TRENDS IN HOTEL DESIGN

TOM HUPE, DIRECTOR OF HOSPITALITY
160 People in the London Office
98 People in the Dubai Office
FX Award for BEST Interior Design Firm 2016
Middle East’s Interior Design Firm of the Year 2016
23 OFFICES WORLDWIDE
1,048 LEED accredited professionals firmwide
160 People in the London Office
98 People in the Dubai Office
23 OFFICES WORLDWIDE
1935
2,300 PROFESSIONALS WORLDWIDE
432 LEED Projects Completed (more than any other firm)
Top 4 FAST COMPANY
Top 4 BIGGEST Firms in Architecture
Most Innovative Companies in Architecture
fx award for BEST Interior Design Firm 2016
HOSPITALITY

- RESORT HOTELS
- FOOD & BEVERAGE
- GUESTROOMS
- CONFERENCE HOTELS
- FLEXIBLE PUBLIC SPACES
- HOTEL AND SERVICED APARTMENTS
- LOBBY AREAS
- DUAL BRANDED HOTELS
1. Market Influencers / Disruptors
MARKET INFLUENCERS / DISRUPTORS

BRAND CHOICE
MARKET INFLUENCERS / DISRUPTORS

BRAND CHOICE

THE GUEST

MILLENNIALS
FAMILIES
SOCIALLY CONSPICUOUS
MULTI-GENERATIONAL
CHINESE
ELDERS
BLEISURE TRAVELLER

OUR GUESTS

GEORGINA
37, ATLANTA

“Quality is important to me. I’d rather spend more on a few nice things with beautiful details, like my Chloe bag. Everything is there for a reason.”

OUR GUESTS

BEN
29, LONDON

“When I’m on the road, it’s mostly conference rooms and business lunches. At night, I want to hang out in cool spaces—not an empty, generic lobby.”
MARKET INFLUENCERS / DISRUPTORS

BRAND CHOICE

THE GUEST

THE SHARING ECONOMY

Competition to the hotel industry
‘Marriott wants to add 30,000 rooms this year. We will add that in the next 2 weeks.’

- Brian Chesky, CEO AirBnB, Jan 2014
MARKET INFLUENCERS / DISRUPTORS

BRAND CHOICE

THE GUEST

THE SHARING ECONOMY
- Competition to the hotel industry
- Connecting people and places
- Unique, authentic experience
- Continue to evolve and diversify
‘Yesterday, hotels were all about spaces. Hoteliers both owned and operated their hotels.

Today, hotels are all about brands and the many faces of one hotel chain.

Tomorrow, hotels will need to be about people.’

-Doblin / Deloitte Consulting, 2016
2. Future Trends in Hotel Design
FUTURE TRENDS IN HOTEL DESIGN

HOSPITALITY

PERSONAL TOUCH

TECHNOLOGY

PREDICTIVE DATA

Few industries able to gather as much personal information on their customers as the hotel industry

Using data to learn about the guest, customise and enhance experience

A return to personal service and ‘hospitality’
FUTURE TRENDS IN HOTEL DESIGN

HOSPITALITY

PERSONALISED

CURATED
- Using psychographic data
- Personal greeting
- Room set to your preferences
- Unique products
- Curated by the hotel

ADAPTABLE
- Flexible spaces adaptable by the guest
- ‘You can be you’

Ampersand Hotel, London
‘Businesses must orchestrate memorable events for their customers, and that memory itself becomes the product — the ‘experience’’

- Welcome to the Experience Economy - B. Joseph Pine II and James H. Gilmore, 1998
**FUTURE TRENDS IN HOTEL DESIGN**

**HOSPITALITY**

**PERSONALISED**

**EXPERIENTIAL**

**LEARN, SHARE AND CONNECT**

- Common area as the ‘urban living room’ - ‘alone but not lonely’
- Collaborative work spaces
- F&B variety and pop-ups
- Flexible event spaces - Marriott / Ted Talks

**Technology:**

- Hostel room booking with like minded strangers
- Marriott / MIT and Hellotel apps
FUTURE TRENDS IN HOTEL DESIGN

HOSPITALITY
PERSONALISED
EXPERIENTIAL
WELLNESS

In urban locations
Biophillic design
Material selection
Sleep

https://www.bdcnetwork.com/blog/back-sleep-can-hotels-help-guarantee-full-eight-hours
FUTURE TRENDS IN HOTEL DESIGN

HOSPITALITY

PERSONALISED

EXPERIENTIAL

WELLNESS

COMMUNITY

SITE

PLACE

Integrates guest experience with local culture

A focal point for locals, integration of local retail and a workplace for the mobile workforce

Accor - working with local retailers: dry cleaning, post, F&B

Zoku / We Work Amsterdam

AirBnB - Cedar House, Yoshino

Cedar House, Yoshino
FUTURE TRENDS IN HOTEL DESIGN

HOSPITALITY
PERSONALISED
EXPERIENTIAL
WELLNESS
COMMUNITY
CONVERGENCE
WeWork
Equinox
Muji
West Elm
WeWork AirBnB
FUTURE TRENDS IN HOTEL DESIGN

HOSPITALITY
PERSONALISED
EXPERIENTIAL
WELLNESS
COMMUNITY
CONVERGENCE
TRENDS IN HOTEL DESIGN

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