

# ARCHITECTURE AND DESIGN TRENDS IN THE HOTEL INDUSTRY



During the pandemic, the intervention and adaptation of tourist spaces were generalized to keep the facilities of this branch operating and the tourist was tolerant with the temporary modifications; however, the new normal poses a challenge for architects and designers to permanently reconfigure spaces so that guests feel comfortable and safe, whilst enjoying innovative and quality architecture and design.

Now more than ever, businessmen in the hotel industry must be clear that the sector is going through a profound transformation since **the traditional offer is widely surpassed and elements such as avant-garde architecture, innovative design, technological infrastructure, ecological vision, as well as creativity in decoration** are factors that have significantly increased its relevance within the business scheme.

Here are the most prominent trends in hotel industry architecture and design:

- Unique rooms: The tourist expects unique experiences, so it is highly recommended that each room has architectural or design features that give it a unique character and can be something as simple as its colors or even its furniture; however, this success will depend on the harmonious integration into the overall design.
- Biophilic architecture and design: In general terms, it is about integrating foliage and natural elements in architecture or construction design. It is a trend that will become more relevant over the years and biophilic design has the objective of satisfying the needs of human beings to be in contact with nature. In the case of hotels, this trend has been adopted by including natural lighting and ventilation techniques in their designs, using organic construction materials, and incorporating views of vegetation, natural views, or waterfalls that are part of the architecture of the construction or are naturally present.
- Hybrid or flexible spaces: Redesigning areas to make them both hybrid and flexible is a great plus point for the hotel industry **since while making the most of their space, they can also augment their offer of facilities and amenities, generate interaction, as well as coexistence between guests and create different types of recreational and even work atmospheres.**
- Ecological and sustainable places: Creating ecologically responsible spaces is not only a trend but a vital necessity, so their design and construction must be carried out by specialists who share this ecological vision and have the necessary experience to project and achieve construction which contributes to both environmental conservation and sustainability.

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