

AROUND THE HOTEL IN 2025

GUESTROOM

Guestrooms will see a significant change in 2025. Sources predict there will be much more variety in the types of bed configurations and floorplans available, and new tech will streamline guests' in-room needs.

LOBBY

By 2025, sources predict the lobby will be more home-like with a living-room feel, eliminating the traditional check-in desk while integrating more food-and-beverage experiences and enhancing mobile charging capabilities.

MEETING SPACE

Sources predict traditional breakout rooms and ballrooms will begin to disappear in 2025 and will evolve into customizable, casual spaces. Groups will also be looking to reduce their carbon footprints in meetings.

RESTAURANT/BAR

Though technology will become more predominant in food-and-beverage outlets in 2025, sources said restaurants and bars will still have a focus on face-to-face interactions in addition to digital enhancements. It will also be essential to position them as standalone venues.



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GUESTROOM

"Brands are starting to show the twin (bed) popping up. We're going to see a change, and we're going to see an invention of a new bed, which will be the twin, but it's going to be the extended length. It's going to become a new standard."

– Bob Kraemer, principal, Kraemer Design Group

"(Guests will be able to) choose different floors. Maybe there's a quiet floor; maybe there's a party floor or a mindfulness floor or an empowerment floor. The traveler is in charge, and the hotel provides the different experiences."

– Cristina Villalón, co-founder, principal interior designer and director of Álvarez-Díaz & Villalón

"Every touch point in the room will be designed with absolute purpose. In-room clock radios and telephones may become a thing of the past. Perhaps technology will evolve to an 'assist button' that guests can use in place of a telephone, and that valuable bedside table space can be reserved for charging pads."

– Javier Egipciano, SVP and managing director, Arlo Hotels

"Bedside bots: By 2025, we expect to see full adoption of next-gen smart speakers that can perform a rich variety of functions from information and service on-demand to enhance security."

– Ron Swidler, chief innovation officer Gettys Group

"Guestrooms will become smaller as the public areas grow."

– Shay Lam, managing executive, studio creative director, TPG Architecture

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MEETING SPACE

"Meeting spaces will continue to evolve into multi-functional spaces rather than dedicated meeting rooms. (Hotels) have to be willing to move away from classic theatre-style rooms or boardrooms for the sake of creating casual spaces that feel authentic and approachable, and are ultimately an extension of the lobby."

– Javier Egipciano, SVP and managing director, Arlo Hotels

"Hotels' responsible business practices will extend to hotel meeting spaces. Groups will expect environmentally friendly meetings that offset the carbon footprint of every meeting, reduce food waste and eliminate single-use plastics."

– Aly El-Bassuni, chief operating officer, Americas, Radisson Hotel Group

"Meeting spaces are going to become more like studio workshops or informal spaces that can be customized for specific needs—movable, flexible furniture, they should all have a kitchenette and the wall space should be flexible."

– Cristina Villalón, co-founder, principal interior designer and director of Álvarez-Díaz & Villalón

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LOBBY

"The design is going to try to capture the idea that this is your place, your home—it's going to become much more of a living room."

– Bob Kraemer, principal, Kraemer Design Group

"Roving robots. We expect to see robots serving a bigger role in the future of hotel operations, security and support. ... With cameras, microphones and speakers, they will be equipped to answer common, multilingual questions about the hotel—which way to the bathroom?—and alert human support when necessary."

– Ron Swidler, chief innovation officer Gettys Group

"Thinking convenience, (there might be) an automated mobile cart with snacks and beverages that moves around, comes to you and you grab whatever you want and it automatically charges to your stay."

– Cristina Villalón, co-founder, principal interior designer and director of Álvarez-Díaz & Villalón

"Ample plug-in boxes and charging stations will be even more prevalent; struggling to find a place to charge up will be a thing of the past. Every piece of furniture should be energized to charge and built into beautifully designed pieces that seamlessly integrate technology."

– Javier Egipciano, SVP and managing director, Arlo Hotels

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RESTAURANT/BAR

"The bar will still remain; most people still love sitting at the bar. However, the service will be automated via touchscreens so that you can order a drink whenever you want instead of having to wait to get the bartender's attention."

– Shay Lam, managing executive, studio creative director, TPG Architecture

"You'll still have the bartender ... this will be kind of a transition decade. You're going (to need) to have the analog but definitely all of the convenience of mobile. You can order your food from your phone and have it delivered wherever you are. If you'd rather have a traditional meal in a nice setting, then there's going to be that option as well."

– Cristina Villalón, co-founder, principal interior designer and director of Álvarez-Díaz & Villalón

"The restaurant has to be an outside-facing element. It needs to be truly thought of as third party. We are going to continue to see that."

– Bob Kraemer, principal, Kraemer Design Group