

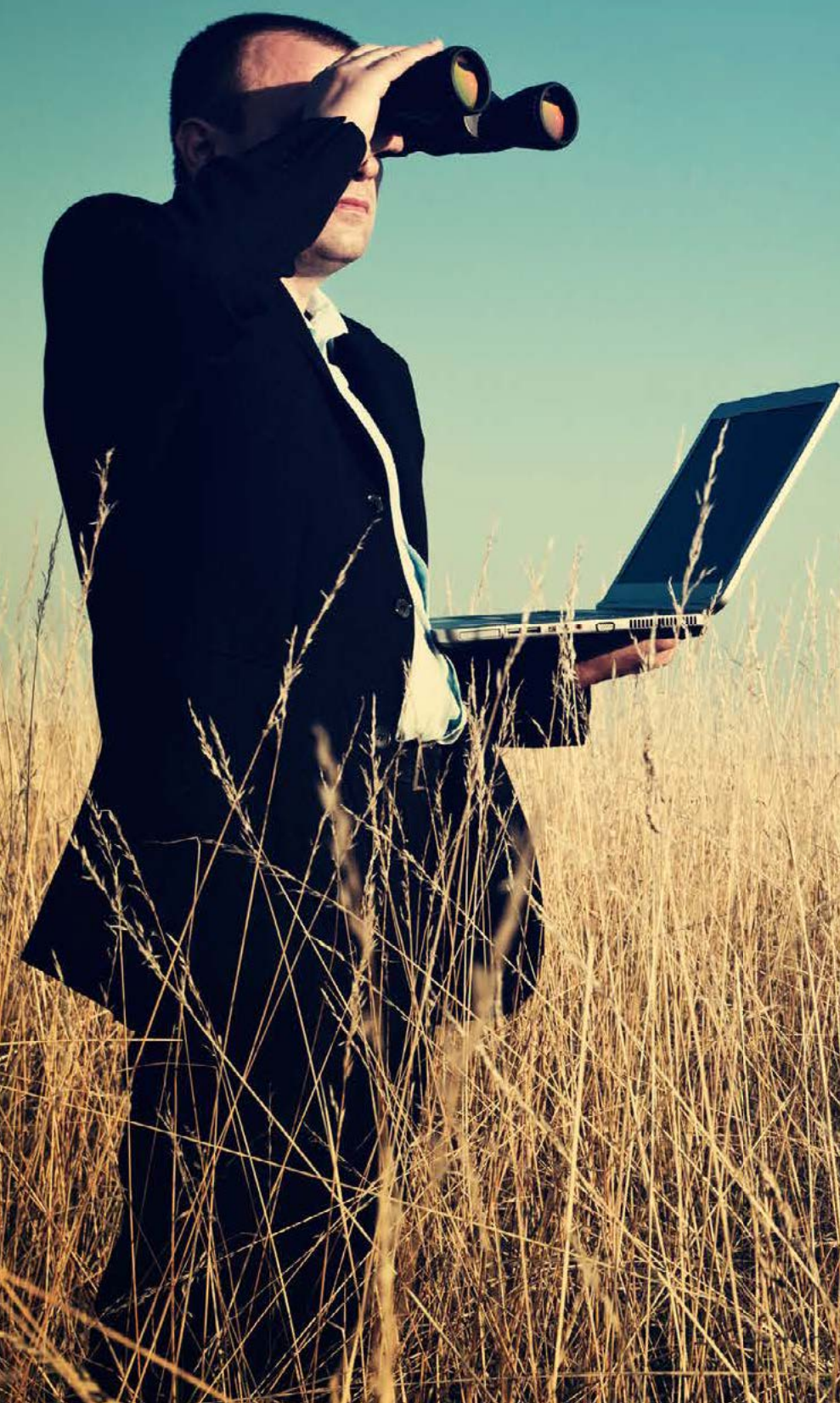
ULI Fall Meeting 2015

Resorts Reimagined: From Urban to Destination

Raj Chandnani | WATG



October 8, 2015



LOOKING INTO
THE FUTURE

EXPERIENTIAL
DESIGN



ANTHROPOLOGICAL
RESEARCH

CREATIVITY + THE
BOTTOM LINE

NEVER LOSE SIGHT OF THE CUSTOMER



WHO IS THE TARGET
CUSTOMER?



WHY ARE THEY COMING?



HOW DO YOU DIFFERENTIATE
YOUR OFFERING?

NEXT GENERATION CONSUMERS



CONNECTIVITY



COMMUNITY



TRIBING + SOCIALIZING

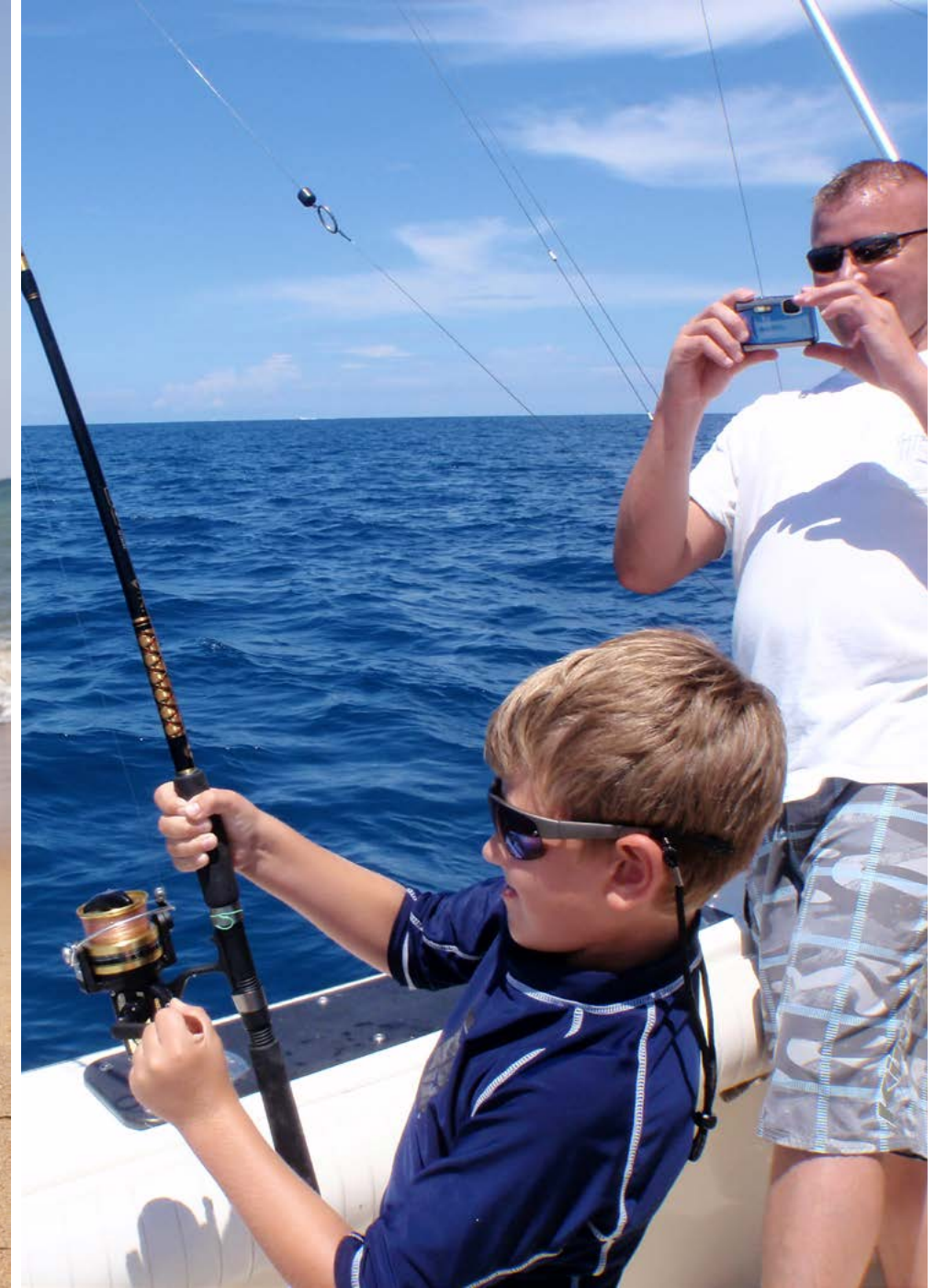
FAMILY VALUES



MULTI-GENERATIONAL TRAVEL



HEALTHY LIVING



TOGETHERING

CHOREOGRAPH THE GUEST JOURNEY



[illegible]

THE SEVEN S'S OF DESIGN



SUSTAINABILITY



SEATING



SOCIAL SPACES



SHADE



SYSTEMS



SITE



STORY

THE NEW LUXURY



STIMULATE AND ENGAGE
THE SENSES



MASS CUSTOMIZATION



CASUAL ELEGANCE

SPLIT PRESENCE



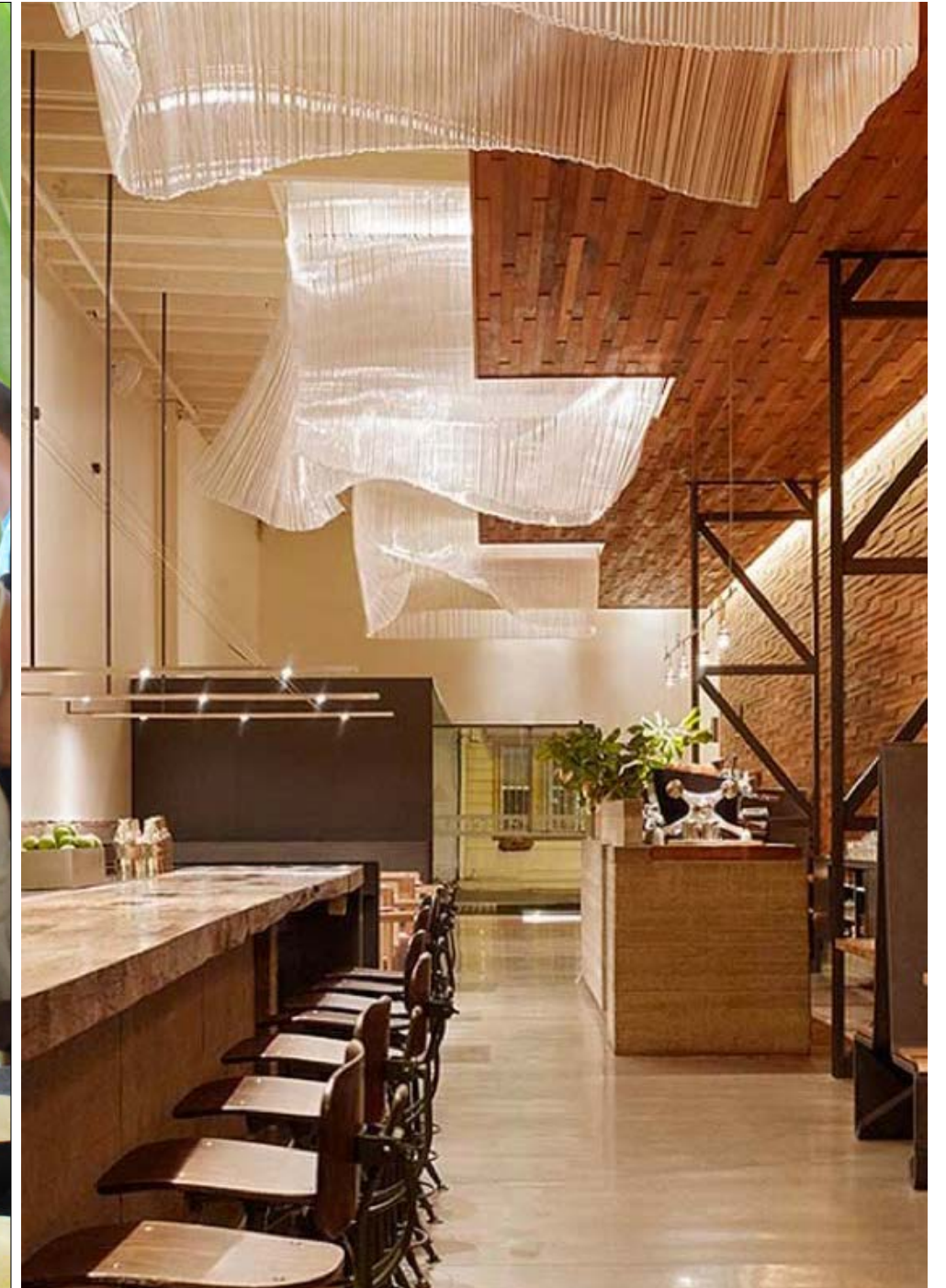
THE SIMPLE LIFE



POP-UP + MICRO-RESTAURANTS



EVERYONE'S A FOODIE



MENU-FREE DINING

CELEBRATE IMPERFECTION



"IMPERFECTION AND OUTRIGHT UGLINESS – THE QUIRKY, THE MESSY AND THE FLAWED – ARE TAKING ON NEW APPEAL IN A WORLD THAT'S BECOME NEATLY POLISHED AND CURATED"
- JWT INTELLIGENCE

TRENDS



OUTDOOR PUBLIC
SPACES



BRIGHT COLOURS
IN FASHION



GREEN IS THE
NEW BLACK



IMMERSIVE
EXPERIENCES



INTERACTIVE
ENVIRONMENTS

MASS CUSTOMIZATION



YOLO



HEALTHY EXPERIENCES



WELLNESS



PURE ROOMS



SPORTS AND FITNESS

CYCLING IS THE NEW GOLF



CYCLING IS COOL AND HIP – DESIGNER STORES FOR BIKES AND CYCLING GEAR ARE BOOMING –
CYCLING AND WALKING ARE EXPERIENCING A YEAR-ON-YEAR GROWTH

CYCLING IS THE NEW GOLF



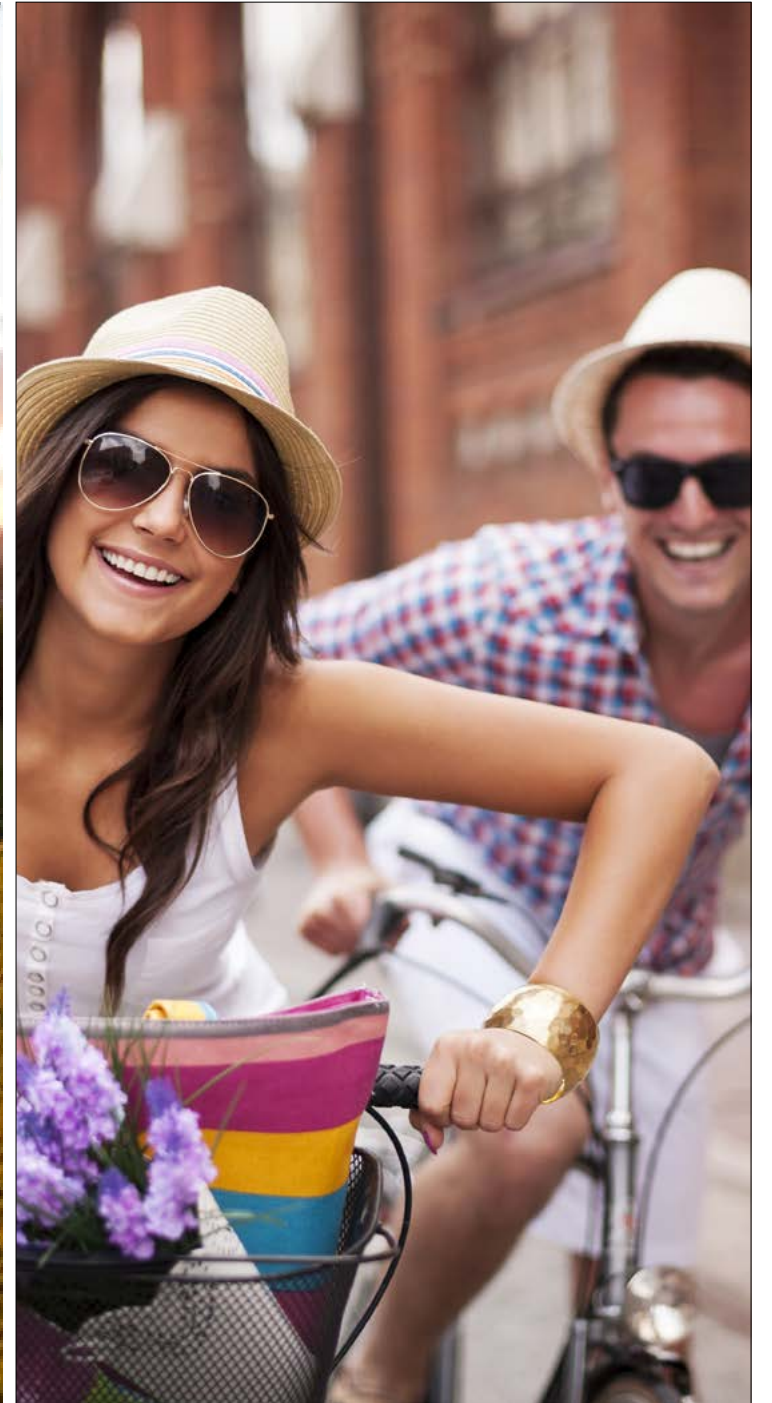
FAMILY VALUES



URBAN



GLAMPING +
ECO-PODS



EXPERIENTIAL

FASHION + LIFESTYLE



THE BENTLEY SUITE AT THE ST. REGIS | NEW YORK



THE BENTLEY SUITE AT THE ST. REGIS | NEW YORK



THE BENTLEY SUITE AT THE ST. REGIS | NEW YORK



THE BENTLEY SUITE AT THE ST. REGIS | NEW YORK



THE BENTLEY SUITE AT THE ST. REGIS | NEW YORK



Thank You