

# INSPIREDESIGN®

innovative vision for today's hotel

“ I LOVE A **TRAIL RUN**... TO FIND  
A **SPACE** WHERE MY **MIND**  
CAN **RESET** AND RUN **FREE** AS WELL. ”

— NATHAN PEAK





## KITCHEN KLATCH

Reimagined F&B spaces can keep them coming back for more

WORDS BY **ADAM PERKOWSKY**



Bars can also use a refresh, including the drink menu. "Signature cocktails really showcase the bar's commitment to craft," said Lam.

During the pandemic, hotels were turning their restaurant spaces into ghost kitchens, where food and drink were prepared for takeout or delivery only, and dining rooms went unused. Now that COVID cases have dropped considerably, hotel restaurants are packed as pent-up demand has not only led to more guests on property, but more patrons ready to dine.

Reimagining F&B spaces gives these guests new opportunities to explore the spaces where they eat, drink and socialize, and can bring in more revenue to the property—a real win-win combination.

"During the peak of COVID, most F&B offerings and the socialization around them were put on pause," said Shay Lam, managing executive/studio creative director, TPG Architecture. "Now that we've moved into a new phase of the recovery, hotels are utilizing their kitchens and bars to drive more traffic and engagement."

However, that doesn't mean ghost kitchens have gone away like an apparition that has left a haunted house.

"Now that hotels are starting to bounce back, ghost kitchens don't have to disappear," said Yuwen Peng, associate VP, CallisonRTKL. "In fact, they can coexist with a dine-in establishment operating in a bustling lobby and hotel.

Ghost kitchens are a great way to expand food options and attract guests from the local community. Hoteliers should look to become operators of ghost kitchens in hotels as a way to provide a more relevant and branded room service offer to guests."

Pop-up nights and events can also change up a restaurant space for guests and bring in revenue, such as offering up an empty kitchen to a local restaurant.

"Successful restaurants have loyal customers who will follow where they go and can expose locals to the offers of a hotel," said Peng. "By hosting a restaurant for a night, consumers may work their way to the bar after their meal, providing the opportunity for new clientele."

Pop-ups are not limited to hotel kitchens, she noted, adding, "Spaces like lobbies, parking lots or nearby streets provide great opportunities as well. Additionally, outdoor spaces are perfect for food trucks, which draw crowds and create energy during the day."

Clay Markham, managing principal, Callison RTKL, said that a hotel's outdoor spaces are an option for a pop-up. "Hotels often provide breathtaking views of a city and have world-class dining setups," he said. "This setup can provide a luxury-vacation feel and make locals feel like they're on a trip."