

# THE GUEST EXPERIENCE





Hospitality is at the forefront of all human activities - now more than ever before. Whether we are talking about rest, work or play, people are looking for places where high **quality services** and **experiences** are offered.

- SHAY LAM, HOSPITALITY STUDIO DIRECTOR



Anheuser-Busch, New York, NY

**TPG's Hospitality Studio has identified three main design drivers that are the foundation to creating an authentic, high-quality and memorable experience:**

### **EVOLVING GUEST**

**01**

Memorable experiences require a deep understanding of constantly **changing users' expectations.**

### **AUTHENTIC PLACEMAKING**

**02**

Authentic experiences must be sensitive to the place by **highlighting local customs and characteristics.**

### **TECHNOLOGY INTEGRATION**

**03**

High-quality experiences **must be supported by robust infrastructure** to ensure smooth service.

# EVOLVING GUEST

# 01

Guests are a multigenerational demographic of locals and visitors that have **divergent and constantly transforming service expectations**. However, there are certain things all guests have in common: they are **looking for convenience**, want **options** and **crave social interaction** while staying **technologically connected**. Most importantly, the guest wants their experience to be unique and memorable.



# EVOLVING GUEST

Lounge Alaska Airlines, Queens, NY

## INSIGHTS

### On-the-go

Guests are tech-savvy and highly value convenience. Today's business travelers, especially the younger generations, are more comfortable with flexible, energetic and casual environments.

### All About Experience

Guests are looking for experiences that create a strong emotional connection to the place they visit in order to give them a new perspective of the world; they don't want to feel like tourists.

### Wellness is a Priority

Guests want transformative experiences that uplift them on a personal level. Healthy food options, fitness, and workout rituals are fully integrated in people's lives and they want health-conscious options.

# AUTHENTIC PLACEMAKING 02

Guests prefer **contextual design** that engages and represents the culture of the area. People want to feel integrated in the community and **experience the uniqueness of each particular locale's vibe.**



# AUTHENTIC PLACEMAKING

Eataly, New York, NY

## INSIGHTS

### Cultural Immersion

Immersive cultural experiences blend interior design, food, art, and locally sourced products. These interconnections must be evidenced in the design of communal spaces in particular.

### Welcome to the Public Space

The closest relationship hotels have to cities is their lobbies. Blurring the public-private line can help bring some of the local buzz into the hotel, and help activate the communal areas.

### Authenticity & Customization

Guests expect each room to have some level of customization, whether its accent furniture, configurations or special details. Returning guests want to feel there will be a surprise element every time they visit.

# INTEGRATED TECHNOLOGY

# 03

**Guest expectations have grown with technological innovation.** Having a strong infrastructure that can support technology integration (without fully replacing personal service) is a key component of an extraordinary and seamless experience. Balancing which technologies are visible to the guest is required as sometimes they might not need to realize the technology is present.



# INTEGRATED TECHNOLOGY

## INSIGHTS

### Seamless Fast Track

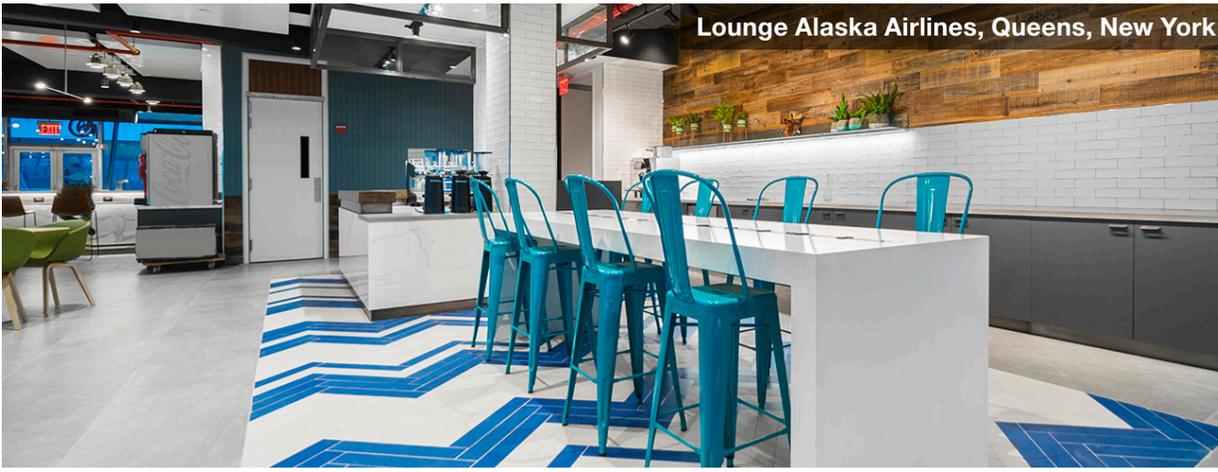
Online check-in, keyless entry and online concierge are some examples of how technology is making the guest experience more convenient while supporting on-site services such as the front desk.

### Digital Content Integration

An important aspect of experiential design is providing guests with staged moments that can be easily shared with the outside world. For hotels, this can come in the form of “Instagrammable” moments and spaces.

### Data Flow

Technology improves guest experience while tracking their preferences and service satisfaction. This content allows operators to understand individual guests and accurately gauge system operations for everyone.



Lounge Alaska Airlines, Queens, New York



Eataly, New York, NY



Corporate Lounge BSE Global, Brooklyn, NY



Courtyard by Marriott Suite, New York, NY

## As seasoned hospitality experts, we advise our clients on three points:

### Storytelling is Key

Storytelling can be a powerful placemaking tool. Narrative-driven and story-based experiences can help create strong emotional connections.

### Service is Everything

Align operational and technical requirements to the overall design concept from the beginning. This will ensure a seamless guest experience.

### The Details Matter

When checking into a hotel, your guests will most likely test different amenities such as the lobby seating or bathrooms. These small details are a big part of the overall experience.

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