

# *Reframed* **[Rituals]**

*Evolving hospitality trends*



# REFRAMED RITUALS:

The innovation of optimizing, amplifying, reinventing, and even eliminating established rituals across the hotel experience —purposely considering the impact on guests, staff, and strategic partners.

## *An opportune moment for hotels to innovate*

The events of last year have fundamentally changed the way consumers engage with environments. Hotel brands must embrace a new, innovative mindset to better prepare for the future. Traditionally, hotel experiences are highly ritualistic, and each stay is carefully crafted to cater to individual routines. From checkout and concierge, to breakfast buffets and fitness spaces, brands must optimize, amplify, reinvent, and even eliminate familiar rituals to cater to new lifestyles for both the guest and employee.

These reframed rituals could be minor, but we may also see brands experiment at a larger scale by allowing guests more visibility and control in their experience. Thinking about these important touchpoints and the service component connected may help get to the root of how hotels can pivot their offerings. Now and in the future, smart lifestyle brands will invest in four key drivers in 2021: **partnerships, convenience, day-usage, and outdoor experiences.**





## INSIGHT #1

# PURPOSEFUL PARTNERSHIPS

Hotels that proactively embark on meaningful and strategic collaborations with the right brands will differentiate themselves in the years to come. Brand partnerships can offer an introduction to a previously untapped audience, a chance to create an authentic local connection, or simply enhance brand awareness.

Hotels should also consider partners for both their amenities and food and beverage programs. From in-room streaming fitness to third-party food delivery apps, there are plenty of national brands that could provide a win-win partnership and help stand out from the competition.

*Consumers will hold brands accountable to an entirely new level of responsibility, especially as they seek guidance on how to best transition back into travel.”*

-Robyn Novak, NELSON Worldwide

## innovation in action



## Tonal Mirror X Four Seasons

Four Seasons Hotel Silicon Valley at East Palo Alto recently unveiled new health and wellness amenities in partnership with Tonal. The smart home gym equipment brings on-demand fitness to any room through a wall mounted, mirrored screen device. Doubling as an AI-operated personal trainer and as well as a traditional mirror, this partnership makes it easy for hotels of all shapes and sizes to offer guests a complete fitness experience in the comfort of their own room.





## INSIGHT #2

# ELEVATING CONVENIENCE

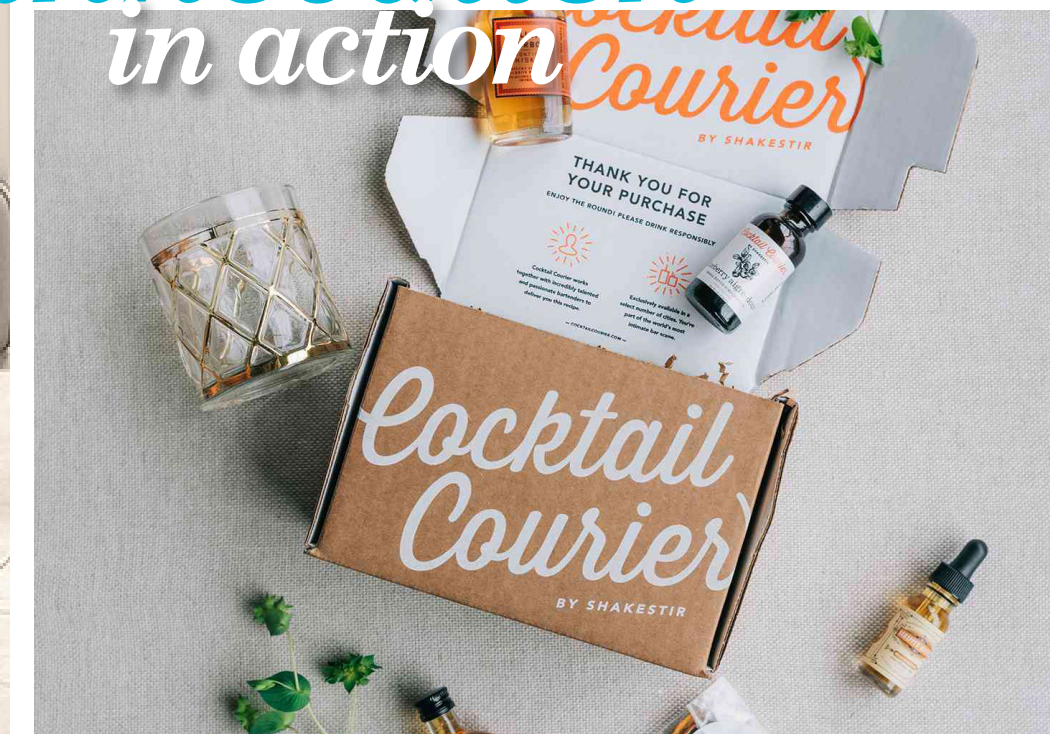
Even before the global pandemic, this generation of consumers moved through life with an on-the-go mentality, and post pandemic will be more mobile than ever before. As consumers become accustomed to same-day deliveries and drive-thru pickups, hotel guests will also expect these types of services. Hoteliers should consider how to remove any unnecessary barriers of yesteryear like check-in desks, Wi-Fi passwords, or physical room keys, instead of leveraging the technology in guests' own pockets, making smartphones the key to a frictionless experience.

Larger properties could consider pickup windows (interior or exterior) to provide guests with pre-packaged meals, localized snacks, or gourmet coffee. As focused service properties typically include a self-service coffee offering, these concepts may manifest in DIY packets to go alongside pre-poured cups or packed meals that can be taken to the room or on-the go throughout a stay.

*"Your phone will be your new master key – getting you not only into your room, but access to other areas of the hotel."*

-Kelli Fellers, NELSON Worldwide

*innovation  
in action*



# Hotel Jerome Room Kits

Aspen's Hotel Jerome now offers happy hour cocktail kits. The goal is to turn restaurant-free mealtimes into a compelling activity, without providing excess work. These kits are stuffed with glassware, recipes, and playlists to help guests recapture a buzzy bar atmosphere, and a sanitized blanket for snuggling up outside.





## INSIGHT #3

# DEDICATED DAY-TIME SERVICES

Traditionally hotels have catered to the overnight guest, except in unique situations, a hotel is the bookend of a traveler's day. With the expected long-term increase in remote workers, there is an opportunity to provide specific daytime services. Offering private offices, co-working spaces, or Zoom suites, with minimal adjustments to the guestroom, allows hotels to have a flexible offering throughout the day.

Hotels should invest in providing an approachable entrance and lobby experience that engages instead of excludes. Whether it's the ability for local residents to grab a cocktail with friends or an add-on offering for overnight business guests, re-thinking how space is utilized could potentially be a leading revenue generator of the future.

*"Hotels already have the infrastructure to accommodate business professionals: the layout of guest rooms with private restrooms, the inclusion of office-like business centers, in-room coffee and snacks offerings, and convenient locations across the country."*

-Rachael Leson, NELSON Worldwide

## innovation in action



## Industrious X Proper Hospitality

Hotel operator Proper Hospitality and co-working leader Industrious partnered to turn some of Proper's luxury hotel suites into private offices. The suites can accommodate up to six people depending on the location. Visitors will receive free WiFi, coffee, an extra computer monitor, printing access, and a digital subscription to The New York Times, to name just a few of the perks.





## INSIGHT #4

# ALL SEASON EXPERIENCES

The penchant for fresh air will not fade post-pandemic. Hotels should consider investing in larger, outdoor or four-season spaces for guests to relax and unwind. From fireside s'mores to cornhole tournaments, these hubs of connection will become the new crown jewel that should be positioned to attract guests. Investing in outdoor seating and heating elements that extend the usability of these exterior spaces will be critical to making a better connection to the interior public space.

Today and in the future, hotels should consider patios and terraces an extension of the lobby—multi-functional seating, available power/plug-in capability, and transitioning dayparts are table stakes in the public space. Dedicated outdoor space can also be a foundation for pop-ups and temporary outdoor activations, from farmers markets to winterized dining igloos. Some hotels, particularly those in an urban setting, could easily create rooftop bars for additional, rentable space and income.

*Amongst US travellers, 43% want their next trip to offer a change of scenery, while 36% want time in nature (MMGY, 2020)*

## innovation in action



## Ocean House Fondue Village

Located at the Ocean House hotel in Rhode Island, during the winter months, guests have the option to book a fully restored Vermont Ski Gondolas (either for up to four, or up to six guests) for a private dining experience with a personal server. This luxuriously cozy private dining venue offers a delightful breakfast and afternoon crêpe service that is perfect for outdoor dining.



# *Let's talk.*

Looking for custom ideas to elevate your hotel experience?  
Schedule time with your NELSON team of experts to discuss  
your brand and business goals and how you can succeed in the  
future of hospitality.

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