



color markets

hospitality

2014 Hospitality

In today's competitive Hospitality Market it is critical to differentiate from the competition and build brand awareness. The 2014 Hospitality Newsletter is about emerging industry trends and how they translate to color and design. The most critical focus should be directed towards the guest, by creating an environment that provides safety along with personalized options to create an extraordinary experience.

Differentiation is critical in the Hospitality Market. Emerging industry trends in relation to business travel include:

- ▲ Healthy Hotels
- ▲ Women-exclusive spaces
- ▲ Technology / Social Spaces

Successful integration of these amenities creates brand distinction and ensures your guests will enjoy an extraordinary experience.

Healthy Hotels

Health-focused travelers represent 40% of travelers.⁽¹⁾ Whether traveler's priorities are consumption, physical fitness, or air quality. Consistent healthy lifestyles can be difficult to maintain while away from home.

Health conscious options:

- ▲ Serving organic and/or locally grown food and beverages
- ▲ Companies utilizing banquet/meeting room facilities will investigate dietary offerings provided by the hotel and prefer nutrient options such as fruit, nuts, power bars and smoothies. There is a willingness to pay a little extra for organic, locally sourced foods
- ▲ Premium rooms that provide complimentary workout gear
- ▲ Multi functioning items like durable coat racks which double as pull-up bars and stationary bicycles that charge personal electronic devices while pedaling
- ▲ Scheduled Activities
- ▲ Outdoor yoga sessions
- ▲ 5K-community runs, where guests catch a glimpse of the community within a small group, guided by a fitness instructor
- ▲ Audio guided tours focusing on community history and landmarks
- ▲ Air Quality
- ▲ "Hotel air quality is a significant consumer concern: four in ten consumers list indoor air quality as highly important in their selection criteria." (mindclick SGM)
- ▲ Access to fresh air with open social areas such as rooftops, or courtyards
- ▲ Rooms with limited off gasses from the furnishings and finishes



(1) International Labor Office data, 2012

Women Wings

Reserved for women-only, wings/floors are rapidly emerging into the marketplace. Women are traveling on business more than ever before. "According to Intrepid Travel, who booked over 100,00 US passengers for 2012, 63% were female (this is on par with the global figure of 64%). The majority of our travellers are aged between 25-39 (46%). So female travelers between the ages of 25 and 39 are their biggest market."⁽²⁾



Innovative hoteliers are adapting to provide security measures and amenities that women value:

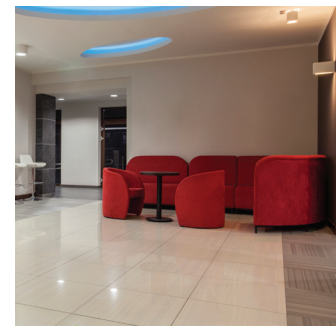
- ▲ Security measures include extra closed circuit television cameras in hallways and outside each room as well as in-room check-in
- ▲ Dressing mirrors that provide front and back reflections, makeup stools and oversized tubs
- ▲ Premium brand beauty and care products
- ▲ Fresh flowers, plants, and women's magazines

(2) (<http://gutsytraveler.com/women-travel-statistics-2/>)

Technology Integration

Digital technology is replacing printed signage. Monitors are utilized for local, national and global news and weather, on-site dining options, daily activities, flight information and advertising.

Lobbies are transforming. Their environments seamlessly blend into the adjacent spaces. Furniture is no longer stationary and guests are welcomed to adjust the space to their needs and encouraging guests to interact with one another. Wi-Fi signal in these spaces is critical "54% of travelers value internet access, making this the top amenity for men and women across all ages and levels of affluence."⁽³⁾



(3) Resonance Report, 2013

Function

Millennial consumers are emerging into the marketplace; they challenge short product obsolescence and over consumption. Function, a palette inspired by mathematics exemplifies a graphic monochromatic design, which is classic and timeless.



Confection

In an effort to counter today's atmosphere of chaos, there is a strong desire to promote an idea of absolute beauty. Confection contains just the right balance of perfection and simplicity. This soft yet neutral color collection creates a foundation (base) palette, which is gender neutral.



Inception

People are surrounded by the elements of minerals, foliage and water. Drawing inspiration from Earth's fundamental origins has assisted in the development of this palette. Inception consists of moody saturated neutrals and jewel tones. These colors unify the relationship of earth and humans.



Amplification

We live in the throes of chaos with economic, social, & environmental turmoil. Quirkiness has become the norm and pushes the limits of visual comfort. Social media's magnification of events is the inspiration for this palette. Amplification, promotes the audacious traces of bold, robust colors as accents to create fascinating combinations. The use of carefully chosen accent colors invigorates otherwise mundane spaces where visitors may have previously passed through unnoticed.