

Hotel Design Trends

It is not just about designing a place anymore. It is about designing an experience that flows from check-in to sleeping, to bathing to dining. Psychographic profiles are driving design decisions. It is not enough for a hotel to label itself as business or leisure. People are doing business while they play and they are playing while they travel for business. There has to be a degree of escapism even in business hotels. People want to go beyond their routine and try something new...

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