Hospitality Revolution — An Open Letter to Elon Musk

Why the hospitality industry is ready — and urgently needs — its next era of innovation

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26.01.2026 - From Johannes Fritz Groebler – Hospitality Consultant

Dear Elon Musk,

Hospitality is one of the world's largest industries — and one of the least disrupted. Yet it shapes how people sleep, travel, connect, recover, and experience the world. In short: it sits at the intersection of culture, technology, energy, mobility, and human experience.
What the industry needs now is not incremental improvement. It needs a new blueprint.

Hospitality has long been a bridge between cultures, connecting people, ideas, and emotions. But today it is constrained by outdated distribution models, legacy operating systems, slow digital adoption, rising energy and operating costs, and a general lack of systems thinking. There is technology. There are ideas. But implementation is inefficient — and true disruption is missing.

When I look at what you have built across payments, mobility, energy, AI, automation, and digital communication, I see the exact mindset hospitality lacks: first-principles thinking, vertical integration, and the ability to turn complex systems into scalable ecosystems.

I believe hospitality is the next frontier.

Imagine a new form of hospitality — not a hotel, not a resort, not a tech campus, but a living platform. A fully integrated ecosystem combining mobility, renewable energy, social connectivity, community, sleep, recovery, taste, and lifestyle.

A flagship "House of the Future":

- Powered entirely by solar energy
- Integrated EV and mobility infrastructure
- AI-driven rooms and operations
- Socially native, community-driven by design
- Blockchain-enabled payments
- A real-world showcase for future technologies

- A place where people don't just stay — they experience tomorrow.

Many celebrities and public figures have entered the hospitality space and created impressive projects. I have great respect for these hotels and resorts, especially those that stand out through design excellence, service quality, and innovation. But with a systems-level view of technology and connectivity, it is possible to create something far more meaningful and future-proof than a traditional "luxury hotel" or a place that simply offers food and beds.

By background, I am a hospitality developer and consultant with more than 20 years of international experience across hotel development, operations, and brand creation. I have worked hands-on with investors, family offices, institutions, and operators, and I currently have access to several high-potential development sites in Europe and beyond, as well as capital partners seeking visionary hospitality concepts.
I am prepared to contribute vision, concept development, industry expertise, and executional leadership to build such a platform.

Hospitality is the industry of sleep—yet it often remains asleep to its own future. My passion lies in this remarkable sector and, above all, in the people who bring it to life every day: connecting humans and creating experiences and moments that truly matter.
What I love most about hospitality is that it's all about people. The industry attracts individuals with a genuine passion for human connection—people who care deeply and who create meaningful, lasting memories.

If this direction resonates, I would welcome an open exchange of ideas and perspectives.

Kind regards,



Johannes Fritz Groebler
Hospitality Consultant & Hotel Developer



About Johannes Fritz Groebler
Johannes Fritz Groebler is a hospitality developer, advisor, and concept creator with more than 20 years of international experience across hotel development, operations, positioning and investment advisory.

Hotel Fritz Consulting
International hospitality advisory firm focused on hotel concepts, feasibility, development, transformation, and operations. The firm supports hotel owners, investors, and brands in developing, acquiring, repositioning, and optimizing hotel assets across Europe and beyond — with a strong focus on future-proof concepts and sustainable performance.
→ www.hotelfritz.com

Family Office Hospitality
A specialized advisory platform for family offices, institutions, and private investors focused on hospitality real estate and operating businesses. The platform supports long-term hotel investments, development projects, and active asset management across luxury, lifestyle, and experiential hospitality segments.
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The Smallest Hotel Book of the World
An award-winning annual hospitality publication curated by Johannes Fritz Groebler, featuring innovative hotel concepts, destinations, and hospitality brands worldwide. Created for hoteliers, investors, and hospitality visionaries, it combines inspiration, design, and industry insight in a unique compact format.

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