

H O S P I T A L I T Y

BECKER
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GROUP



insights

with Jack Mumford, III, AIA



It is no secret that the hotel industry has changed dramatically over the past 12-months. Hotel operators have had to rethink almost every process within their facilities to ensure their guests' and staff's safety. Quick thinking and ingenuity have allowed the industry to pivot and stay afloat through a year of adversity. But what changes are temporary, and what changes are here to stay?

Becker Morgan Group's hospitality specialist, Jack Mumford, predicts a shift in guest preference and hotel design. After participating in a course hosted by Harvard's School of Design on the post-COVID environment, Jack points out three key changes he foresees in the hotel landscape...



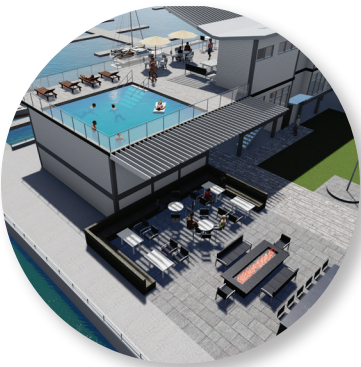
SAFETY *is a New Luxury...*

Guests will be more likely to choose a hotel based on their safety protocols and cleanliness than most other factors. Contactless and touchless controls will be selling points for the post-COVID traveler. New hotels will be designed to reduce contact between guests and staff. Back-of-house operations will be separated from the guest; some hotels will go as far as doing away with the check-in desk completely. Guests will see a shift in the facility's materials, and many operators will move away from carpeting and opt for easy-to-clean materials.



PRIVACY *Please...*

Guests will be more likely to spend time in their room than the hotel's indoor common amenity spaces. This preference will lead to larger guest rooms that can accommodate families or groups. Sitting areas, kitchenettes, and multiple bathrooms will be incorporated into more guest rooms than ever before. The suite-style configurations will outnumber the standard hotel room counts and be preferred by guests.



OUTDOOR *Greenspace...*

A larger emphasis will be put on the entire property. Outdoor green space will become a prized amenity. Landscape architects will play a larger role in developing the entire property, creating spaces guests can escape, relax, and enjoy the fresh air. Outdoor sports courts, dining, and fire pits will all become more common.

Becker Morgan Group has completed over 250 hotel projects and brings a wealth of knowledge to each hospitality project. The firm works with each client to design a facility that meets their needs and the needs of their guests. Becker Morgan Group provides comprehensive Architecture & Engineering services with offices in Delaware, Maryland, and North Carolina.