

## Hospitality Trends



**Solitude**



**Self Care (New Wellness)**



**Table for One**



**Connective Community**



**Open House**



**Staycationing**



**New Hygiene**



**Agile**

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## Key Takeouts

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**01**

Everything has changed yet nothing has changed

**02**

Space, distance and solitude will be new consumer values

**03**

Home is where the heart is, and the holiday, and the office and the gym...

**04**

Wellness has shifted to a more 'self care' mindset

**05**

Think nature, local and transformational experiences

**06**

Community and co-operative mindsets will win

**07**

It's a journey, not a destination

**08**

Forget the pivot. Stay true to your core brand values but evolve

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## Key Takeouts

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**01: Everything has changed yet nothing has changed.**

Remember people are people and we still have the same basic human needs. Shelter, community, protection, belonging etc but our value expectations around these needs have shifted, accelerated or decelerated.

**02: Space, distance and solitude will be new consumer values.**

This was beginning to happen anyway as people were searching out mindful moments, spaces and places to disconnect from the day to day. Global lockdown has accelerated this need as it has been forced upon us. In a recent YOUNGOV survey only 9% of people want things to go back to the way that they were, and 85% want to see at least some of the personal or social changes they have experienced continue afterwards. As a result people will continue to look for support in their new behaviours impacting space design and interior and architectural norms.

**03: Home is where the heart is and the holiday and the office and the gym...**

brands that will win out will be those who are able to be agile enough to deliver touch points in their own bricks and mortar, but also in people's homes. Beyond lockdown, consider ways of your brand being beyond your own spaces.

**04: Wellness will continue as a key trend across hospitality but has shifted to a more 'self care' mindset**

where hotels have the opportunity to offer places of sanctuary away from day to day life & offer spaces to decompress, self indulge and offer hygienic safety.

## Key Takeouts

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**05: Nature, local and transformational experiences** will be a huge trend in 2020 and beyond as people look to stay close to home, support local communities and see travel as a time of transformation.

**06: Community and co-operative mindsets will win.**

When the doors to your hotel, bar or restaurant open, take everyone on the journey with you from guests to staff.

When building new spaces build for a collective campus mindset where people can come together whilst still designing in places for solitude and solo activity.

**07: It's a journey not a destination.**

No-one is expecting you to get it right over night, but instead a collective journey built on honesty, imperfection and openness. Don't be afraid to make mistakes - openly show your imperfections to demonstrate you are 'trying'.

**08: Forget the pivot! Stay true to your core brands, but evolve.**

Everyone is talking about how businesses need to pivot, but if you don't stay true to your core brand values then you will not deliver on your guest expectations. It's about making iterative steps to deliver small changes to support a post social distancing society.