





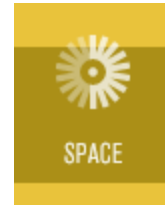
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## DESIGN ELEMENTS CAN INCREASE HOTELS' BOTTOM LINE

**Author's Title:** Best Practices in Hotel Architecture

**Author(s) Name:** Judy A. Siguaw and Cathy A.ENZ

**Year of Publication:** 1999

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### Design Issue

The purpose of this study was to identify innovative design elements of high-performing hotels, using [survey](#) research methods.

- An increasing number of hotel guests are looking for home-like elements in guest rooms.
- Hotels can attract increased business by focusing on this emerging market niche and can improve the overall quality of the guest experience through design.

### Design Criteria

Author Identified:

- Determine a desirable location and tailor a hotel product and price point to that particular location; incorporate design elements that are distinctive from market competitors.
- Utilize market analysis techniques to identify an unmet market need and create a design to meet that need.
- Identify the most desirable hotel amenities and include only those to reduce overall costs while maximizing guest satisfaction.
- Avoid highly complex, specific designs that may alienate some hotel guests.
- Incorporate amenities that directly improve guests' experience, such as [dedicated space](#) for children within parents' guest rooms.
- Use solid concrete and pre-cast methods and materials to reduce sound transmission between guest rooms.
- Specify furnishings typically found in homes such as love seats, marble-topped desks, and down comforters to increase the residential feel in hotel rooms.
- Specify home-like finishes and materials that are durable enough for hotel use.
- Include more home-like elements and amenities in extended-stay hotel formats.
- Consider incorporating residential elements that are unique to the location's cultural or historical heritage to improve [sense of place](#).
- Coordinate design, construction, and operations activities to streamline renovation projects and improve the guest experience during renovation.
- Incorporate native vegetation, unfinished materials, and windows to better integrate buildings into the landscape.

### Key Concepts

- Hotels that incorporate more home-like elements into guest rooms are able to maximize guest satisfaction, increase room rates, and increase guest return rate; this strategy allows hotels to stand out in an extremely competitive lodging market.
- Some hotel chains replicate designs across the chain, leading to a highly homogeneous product. While this kind of design replication may save money through economies of [scale](#), it may also alienate guests looking for a more unique hotel experience.

### Research Method

- Properties for this study were identified in a larger hotel study conducted by researchers associated with the Cornell School of Hotel Administration. These hotels included AmericInn, Candlewood Hotel Company, the co-managed Holiday Inn SunSpree Resort Lake Buena Vista and Holiday Inn Hotel & Suites Main Gate East, Kessler Enterprises (operator of Grand Theme Hotels), Latham Hotel, Marriott International, Palisades Executive Conference Center, Royal Palms Hotel and Casitas, and Tishman Hotel Company.
- Hotels were selected based on their architectural and design innovation and the role that this innovation played in their commitment to guest satisfaction. The authors discussed the best practices of each company and then discussed the outcomes of each of these practices.
- The method of analysis was not described.

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## Limitations

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- The author did not identify any limitations.

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## Commentary

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The research process is not described, though this information can be found in another study cited in the article. The basis for the selection of these hotels was not clear. This article presented a number of ways hotels can use innovative design elements and amenities to distinguish themselves in a tough lodging market.

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## Adapted From

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