



Hospitality Market Redefining Developer Design Goals

Luxury, Comfort, Convenience | The Evolving Trends

The basic function of a hotel is straightforward — a safe, secure place to sleep and bathe. One could argue prisons have a similar mission. However, unlike prisons, hospitality design looks to deliver basic shelter, while also providing a unique and inspirational guest experience. Creating a home away from home through luxury, comfort, and convenience is Becker Morgan Group's goal within every hospitality project. Design for the traveler, whether business or leisure, must recognize the intensely competitive marketplace and seek methods to make properties stand out in a crowd.

High impact, cost effective design elements are the keys to successful hospitality development in 2023. Earlier generations of hotel design paid little attention to common spaces, instead concentrating on individual rooms. The entry-lobby-reception area was functional, but often modest and utilitarian. The current trend is to make them comfortable and inviting, encouraging guests to linger rather than just pass through on their way to the elevator.

Design features within rooms include flexible layouts offering opportunities for guests to customize their rooms to their liking and lifestyle. The goal is to provide individual guests with an experience worthy of a return visit and future reservation.

Luxury

Nothing says luxury quite like large, generous spaces. However, costs-per-square-foot can limit room size. Our design team has had success in incorporating outdoor spaces, like patios and balconies, to convey a sense of expansive space. Capturing views with well-positioned windows is another effective method for engaging the outdoors. Supplying space for self-care is another hallmark of luxury. Well-appointed fitness rooms, rooftop terraces, and spaces for quiet seclusion reinforce the feeling of luxury. Convenient shopping for healthy food options, leisure wear, or rainy-day games help make guests feel cared for and appreciated. A growing trend is accommodation for pets, and simply allowing their presence is not enough. Grooming, walking services, and designated parks are highly valued.



Comfort

One way to convey a sense of comfort is to make guests feel as though anything and everything is at their fingertips. If it cannot be provided within the guest room, it must otherwise be easily accessible. Our designers spend time imagining the path a visitor might travel to and from their room. Are the gym, spa, bar, and restaurant easily discovered? The mobility of multigenerational family groups is also considered, ensuring travel within a property is easy and safe. When space allows, providing classrooms, activity, and private gathering venues can provide added value travelers appreciate. Demonstrating energy efficiency and sustainability gives guests additional comfort as they appreciate responsible stewardship of the environment.



Convenience

Generally speaking, today's traveler equates convenience with access to technology. The moment guests enter the building, tools that promote efficiency are encouraged. Automated services such as online concierge systems, shopping from one's phone, and tablet controls are just some of the ways hotels can make a stay more convenient. Logical, intuitive wayfinding, spacious workstations, and access to power and the world wide web allow for a guest's efficient, enjoyable stay.



Hospitality Values Detail

Superior design leads to sustained hospitality revenues. Our architects, on behalf of our developer partners, use attention to detail, both inside and out, to create luxurious, comfortable, and convenient environments that maximize the guest experience. The hospitality design team at Becker Morgan Group is expert at balancing high impact design decisions with the available funds to create well-appointed properties that deliver robust returns on ownership investment.