How Hapimag stays innovative

Innovation lies at the core of Hapimag’s business model – for almost 60 years. But even innovative ideas need to be rethought.

Hapimag is a company that invented the sustainable principle called “sharing is caring” long before it became a buzzword. The company was founded in 1963, as a holiday apartment sharing community. And it still is. Many people invest together, but use the properties individually. Together, the community owns 56 holiday resorts comprising more than 5,000 holiday apartments in several popular destinations across Europe – by the sea, in the mountains, and in cities. Our holiday resorts offer different services including restaurants, shops, wellness facilities etc.

Why does the community want to travel with us? Because they want to go on holiday in a relaxed and mindful way. They appreciate the sustainable nature of the business model. A personal and reliable holiday provider, providing a continuous “home away from home” – for almost 60 years.

Like many incumbents, Hapimag became too static as a result of its success. The company has organically grown over the years. Hapimag came to a point where it needed to modernize and simplify its original business model to the demands of a new age. How can we rethink and reinvent a brilliant idea...? This is what we have done - yet there is more to come:

Listen to our community
At Hapimag, most of its 120,000 members are shareholders – many of them for more than 20 years. As a consequence, our shareholders are our guests at the same time. They are full of passion for the company: very engaged and interested in what’s going on. This turns out to be a huge potential. We bring them together to interact with each other and to exchange across various media.

The community helps us question the status quo at every possibility. When we developed our strategy, it took us about a year-and-a-half of qualitative and quantitative research until we drew our conclusions. We figured out what the problems are, evaluated what the needs of the travel market are and how we can melt it all together. Then we came up with a set of solutions that address the difficulties from several sides. This helps us move the company forward.

Digitalisation!
The improvement of our digital services is fundamental. We are still moving in the middle of this process and keep on challenging each other to strive for the best.

For example, we are going to roll out a brand new booking experience. We introduce a digital platform where members can sell unused or unwanted Hapimag residential points – our payment method – to other members. This has increased both: occupancy and customer satisfaction. And with a new online marketplace in testing, our shareholders will be able to buy and sell shares from each other in the future.
Keep the soft element
Hapimag is not just a service provider. We want to evoke emotions. We make people happy. That is what we do every day in our holiday resorts. So the hospitality driven, personal element is very fundamental. Happiness is in our DNA. That is what we want to spread. Because happiness is contagious.

Coworking space for more knowledge
Last but not least, we started connecting with innovative start-ups. In 2019, Hapimag opened a coworking space for start-ups at its headquarters in Steinhäuser (ZG). Here we promote the exchange of knowledge between start-ups, experienced companies and educational institutions. The aim is to work together on innovative projects in order to create long-term added value for everyone involved.

As an established provider in the tourism industry, we can offer start-ups access to an international market so that they can quickly test and further develop their products. On the other hand, we benefit from technical know-how and innovative services. So we can create innovative additional offers for our community.

Luc Theler
Business Development & Strategy
luc.theler@hapimag.com
T +41 41 767 83 56
M +41 79 304 56 84