



Design Advisory Committee Report

Discussion Topics:

1. What additional amenities could be added to increase revenue?
2. How would you add new projects to already established brands?
3. How could new projects drive brand new and unexplored revenue streams?
4. Off-Grid Properties
5. Predictions for the next five years
6. Innovation

In Attendance:

First Name	Last Name	Title	Company	LinkedIn
Miriam	Tamayo	Director Design & Planning - lifestyle studio	Hyatt Hotels	https://www.linkedin.com/in/miriamtamayo/
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Meeting Summary

What additional amenities could be added to increase revenue?

The committee identified food and beverage offerings as significant revenue drivers, particularly for lifestyle brands. Standalone restaurant attractions can be more successful than hotel restaurants. The idea of offering more suit products and partnering with third-party chefs was also discussed.

Creating experiential and interactive restaurants with premium pricing and unique spaces within the property (for weddings and special events) can help generate additional income.

How would you add new projects to already established brands?

For new projects, maintaining a holistic approach while paying attention to detail is crucial. The destination should be a primary attraction, and properties should offer multi-purpose spaces appealing to all age brackets.

How could new projects drive brand new and unexplored revenue streams?

New brand development should look way ahead due to the time it takes for projects to materialize. A conservative design approach with a focus on experiential elements and brand alignment is recommended. Incorporating biophilic designs and green spaces is essential, and gaming spaces should be adaptable to regional variations.

Off-Grid Properties:

The Hyatt portfolio's green properties in Hawaii were mentioned as examples of off-grid luxury hotels.

Predictions for the next five years:

The committee predicts an increase in destination experiential travel, wellness retreats, cultural exposure, and local community connections. Growth is expected in Asian markets, New York, and Texas. Creating instagrammable moments and immersive experiences through collaborations will be essential. Younger generations will seek more interactive amenities and gaming spaces while avoiding a deep digital overlay to life.

Innovation:

Innovative ideas discussed include new experiences, balancing technology, and rethinking bathroom designs. Gender-neutral bathroom spaces are gaining popularity, and the integration of robotics in the labor force is becoming more common. Sustainable practices must strike a balance between operations and the environment.

Key Takeaways

The luxury hotel industry is known for its opulent and lavish design aesthetic, and the latest trends within this industry continue to uphold this reputation while also embracing a more modern and sustainable approach.

One notable trend is the use of natural materials and textures, such as wood, stone, and organic fabrics. This creates a sense of warmth and comfort while also connecting guests with the surrounding environment. Additionally, eco-friendly and sustainable design elements are becoming increasingly popular, with many luxury hotels incorporating renewable energy sources and reducing their carbon footprint through various initiatives.

Another trend is the integration of technology into hotel design. Many luxury hotels now offer smart rooms with features such as voice-activated controls, digital assistants, and personalized lighting and temperature setting. Technology is also being used to enhance the guest experience, with hotels using virtual reality and augmented reality to showcase their amenities and activities.

In terms of color schemes, neutral palettes are still dominant, but there is a growing interest in using bold and vibrant colors to create a more immersive and dynamic atmosphere. This trend is often seen in common areas and social spaces, where guests can relax and socialize in a vibrant and energetic environment.

Lastly, wellness and self-care have become increasingly important within the luxury hotel industry, and this is reflected in the design of many hotels. Spas, fitness centers, and meditation rooms are becoming more prevalent as hotels strive to provide guests with a holistic experience that promotes health and wellbeing.

Overall, the latest design trends within the luxury hotel industry showcase a balance between opulence and sustainability, technology and nature, and relaxation and wellness. This trend highlights the industry's commitment to creating a luxurious yet environmentally conscious and socially responsible experience for guests.