and 74 (49%) important.

Surprisingly, *Entertainment* was thought to be least important factor with only 19 (12,6%) thinking it is very important, 68 (45%) important and 40 (26,5%) found it not that important.

Table 2: On scale from 1-5 how important are the following? (N=151)

	Unimportant	Not that important	No opinion	Important	Very important
Affordable prices	1	22	7	74	47
View	2	16	12	75	46
Entertainment	5	40	19	68	19
Atmosphere	1	2	2	55	91
People	2	13	14	71	51
Friendly staff	2	1	3	44	101

In figure 9 people answered with whom they preferred to experience new things with. In this question the participants were able to choose more than one option. This is a good way to see what kind of experiences would be good to plan out. Most of the participants 112 (49%) prefer to experience new things with *friends* and that makes sense. The next biggest group was with *family/relatives* with 93 (37%) answers. Family and friends are most likely biggest groups as people are used to do things with their friends and families. It is easier to experience with them. There is someone to share the experience with and create a stronger bond. Of course, there are people who like to experience alone, which is probably why the third most answers got the option *alone* with 10% or 25 (10%) answers. Then the least answers were *strangers* 7 (3%) and *other* 2 (1%).

It would be a good thing to plan out some experiments and events that people can join with each other but also where it is easy to slip in as a single person. Something that brings people together and create new memories. Something like movie nights, or sports screening, or live music events.

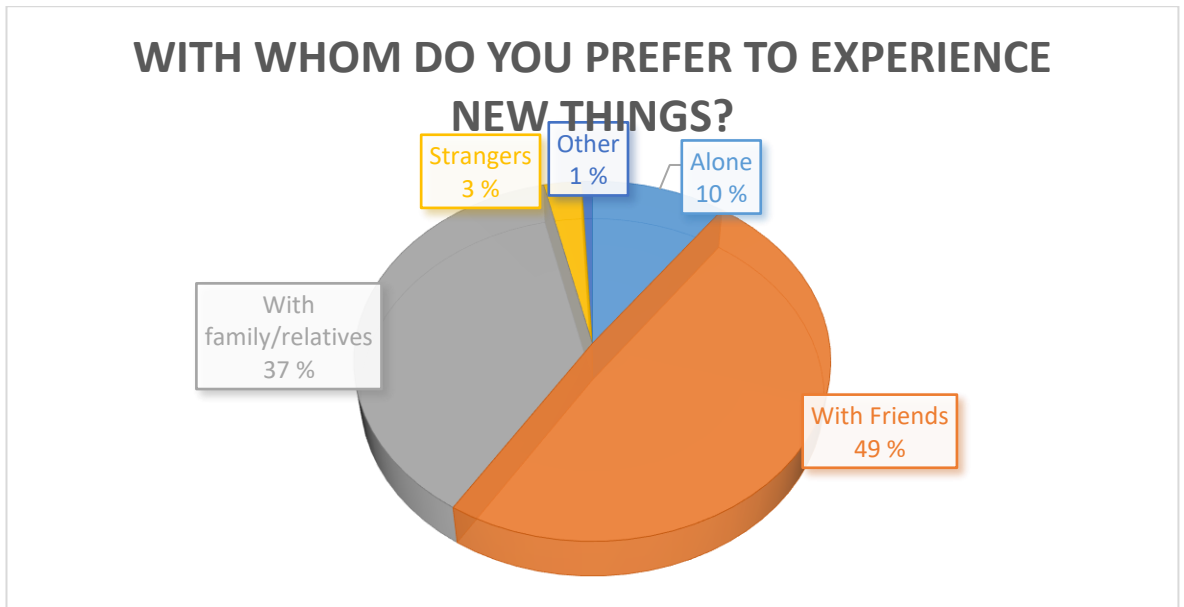


Figure 9: With whom do you prefer to experience new things? (N=151)

In the next question (Figure 10) the participants were asked to *Please choose three of the following experiences that appeal to you the most*. The biggest amount of answers got *Live music event* with 101 (24%) out of 425.

Next came *Themed movie nights* with 74 (17%) answers, *wine course* with 16,5% or 70 (16%) answers, and *cocktail course* with 60 (14%) answers. Then, after that there was a gap between the amount of answers but here are what the last options got: *Sport events* with 37 (9%) of the answers, *Art exhibition* with 34 (8%) of the answers, *Book club* with 19 (5%) answers, *Dog dates* with 17 (4%) answers, *Knitting* with 10 (2%) answers and lastly *Benji jumping* with 3 (1%) answers.

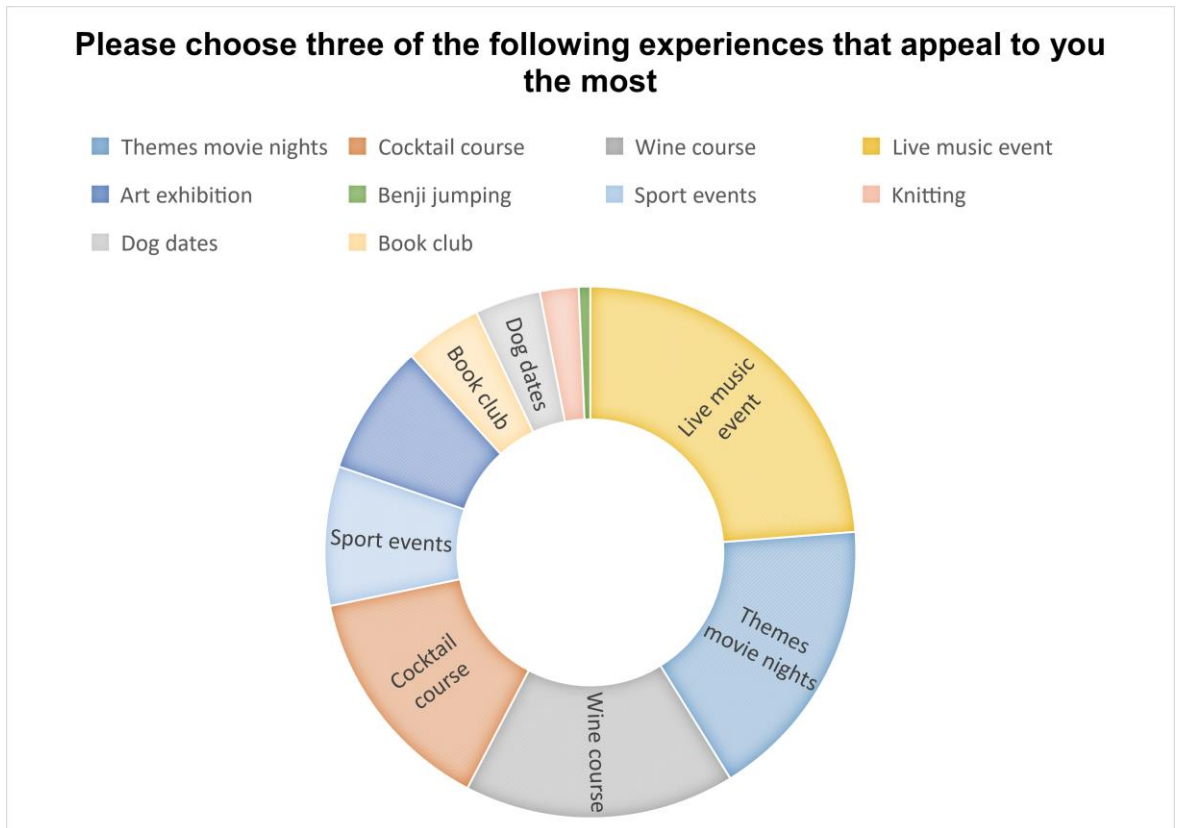


Figure 10: Please choose three of the following experiences that appeal to you the most. (N=151)

In the last question (Figure 11) the participants were asked *What about be the best way for you and the community to get information on Clarion Living Room & Bar's events?* This way, Clarion could find the best option for advertising their events and reach as many possible clients as possible. Again, the participants were allowed to pick more than one option. Here the biggest amount of answers got the social media site *Facebook* with 143 (53%) answers out of 273. Then were *Official webpage* with 50 (18%) answers, *Instagram* with 47 (17%) answers, *Flyers* with 25 (9%) answers and last *Twitter* with 7 (3%) answers. It was surprising to know an official webpage got more answers than Instagram but then again, there were more answers among the ages of 36-50 than the years below. Facebook is a good place to advertise the events, but the advertising has to be done right.

WHAT WOULD BE THE BEST WAY FOR YOU AND THE COMMUNITY TO GET INFORMATION ON CLARION LIVING ROOM & BAR'S EVENTS?

■ Facebook ■ Twitter ■ Instagram ■ Official webpage ■ Flyers

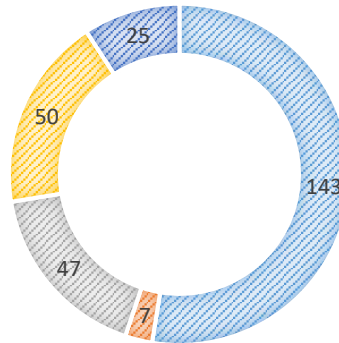


Figure 11: What would be the best way for you and the community to get information on Clarion Living Room & Bar's events? (N=151)

Last, the participants were asked another open question *Do you feel like there is something missing from Clarion Living Room & Bar that you would like to have there, that would get you to visit more often?* On this question too, most of the 62 answers were in Finnish, so the answers will be attached in the end.

Here are some of the answers: Steady, better, and clearer advertising, games, sofas and arm chairs. Then also inexpensive drink list, better terrace area, and a better decoration. Also Living Room was criticised and on the bar on the other side of the road, Huutokonttori, does things a lot better, and there are people who live in Jätkäsaari, near the hotel but have never seen or much heard of the Living Room & Bar. The place was also again deemed too expensive.

Unfortunately, there were also some answers that did not involve Living Room & Bar but Sky Bar or the restaurant. Such answers were for example 'You should be able to reserve a table' or an open sauna or a place for the kids in the restaurant.

5.2 Recommendations

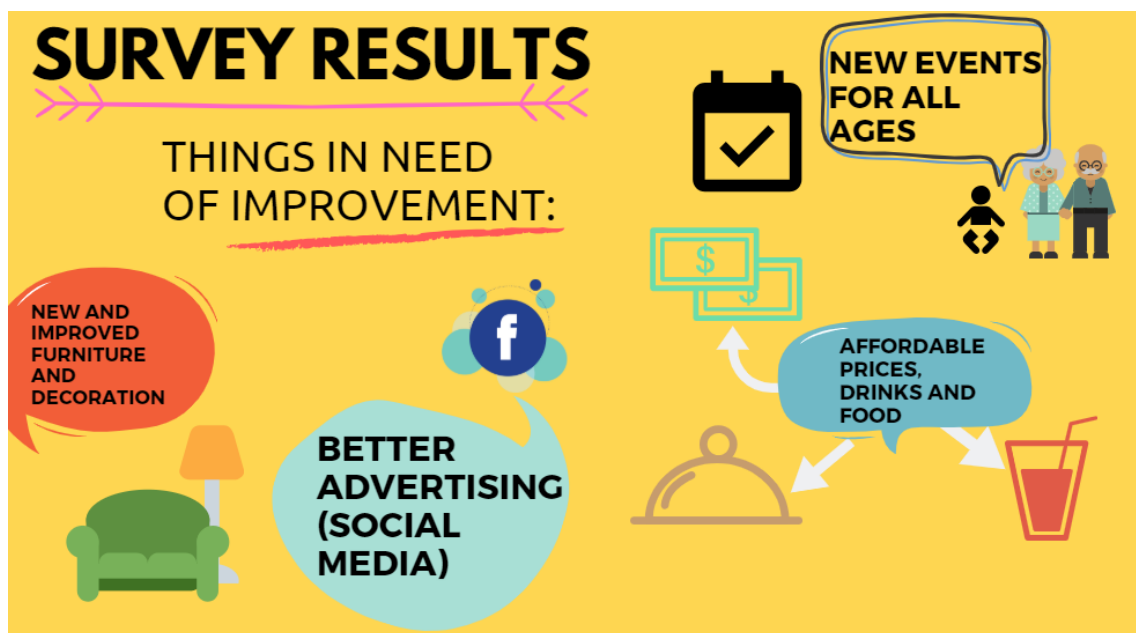
Clarion should focus on entertainment and education realms of experience (Figure 1). In the results it is seen that for example the educational experiences are asked, for example wine and chocolate tastings, and cocktail courses. There was also some talk into panels and maybe even lectures.

But their main focus needs to be entertainment. It is one of the oldest forms of experience and it is a familiar ground. People like to passively absorb things whether it is a live music night or a movie night or something as simple as games. The entertainment might not have been a big factor in the questionnaire but still people want it when they were asked about it in the open-ended questions. If Clarion just adds a little bit of new decoration and lowers the prices they might get a bit more people, but entertainment always attracts people and brings them together. That is exactly what Living Room & Bar wants to be doing.

Throw in a little bit of the esthetical side with new and more comfortable but still good-looking decoration and they will have a great place. People want warmth and comfort and they want to be aesthetically pleased, so they are pleased. Entertainment might do a lot but if you are not comfortable, you will not stay long or might not even come back.

Below (Figure 12) There is a summary of recommendations for Clarion Hotel Helsinki.

Figure 12 Recommendations summary



6 Conclusion

In this section the results of the questionnaire are being gone over and reflected. There are also going to be some speculation on how the Living Room & Bar could be further changed, what could be added and what kind of experiences there could be for future notice. These suggestions are based on the results and the conclusions based on them. In addition, the validity of the questionnaire is being speculated.

6.1 Conclusions and ideas for improvement

The aim of the study was to develop Clarion Helsinki's Living Room & Bar lounge bar, and that way make it more popular and have a better use for the space. This was done by gaining background with theoretical material upon which the empirical research could be based on. It is clearly seen that there are multiple elements that make up the entire perceived experience in the theoretical framework.

The questionnaire was to help to develop new experiences to Living Room & Bar suited for the customer base and with the right questions there were a lot of good answers. As Tarssanen & Kylänen (2009) mentioned, the experience is not just a product or a service, but it involves so much more, such as the environment, theme and drama with the communication with the staff. Many companies have produced experiences to go along with their usual services.

The questionnaire brought a whole lot of new ideas for events and even decoration that could help Clarion Hotel Helsinki's Living Room & Bar to develop to become the living Room of whole Helsinki. The answers brought ideas for all ages, despite the participants being from 18 years up, and mostly from 36-50-years-old of age. Some participants even highlighted that the children and the elderly should not be forgotten. So far, the events at Living Room & Bar have been focusing for the ages 18-30 and that might be their target group even, but if they want more clients, and if they want to be the living room of whole Helsinki, they should not overlook everyone else.

The questionnaire should have maybe been a little bit clearer and explain to people more about Living Room in the beginning, as looking at the results, some have mistaken Living Room & Bar for Sky Room. As that is understandable, as the Living Room is less known. These mistaken few have still not made the answers stray that badly that they could not still be applied for Living Room & Bar as well.

There's a lot of potential to Living Room & Bar and if the answers are taken into consideration and they are bold enough, Clarion Hotel Helsinki could be looking for a great space with a lot of different action. Some people are looking for something a bit "quirkier" that normally isn't there in a bar but could be there in a living room kind of a bar. These are for example yoga sessions, wine and chocolate tastings, panels, lectures, knitting and something for children like puppet shows.

Not only for the lack of events, but Living Room & Bar also appears to suffer from the lack of warmth and better atmosphere. A lot of participants have requested new furniture into the space. Something less fancy and more comfortable to get the living room feel to it, like more sofas and better chairs. There is even mention that even though the design in the Living Room & Bar is fancy and nice, all that takes room for potential customer space. Some more art work, colour and plants. Even comfortable can be good looking.

The prices should be lower and the food there should be better like some sort of breakfast set, more small snacks, and something especially for the children. You can buy soda for the kids, but it would be nice to have a list of mocktails, so the children can feel included. Of course, the staff in Living Room & Bar is more than capable to whisk up some sort of a mocktail but it would be nice to have them in display rather than for the customer to have to ask for something that they do not know they could have.

To top all of this off, there needs to be better advertisement and the messages and invites should be clearer. Apparently, it's not clear enough as to where and when the events are and why they are being kept or even what you can do there.

With the questionnaire the Living Room has gotten ideas from their clientele base, be it everyone in and around Helsinki, living in or visiting. But their problem has been that they have not listened to people around, they have not done any research and as I looked of other Living Room's in other Clarion Hotels, I found that they have great ideas, even the Living Room in Clarion Hotel Airport has a better Living Room. There is a concept for Living Room, but I have not gotten my hands to it, so I am not sure what kind it is and how well Clarion Hotel Helsinki follows it. Even with Clarion Airport having a successful Living

Room, there is a lot to think about as to why Clarion Helsinki's concept is failing. If they are looking for a Living Room for the whole Helsinki, why have they not created questionnaires before. Nowadays It is rather easy to do over Facebook.

They might be sending feedback forms after the hotel visitors but there are only minimal amount of people filling them and they are not giving out ideas to something they are not asked about.

6.2 Thesis process

The author found the thesis process rather demanding. It had many difficulties from finding the right topic in the beginning and then having it taken away as they had hired a new HR person to Clarion Hotel Airport. Then after some thinking, the right topic was finally found.

Even after that, it was hard to get a hold of the process and despite the process was supposed to be only half a year, it stretched out to be a whole year.

The overall process was still found to be rather interesting yet demanding, there was a lot time and work that had to be put into the thesis.

The author feels like there has been a lot of things that has been learned from this, not only research wise but also for cooperation with different parties. It has been a difficult but rewarding journey.

The most difficulty was brought by the lack of information on Nordic Choice Hotels. Their websites lack proper information about how everything has started and even the basic information. All of it took a lot of effort and despite all of the help provided, there still was not enough information found.

The forming of the questionnaire took a little time but eventually was a rather quick and easy process, but it took too much time as there was a delay. The Bar Manager of Clarion Hotel Helsinki had a vacation and was unfortunately not able to check the questionnaire before her return back to Finland. Despite it, the data collection went very smoothly and under no time there were enough answers to process.

All in all, the thesis process has been rewarding and a big teaching moment.

References

American Heritage Dictionary 2007. URL: <https://www.ahdictionary.com/word/search.html?q=hospitality>

Accessed: 27 August 2018

Annual Report Nordic Choice Hotels 2017. Clarion Hotel. URL: <https://annualreport.choice.no/en/clarionhotel>

Accessed 16 March 2018

Annual Report Nordic Choice Hotels 2017. Comfort Hotel. URL: <https://annualreport.choice.no/en/comfort>

Accessed: 15 March 2018

Annual Report Nordic Choice Hotels 2017. State of Nordic Choice Hotels. URL: <https://annualreport.choice.no/en/#intro>

Accessed: 15 March 2018

Annual Report Nordic Choice Hotels 2017. Quality Hotel. URL: <https://annualreport.choice.no/en/qualityhotel#intro>

Accessed 15 March 2018

Anttila, Kalakoski, Kreivi, Laarni, Oksala & Paavilainen. 2006. Persoona 3 - Tiedonkäsitte-
lyn perusteet. Edita Prima Oy. Helsinki

Beyourself. 2015. Attachment vs. Love. URL: <https://byrslf.co/attachment-vs-love-51c7aa6f375>

Accessed 9 March 2018

Berry, L.L., Seiders, K. & Grewal, D., 2002. Understanding Service Convenience. Journal
of Marketing.

Borg, P., Kivi, E. & Partti, M. 2002. Elämyksestä elinkeinoksi: Matkailusuunnittelun peri-
aatteet ja käytäntö. WSOY. Helsinki.

Brotherton, B. & Wood, R.C. 2008. The SAGE Handbook of Hospitality Management.
Sage. London.

Creswell, J.W. 2014. Research Design. Sage Publications.

Dasgupta, D. 2010. Tourism Marketing. Pearson Education. Noida.

FinnairShop 2018. Nordic Choice Hotels. URL: <https://www.finnairshop.com/fi/nordic-choice-hotels>

Accessed: 17 September 2018

Forbes 2017. What is Customer Experience? URL: <https://www.forbes.com/sites/blakemorgan/2017/04/20/what-is-customer-experience-2/#7350fc3170c2>

Accessed 15 May 2018

Heikkilä, T. 2014. Tilastollinen tutkimus. Edita Publishing Oy. Porvoo.

I-Scoop 2018. Customer Experience: The Guide to Customer Success. URL: <https://www.i-scoop.eu/customer-experience/>
Accessed 10 March 2018

Infor. The State of customer experience in hospitality. URL: <https://www.infor.com/content/executive-briefs/state-of-customer-experience-in-hospitality.pdf/>
Accessed 16 November 2018

Interaction Design Foundation 2018. Customer Experience (CX) Design. URL: <https://www.interaction-design.org/literature/topics/customer-experience>
Accessed 9 March 2018

Jennings, G. 2001.. Tourism research. John Wiley & Sons Australia. Australia.

Klaus, P. 2015. Measuring Customer Experience. Palgrave Macmillan UK.

Komppula, R. & Boxberg, M. 2002. Matkailuyrityksen tuotekehitys. Edita Prima Oy. Helsinki.

Kollin, J. & Poiasnik, M. 2012. Moniaistisuus suunnittelupelin lähtökohtana - Mmp-hanke. URL: <http://www.theseus.fi/bitstream/handle/10024/46357/kollin-poiasnik.pdf?sequence=1&isAllowed=y>
Accessed: 27 August 2018

LaSelle, D. & Britton, T. A. 2003. Priceless: Turning Ordinary Products into Extraordinary Experiences. Harvard Business Press.

Max Planck Institute for Biological Cybernetics. 2015. Multisensory Perception and Action. URL: <http://www.kyb.tuebingen.mpg.de/research/former-research-groups/ernstgroup.html>
Accessed 10 October 2018

Nordic Choice Hotels 2018. Clarion Hotel Helsinki. URL: <https://www.nordicchoic-hotels.com/hotels/finland/helsinki/clarion-hotel-helsinki/>
Accessed 29 August 2018

Nordic Choice Hotels 2018. Clarion Hotel Stavanger. URL: <https://www.nordicchoic-hotels.com/hotels/norway/stavanger/clarion-hotel-stavanger/>
Accessed: 28 August 2018

Nordic Choice Hotels 2018. Comfort Hotel Arctic. URL: <https://www.nordicchoic-hotels.com/hotels/sweden/lulea/comfort-hotel-arctic/>
Accessed 28 August 2018

Nordic Choice Hotels 2018. Quality Hotel Skelleftea. URL: <https://www.nordicchoic-hotels.com/hotels/sweden/skelleftea/quality-hotel-skelleftea-stadshotell/>
Accessed: 28 August 2018

O’Gorman, K.D. 2007. Dimensions of Hospitality: Exploring Ancient and Classical Origins. Elsevier. Oxford.

Ottenbacher, M., Harrington, R.J., Parsa, H.G. 2009. Defining Hospitality: A Discussion of Pedagogical and Research Implications. Journal of Hospitality and Tourism Research.

Pine, J.B., Gilmore, J.H. 2011. The experience economy. Harvard Business School Press. Boston.

Prior, V. & Glaser, D. 2006. Understanding Attachment and Attachment Disorders. Theory, Evidence and Practice. Jessica Kingsley Publishers. London

Psychologist World. 2018. Attachment Theory. URL: <https://www.psychologist-world.com/developmental/attachment-theory>
Accessed 9 March 2018

Psychology Today. 2018. All About Attachment. URL: <https://www.psychology-today.com/basics/attachment>
Accessed 9 March 2018

Qualtrics 2018. What is a Survey? URL: <https://www.qualtrics.com/experience-management/research/survey-basics/>
Accessed 16 November 2018

ResearchGate 2014. Consumer Journey from First Experience to Brand Evangelism. URL: https://www.researchgate.net/publication/269689773_Consumer_Journey_from_First_Experience_to_Brand_Evangelism
Accessed: 20 September 2018

Tarssanen, S., Kylänen, M. 2007. Elämys - Mikä se on? In Tarssanen, S. Elämystuottajan käsikirja. Lapin elämysteollisuuden osaamiskeskus. Rovaniemi.

Thesaurus.com. 2018. URL: <https://www.thesaurus.com/browse/authentic?s=ts>
Accessed: 2 August 2018

Urkkio, A. 2015. Elämykset kokemusten rikastuttajina: Tutkimus elämystuotteiden kehittämiseksi ja markkinoinnin kohdentamiseksi. URL: http://www.theseus.fi/bit-stream/handle/10024/93639/Urkkio_Aki.pdf?sequence=1&isAllowed=y
Accessed 27 August 2018

Verhelä, P. & Lackman, P. 2003. Matkailun ohjelmalvelut. WSOY. Porvoo.

Vocabulary.com 2018. Dictionary. URL: <https://www.vocabulary.com/dictionary/hospitality>
Accessed: 23 March 2018

Walker, John R. & Walker, Joselyn T. 2011. Tourism, concepts, and practices. New Jersey: Pearson Education.

Appendices

Appendix 1 English Questionnaire



Clarion Living Room & Bar

Hello, I'm a student at Haaga-Helia University of Applied Sciences and I'm currently working in Clarion Hotel Helsinki to whom I'm making this questionnaire to, as a part of my thesis.

My intent is to develop Clarion Helsinki's Living Room & Bar and bring them new experiences you possible clients could enjoy. The aim is to make the Living Room & Bar the living room of all Helsinki, a place where people can relax, enjoy and spend time.

The results will be completely anonymous and if you decide to fill in the information at the end of the questionnaire, your information will be safe and secure and will not be published anywhere. The winner will be contacted by me personally and afterwards information will be deleted. No one else will get their hands on it.

You can take part in the questionnaire until Sunday 4th of November and the winner will be contacted on 26th of November. If you have any questions or feedback, you can send me a message to emilia.vuorenmaa@myy.haaga-helia.fi

Thank you for taking part in this questionnaire and good luck!

1. Age group *

18-25 26-35 36-50 51-

2. Gender *

Female Male

3. Are you a Helsinki resident or a hotel guest? *

Helsinki resident Hotel guest Other

4. Have you heard of Clarion Living Room & Bar *

Yes No

5. If yes, please describe the Living Room & Bar with 2 words *

6. Are you aware of themes events held in Clarion's Living Room & Bar *

Yes

No

7. What kind of experiences would make you visit Clarion Living Room & Bar *

Strongly disagree Disagree No opinion Agree Strongly Agree

Live music

Exciting drinks

Happy Hour

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable meals					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local art					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Games					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calm corner to work in					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport screening					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies					
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Are there other kinds of experiences not mentioned above that you would like to have in Club & Bar?

800 characters remaining

9. On the scale from 1-5 how important are the following *

1= Not at all important unimportant 2=Not that important 3=No opinion 4=Little important 5=Very important

Unimportant Not that important No opinion Important Very important

Affordable prices

View

Entertainment

Atmosphere

People

Friendly staff

10. With whom do you prefer to experience new things? *

- Alone
- With Friends
- With family/relatives
- Strangers
- Other

11. Please choose three of the following experiences that appeal to you the most *

- Themes movie nights
- Cocktail course
- Wine course
- Live music event
- Art exhibition
- Benji jumping
- Sport events
- Knitting
- Dog dates

Book club

12. What would be the best way for you and the community to get information on Clarion Living Room & Bar's events? *

You can pick more than one

Facebook

Twitter

Instagram

Official webpage

Newspaper

Flyers

13. Do you feel like there is something missing from Clarion Living Room & Bar that you would like to have here, that would get you to visit more often?

800 characters remaining

14. Please leave your information below if you wish to enter the lottery and have the chance to win a free accommodation gift card

First name _____

Surname _____

Phone number _____

Email _____

Address _____

Postnumber _____

City _____

Country _____

Appendix 2 Finnish Questionnaire



Clarion Living Room & Bar Fin

Hei, olen Haaga-Helia Ammattikorkeakoulun opiskelija ja tällä hetkellä teen töitä Clarion Hotel Helsingissä,

jonne teen tämän kyselyn, joka on osa minun opinnäytetyötäni.

Tarkoitukseni on kehittää Clarion Helsingin Living Room & Bar:ia ja tuoda heille ideoita uusista kokemuksista, joista asiakkaat voisivat nauttia.

Aikomus on tehdä Living Room & Bar:sta koko Helsingin olohuone, paikka jossa voi rentoutua ja viettää aikaa.

Tulokset pysyvät anonymoina ja, jos päätät täyttää tietosi kyselyn lopussa olevaan lomakkeeseen,

tietosi pysyvät turvassa, eikä niitä tulla julkaisemaan missään. Otan henkilökohtaisesti yhteyttä voittajaan,

jonka jälkeen kaikki tieto poistetaan. Kukaan muu ei tule koskemaan tietoihin.

Kyselyyn voi osallistua sunnuntaihin 4.11. asti ja voittajaan otetaan yhteyttä 26.11.

Jos on kysyttävää tai palautetta, minulle voi laittaa viestiä osoitteeseen emilia.vuoremaa@myy.haaga-helia.fi

Kiitos, että osallistut kyselyyni, onnea!

1. Ikäryhmä *

- 18-25 26-35 36-50 51-

2. Sukupuoli *

- Nainen Mies

3. Oletko helsinkiläinen vai hotellivieras? *

- Helsinkiläinen
 Hotellivieras
 Joku muu

4. Oletko koskaan kuullut Clarionin Living Room & Bar:sta? *

- Kyllä, olen kuullut
 Ei, en ole kuullut

5. Jos olet, kuvaile Living Room & Bar:ia 2 sanalla

6. Oletko tietoinen teemailloista, joita Clarionin Living Room & Bar:ssa järjestetään? *

- Kyllä
 En

7. Minkälaiset kokemukset saivat sinut vierailemaan Clarionin Living Room & Bar:ssa *

	Täysin eri mieltä	Eri mieltä	Ei mielipidettä	Samaa mieltä	Täysin samaa mieltä
Live musiikki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jännittävät drinkit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happy Hour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edulliset ateriat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paikallinen taide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kirjat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pelit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rauhallinen paikka työnteolle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urheilutapahtuman televisointi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elokuvat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Onko joitain muita kokemuksia, joita ei ole listattu yllä, jotka haluaisit Clarionin Living Room & Bar:in?

800 merkkiä jäljellä

9. Asteikolla 1-5, kuinka tärkeää seuraavat asiat ovat? *

	Ei lainkaan tärkeää	Ei niin tärkeää	Ei mieli- pidettä	Tär- keää	Erittäin tärkeää
Edulliset hin- nat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Näkymä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viihde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ilmapiiri	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ihmiset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ystävällinen henkilökunta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Kenen kanssa mieluiten koet uusia asioita? *

- Yksin
- Ystävien kanssa

- Perheen/sukulaisten
- Tuntemattomien
- Joku muu

11. Valitse seuraavista kokemuksista kolme, jotka eniten vetoavat sinuun *

- Teemalliset elokuva illat
- Cocktail-kurssi
- Viini-kurssi
- Live musiikki tapahtuma
- Taidenäyttely
- Benjihyppy
- Urheilutapahtumat
- Ompelu/kutominen
- Dog Dates
- Kirjakerho

12. Mitä kautta sinun ja yhteisön olisi helpointa saada tietoa Clarion Living Room & Bar:in tapahtumista *

Voit valita enemmän kuin yhden vaihtoehdon

- Facebook
- Twitter
- Instagram
- Viralliset kotisivut
- Mainoslehtinen

13. Puuttuuko Clarion Living Room:sta jotain sellaista, joka saisi sinut vierailemaan siellä useammin?

800 merkkiä jäljellä

14. Täytä alle yhteystietosi, jos haluat osallistua arvontaa, jossa voi voittaa lahjakortin ilmaiseen yöpymiseen

Etunimi _____

Sukunimi _____

Matkapuhelin _____

Sähköposti _____

Osoite _____

Postinumero _____

Postitoimipaikka _____

Maa _____

Appendix 3 Answers to question 8

Are there other kinds of experiences not mentioned above that you would like to have in Clarion Living Room & Bar

- Billiards
- Focus on craft beer
- Speed dating

Onko joitain muita kokemuksia, joita ei ole listattu yllä, jotka haluaisit Clarion Living Room & Bar:in?

- Living roomin oma maskotti ja mukavampi ilmapiiri, alue on turhan kolkko.
- Jooga-aamu, luennot
- Lastentapahtumat
- Open mic -tyyliset illat (stand-up, musiikki, runonlausunta....)
- Tietovisailut, deitti-illat, sinkku-illat, Halloween-, joul-, yms juhlien rennot juhlat. Jos paikasta halutaan olohuonemainen, niin pubimaisuutta ilman että menee vanhanaikaiseksi tai tunkkaiseksi. Myös perheelliset, koirat ja vanhukset huomioiden. KAIKKIEN olohuone.
- Viinitastings, suklaatastings -> pieniä tapahtumia. Ja ehkä vähän rennompaa sisustusta
- Teatteri hurjaruuth esityksiä . Kun olin Irlannissa dablínissa yhdessä hotellissa töissä niin sieltä oli kerran viikossa sokea ja avustaja koirille keräys ja koko baari oli järjestön koiria ja iloisia ihmisiä täynnä .
- Clarion on hieno ja ystävällinen naapuri, mutta samalla vähän tietyllä tavalla fiini, että paikalle tulo ei ole luontevaa. Henkilökunta on kyllä aina tosi ystävällistä :)
- Riittävän hiljainen rentouttava taustamusiikki. Jazz livenä tai taustamusiikkina. Olohuonemaisuus niin, että ei tarvitse istua katettuun pöytään vaan esim. sohvalle. Mukavat huonekalut.
- Erialaisten teemojen, esim. Slush, ympärillä pyöriviä ajankohtaisia puhujia/esiintyjä/ilmiöitä. Onko kaikki lapsille suunnattu toiminta pannassa?
- Teemaillat, keskustelua johonkin asiaan liittyen. Tutustumista Jätkäsaarelaisiin, (asun itse Jätkäsaarella).
- Teaterillinen,, standup
- Lounasbuffet (ei vain keittolounas)
Brunssi
- Teemailtoja tai tapahtumia, yllämainituista aiheista mutta myös laajemminkin: esimerkiksi uusien ihmisten tapaamiseen tai harrastuksiin liittyviä. Nyt mielikuva on, että tila on tavallinen hotellin lounge, joka on suunnattu hotellissa kävijöille.
- Voisiko olla lapsille jotain tapahtumia?
- Tieto- ja musavisat sekä muut leikkimieliset kilpailut (ja kivat palkinnot)
- Omien kavereiden tapaaminen, ehkä joku mini-kurssi, vaikka viski- tai sikari. Coc-tailit ja viinit jo jollain tasolla tuttuja, mutta viskeissä ihan noviisi. Aikuisten synttäripaketit. Ehkä joku semiammatillinen juttu, ICT Ladies tjms

- Ehdottomasti aikuisten synttäripaketti, sauna, uinti, whiskey tasting ja jotain syötävää pikkuporukalle. Vielä jossain neukkarissa samaan aikaan perhehavereiden koululaisille leffa + pop corn, niin aikuiset saa rauhassa maistella ja seurustella.
- Super Bowl-yhteiskatselyilta/yö asiaankuuluvine jenkkioluinern ja hodareineen ym.
 - .
 - Workshopeja alan tulevista trendeistä.
 - Eri aihepiirien luennot. Kivan hintaiset lounaat ja iltapalat . Iltaisin musiikki bändi tai Dj . Lukupiirin kokoontuminen. Teemaillat esim kauneus, terveys, teknologia, johtaminen, future of work jne. Ovi ulos auki niin pääsee aina sisään auttaisi myös. Aikakauslehdet ja sanomalehdet voisi olla aina uusimmat luettavana .
 - Ehdottomasti k-18!
 - Ruuan laatu ja palvelu kuntoon. Tälläkin hetkellä kumpikin on täysin ala-arvoista!!
 - Stand up-komedia, Musaa & maistelua-tyylinen tapahtuma jossa pieniä juomia ja pieniä erilaisia ruoka-annoksia edullisesti dj:n soittaessa.
 - Runon kuuntelemista, kudonta ilta
 - esim. pianomusiikki, mikäli listan live musiikki tarkoittaa esim. bändiä
 - Kuljen paikan ohi useasti viikossa, mutta edelleenkaan en tiedä mistä sinne pitäisi mennä sisään. Baariin on epäluontevaa poiketa kun sitä ei mitenkään mainosteta ulkopiolella. Kesällä terassin voisi laajentaa ihan rantaan jos mahdollista. Terasseille ehdottomasti ulkobaari ensi kesänä.
 - Lehtiä luettavaksi, esim viininmaistelu / shampanja tilaisuudet
 - lapsi baariin eli ilta, että voisi juoda lasin viiniä samassa pöydässä limpparia litkivien lasten kanssa, stand up
 - Live-esiintyjät esim. stand up.
 - Teemailtoja vaan lisää ja parempi markkinointi niistä, on mennyt huomaamatta ohi.
 - Dog Date -tapahtumat ovat upeita. Kiitos niistä.
 - Erinomainen viinilista. Lähistöllä on hyvä olutbaari ja jännittäviä drinkkejä. Viineille olisi tilausta Jätkäsaassa.
 - Tähtien katselu tapahtuma/ verikuu mm.
 - Ystävällinen palvelu ja se, että ovi olisi auki siitä suoraan ulos. Ja tarjoilija paikalla niin ettei tarttis etsiä & odotella! Myös jos lapsi mukana niin esim limu halvalla tms mistä lapsi voisi tykätä. Perheitä kuitenkin on alueella paljon joten eikö he kiinnosta kävijöinä ollenkaan?
 - Vanhaa jazzia
 - Laadukkaita kahvilatuotteita, terveellistä ns pienempää syötävää (smoothiet yms). Aamiaissetti (kahvilatyylinen, ei verrattavissa hotelliaamiaiseen). Tästä naapurustosta olisi nimittäin kiva piipahtaa joskus arkaamunakin kahvila-aamiaiselle :) Hyvinvointiin painottuvia tapahtumia, tietoisuuksia tms. (Kaiken ei aina tarvitsisi olla niin baari- ja alkoholipainotteista, vaikei niitä täysin pois rajattaisikaan.)
 - Stand up - komiikka.
 - Musiikki ei saa olla liian kovalla, koska muut toiminnot hukkuvat muuten sen alle.
 - Johonkin tiettyyn kellonaikaan kahvi voisi olla edullisempaa ?
 - Aukioloajat tärkeät
 - Alueella ei ole rauhallista työskentelykahvilaa (baareja ja ruokaravintoloita riittää) -- hyvä wifi + kevyttä syötävää, peruskahvia, mahis pitää pieniä kokouksia rauhallisessa nurkkapöydässä
 - Rannan parempi hyödyntäminen-- ei kukaan halua katsoa moottoritietä terrassilta - autojen päästöt tappaa
 - Koira-tapahtumat ovat olleet kivoja.

- Parempi laatu - Living Room & Bar ei ole tuttu, mutta Clarioniin ei ole tullut mentyä enää pitkään kun Kitchen & Barin lounas oli heikko ja Skybarissa on aina Napue-aineokset loppu.
- Terassi tarvitsee pehmeämmät ja mukavammat penkit ja sohvia. Tekopalmuja yms. Chillää musiikkia ja muutenkin chillimpää fiilistä kaikin puolin. Iltaisin pitäisi olla myös lämpölamput päällä. Nyt terassi ei ole houkutteleva vaan ”kolkko ja kivinen”. Paikalla on potentiaalia pitää esim kesäclubeja yms.

Lasten leffoja on liian harvoin joka tekee sen että ei tule käytyä.

Ottakaa lapsille nukketeatteri esityksiä niin saatte tuvan saletisti täyteen ja vaikka halpa sisäänpääsy 5 euroa. Muitakin lapsille suunnattuja esityksiä kuten näytelmiä voisi ottaa tarjontaan. Balettiesityksiä jne.

- Lautapelit, hengailu perheen lasten kanssa.
- Gluteeniton ruoka, allergeenit huomioon ottava ruoka (kalaton), aamupala alueen asukkaille (avoin muillekin kuin hotellivieraille, asutaan korttelin päässä ja käytettäisiin)
- Teemailtoja, esim hemmotteluilta (voisi lopuksi päästä vaikka uimaan), mielenkiintoinen vieras tms.
- Esim. Terveysteen ja hyvinvointiin liittyviä luentoja tai keskusteluiltoja / asiantuntijoiden vetämiä
- teemailtoja, paneelikeskusteluja, esitelmiä ja esityksiä, kirpputorit, kulttuuripiirit, taidenäyttelyt

Appendix 4 Answers to question 13

Do you feel like there is something missing from Clarion Living Room & Bar that you would like to have there, that would get you to visit more often?

- Billiards

Puuttuuko Clarion Living Room:sta jotain sellaista, joka saisi sinut vierailemaan siellä useammin?

- Vakaa mainonta, paikan olemassa olon unohtaa helposti.
- Pöytävarauksia tulisi pystyä tekemään.
- Lämmin tunnelma
- Intiimi ilmapiiri, mielenkiintoinen ohjelma
- Avoin sauna
- Leikkipaikka lapsille (ravintolassa)
- Tunnelma
- Palvelualtis henkilökunta puuttuu, asiakkaana tuntee olevansa vaivaksi.
- Se voisi olla hiukan enemmän kuin yläkerran ihana coctailbaari. Houkuttelevampi.
- Pelejä saisi olla enemmän, samoin rentoja sohvia ja nojatuolia.
- kodikkuus
- En osaa sanoa, koska en ole koskaan asioinut siellä. Olen vain kävellyt Living Roomin läpi.
- Oma luonne, rohkeus ja kokeilukulttuuri.
- Lounasbuffet
- Tällä hetkellä ei oikeastaan ole tullut mieleenkään käydä, vaikka asun lähistöllä. Ehkä avoimempi ja kutsuvampi mainostus koko kaupungin olohuonefna + lämminhenkinen ilmapiiri ja teemat.
- Enemmän tietoa someen (säännöllisesti) ja happy houreita :)
- Ei ole vielä koskaan tullut käytyä
- On jäänyt etäiseksi vaikka asun ihan vieressä. Tuntuu jotenkin "liian hienolta" mennäkseni esim. arki-iltana yksille. Vaikutelma, että hinnat korkeat (ainakin jos ovat samaa luokkaa kuin kattobaarissa). Myös koko hotellin tarjoama asiakaspalvelu on vaikuttanut siihen, että ei ole tullut mentyä. Upouudeksi hotelliksi esteettömät tilat/palvelut ovat surkeat eikä hotellilla ole ollut kiinnostusta niitä kehittää.

PS. Kyselyssä aika paljon kirjoitusvirheitä yms. Kyselyssä ei myöskään kerrota, mihin mennessä pitää vastata ja milloin arvonta suoritetaan. Yleensä kerrotaan myös tekijän yhteystiedot mahdollisia kysymyksiä/palautetta varten.

- Live -esiintyjät
- Aukioloajat ovat huonot, saisivat olla laajemmat.
- Olen perheellinen, joten kohtuuhintainen koululaisten drinkkilista päiväsaikaan tai viikonloppuun. Ehkä joku perheystävällinen pikkubrunssi tai "pub-lunch" sunnuntai-iltapäivään
- asiakkaat ja hyvä fiilis
- Viihtyvyyys.
- Tunnelma ja kohtuulliset hinnat
- Terassialue saisi olla hieman intiimimpi. Hyvä musiikki yleensä vetoaa.
- Aina ei tiedä onko se auki vai ei. Sisustukselle pitää myös tehdä jotain että ei tunnu läpikulku - paikalta.

- Tunnelma, helposti lähestyttävyyys
- Istumapaikkoja on aivan liian vähän. Isokokoiset (toki upeat) design-kalusteet ovat hienoja, mutta hyllyt, ym. ja isot nojatuolit vievät asiakaspaikkoja. En juo yhtäkään juomaa seisten. Eli pienempiä, pariskunnille riittäviä istumapaikkoja (ei sellaisia isoille ryhmille trakoitettuja kannata olla useaa). Pöytätilaa ei juuri tarvitse, kunhan saisi istuutua nauttimaan.

P Ö Y T T I I N T A R J O I L U !

- Hyvä ruoka, tunnelma, ystävällinen palvelu. Myös suuri plussa olisi jos lapset huomioitaisiin jotenkin.
- Aukioloajat huonot
- Sisustus saisi olla vähän lämpimämpi/kodikkaampi. Living Room on tyylikäs mutta ei kovin kodikas.
- Flipperi.
- Profiili. Nyt se on yksi - ainakin mielikuvissa - kallis hotellin baari.
- Hieman etäinen ja tarpeeksi ajoissa ilmoitus tapahtumista
- Hyvä lounas
- Pehmeitä nojatuoleja ja lukuvaloja
- Hyvät tarjoukset
- Ihmisiä saisi olla enemmän.

Iso ongelma on se, että se on ruuhkaisen tien "väärällä" puolella. Mikäli rekkaralli vielä pahenee, paikan houkuttelevuus vähenee entisestään. Olen ihmetellyt, miksi Clarion ei ota kantaa sataman ruuhkiin (ehkä siksi, että sieltä satamasta tulee asiakkaita?), kun ne ruuhkat selkeästi vähentävät hotellikadun viihtyisyyttä. Autot sinänsä ok, onhan tämä kantakaupunkia, mutta jonossa seisovat rekat saa alueen tuntumaan epämiellyttävältä.

- na
- En ole ollut tietoinen mitä järjestetään, mutta aion käydä katsomassa :)
- Hinnat voisivat olla hieman halvempia niin olisi mahdollista käydä useammin. Asumme Jätkäsaarella ja olisi kiva kannattaa paikallista. Illan istumiseen paikka on kuitenkin nykyään liian hintava. Viikonloppuisin baarissa on myös ollut kovin vaikea saada palvelua eli henkilökuntaa pitäisi ruuhka-aikaan lisätä.
- Vaikuttaa välillä tyhjältä, eikä baarimikkoakaan aina näy.
- Valot terassille
- Lounas
- Ystävällinen henkilökunta ja nopea palvelu. Vastapäätä Huutokonttorissa toimii molemmat asiat paremmin! Lisäksi haluan kuivaa valkkaria, eri rypäleitä - haluan valita mitä nautin. Ei käy jos sanotaan ettei ole tai että maksaa maltaita.
- Asun Jätkäsaarella, mutta en tiennyt tästä living roomista, skybarista olen käynyt.
- En pidä siellä soitetusta musiikista, ei sovi tunnelmaan.
- Viime kesän terassi oli mitään sanomaton. Edullinen viinitarjous houkuttelisi paikalle.
- On hieman hämäräksi jäänyt että miten on auki, tapahtuuko siellä mitään, saako erikoiskahvia ja pullaa päiviskin ja saako päivällä tulla tekemään töitä sinne
- Ylipäättänsä tieto koko paikasta, ainakaan meidän kaveripiiri ei ole vielä kohdannut kyseistä paikkaa.
- Puitteet ovat hyvät. Jätkäsaaresta puuttuu kunnon kahvila, mutta Living Roomin kahvi hieman kallis?
- Aukioloajat tärkeät
- Alueella ei ole rauhallista työskentelykahvilaa (baareja ja ruokaravintoloita riittää) -- hyvä wifi + kevyttä syötävää, peruskahvia, mahis pitää pieniä kokouksia rauhallisessa nurkkapöydässä – aamukahvit
- Rannan parempi hyödyntäminen-- ei kukaan halua katsoa moottoritietä terrassilta - autojen päästöt tappaa

- Ei, harmi että se on vähän jäänyt varjoon kun huutokonttori on niin lähellä. Sen takia living room and bar varmaan tarvitseekin enemmän teemailtoja.
- Vaikea sanoa. Jotenkin tuntuu tyhmältä jäädä alakertaan kun Skybarissa niin paljon parempi näköala. Skybar on ollut parhaimmillaan päiväklä etätyöpisteenä, illalla turhan meluisa ja tosiaan aina rosmariini tai muu Napuen ainesosa loppu :)
- Hyvät lpa oluet ja kunnan happy hour tarjoukset.
- Hyvä ruoka ja sopivat aukiolot.
- Selkeä kutsu missä kerrotaan mikä on tilan tarkoitus ja mitä siellä voi tehdä.
- Gluteeniton ruoka, allergeenit huomioon ottava ruoka (kalaton), aamupala alueen asukkaille (avoin muillekin kuin hotellivieraille, asutaan korttelin päässä ja käytettäisiin)
- Halvempi hinta viinille
- Halvemmat hinnat (drinkit)! Mielenkiintoiset tapahtumat. Vielä enemmän kutsuvuutta, kodikkuus.
- rento fiilis tulla ja olla, ihmisvilinä, hälinä ja puheensorina eri kielillä ja nauru. kasvit. vaihtuvat taideteokset, boheemi fiilis, eri ikäisten sekamelska, aikauslehdet, säkkituolit, värimaailma.