

NACHO RODRÍGUEZ



Speech_

*Global nomads and
distributed working:
reshaping hospitality
and real estate.*

**7 JULY.
LONDON
#URBAN LIVING
FESTIVAL**



15:30 h

East Wintergarden
Canary Wharf

**URBAN LIVING
FESTIVAL** 6-7 JULY 2022
LONDON
STAY • LIVE • WORK

IN ASSOCIATION WITH



**CANARY WHARF
GROUP**

LONDON
6 - 7 JULY 2022



How **new ways of working** are inspiring **change in hospitality and real estate** design and operation, and forcing local authorities to **rethink** how **cities** are planned.

“The last two years have shown us that **remote work is now just...work.** And work is work, whether you’re doing it in an office building, in your home office, or in a coffee shop.”

Sid Sijbrandij , CEO at Gitlab Inc

“It *will be* millions of people relocating semi-permanently to places better fit for **their way of living**.”

Pieter Levels, founder of Nomad List



levels.io

The future of remote work:
how the greatest human
migration in history will
happen in the next ten years



<https://levels.io/the-greatest-migration/>

MAY 2018

560 M\$

15 YEAR LEASE

Salesforce Tower

San Francisco's Newest
Landmark



FEB 2022

MULTI-YEAR BOOKING
RETREAT DESIGNED RANCH

COMPANY CULTURE

Introducing Trailblazer Ranch: Igniting the Next Chapter of Salesforce's Culture

FEBRUARY 10, 2022

[Brent Hyder](#)

PRESIDENT & CHIEF
PEOPLE OFFICER

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Airbnb's design for employees to live and work anywhere

By [Airbnb](#) · April 28, 2022 · [Company](#)



Since the COVID-19 pandemic began, a new world of travel has emerged. Millions of people are now more flexible about where they live and work. In response to this trend of newfound flexibility, Airbnb today announced our approach to allow employees to live and work anywhere, and how we will partner with destinations to help them attract remote workers.

Airbnb co-founder and CEO Brian Chesky sent the following email to employees around the globe this afternoon.







Building ecosystems **for** **teleworkers**


Our mission is to generate a local socio-economic transformation. We have been designing and building an ecosystem in the Canary Islands for 5 years as a living lab that gives us the experience to generate a global impact.


DISCOVER MORE

 Coliving

 Coworking

 Community

 Collaboration

 Conference

rethink how
cities are planned.

Filters

Search or filter



04/07/2022 9:30 am WEST



Nomad List

Asia Europe Latin America Oceania Africa Middle East

<div><div>RISING</div><div>1</div><div></div><div>Austin, TX</div><div>United States</div><div>41 Mbps</div><div>30° 37°</div><div>\$3,893 / mo</div></div>	<div><div>RISING</div><div>2</div><div></div><div>Gran Canaria, Canary Islands</div><div>Spain</div><div>36 Mbps</div><div>22° 27°</div><div>\$1,724 / mo</div></div>	<div><div>RISING</div><div>3</div><div></div><div>Porto</div><div>Portugal</div><div>36 Mbps</div><div>22° 27°</div><div>\$2,258 / mo</div></div>	<div><div>RISING</div><div>4</div><div></div><div>Buenos Aires</div><div>Argentina</div><div>39 Mbps</div><div>13° 25°</div><div>\$908 / mo</div></div>	<div><div>RISING</div><div>5</div><div></div><div>Miami, FL</div><div>United States</div><div>39 Mbps</div><div>30° 23°</div><div>\$4,938 / mo</div></div>	<div><div></div><div>6</div><div></div><div>Bansko</div><div>Bulgaria</div><div>17 Mbps</div><div>25° 31°</div><div>\$1,356 / mo</div></div>	<div><div></div><div>7</div><div></div><div>Budapest</div><div>Hungary</div><div>30 Mbps</div><div>31° 23°</div><div>\$1,031 / mo</div></div>	<div><div>POPULAR</div><div>8</div><div></div><div>Bangkok</div><div>Thailand</div><div>25 Mbps</div><div>30° 23°</div><div>\$1,256 / mo</div></div>
<div><div></div><div>9</div><div></div><div>Da Nang</div><div>Vietnam</div><div>4 Mbps</div><div>30° 23°</div><div>\$1,013 / mo</div></div>	<div><div>RISING</div><div>10</div><div></div><div>Belgrade</div><div>Serbia</div><div>24 Mbps</div><div>30° 23°</div><div>\$1,514 / mo</div></div>	<div><div></div><div>11</div><div></div><div>Warsaw</div><div>Poland</div><div>16 Mbps</div><div>25° 31°</div><div>\$1,688 / mo</div></div>	<div><div>RISING</div><div>12</div><div></div><div>Madeira</div><div>Portugal</div><div>39 Mbps</div><div>22° 27°</div><div>\$2,538 / mo</div></div>	<div><div>POPULAR</div><div>13</div><div></div><div>Tbilisi</div><div>Georgia</div><div>10 Mbps</div><div>24° 31°</div><div>\$1,354 / mo</div></div>	<div><div>RISING</div><div>14</div><div></div><div>Sofia</div><div>Bulgaria</div><div>17 Mbps</div><div>28° 31°</div><div>\$1,386 / mo</div></div>	<div><div>POPULAR</div><div>15</div><div></div><div>Lisbon</div><div>Portugal</div><div>30 Mbps</div><div>25° 31°</div><div>\$2,351 / mo</div></div>	<div><div></div><div>16</div><div></div><div>Phuket</div><div>Thailand</div><div>23 Mbps</div><div>31° 23°</div><div>\$1,233 / mo</div></div>
<div><div></div><div>17</div><div></div><div>Seseh, Bali</div><div>Indonesia</div><div>15 Mbps</div><div>29° 74°</div><div>\$528 / mo</div></div>	<div><div></div><div>18</div><div></div><div>Seoul</div><div>South Korea</div><div>23 Mbps</div><div>31° 23°</div><div>\$2,264 / mo</div></div>	<div><div></div><div>19</div><div></div><div>Cape Town</div><div>South Africa</div><div>6 Mbps</div><div>14° 31°</div><div>\$1,715 / mo</div></div>	<div><div>RISING</div><div>20</div><div></div><div>Ericeira</div><div>Portugal</div><div>97 Mbps</div><div>20° 25°</div><div>\$3,524 / mo</div></div>	<div><div>POPULAR</div><div>21</div><div></div><div>Istanbul</div><div>Turkey</div><div>6 Mbps</div><div>27° 24°</div><div>\$1,200 / mo</div></div>	<div><div></div><div>22</div><div></div><div>Tallinn</div><div>Estonia</div><div>19 Mbps</div><div>22° 31°</div><div>\$2,387 / mo</div></div>	<div><div></div><div>23</div><div></div><div>Toronto</div><div>Canada</div><div>19 Mbps</div><div>26° 23°</div><div>\$3,580 / mo</div></div>	<div><div></div><div>24</div><div></div><div>Chiang Mai</div><div>Thailand</div><div>23 Mbps</div><div>30° 23°</div><div>\$930 / mo</div></div>
<div><div>POPULAR</div><div>25</div><div></div><div>Mexico City</div><div>Mexico</div><div>11 Mbps</div><div>22° 31°</div><div>\$1,499 / mo</div></div>	<div><div>RISING</div><div>26</div><div></div><div>Tenerife, Canary Islands</div><div>Spain</div><div>35 Mbps</div><div>23° 31°</div><div>\$2,952 / mo</div></div>	<div><div></div><div>27</div><div></div><div>Ubud, Bali</div><div>Indonesia</div><div>6 Mbps</div><div>28° 74°</div><div>\$1,377 / mo</div></div>	<div><div></div><div>28</div><div></div><div>Melbourne</div><div>Australia</div><div>11 Mbps</div><div>12° 26°</div><div>\$3,266 / mo</div></div>	<div><div>RISING</div><div>29</div><div></div><div>Madrid</div><div>Spain</div><div>35 Mbps</div><div>31° 23°</div><div>\$2,915 / mo</div></div>	<div><div></div><div>30</div><div></div><div>Stockholm</div><div>Sweden</div><div>34 Mbps</div><div>22° 15°</div><div>\$3,500 / mo</div></div>	<div><div>RISING</div><div>31</div><div></div><div>Antalya</div><div>Turkey</div><div>7 Mbps</div><div>34° 23°</div><div>\$1,015 / mo</div></div>	<div><div>RISING</div><div>32</div><div></div><div>São Paulo</div><div>Brazil</div><div>6 Mbps</div><div>25° 23°</div><div>\$1,393 / mo</div></div>



GOBIERNO DE LA
CIUDAD DE MÉXICO



BID

Banco Interamericano
de Desarrollo

Working from paradise, made easy!

Are you planning to move to Tenerife? We'd like to make your arrival easy for you by offering all you need to know to work and play in the island.

What do you need?



Nomad City
Gran Canaria

DESTINATIONS ▾

We Are Nomad City



LAUREON

Work from La Palma

Estrategia para convertir a La Palma en destino
preferente internacional para trabajadores
remotos en 3 años





GKFF
GEORGE KAISER
FAMILY FOUNDATION
A supporting organization of the Tulsa Foundation

CHOOSE
Tulsa

GEORGE KAISER FAMILY FOUNDATION

A supporting organization of Tulsa Community Foundation

WHY WE'RE DOING THIS:

We created Tulsa Remote to enhance Tulsa's talented and successful workforce community by bringing diverse, bright and driven individuals to the city for community building, collaboration and networking.

tulsa remote

Problem

- **Retaining highly skilled talent**
- **Growth of knowledge based industries**
- **Salary stagnation**

Solution

- **remote workers program**
- **10.000\$ incentive > 1 year**
- **co-working spaces**
- **Soft-Landing office**
- **Community**

Impact

- **Average salary 100.000\$/year**
- **Since 2018 more than 1700 members**
- **13,77\$ / 1\$ ROI**
- **2 remote workers = 1 new local job**
- **Retention > 87%**

A photograph of four men sitting on sand dunes at sunset. They are seen from behind, looking out over a vast desert landscape with rolling sand dunes under a warm, orange-hued sky. The men are dressed in casual clothing like hoodies and plaid shirts.

inspiring **change**
in hospitality

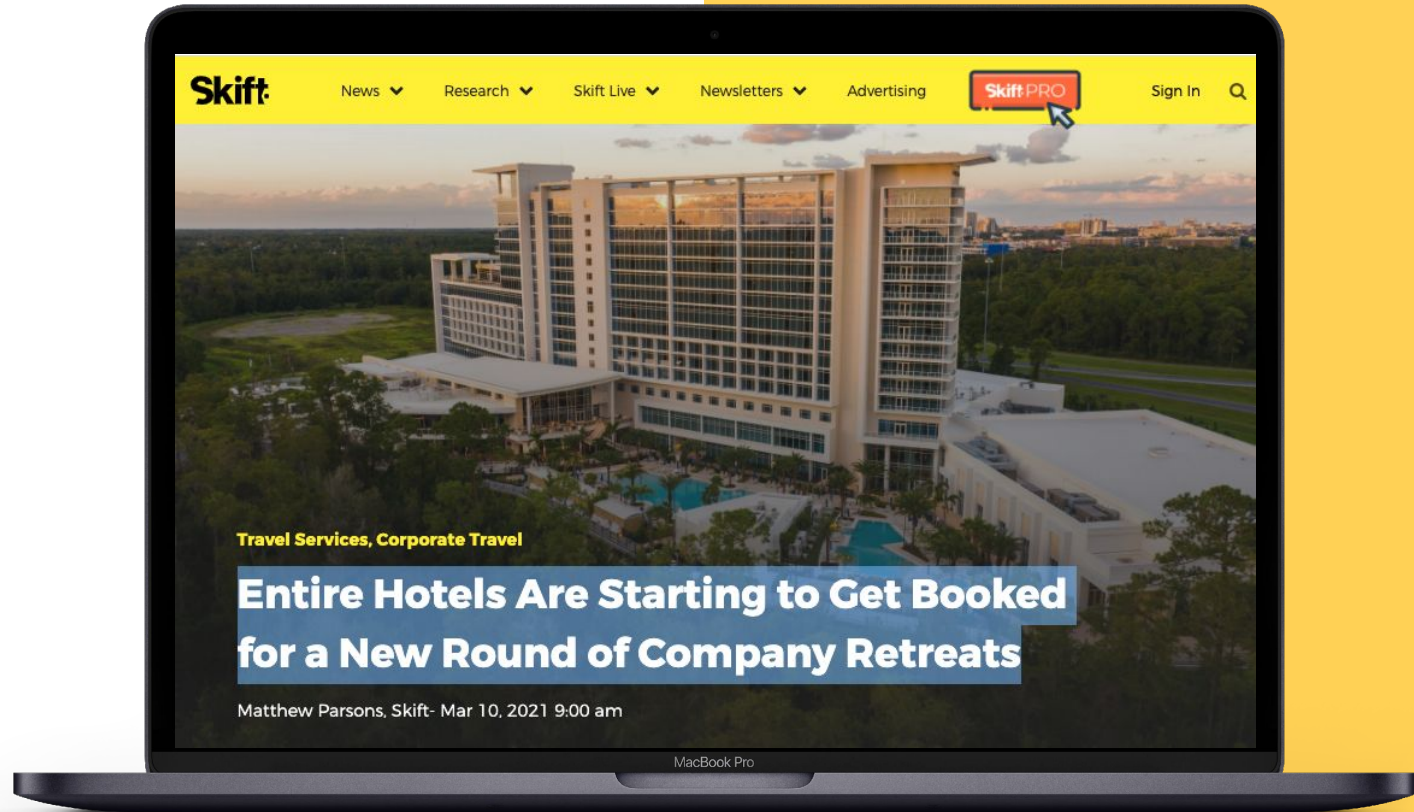
Office vs Offsite



GROWTH OF NEW SEGMENTS

MICE

Distributed Companies will require specific services from the industry more often and often co-located.



VIDEO : EL CABO OFFSITES & RETREATS



HYBRID HOSPITALITY

Dynamic multifunctional spaces where people can stay, work, eat, drink and socialize

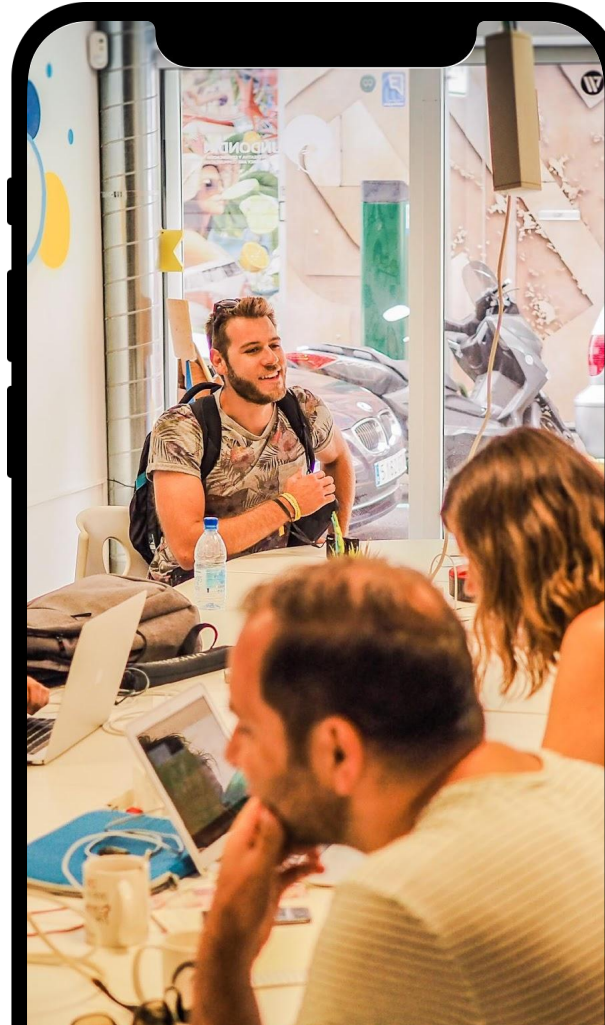
OPEN LOBIES

Spaces open and available for interaction where things happen all day long. The whole customer experience is digital and wireless.



Healthy Lifestyle F&B

Multiple revenue streams that connect with the needs of the customer all day long as they will spend more time in the Hotel.



COWORKING

Best areas of your hotels are often the best areas to work in. Don't use the basement.



LOCALS WELCOMED

Long term visitors want to experience cities and engage with locals. Offer them a place to meet and services.



inspiring **change**
in real estate

boundless life

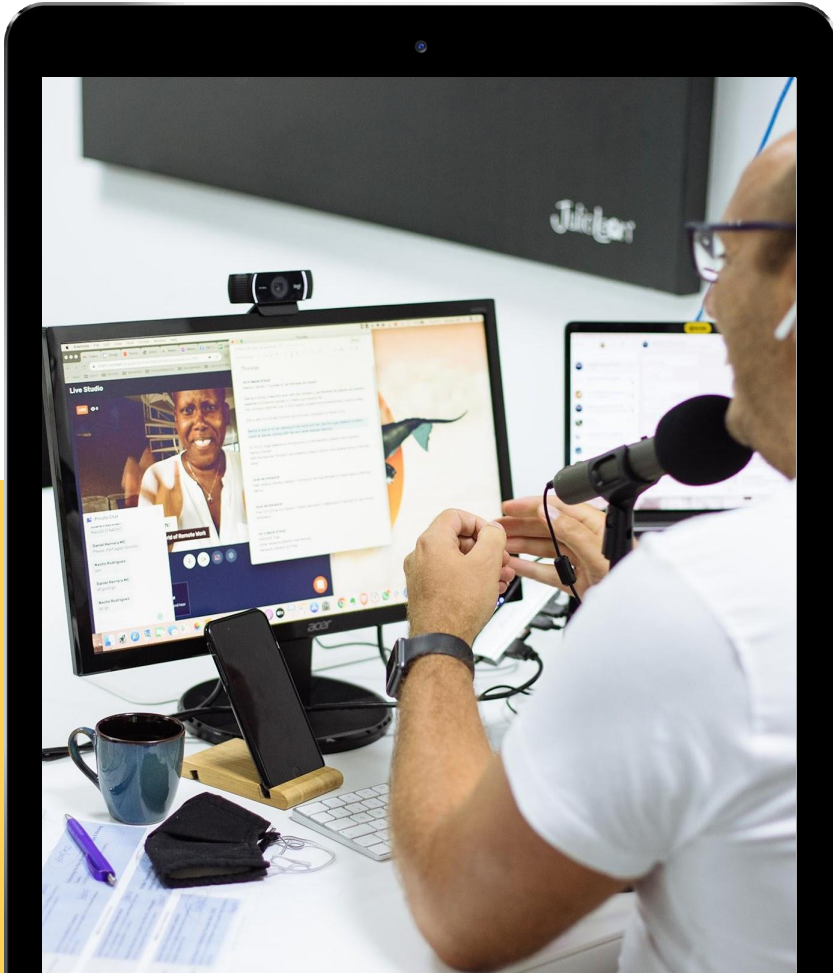
A FAMILY THAT TRAVELS TOGETHER,
STAYS TOGETHER



VIRTUAL EDUCATION

A GAME CHANGER

As we embrace virtual education in different age segments, two large new groups of potential customers could become our guests for mid-term stays.



01 NOMAD FAMILIES

The only limitation for many families with parents that have embraced remote work is education of the kids. Longer holidays will require special services

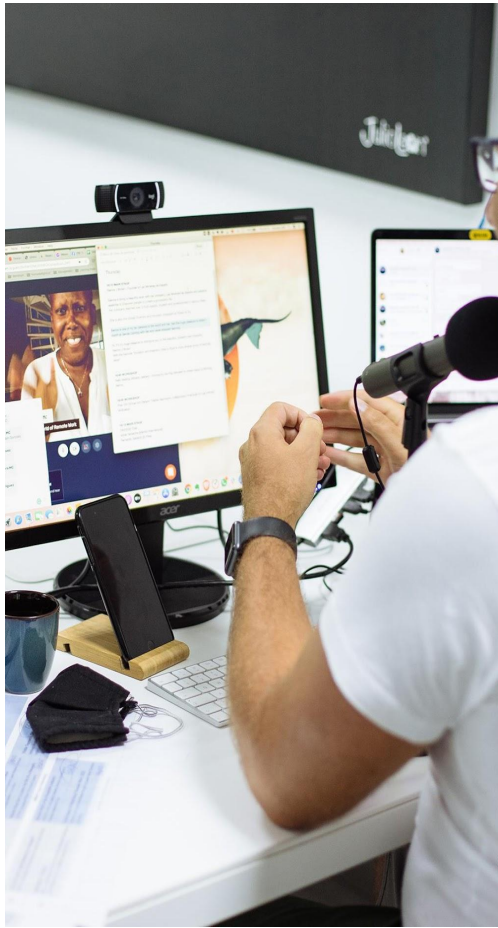
02 NOMAD STUDENTS

We have seen a whole new wave of virtual students both at University and Doctorate level using the freedom to travel and study remotely.

“It’s a whole new world we are living in! ”



TYPES OF REMOTE WORKERS



- DIGITAL NOMADS
- REMOTE WORKERS
- CORPORATE NOMADS
- DISTRIBUTED COMPANIES
- NOMAD FAMILIES
- NOMAD STUDENTS



HOW TO ATTRACT REMOTE WORKERS



- ONLINE CHANNELS
- BRANDING AND COMMUNICATION
- COMMUNITY BUILDING
- AMBASSADORS
- EVENTS
- CUSTOMERS BECOME FRIENDS

New ways of working are inspiring **change**
in hospitality and real estate design and
operation, and forcing local authorities to
rethink how **cities** are planned and marketed.

