NOVEMBER 2022

Architecture & Design: Welcome Home

Hotels are still very concerned about adhering to all required sanitation protocols but as the crisis wanes, they are also being relied upon to provide a space to escape and retreat in comfort. To satisfy this need, many new design trends are emerging. One such trend seeks to cultivate an environment that is comparable to the warmth and coziness a traveler might have in their home. Lobbies are being reconfigured to resemble a family living room. For example, one leading hotel chain provides an off-lobby common area where four separate video game stations and two video games tables are furnished – all free of charge to play. Another trend is to replace traditional business centers with co-working spaces where the lines between working and social interaction are often blurred. Finally, recognizing the impact of social media, hotels are designing specific areas to facilitate picture perfect moments (think Instagram). These are just some of the architecture and design subjects that will be covered in the November issue of the Hotel Business Review.

Editorial Deadline: **Wednesday, September 14, 2022**
Advertising Deadline: **Wednesday, October 19, 2022**
Run Date: **11/06/2022 - 12/03/2022**

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