ULI Fall Meeting 2015

Resorts Reimagined: From Urban to Destination

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VALUES ARE SHIFTING

A collective shift in consumer values and behavior began several years ago when trends in **authenticity, sustainability**, and **streamlining** started to emerge.

The recent economic downturn fueled a new awareness and accelerated these shifts—strengthening trends in **exploration, interaction, experience, technology, well-being**, and **value**.

The hospitality industry must address these new shifts.
For the first time, millennials, or generation Y are asserting themselves as an economic force. They’re savvy and uncompromising. Most importantly, their unique point of view stems not so much from a refutation of old ideas but from an era with a new vocabulary.
DISCERNING DESIGN EYE
• Strong “Aesthetic Loyalty”
• Carefully Curated Persona
• Focus on Identity vs. Trends

REFINED LUXURY
• Seeking Authentic Experience
• Luxury is Personal and Intimate
• Values “Lifestyle” over Possessions

MINDFUL HEALTH & FITNESS
• Holistic and “Fun” Approach to Wellness
• Balance of Mind + Body + Spirit
• Values Substance over Diet Fads
TECH-SAVVY/TECH-DEPENDANT

- Expectation of Wired/Connected Resort
- Integrated Systems and Amenities
- Robust Tech supports Immersed Experience

SOCIAL CULTURE

- Perpetual Sharing: Photos, Events, Schedules
- Digitally Curated Social Life
- #bestresortever; #youhavetobehere
These hotels’ restaurants are geared to keep guests on the premises by integrating them into the properties’ overall experience ... instead of turning them loose, as most hotels do, to feast at local hotspots.

Source: Baum Whiteman
BIOPHILIA

a hypothesis suggesting an instinctive bond between human beings and other living systems
NEW SUSTAINABILITY
TREND 4  GLOBAL TRAVELER BOOM

53% increase in travel for Indian travelers from 2010-2015.

73% increase in travel for Chinese travelers from 2010-2015.

Source: Deloitte Hospitality 2015
Airbnb has more than 600,000 listings around the world including 600 castles, 1400 boats, and 300 tree houses. Airbnb’s current bookings are about 37 million room-nights per year, which is only around 20% of IHG’s 177 million last year.

Source: Quartz
DESIGN PRINCIPLES

HOSPITALITY TRENDS

- MILLENNIAL FOCUSED BRANDS
- CROSS-OVER BRANDS
- NEW SUSTAINABILITY
- GLOBAL TRAVELER BOOM
- DISRUPTORS

CHANGING DEMOGRAPHICS COUPLED WITH SHARED INTERESTS CAN CREATE WIDESPREAD MULTI-GENERATIONAL APPEAL

FOCUS TOWARDS EXPERIENTIAL DESIGN OFFERING AUTHENTIC LIFESTYLE CHOICES AND SENSE OF PLACE
Thank You