

The Changing Spaces of Today's Hotel

4 Trends and Key Considerations for Facility Management & Housekeeping

A 5-MINUTE READ

ECOLAB®

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Hotel Experiences Go Beyond the Guest Room

For decades, the lodging industry focused on their core offering: the guest room itself. This is what guests are paying for, so this is where investments have been thought to pay off. But today's hotel guests have dramatically different expectations that shift the focus beyond the guest room. Guests are looking for more complete experiences—from opportunities to socialize and experience local culture, to better dining options, to health and wellness experiences to keep them feeling great. Today's most successful and fastest-growing hotel brands stand out not with their over-the-top room amenities, but with their attractive public spaces and shared amenities. They're turning bland lobbies into inviting spaces that feel like luxe living rooms and stylish clubs. They're moving food and beverage to the forefront. They're adding public amenities like fitness centers, spas and salons. And they're incorporating natural or "biophilic" elements into the design of these spaces to deliver new wellness benefits.

Changing Spaces Create New Facility Management Challenges

These next-generation public spaces are delighting guests—but they pose new challenges for facility management. This short eBook provides key facility management considerations around the four biggest trends reshaping hotel spaces today. From how to manage new or increased cleaning and disinfecting demands, to how to mitigate public health, pest and food safety risks, this eBook will help you ensure that your enhanced public spaces consistently deliver the outstanding experiences your guests expect.





The Evolving Expectations of Today's Travelers

Our world continues to change at an incredible rate, so it's no surprise that the way we travel is also changing. Among these changes, three factors stand out in hotels shifting their focus beyond the room:

Connected technology allows us to work (and play) wherever we want.

Smartphones and other connected technologies let us connect anytime, anywhere, to do almost anything—working, shopping, or digital entertainment. This gives hotel guests tremendous, untethered freedom in where they do these things—and without being confined to their rooms. They want open, inviting spaces where they can work on laptops, socialize with friends and family, or just kick back with their e-reader.

The rise of “Bleisure” travel.

The name may sound funny, but “bleisure” is serious business. More and more travelers are blending business and leisure travel, extending work trips so they can experience a destination, or planning vacations that incorporate business meetings. Business travelers used to look at a hotel room as a basic necessity—simply a place to crash after a long day in conference rooms. Now, they want much more: They spend hours working remotely from hotel cafes and bars. They're holding meetings in hotel lobbies instead of stuffy conference rooms. And they want more social amenities to enjoy during after-work hours and extended weekends.

**Millennial professionals
between the ages of
18 and 30**

average **five business trips** a year, compared to just two for those aged 35 year and up.

They are also 62 percent more likely to extend a business trip for personal sight seeing.

viewfinder.expedia.com/features/future-of-travel-report



Millennials seek out shared experiences.

As millennials take over the bulk of the workforce and the consumer base in the U.S., the demographic shift is transforming many things. Millennials and their younger Gen Z counterparts tend to value experiences over material things. And they want to share these authentic experiences with others while experiencing things.



Managing Changing Hotel Spaces: 4 Key Trends & Considerations

For facility managers and executive housekeepers, new spaces and new guest usage patterns can present significant and often unexpected challenges—from how to keep new spaces clean and well-maintained, to how to manage new risks posed by increased usage of public spaces. We've honed in on the four biggest trends reshaping hotel spaces, and highlighted four key considerations for facility management and housekeeping staff.

- 1** **ADDING AND EXPANDING FOOD & BEVERAGE PROGRAMS**
Key Consideration: Recognizing new food safety concerns
- 2** **ELEVATING LOBBIES & PUBLIC SPACES**
Key Consideration: Mitigating increased risk of pest activity
- 3** **ENHANCING SHARED HOTEL OFFERINGS & AMENITIES**
Key Consideration: Managing increased public health risks
- 4** **INCORPORATING BIOPHILIC DESIGN**
Key Consideration: Mitigating increased risk of pest activity





TREND 1


Adding and Expanding Food & Beverage Programs

People are spending more than ever eating out in the U.S., and per capita restaurant spending is up 25% since 2000. Hotels are seeing a definitive increase in food and beverage revenue, as well: forecasts suggest hotel guests' spending will grow by five percent in 2018.¹ Savvy hotels are jumping on this revenue opportunity—especially as room-service revenues have dropped by a quarter since 2008.² They're revamping their existing food and beverage programs—or building one from the ground up—and highlighting restaurants, cafes and bars as signature amenities. A recent industry report shows that, across all lodging segments, 40 percent of hotel operators plan to increase their food and beverage space in the coming years. Many hotels are blurring the lines between lobbies and food and beverage spaces, creating “open lobby” designs that encourage guests to enjoy snacks and beverages while they work, relax or socialize throughout the day.

KEY CONSIDERATION


Recognizing new food safety concerns

Adding or expanding your food and beverage program can bring several new levels of food safety risk—especially when those food and beverage spaces are blurring into high-traffic lobby areas and being used 24/7, leaving little or no downtime for deep cleaning. These risks are altogether different than those typically considered by hotel housekeeping and facility management staff—and require a dedicated approach.



“Open lobby” designs have increased food and beverage revenues by **20%** according to a limited-service hotel.

Source: InterContinental Hotels Group





TIPS

TIPS TO GET YOU STARTED

Create a dedicated food and beverage cleaning/food safety program.

Food and beverage cleaning and sanitation cannot simply be an extension of the housekeeping program. Maintaining food and beverage spaces and managing food safety risks requires a dedicated program with unique products, procedures and staff training programs.

Consider independent food safety audits.

Food safety violations can immediately shut down your food and beverage program, leading to major revenue losses and devastating reputation damage. Forward-thinking hotels get ahead of this risk by engaging vendor partners that provide independent food safety audits on an ongoing basis. This helps you reduce the risk of issues before they lead to violations – or a foodborne illness incident.

Seek out a comprehensive cleaning partner.

Cleaning a hotel bathroom is much different than cleaning a bar area. Some cleaning vendors may not have the expertise to serve both the lodging industry and your F&B program. Seek out cleaning vendors that can provide expertise across your entire facility.





TREND ②

Elevating Lobbies & Public Spaces

The generic, sterile, purely functional lobbies of yesterday are being transformed into vibrant social hubs. More than just a place to wait, today's lobbies are places to gather, places to meet other guests, places to work, and places to enjoy entertainment. Some of the most successful lobby renovations include multiple distinct sub-spaces—quieter areas designed for business travelers looking to work outside their rooms; warm, comfy nooks for relaxing and socializing with friends and family; and lively lobby bars and cafes with TVs and other entertainment.

KEY CONSIDERATION

Mitigating increased risk of pest activity

Bed bug activity is most often introduced by guests and their personal belongings. As guests spend more and more time outside their rooms, there is a greater risk of finding bed bugs in other areas of the hotel. Bed bugs prefer rough, textured surfaces with multiple folds and seams - such as upholstered furniture and carpeted areas often found in lobbies and other public spaces. Once bed bugs establish new harborage areas, there is an increased risk of spreading the infestation further throughout your hotel. Managing this magnified risk requires thinking strategically about how to limit the spread of bed bugs in shared spaces.





TIPS

Tips to Get You Started

Consider furniture/material choices.

Avoid upholstered or wooden furniture and carpet. Select or choose furniture and decor that minimize cracks and crevasses where bed bugs can hide. Ensure that these materials can be easily inspected and cleaned thoroughly.

Train ALL staff to recognize bed bugs.

With bed bugs moving outside guest rooms, bed bug knowledge must extend beyond housekeeping staff. Front desk employees, service staff and other “front of the house” staff should be trained to regularly examine furniture, recognize and report any signs of bed bug activity.

Consult with your pest management partner.

Consider consulting with your pest management provider before making any changes to your furniture, carpeting or other surfaces within your facility. Leading pest management providers can provide consultative assessments of all your hotel spaces, offering recommendations for mitigating bed bug risk, as well as providing preventative treatments.





TREND

3

Enhancing Shared Amenities

As guests seek out more immersive travel experiences, hotels are luring them with expanded shared amenities: gyms and fitness studios, spas and salons, yoga and meditation rooms, entertainment offerings like in-house theaters, and more. These added amenities allow guests to create their own, personalized stay, meeting all their unique needs without ever leaving the property. Of course, this not only helps hotels stand out, but allows them to capture more of guests' travel spending. These alluring amenities also turn hotels into cultural hotspots, appealing to locals as well as travelers. This helps create the sense of authenticity that guests crave: experiences that stand on their own not simply "good enough" options that rely on their in-house convenience.

KEY CONSIDERATION

Managing increased public health risks

Just as guests spending more time interacting outside their rooms increases bedbug risks, it also increases public health concerns. High-traffic shared amenities create new cleaning and facility maintenance challenges, as staff work to not only keep them looking great, but prevent them from becoming a breeding ground for cold, flu and other public health issues. Successfully creating widespread appeal amplifies these public health concerns, increasing the amount and diversity of traffic coming into hotel spaces.



TIPS

TIPS TO GET YOU STARTED

Create dedicated cleaning protocols.

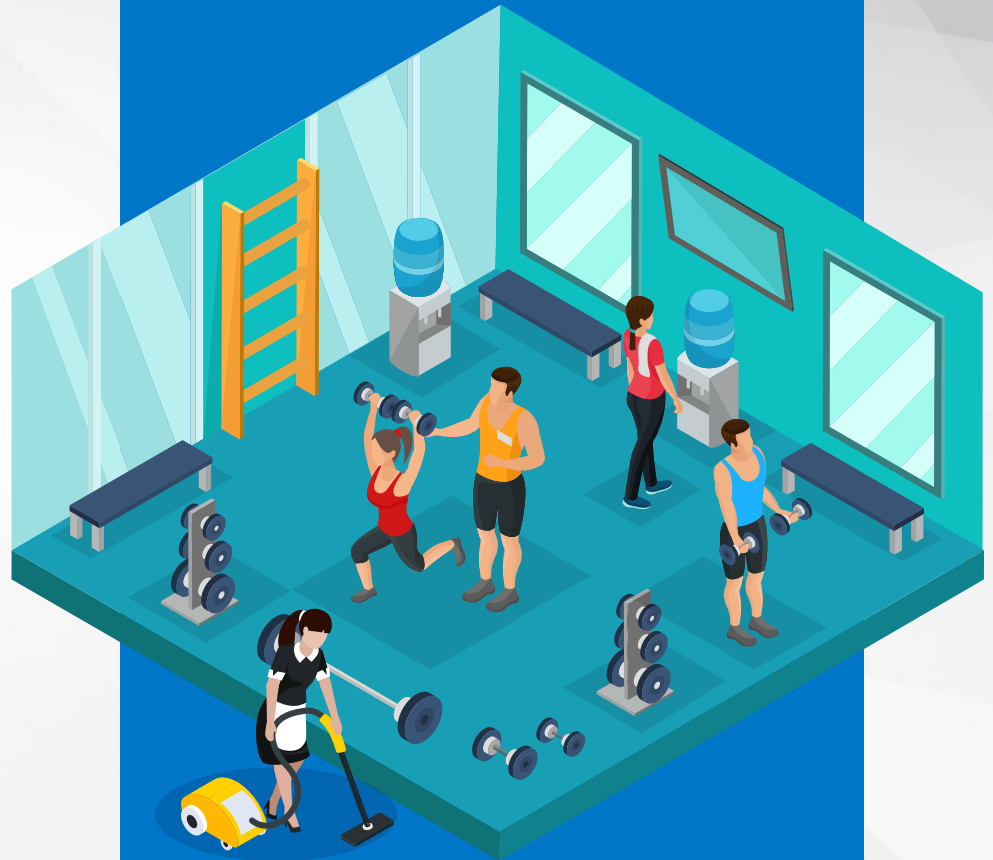
A fitness studio and a salon have much different cleaning demands. As new shared amenities are added to your hotel, each should have its own specific protocol of proper cleaning and disinfecting—based on the unique needs and risks presented by the space.

Focus on hand hygiene.

Washing your hands is still the simplest and most effective way to mitigate the spread of infectious diseases. Adding hand sanitizer dispensers in high-traffic spaces, as well as signage to remind both staff and guests to regularly wash hands and use sanitizer, is an essential step to protect against public health risks.

Engage experienced vendor partners.

As public health risks and the best-practices for mitigating them evolve constantly, it's hard to keep up. Leading facility cleaning vendors can provide valuable expertise in staying ahead of risks and keeping up with best practices for all of your shared spaces.





TREND ④

Incorporating Biophilic Design

We've talked about new types of hotel spaces, but this final trend takes on a new approach to designing them. "Biophilic" design focuses on integrating nature and natural elements in the design of interior spaces: live greenery, natural light, natural materials (e.g. waterfeatures), etc. The wellness benefits are well-documented—from reducing stress to improving mood for guests and staff alike. But there are measurable benefits, as well: A recent study found that guests will spend 36 percent more time in a lobby with biophilic elements.⁴ And with hotels monetizing these spaces with integrated food and beverage offerings, getting guests to spend more time in the lobby directly translates to higher revenues.

KEY CONSIDERATION

Mitigating increased risk of pest activity

Biophilic design leaves facility managers dealing with the challenge of "bringing the outdoors in" without bringing in unwanted guests. Live greenery and natural materials like wood can attract and harbor pests. Even adding windows and bringing in more natural light can attract flies and other pests in unexpected ways.

⁴ http://www.interface.com/EU/en-GB/campaign/positive-spaces/human-spaces-report-en_GB

GUESTS WILL
SPEND
36 PERCENT
MORE TIME IN
A LOBBY WITH
BIOPHILIC
ELEMENTS.



TIPS

Tips to Get You Started

Take a proactive approach to pest management.

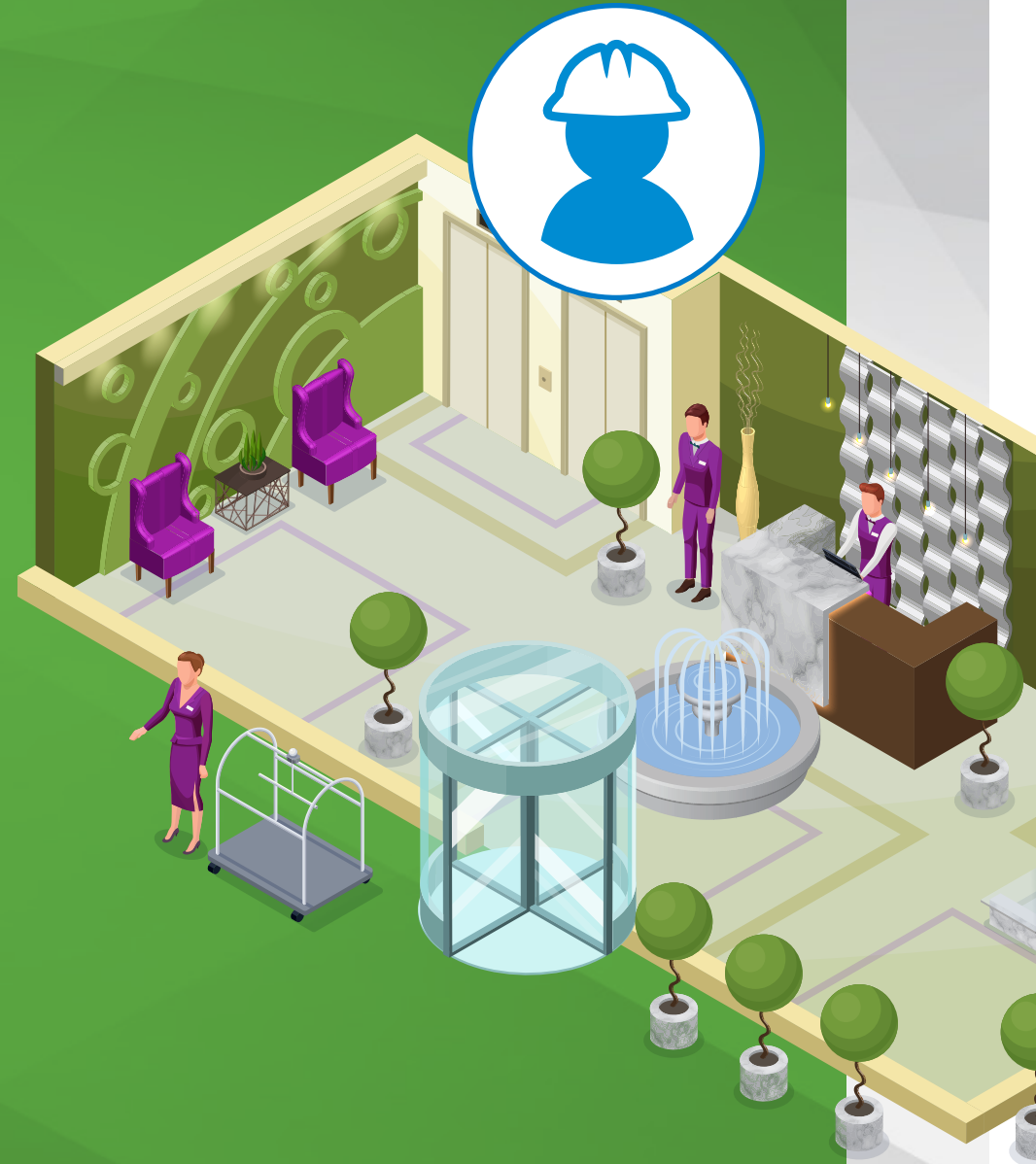
Many hotels only engage their pest management provider when there's an issue—say, when they've spotted a rodent or cockroach. But successfully bringing in biophilic elements requires adopting a more proactive approach to pest management. Best-in-class pest management providers can provide ongoing consultation and services to eliminate pest entry points and attractants, among other preventative steps.

Double down on “clean”.

The best way to prevent pest issues is simply to maintain clean spaces. As you renovate spaces to incorporate biophilic elements, it's a great time to fully re-evaluate your top-to-bottom cleaning protocols: are you using the right products, are you cleaning often enough, and are staff cleaning in the right way? This not only mitigates pest issues, but ensures that all that natural light shines on consistently clean spaces.

Consult with your pest management partner.

Before adding any biophilic elements to your hotel, consult with your pest management partner. Experienced pest management providers know the risks associated with specific plants, natural materials or design choices, and can help hotels create a beautiful, natural space that minimizes pest issues.





A LIMITED-SERVICE
HOTEL REPORTS A
**13%
REVENUE
INCREASE**
AT HOTELS WITH
RENOVATED PUBLIC
SPACES.

Changing Spaces Hold Big Revenue Opportunities

Adapting to meet evolving guest expectations is always critical, but the renewed focus on public spaces is about more than keeping guests happy—there's money to be made. Hotel operators are turning underutilized lobbies and loss-leading food and beverage spaces into big revenue generators—adding lobby bars and restaurants, turning unused conference rooms into spas or salons, etc. They're also elevating these shared amenities as stand-out differentiators in increasingly competitive markets—grabbing travelers' attention and earning loyalty by delivering an immersive experience where guests can stay, work and play all in the same inviting spaces. The results are hard to argue with: A limited-service hotel reports a 13% revenue increase at hotels with renovated public spaces.⁴

For facility maintenance and executive housekeepers, all of these benefits come with new challenges and increased burdens: new cleaning demands and new risks to manage. But by following the simple tips covered in this eBook, you can minimize these challenges and help your hotel make the most of its shiny new shared spaces.

⁵ http://news.trubyhilton.com/assets/TRU/Docs/2018/Media_Clips/March2018/3.13.18_PCMA_CommunalSpaces.pdf



About Ecolab

A trusted partner at nearly 3 million customer locations, Ecolab is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. When you partner with Ecolab you can be confident you are getting comprehensive solutions, data-driven insights and on-site service to promote safe food, maintain clean environments, optimize water and energy use, and improve operational efficiencies for customers in the food and hospitality markets in more than 170 countries around the world.

Helping protect you top to bottom

From the basement to the rooftop and everywhere in between, we partner with you to offer services and solutions designed to help your property improve guest satisfaction and operational efficiency.

We understand the importance of keeping pests out of your hotel. Our HotelProtectSM program gives you comprehensive protection against your most common pests and provides proactive options for bed bugs. Additionally, we have products that meet your needs – providing a superior clean for your guests that ensure the best reputation for your business. Our products help improve employee/guest hygiene practices, sanitize equipment used to prepare or serve food, and clean a variety of surfaces with a spot free shine.

It's about making an impact everywhere it counts. Drive guest satisfaction, safeguard your brand, and achieve your sustainability goals with our programs that keep your property clean, sanitized and pest-free. Together, we protect success.

For more information about how Ecolab can help your property, visit: www.ecolab.com/solutions/pest-solutions-for-hospitality