



# Hoteling on the Rise

A global survey of hoteling use



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## EXECUTIVE SUMMARY

Hoteling, agile working, desk sharing, hot desking: These are all terms used to describe the use of shared workspace in the form of designated offices and cubicles reserved for mobile workers to use when they're in the office. But the extent to which organizations leverage hotel office space has grown dramatically in recent years.

Asure Software conducted a global survey of organizations to identify those that currently use workplace hoteling or plan to do so. The survey received 154 responses from organizations in the United States, Canada, Australia, India, and the United Kingdom.

The 154 respondents included executives, vice presidents, directors and managers from all industry types (finance, technology, consulting, health, manufacturing and higher education, for example). Respondents also represented every area of the organization, from the operations department (29%) to the legal group (3%). Organizations ranged in size from 1-1,000 employees (44%) to those with more than 5,000 employees (34%).

The good news is you probably know what hoteling is, you just haven't incorporated it into your workplace in a formal way. Sixty-five percent of survey respondents indicated they know about hoteling at a high level. What's more, 36% of respondents currently have a hoteling program and an additional 33% of respondents are considering one for their organization.

This white paper will address information that human resource leaders, operation managers, and facility / real estate managers can use to determine how to proceed with hoteling designs that will accommodate the workforce of today and the future.

## THE VIRTUAL WORKFORCE IS GROWING

Within a year (by the end of 2015), it's estimated that the global mobile workforce will be approximately 1.3 billion people or roughly 37% of the worldwide workforce population.<sup>1</sup> We know the number of mobile workers is growing, which also means a shift in how employees get work done.

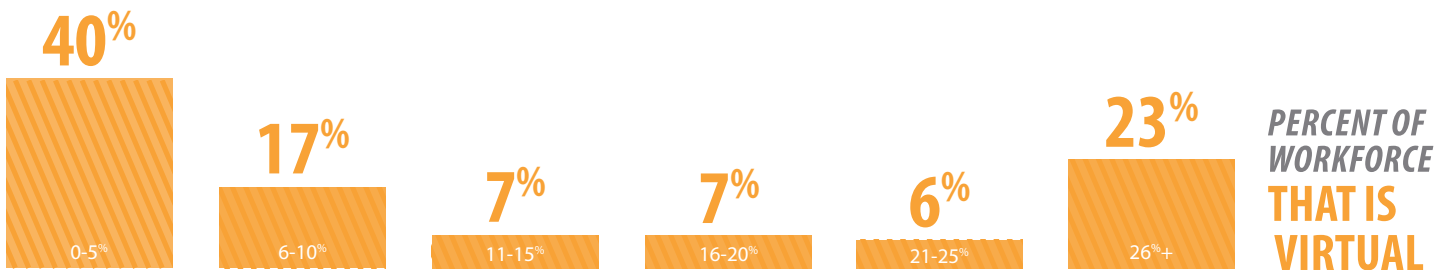
Respondents of this survey confirm that the mobile workforce is quickly growing. Nearly three-fourths (71%) of respondents said up to 20% of their

workforce work virtually. Another 23% of respondents said that their virtual workforce exceeded 26%.

What are organizations doing to accommodate the changing workforce demographic as more employees only occasionally need workspace at their employers' office?

## NO HOTELING PROGRAM

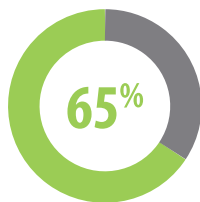
For organizations with no formal hoteling program in place, employees are free to grab any available space



<sup>1</sup> WORLDWIDE MOBILE WORKER POPULATION 2011-2015 FORECAST, IDC



## 33% OF ORGANIZATIONS RESPONDING TO ASURE'S HOTELING SURVEY SAID THEY WERE CONSIDERING A HOTELING PROGRAM.



OF RESPONDENTS ARE FAMILIAR WITH HOTELING

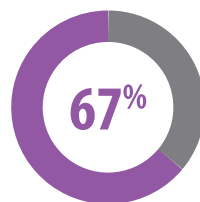
– an absent employee's desk, a conference room, a vacant cubicle.

Other organizations have designated "open desks" for virtual employee use on a first come, first serve basis.

And a handful of organizations provide employees with a system to reserve a desk, meeting room or other workspace when they know they will be in the office.

What's interesting among organizations with no formal hoteling program is this: Telecommuters maintain an assigned workspace in a designated office – even though they may only sit in that workspace one or two days per week! And when the average annual cost of desk space is \$10,000 per year, the opportunity to reduce expenses is significant.

### CONSIDERING A HOTELING PROGRAM – THE BENEFITS



OF RESPONDENTS WORK FOR A COMPANY THAT IS CONSIDERING A HOTELING PROGRAM IN THE NEAR FUTURE

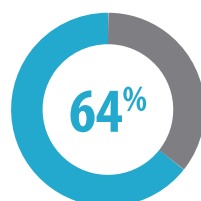
As noted previously, 33% of organizations responding to Asure's hoteling survey said they were considering a hoteling program. These organizations generally understand the benefits of a formalized hoteling program, but have a distinct view of the benefits.

- 65% felt a hoteling program would guarantee workspace for employees when they come to the office
- 59% said reducing the number of unused and open desks, resulting in a more efficient use of office space would be a significant benefit

- Nearly 44% said reducing the amount of office space leased or owned would be a significant benefit
- 34% felt it would encourage virtual workers to come to the office and collaborate with other employees

Organizations considering a hoteling program place high value on how they maximize workspace and guarantee workspace for employees who work virtually.

### CURRENTLY PROVIDE A HOTELING PROGRAM – THE BENEFITS



OF RESPONDENTS WORK FOR A COMPANY THAT CURRENTLY HAS A HOTELING PROGRAM

More than one-third of respondents (36%) said they currently offer employees a hoteling program. These organizations have implemented a program in order to capitalize on the efficiencies hoteling offers. These organizations have realized the true benefits of having a hoteling program.

Most interestingly, those organizations with a hoteling program feel the enhancement to the work experience virtual employees have with their employer is critically important.

- 47% said guaranteeing a workspace for the mobile workers is a significant benefit
- 41% of respondents said hoteling programs encourage employees to come to the office and collaborate with their peers
- 43% found it significant that hoteling programs allow them to reduce open desks and maximize space
- 47% of respondents who said they have a hoteling program in place, said it allows their organizations to lease/own less real estate space, resulting in reduced expenses



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# BENEFITS OF HOTELING



THOSE WITH CURRENT HOTELING PROGRAMS PLACE MORE VALUE ON COLLABORATION



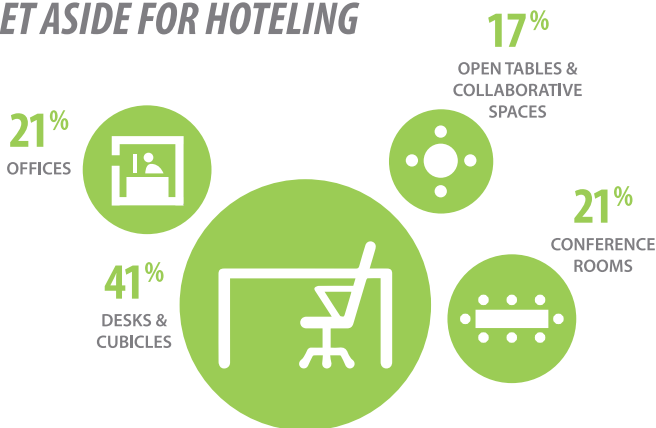
THOSE CONSIDERING A HOTELING PROGRAM PLACE MORE VALUE ON USE OF SPACE AND GUARANTEED SPACE

Participants with hoteling programs in place see a balance of benefits, and place high value on collaboration and accommodating virtual employee workspace needs.

## HOW DO ORGANIZATIONS ACCOMMODATE WORKSPACE NEEDS?

Many factors must be considered when planning for virtual workspace needs. As organizations create hoteling programs, real estate and facility managers say it's important to evaluate the number of virtual workers, the type of space these workers need when in the office, the percent of workspace to reserve as hotel workspace, and more.

## TYPES OF SPACE SET ASIDE FOR HOTELING



IN OUR SURVEY, RESPONDENTS GENERALLY RESERVE CUBICLES FOR HOTELING PROGRAMS (41%), WHILE OFFICE (21%), CONFERENCE ROOMS (21%) AND OPEN TABLES/COLLABORATION SPACE (17%) IS RESERVED FOR VIRTUAL WORKERS.

## HOW MUCH SPACE TO RESERVE

The numbers of desks reserved for virtual workers depends on how large your organization is and how many mobile workers it employs.

Nearly 50% of respondents indicated they reserved 1-50 desks/individual workspaces for hoteling. An additional 16% reserve 50-100 desks. Nine percent said they reserve 101-250 desks; 7% reserve 251-500 desks and 20% said they reserve more than 500 desks for virtual workers.

While the typical space dedicated to a hoteling program is 50 or fewer desks (10% of total workspace), 20% of respondents indicated that 50% of their space is dedicated to hoteling!

## SYSTEMS REQUIRED TO IMPLEMENT A HOTELING PROGRAM

Survey respondents were insightful when asked what types of systems were needed to implement and manage an effective hoteling program.

First, a variety of reservation systems exist that enable a hoteling program to be effective.

While 36% of respondents said they use a calendar system, an additional 29% said they use a room-booking system. Just 24% rely on a manual system to manage their hoteling program, while 11% use a first-come, first-serve system or didn't know what system they have in place.

Importantly, room-booking systems can play a vital role in enabling virtual employees to reserve a workspace when they need it, eliminating frustration when they arrive at the workplace.



Additional hardware and automation allows employees to self-serve and select workspace when they need it. Devices including mobile phones, tablets, touch panels and kiosks can all be deployed to maximize the efficiency of a hoteling program.

## WHO TO INVOLVE WHEN CREATING A HOTELING PROGRAM

One last key data point from Asure's hoteling survey involves the departments and groups that develop, manage or serve as stakeholders in the creation of a hoteling program.

It should be no surprise that most organizations with a hoteling program in place use the facilities management team and information technology group to develop and manage their hoteling program. Other key stakeholders include members of the executive team, operations and human resources.

And while an executive or group of c-suite leaders might serve as the primary stakeholder(s) of the

## THE BOTTOM LINE

As your organization analyzes its need for workspace and virtual workforce growth you will, no doubt, identify new workspace opportunities that can make your office real estate less costly, while maximizing employee productivity.

The financial impact of hoteling can serve as one cost-saving component in your overall real estate program. And, it's easy to measure.

Deloitte, in their "Preparing for the Workplace of Tomorrow" paper says "Today's industry average per-seat costs to provide employees with a physical workspace is \$12,000-\$15,000 per person. An organization with 1,500 people will spend \$18 million each year on workspace alone." With hoteling, you can change your workspace to employee ratio from 1:1 to 1.5:1 or 2:1. Using this same example, that would save your organization between \$4.5 to \$5 million.

In one instance, the U.S. Office of Client Solutions at the General Services Administration reviewed its virtual workforce and determined it could reduce its total office space by half. This dramatic reduction in leased space saved the organization \$600,000 a year in real estate costs.

With the right objectives in place and proper planning, you can reap the benefits of effective hoteling strategies.

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IN ONE INSTANCE, THE U.S. OFFICE OF CLIENT SOLUTIONS AT THE GENERAL SERVICES ADMINISTRATION REVIEWED ITS VIRTUAL WORKFORCE AND DETERMINED IT COULD REDUCE ITS TOTAL OFFICE SPACE BY HALF. THIS DRAMATIC REDUCTION IN LEASED SPACE SAVED THE ORGANIZATION \$600,000 A YEAR IN REAL ESTATE COSTS.

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hoteling program, it's the facilities management group that is relied upon to manage the program once it is in place.

While most hoteling programs are built organically within an organization, 15% of respondents said they consulted with a third party – most using a room-booking software firm to assist in creating and managing their hoteling program.

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