

Design and the future of hospitality

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TRAVEL is undoubtedly one of the most important human activities, nowadays who does not like to disconnect from everyday life and live new experiences in new places?

The trends heading towards low-cost solutions, among other factors, have forced the thought of more creative and attractive alternatives that were non-existent some years ago. According to BDO's consultancy, for the millennial and Z generations the design is and will be one of the most important factors within the decision making process of where to stay; the same study argues that the most powerful influence on the lodging selection are mouth to mouth recommendations, which represent 65% in the decision making process, being one of the most potent factors in communication: the design of the space.

TREND 1 | A NEW TRAVELLER: MILLENNIALS

The millennial generation: individualists, curious and globally connected youngsters born between 1980 and 2000) are one of the major influences on the current changes in the travel way and have become the focus of attention for the hotel industry.

In the next 5 to 10 years, millennials will be the generation that will spend the most on the tourism industry, which represents a big challenge for the whole ecosystem, because we are not prepared to accommodate two completely different generation groups from those we were used to: millennials and Z gene.

TREND 2 | THE FUTURE IS FEMALE

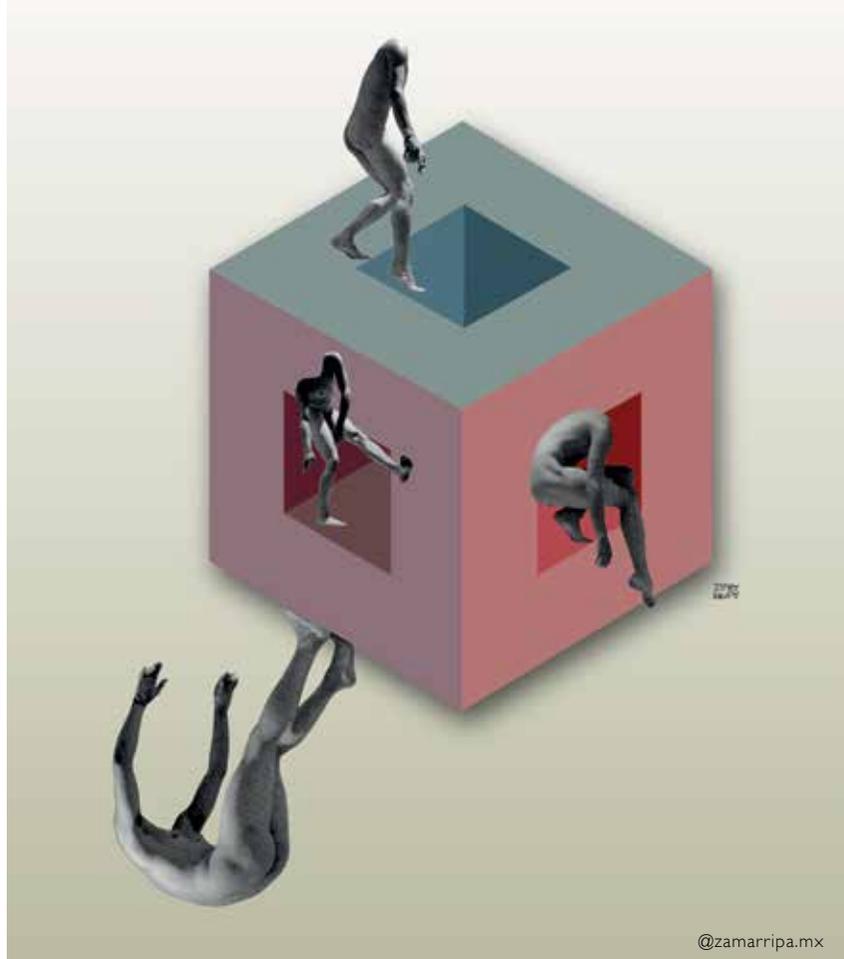
The second most important trend is the importance women have in the industry. Seventy-five per cent of women between the ages of 16 and 23 have travelled or plan to travel the backpack way, compared to 67 per cent of men.

This is also particularly interesting because women give greater significance to design in decision-making when it comes to selecting accommodation. In the last 5 years, there has been an 88% increase in hotel reservations made by women travelling alone. Not only are women traveling more than men, but they are also generating a demand for private services and are also choosing to book more in hostels than men.

TREND 3 | EVIDENCE-BASED DESIGN

This concept is not a new topic, even though it has not been a common strategy or practice in the hotel industry. Today it is not enough to make functional spaces with the wow factor, the new types of travelers are used to much more sophisticated solutions in technology, design and customization.

It's exciting to live in the present moment because everything is about to change.



We will see how new solutions will emerge in the industry resulting from interdisciplinary teams in which spaces will be analyzed and designed from multiple angles; it will not be enough to design an instagrammable space, the design team will have to understand that the power of social media is in the capability of the architecture to become part of a conversation and bring social currency to the user of the space.

We will see how designers will have technologies rounding out experiences and how design will use knowledge produced by neuroscience in issues surrounding memory generation, perception, aesthetics, etc.

This is how we will see a revolution in the mentality of hoteliers, travelers and of course, those in charge of design. Tests of this type of solutions are already found in chains like NH, that has lately changed its strategy and is currently introducing architecture of authorship in their hotels in Mexico and in the world. In this context and as I have already mentioned, it is exciting to live in this moment because everything is about to change. g