



# DESIGN DIRECTION **2021**

*The Past, Present, and Future  
of the Hospitality Industry*



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## **INTRODUCTION**

It's hard to overlook the growth of the hospitality industry in recent years. In fact, before the onslaught of the pandemic crisis, the hospitality and travel industries managed to grow more than ***\$8 trillion per year.*** With the roll-out of the COVID-19 vaccine, demand for hospitality services is ready to claim it's pre-pandemic growth rate.

***Interestingly, amid the coronavirus outbreak, the optimistic curiosity to explore is at an all-time high.***

The hospitality industry is witnessing unprecedented growth when offering a unique customer experience. The competitive drive in the hospitality sector is increasing, and the primary focus of key players is to take customer experience to the next level. However, the new demand in customer experiences reflects a home-like quality, with health and safety concerns taking front and center.

# 1

## Hospitality Hits the Reset Button: **COVID-19 AND BEYOND**

*Promoting health and safety will be at the heart of the hospitality industry long after the COVID-19 pandemic ends. Whether it be guest communications or personalized marketing tactics, hotels can't afford to compromise basic sanitation guidelines and safety procedures.*

A growing majority of companies now want to incorporate policies that offer enhanced protection to their customers. However, it means more careful consideration when a company is looking to relocate furniture items or change the floorplan design altogether. Of course, during every interior space refresh process, companies must increase their sanitizing efforts.

# 2

## The Past Dictates **THE FUTURE:**

### *Top Trends & Recent Hospitality Findings*

**External events often cause a shift in consumer preference. The COVID-19 pandemic is just the latest event to bring about a transformation. This global public health emergency has changed how hundreds of millions (if not billions) of people work.**


Future-proofing investments require both speed and scalability. The customer context is constantly evolving, and being ready to provide products and services relevant to current events is essential. Use the technology you have, automate new processes, and reorient your design to support this new way of operating. It's imperative to help hotel operators, owners, and investors achieve their goals quickly and efficiently to maintain profitability and relevance.


**DID YOU KNOW THAT  
MILLENNIALS WILL  
REPRESENT MORE THAN**


***50% of all  
American  
travelers by  
2025?***





Although innovation and adaptability are the name of the game these days, many long-lost and classic hospitality trends have managed to make a comeback in post-pandemic times:


 With the tech explosion, there's more focus on experience rather than trivial things.


 Luxe motels with an intuitive guest experience are gaining popularity.


 Focus on more sustainable practices.


 Coffee culture has also become a part of the hospitality industry.

 Put more emphasis on the well-being and health of customers.

 Implement seamless technologies.

 Decreased international leisure travel means more attention on local markets.

 Offer services that cater to millennials.

 Control damage in real-time.

# 3

## Rethinking the HOTEL EXPERIENCE:

*Things to Consider*

## HOTEL SPACE

### *Flexibility in Hotel Spaces*

How you structure your hotel's public space layout makes all the difference; the more versatile, the stronger the customer experience. For years the hospitality industry has incorporated this formula.

Due to COVID-19, modifying indoor spaces to fit the need for spacious environments has become essential. However, spaciousness doesn't automatically translate into versatility. Hotels must consider the needs of their guests before they renovate an interior space.

- 1 Incorporate comfortable, collapsible, and transformable furniture to enhance the use of space.
- 2 Design non-functional hotel spaces to facilitate both non-domestic and domestic use. Incorporate mobile partitions to create separate private areas.
- 3 Ensure that strategic changes align with the needs of your guests. Even when a hotel is fully functional, it's possible to transform and open up specific areas with minimal guest disruption.

### *Hotel Rituals*

You can't talk about hotel rituals without bringing the lobby space into the mix. A hotel's spacious public entryway allows management to plan, promote, and execute healthy practices.

- 1 Hotel operators and designers should combine dedicated areas where guests can relax and reinvigorate.
- 2 Set up a refresh station that delivers instant and clean water services. It also minimizes an overdependence on hazardous plastic bottles and improves sustainability.
- 3 More space partitions mean more touchless amenities like food dispensers.
- 4 Prioritize effective and contactless delivery services.

## HOLISTIC EXPERIENCE

DID YOU KNOW THAT INTELLIGENT DATA CAN IMPROVE CUSTOMER SATISFACTION BY UP TO

**74%**

### *Use Design Elements to Create Emotional Connections*

People form enduring connections with environments that encourage emotional wellbeing. Whether hotels opt for a minimal or modern design aesthetic, they will influence customers' emotional connections by designing powerful associations. You can promote a dynamic relationship between guests and your hotel environments via thoughtful design. Positive emotional states linked to better health, longer life, and greater overall wellness are associated with holistic interior design. When guests connect with your hotels' intentional design elements, it guarantees more extended stays.

### *Elevate the Physical Experience*

A hotel's physical space reflects the type of experience guests will receive. Areas that support customer engagement, connection to nature, and intuitive navigation are essential wellness-based environments that enhance the physical experience. Hotels must be creative to engage and support their guests by incorporating mindful design attributes. Intuitive interactions and elevated physical experiences will influence the wellness of your guests.

### *Nature Heals*

The new wave of hospitality trends focuses on nature's restorative powers. Green environments produce therapeutic benefits such as increased concentration, self-control, and reflection. These, in turn, influence lifestyle changes improving work performance and eating habits. Green spaces also decrease psychological distress and the burnout phenomenon.

In short, bring nature indoors during renovation improvements to gain guest loyalty and satisfaction.

# 4

## How Has Covid-19 **CHANGED HOSPITALITY DESIGN?**

*Green solutions, design flexibility, health security, and intuitive interactions are a few hospitality trends 2020 sprung into the future. Hotels understand that a balance between increasing operational costs and adapting to shifting trends is essential. To attain and retain consistent profit margins, guests will need fresh and innovative offerings that support their newfound customer experience demands.*

GUESTS WILL ALWAYS BE

***THE priority.***

**Break the boundaries of innovation and physical space to elevate the guest experience.** Customer experience holds a special place in the hospitality industry. Hospitality professionals must define a clear brand philosophy and strategy to create a powerful and lasting impact.

With tech advancements, environmental awareness, and safety concerns, there's greater urgency to ensure that the physical experience is flawless.

Attract and engage guests through the intuitive placement of your innovative service offerings.



## Smart Technology

**A smart hotel room is a room that makes use of 'smart' electronic devices powered by the Internet of Things (IoT).** Incorporating IoT technology means that previously ordinary devices are fitted with internet connectivity, allowing them to send and receive data by communicating with one another smoothly and effectively.

Devices with internet connectivity and communication capability can find information from the Internet and interact with other devices nearby. For instance, a smart speaker can control multiple devices that guests can monitor from a single hub.

Smart tech solutions achieve a more personalized and improved customer experience, faster room changes, and increased sustainability.



### **BENEFITS:**

***Greater Personalization***

***Improved Sustainability***

***Enhanced Customer Experience***

***Remote Control Rooms***

***Faster and More Reliable Repairs***



## Convenience & Comfort

**When choosing a place to stay, guests look for a refreshing and comfortable experience. Comfort is one feature appreciated by all and should be a key focus of hospitality design. Understand and predict your guests' need to feel safe by providing a clean environment.**

When traditional lobby designs are refreshed and renovated into more comfortable and appealing spaces, they encourage guests to relax, unwind, or catch up on work. Creating guest room experiences based on comfort is becoming a core design philosophy.

More than anything, hotel rooms should provide a comfortable home-away-from-home feel. No matter how luxurious or tech-friendly the guest rooms are, comfort and safety factors should be at the forefront of design considerations. Natural wood additions and inspired decorative features, an updated TV, fresh carpets, curtains, and a fireplace, combined with accessibility for your guests to play their favorite music, all add up to a memorable stay.

You can play around with various physical elements of the property to make the experience more comfortable and convenient for your guests.

Consider rolling out smartphone check-ins, touchless grab-and-go kiosks for food pickup, ultra-fast internet connection, QR codes, instant access to social media platforms, dedicated fitness areas, and simple translation tools.

- Create that homey feel for your customers by adopting natural materials and cozy design elements.
- Tell your guests that you understand their need to feel safe by providing a clean and relaxing environment.
- Incorporate technology innovation. A keyless and contactless entry provides a sense of safety for your guests. New modes of communication create better connectivity between guests and hotel employees.

**Think of the pandemic as a shift in thought and customer experience that will encourage you to adopt tech and design innovations to best serve your guests.**

## Going Green

### ADAPT BIOPHILIC DESIGN

Humans are innately attracted to nature.

*Biophilic design is a concept that seeks to connect guests more closely to nature by incorporating natural elements.*

Successful connectivity is the result of indirect and direct exposure to nature, including space and place conditions.

Biophilic concepts increase your building's spaciousness and add eco-friendly conditions. Bringing natural elements into hotel design reduces stress, enhances creativity and clarity, and improves your guests' overall well-being.

**25%** OF WORK PRODUCTIVITY INCREASES AFTER SPENDING JUST ONE HOUR IN NATURE.

### ECO-FRIENDLY ENVIRONMENTS

Often, an investment in environmental awareness will land you in guests' good graces. Eco-friendliness is crucial to implementing the right design and incorporating infrastructure elements.

Sustainable design works to eliminate negative environmental impacts. Through skillful and innovative design, the impact on the environment is minimized while still connecting people to nature.

Ultimately, focusing on environmentally conscious designs within your hotel spaces, both public and guest rooms, could include the following changes:

- Motion sensors
- Water conservation
- Solar power generation
- LEED Certification
- No plastic rules
- Strict waste disposal policy
- Food alternatives for vegetarians and vegans
- Added eco-friendly hospitality services
- Focus on sustainable infrastructure and design materials
- Focus on the environmental facts to get more results

THERE ARE NOW

*5.25 trillion macro & micro*

PIECES OF PLASTIC IN OUR OCEANS &

*46,000 pieces*

IN EVERY SQUARE MILE OF OCEAN,  
WEIGHING UP TO

*269,000 tons.*



EVERY DAY AROUND

*8 million pieces*

OF PLASTIC MAKE THEIR WAY  
INTO OUR OCEANS





# CONCLUSION

As the hospitality industry evolves, more opportunities and challenges are already knocking at the door of innovation. Recent industry developments and consumer behaviors suggest that companies are ready to adapt and tackle new challenges.

It's a brave new world, and the hotel experience is evolving with the tide of technology. Hospitality professionals now understand that they must prioritize guests' safety and comfort needs if hotels expect to survive, grow, and thrive.

# GET STARTED

## *Design Services*

The design of your space impacts the experience your guests have. Taking a consultative approach, we work with you each step of the way to bring your vision to life. We use our expertise and creativity to design interior environments that are profitable and engaging.

Whether you require integrating your brand's approved design into your existing space or developing an entirely new concept, EIS has the experience and capability to design an environment that fits your guests' needs.

## *About Us*

Elkay Interior Systems (EIS) is a global design and manufacturing company offering design, build, sourcing, and installation services to the restaurant, retail, education, and hospitality markets. By leveraging insights gained from working with global brands, we create dynamic and profitable environments by designing experiences your customers will never forget.

Our hospitality division is the premier millwork and casegoods authority in the hospitality industry, devoted to serving our long-standing partners through a customized experience that meets each hotel property's unique needs.

Whether you're embarking on a brand refresh, interior renovation, or new build, we're here to be your invested partner that meets your every need.

At EIS, we specialize in simplifying the process through our multilayered understanding of product development and building contract products for the hospitality industry.

### CONTACT US:

**+1-630-346-7549**  
**[elkaymillwork@elkay.com](mailto:elkaymillwork@elkay.com)**

Contact EIS to learn more about the latest hospitality trends, tips to elevate customer experience, and hospitality solutions that best fit your unique brand.

## REFERENCES & RESOURCES

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**www.elkayinteriorsystems.com**

**NORTH AMERICA**

+1.800.837.8373

**ASIA-PACIFIC**

+852.2261.2071

**LATIN AMERICA**

+52.55.5814.1000

**EUROPE**

+43.3362.530.10

**CHINA**

+82(21)3656.6968

**MIDDLE EAST-AFRICA**

+971(4)428.5526

