

What will 2019 look like for hospitality design?

We asked some of the industry's top players to cast their predictions for the year ahead. What will be the most significant design trends, what might we see a departure from, what will be the framing challenges, and what are they most excited about? Read on to find out.



Maria Katsarou-Vafiadis, Founder & Managing Director of MKV Design

In 2019...

The hospitality industry will...

continue its drive towards more personalisation of the guest experience because millennials – or the millennial attitude – expects it and because it makes good commercial sense. The technology already exists to achieve this in quite a sophisticated way but, as usual, the industry is quite a late adopter. We'll get there!

The most significant hospitality design trend will be...

to do with increasing the experiential. People travel to have new experiences, and design can support and enhance this, from the way the view is framed on arrival to the successful transition of the breakfast restaurant into a destination for dinner, to accessories in the bedroom that give deeper meaning to local culture.

The trend we'll likely bid farewell to is...

I would like to think that it's the excessive waste in our industry. We already have restaurants marketing themselves as zero-waste; it would be great if hotels could do likewise.

Waste is not assumed to be the inevitable by-product of a luxury experience any more and hotels could make numerous adjustments to reduce what they throw away. They could end toiletries in plastic bottles in favour of 'here-to-stay' dispensers, for example, or do away with all those desktop leaflets when an app can do better and provide guests with one plastic bottle when they arrive which they are encouraged to refill from complimentary water fountains located around the hotel.

The biggest challenge will be...

the growth of mass tourism fuelled by cheap flights, new accommodation models such as Airbnb and ever-larger cruise ships is already swamping some cities and islands around the world and this looks set to continue. Not only is this a challenge for our planet's environment but it is threatening indigenous communities and creating hostility. Technological developments, better tourism management and greater individual responsibility can all help, but I think we will need to do more.

I'm most looking forward to...

completing our next hotel spa. It seems to me that it has never been more important to be able to retreat occasionally from our everyday lives into a world of wellbeing. Not just for our bodies but for our minds as well.

www.mkvdesign.com

"Waste is not assumed to be the inevitable by-product of a luxury experience any more and hotels could make numerous adjustments to reduce what they throw away"



Photo: Dimitris Vlaikos