

The New Guest Journey

Maximizing health and wellness
without sacrificing warmth and luxury

As we reimagined the guest journey from beginning to end, we developed a list of design considerations to help owners, developers and operators maximize health and wellness within their properties without sacrificing the warmth and luxury guests have come to expect.

What's Out?

Finishings & Fixtures

- Untreated wood
- Acoustic tile
- Mood lighting
- AC/electric heaters
- Throw pillows
- Sealed/fixed windows
- Perforated screens
- Room keys and manual doors
- Elevator buttons

What's In?

- Sealed hardwood, LVT or porcelain tile
- Rockfon/perforated or insulated system panels
- Natural light or UV
- Smart thermostat
- Hypoallergenic filtered pillows, Spry or BYOP
- Operable windows
- Solid and/or translucent materials
- Keyless/touchless entry
- Sensor-driven/controlled elevator cab functions

Amenities

- Fitness center
- Spa treatment
- Gift shop
- Ice machines
- Valet parking
- Luggage porter
- Limited housekeeping (1x/day)

- On-demand in-room fitness equipment
- Spa products "to go" and upgraded guest bath
- Retail showroom
- Rapid chillers
- Autonomous vehicle parking
- Luggage AI robots
- Regular UV-C decontamination

Food & Beverage

- Buffet
- Continental breakfast
- Self-service
- Cramped restaurants
- Community table
- Leather-bound menu
- Rushing

- More display/service space between offerings
- Fresh, pre-packaged meals in the grab-and-go
- Automation or restaurant-style fine dining
- AI fresco dining
- Intimate seating vignettes
- Small, disposable custom menu
- Taking it slow