



# HOSPITALITY

HOTEL INDUSTRY SPECIFIC

# Contents

**01** — **Research**

**02** — **AirBNB vs. Hotel Chains**

**03** — **Problem**

**04** — **Design Solution**

WHAT IS

HOSPITALITY?

# HOSPITALITY • adj. • RELATING TO OR DENOTING THE BUSINESS OF HOUSING OR ENTERTAINING VISITORS.

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The hospitality industry relates to a variety of businesses linked to service and customer satisfaction . A defining aspect of the hospitality industry is also the fact that it focuses on ideas of luxury, pleasure, enjoyment and experiences, as opposed to catering for basic needs and essentials.

The hospitality industry is beneficial not only to societies—but to economies, customers and employees.

It can be simplified into four basic categories: **food and beverage, travel and tourism, lodging, and recreation.**

## FOOD AND BEVERAGE

# FOOD IS OUR COMMON GROUND, A UNIVERSAL EXPERIENCE. —JAMES BEARD

The food and beverage precinct, professionally known as “F&B” is the largest sector of the hospitality industry. This department is responsible for maintaining high quality food and services, managing restaurants, bars, etc.

The F&B industry provides an estimated 50% of all meals eaten in the US. It consists of establishments primarily providing meals, snacks, and beverages for **immediate** consumption on and off location. When a restaurant is part of a hotel, the services that it caters enhance guest experience with quality food and excellent customer service.



# LODGING

## WE SEE OUR CUSTOMERS AS INVITED GUESTS TO A PARTY, AND WE ARE **THE HOSTS.** —JEFF BEZOS

Lodging is concerned with providing customers with a place to stay, on a temporary basis. Luxury hotels, motels, youth hostels, Airbnb, and other businesses that provide overnight accommodations are all categories within the lodging sector of the hospitality industry.

**Hotels** are arguably the most obvious form of accommodation that falls within the hospitality industry, as they cater to people who require overnight or longer-term stays. It is most closely associated with the tourism industry, but aside from offering only lodgings, they tend to provide various other services, including room service, housekeeping, and facilities for eating and drinking.



# RECREATION

**DO WHAT YOU DO SO WELL THAT THEY WANT TO SEE IT AGAIN AND BRING THEIR FRIENDS.** —WALT DISNEY

Recreation can be classified as the pursuit of leisure activities during one's spare time. It includes any activity that people do for rest, relaxation, or enjoyment. **Entertainment** is a significant part of the hospitality industry. For an elevated **guest experience**, it is important to have quality entertainment options.

Businesses providing entertainment include movies/theaters, attractions or places of special interest such as: zoos, museums, amusement parks, and sporting events are all categories within the recreation sector of hospitality.

**INTRODUCTION** — PROBLEM — SOLUTION

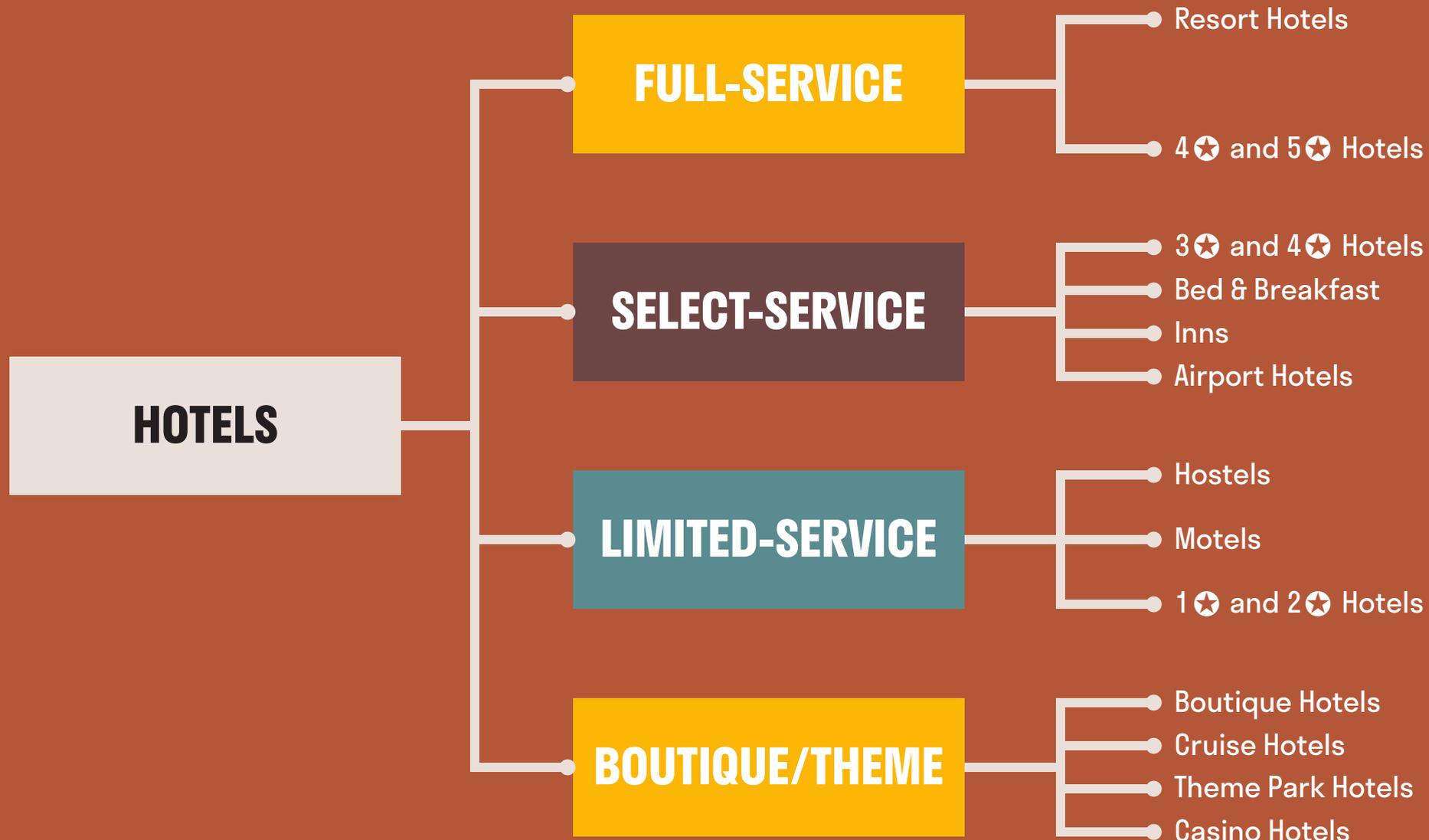


# THE HOTEL INDUSTRY

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Hotels are establishments of various types, classifications and themes providing hospitality services to overnight guests.

The hotel industry has made huge leaps over the last 3,000 years. It was not until the 18th century that the hotel industry got a complete commercial structure. From there it has transformed from a simple inn to a multi-billion dollar industry and is set to keep growing at a rapid pace in the years to come.



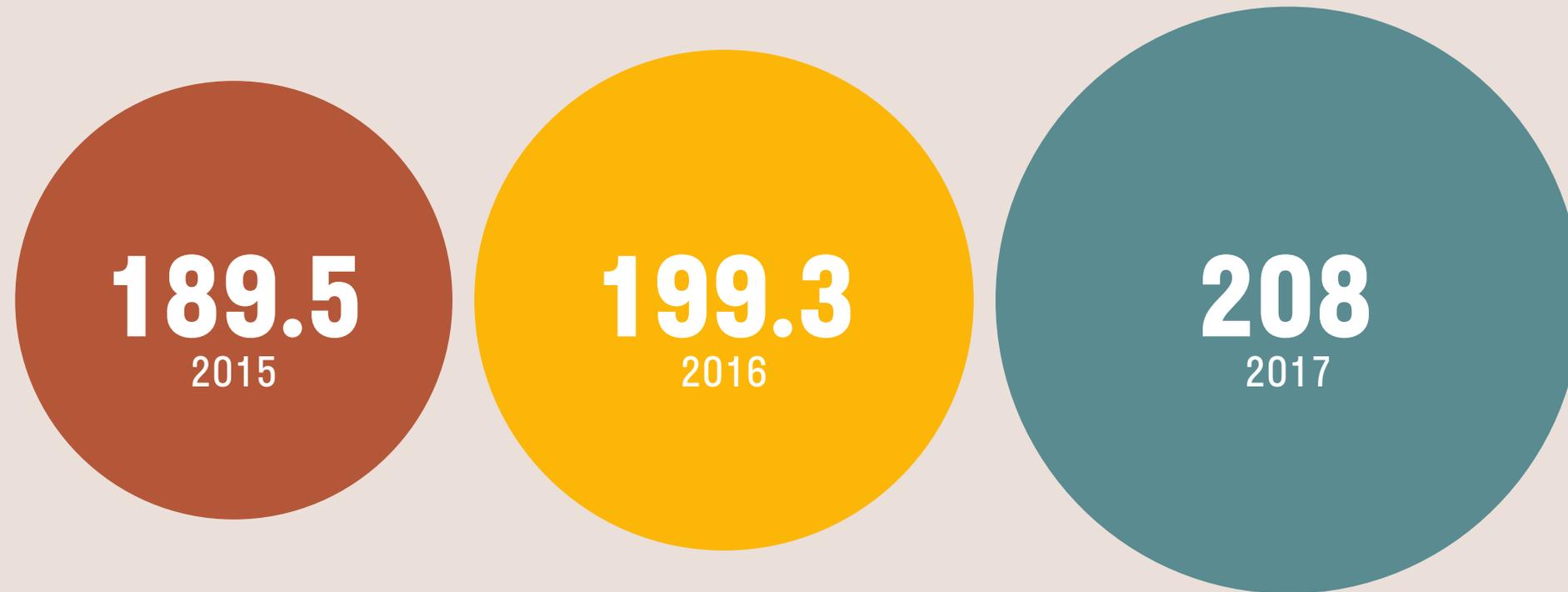
Here we have listed and provided examples to a few segments of the hotel industry. This will help paint a clearer picture as to what is classified as a hotel. While exploring the segments we can notice that there is more than one hotel type in each subcategory.

The expanse of the Hotel industry is limitless and proves that hotels come in many shapes and sizes to accommodate personal taste and needs.

# REVENUE

UNITED STATES HOTEL INDUSTRY FROM 2015 - 2017 (IN BILLION US DOLLARS)

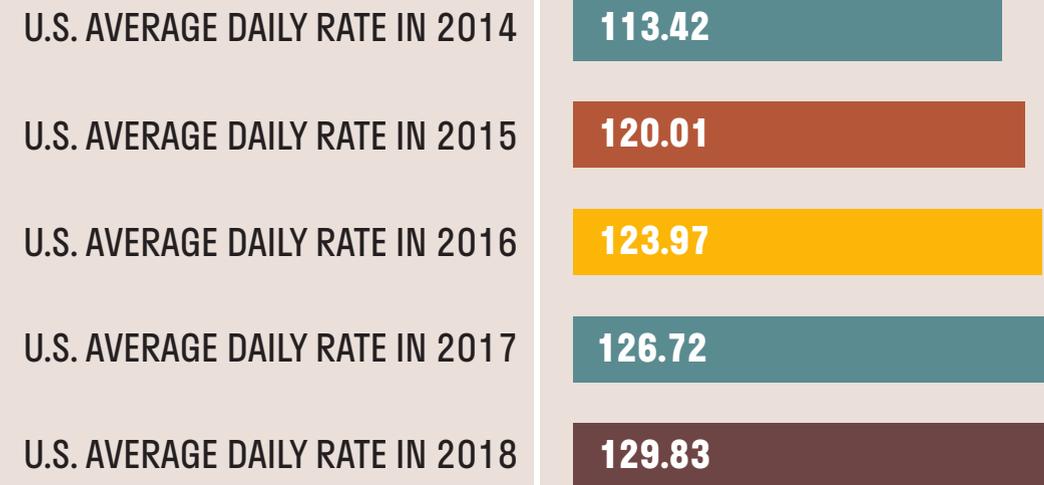
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SOURCE: STATISTA - BRAND FINANCE

# AVERAGE DAILY RATES

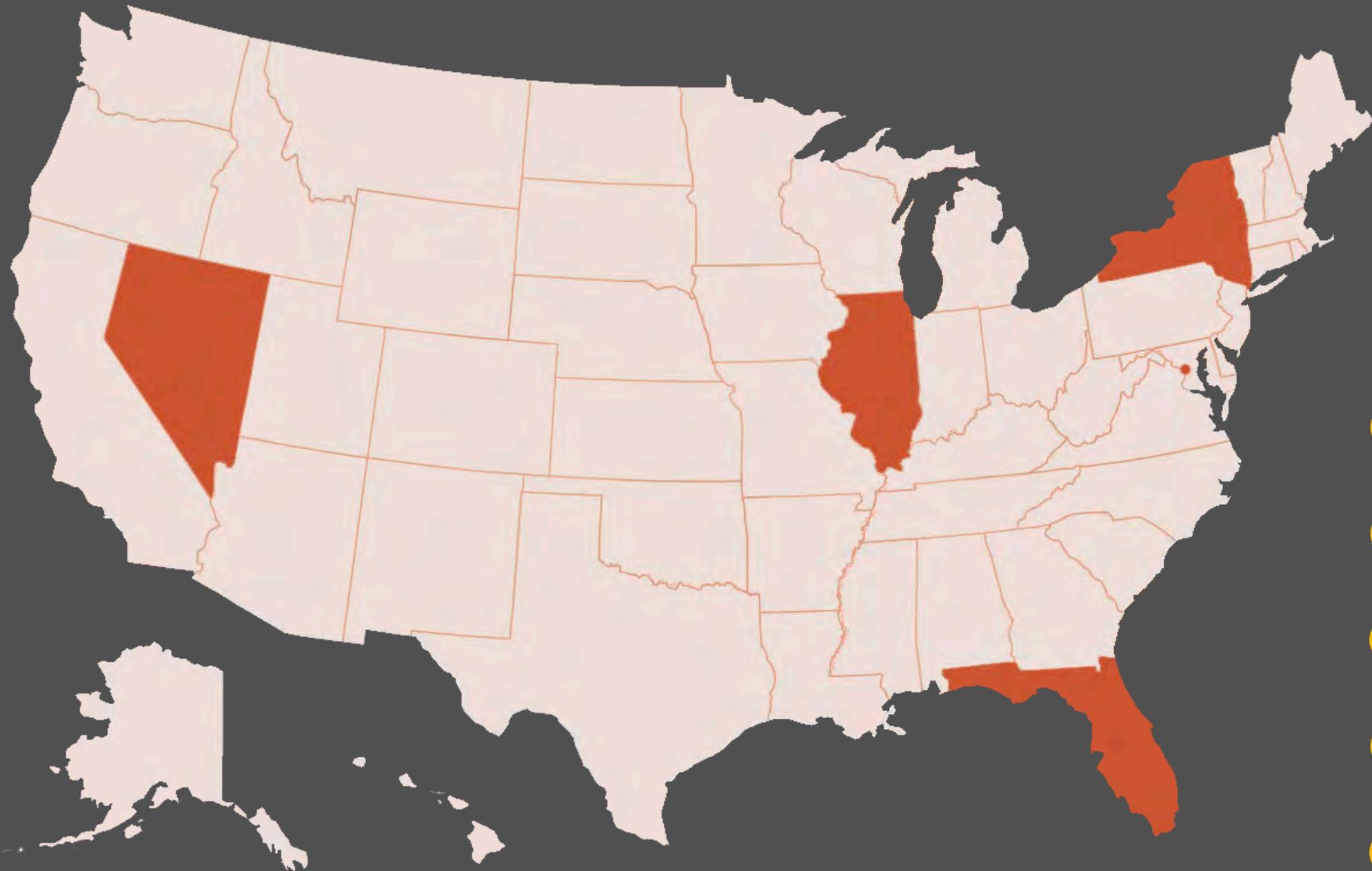
UNITED STATES HOTEL INDUSTRY FROM 2014 - 2018 (IN US DOLLARS)



SOURCE: STATISTA - STR GLOBAL; TRAVELDAILYNEWS

# LEADING DESTINATIONS

TOP 5 U.S. CITIES BY NUMBER OF HOTEL ROOMS



**1** LAS VEGAS, NEVADA  
169,100 EXISTING ROOMS

**2** ORLANDO, FLORIDA  
119,800 EXISTING ROOMS

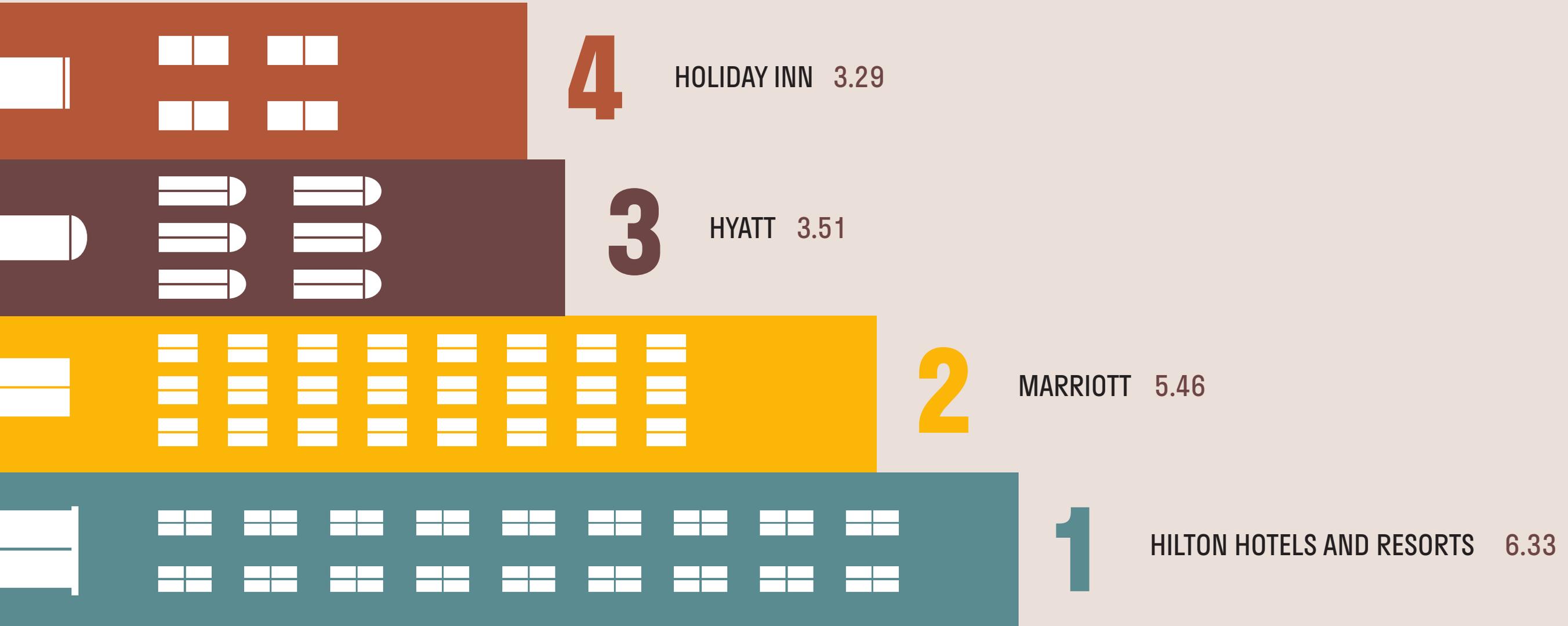
**3** CHICAGO, ILLINOIS  
108,700 EXISTING ROOMS

**4** WASHINGTON D.C.  
106,200 EXISTING ROOMS

**5** NEW YORK, NEW YORK  
106,000 EXISTING ROOMS

# LEADING HOTEL BRANDS

BASED ON WORLDWIDE BRAND VALUE IN 2018 (IN BILLION US DOLLARS)

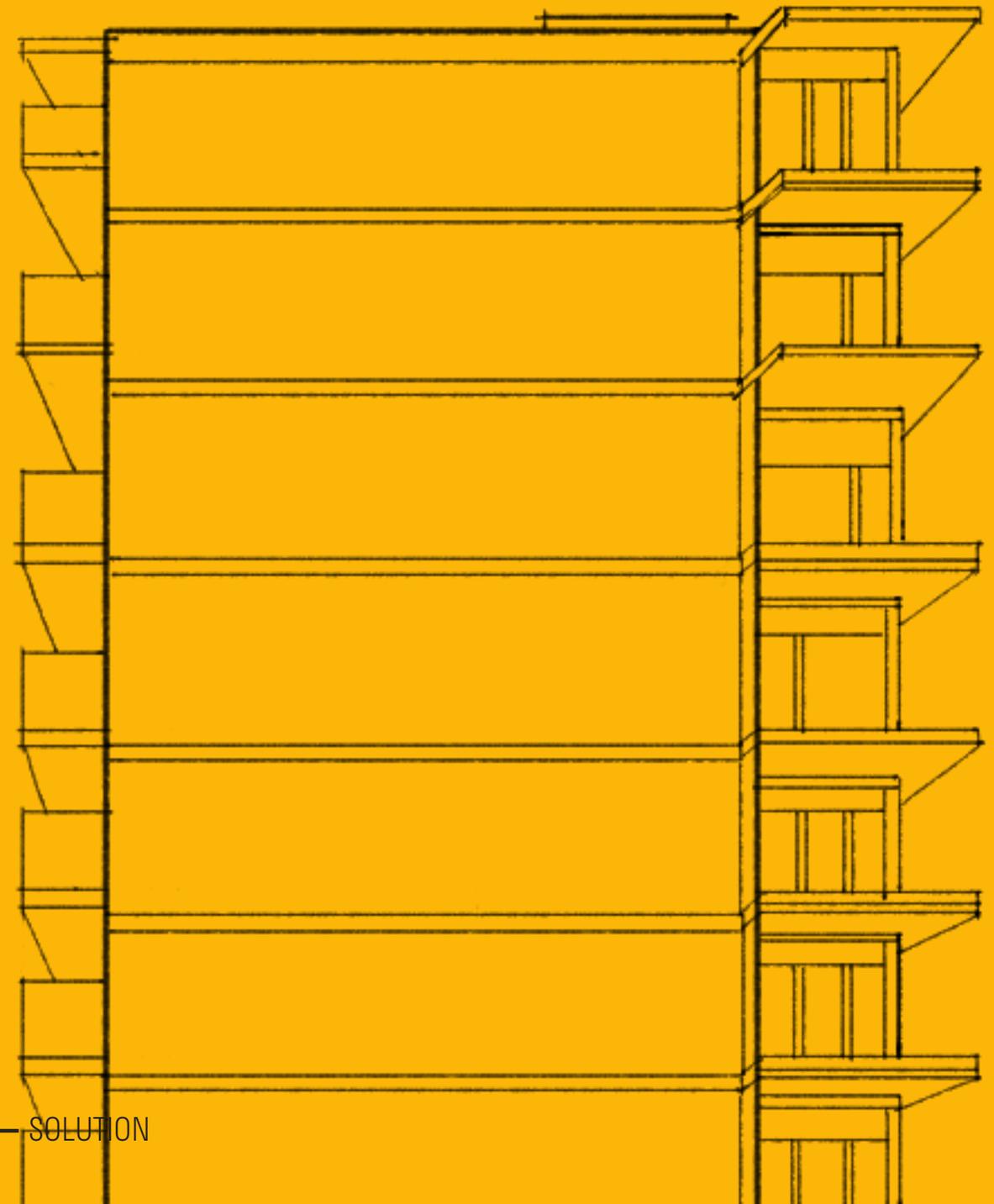


SOURCE: STATISTA - BRAND FINANCE

# HILTON HOTELS is an American

multinational hospitality corporation that manages and franchises a broad portfolio of hotels and resorts. The brand was originally founded by Conrad Hilton in May 1919, in Cisco, Texas.

Hilton is headquartered in Tyson's Corner, Virginia. As of March 31, 2019, its portfolio includes 5,757 properties with 923,110 rooms in 113 countries and territories.



**INTRODUCTION** — PROBLEM — SOLUTION

# HILTON HOTELS

HILTON HOTEL AND RESORT OVERALL SATISFACTION RATING: ★★☆☆☆



RYAN

PRINCETON, NJ



“The staff went above and beyond anything we needed. They were so friendly and the room was excellent - Clean; Updated; layout nice; comfortable. We really enjoyed our stay and from now on we will stay at the Hilton Gardens Hotels.”



BETTE

CINCINNATI, OH



“I had such an amazing stay. The hotel was beautiful, and the decor was so perfect. The staff was so polite and professional. I would recommend this hotel all day and everyday to everyone. It was perfect, I loved the hotel.”



FAITH

TALLAHASSEE, FL



“Very nice room with a comfy bed and sleek modern bathroom in a good location for sightseeing on foot, the nice amenities like the pool and gym led to a pleasant stay in this historic city.”



CARMEN

Albuquerque, NM



“The place was very nice and clean. Our stay was pleasant. The layout of the room was so well thought out. There was no stumbling into one another, no blocking of views and accessibility was key.”

# TODAY

the bar for the hotel goers is set very high.



INTRODUCTION — **PROBLEM** — SOLUTION



**The Boutique Hotels** industry focuses on providing luxury accommodations with an emphasis on design, individualization and quality of service. It has performed strongly over the past five years. This sector of the hotel industry stands out in comparison to other service hotels.

In 2018 it has grown at an annualized rate of **8.6%** thanks to a market that wants unique offerings. The industry has seen growth because of increased guest spending. More boutique hotels are slated to open in large cities such as New York, San Francisco and Chicago in the coming years.



INTRODUCTION — **PROBLEM** — SOLUTION

Focuses on what the travel experience means to the customer, which in turn results in brand loyalty.

No one home is similar to another, giving customers a unique experience every time.



“Wake up at home,  
anywhere in the world.”

Providing travelers with local expertise, flavor, secrets, and knowledge.

# AIRBNB outperforms hotels

in personalization because of its wide options of homes and locations, enabling genuine filter selection and the “perfect match” between guest and host. No one home is similar to another, giving customers a unique experience every time.

Airbnb hosts are often not present when guests arrive to the home; communication is done electronically. In this particular model, the aspect of freedom is more appealing.



iMessage

Today 4:15 PM

Let's get an Airbnb for the trip!

I prefer to stay at a reliable hotel chain.

An Airbnb will give us a unique experience. Hotels are just too generic. They all look the same no matter where you go.

We can depend on a hotel for security and convenience. You know what you are going to get every time. Unlike staying in someones house.

That's the problem.

1

2



## thesis statement:

As we evolve to an experience based system of hospitality, it becomes more and more difficult to please guests. Customer expectations lead to the creation of new hotel types. **The window of opportunity lies within the median between commercial and rented living spaces.**

Hospitality, as is, lacks a sense of personality. The industry is driven by customer engagement and their willingness to travel, so each hotel design should be driven by the city/ culture in which it is located.



# What is COINN?



COINN is experience based hospitality that focuses on individuality and guest experience. It is the ideal middle ground between Airbnb and corporate chain hotels.

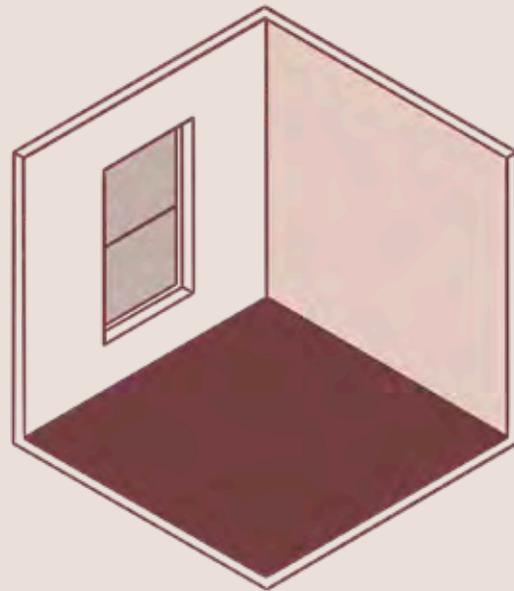
Each vacation destination inspires the design of the building so that no two locations are the same.

To still appeal to an older demographic, COINN does still exist as that reliable corporate entity with rewards and one of a kind services.

With COINN, you will know that you're signing up for with each visit, but will still have elements of surprise.

# Here's how it works:

**COINN CO.**



COINN owns and operates all aspects of the building. This includes running and hiring employees. Their cash revenue comes from all points of service within the company.

**COINN REP.**



Each room is designed to be unique from any other room, while still following a similar design aesthetic. A COINN representative is hired to facilitate the experience of an individual room.

**TEMPORARY GUEST**



The guest uses the COINN website to search for the perfect fit. The guest's only true responsibility is to enjoy and fully immerse themselves in the city they are visiting.

INTRODUCTION — PROBLEM — **SOLUTION**



Hi! I'm Mark.

# Representative Responsibilities

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A COINN Representative is a key element to the COINN model. They ensure and facilitate the individualized experience for the guest.

Positive first impressions are at the utmost importance so no two stays at a COINN location will ever be the same.

- 1** Part-time and work from home opportunity. Their main availability revolves around being virtually accessible during the guest's stay, as well as going on-site to prepare rooms before visits.
- 2** Reach out prior to visit to introduce themselves to their guest and be a friendly resource. No necessary in-person contact.
- 3** In charge of guest experience. Representatives are encouraged to provide travelers with local expertise, secrets, and personal knowledge of the best attractions and restaurants in town.

# Check - In:



**WELCOME**

Hi, I'm Mark, I will be your COINN representative during your stay. Use code CLECOINN20 to access your room.

Thanks, Mark. We will be arriving shortly. ETA is 4:15 pm.

I have prepared the room for your visit and provided you with pamphlets highlighting the best of Cleveland and my personal favorites



## **COINN Representative**

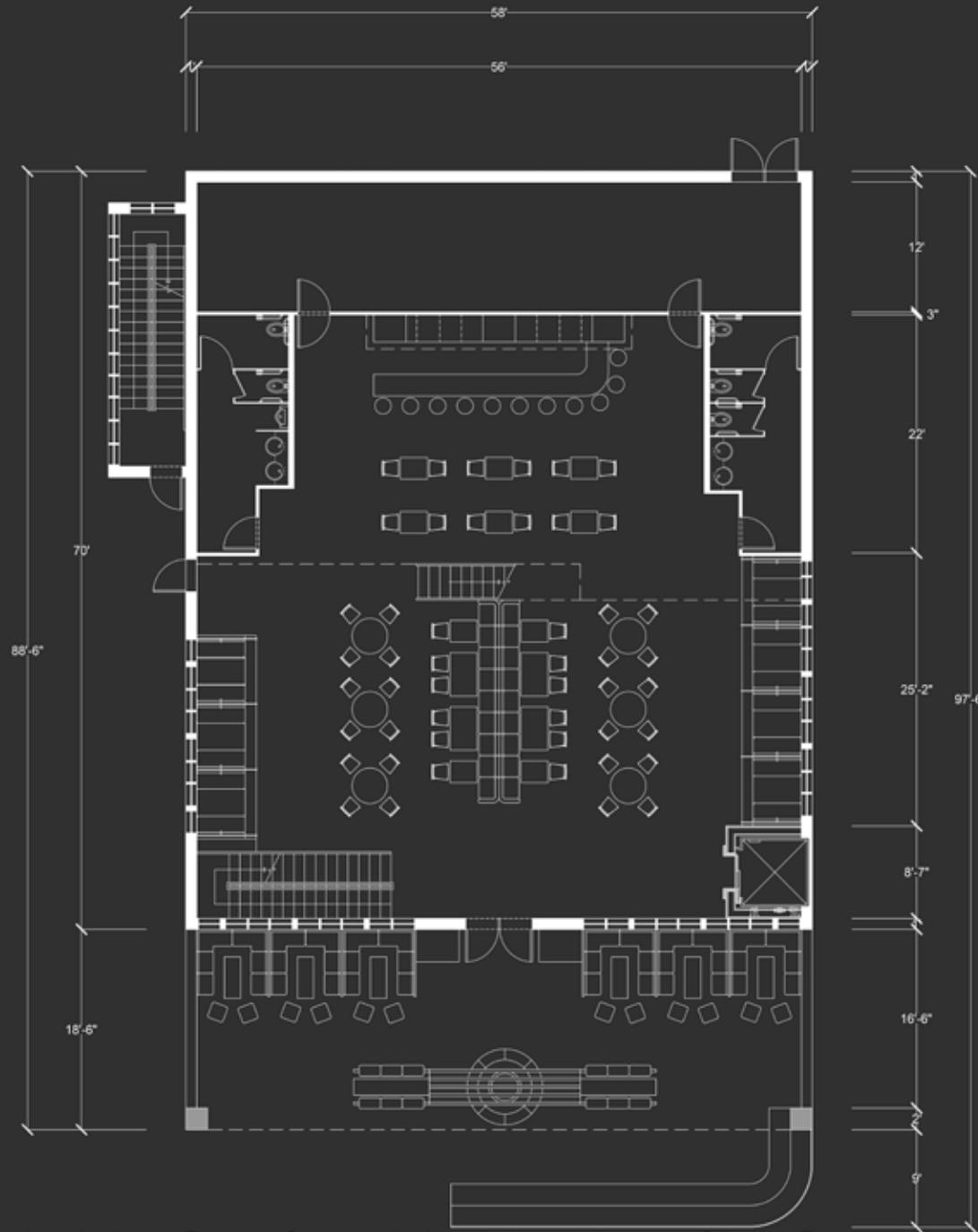
During the booking process, the guest will receive a message from their COINN representative (Mark). Once a guest arrives to their COINN location they can go directly to their room using the passcode provided to them.

Any further questions can be directed to Mark throughout the duration of their stay here at COINN.

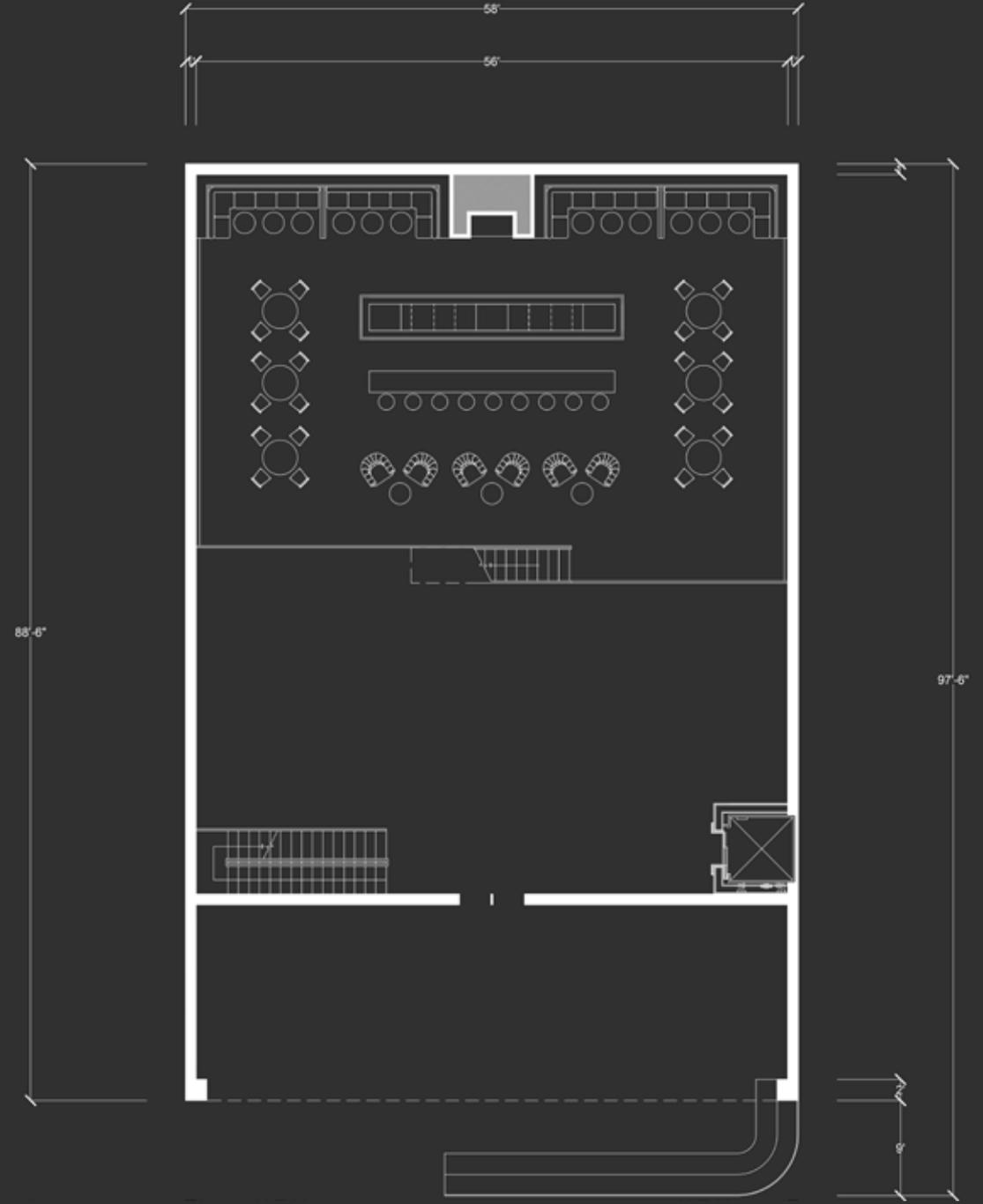


INTRODUCTION — PROBLEM — **SOLUTION**





**N** CLEVELAND COINN  
GROUND FLOOR PLAN



**N** CLEVELAND COINN  
LOFT FLOOR PLAN

INTRODUCTION — PROBLEM — **SOLUTION**

## CLEVELAND COINN

The ground floor of Cleveland Coinn provides restaurant and bar accommodations - with an outdoor patio. This 5.6 thousand sq. ft. can be located anywhere in the Cleveland area.




 CLEVELAND COINN  
 2nd FLOOR PLAN- SUITES




 CLEVELAND COINN  
 3rd FLOOR PLAN- SUITES

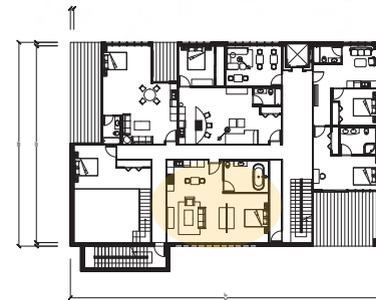
### Cleveland Coinn Exterior

The exterior, constructed of brick, has an industrial feel. The large arched warehouse style windows offer a peak inside to attract people passing by.

The branding is mounted vertically to advertise this alternate “chain” of hotels that provide individual experiences in each city.

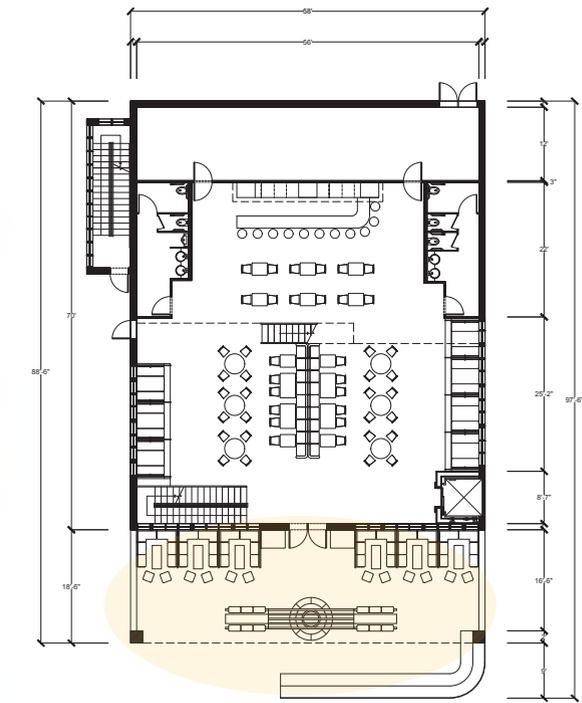
The rented floors are designed so that they can be repeated upward depending on the scale and budget of the project.





## HOST SUITE EXAMPLE.

Similar to co-work spaces, each room available for rent is owned by a host and overseen by Coinn. This gives individual design liberty to each host offering unique rooms available for guests. Therefore this chain of rented living spaces still provides the security of a over-arching corporation, but accomodates the adventure seeking individuals that are able to hand select their perfect fit while on vacation.



## The Patio

We invite you to enjoy a cool Cleveland evening under our twinkly lights. Roast a marshmallow or warm up by the fire. Cheer on your friends from the stadium style seating that wraps around the pavement. We don't really care where you sit- as long as it's with good company.

INTRODUCTION — PROBLEM — **SOLUTION**

# Restaurant

As you enter the space, you are greeted by an experience that illustrates the rich industrial history of the city of Cleveland. Each material selection, from the rust orange leathers of the bar to the copper detailing along the wall, elevates the restaurant to a level of sophistication.

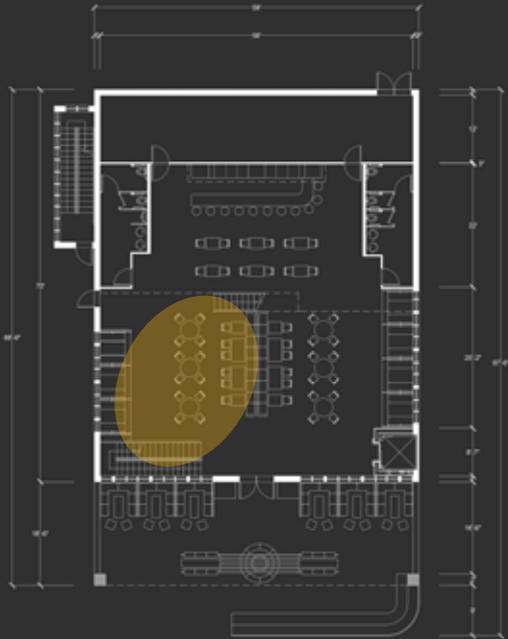
The restaurant encourages it's residents, as well as local foot to enjoy and spread the word.

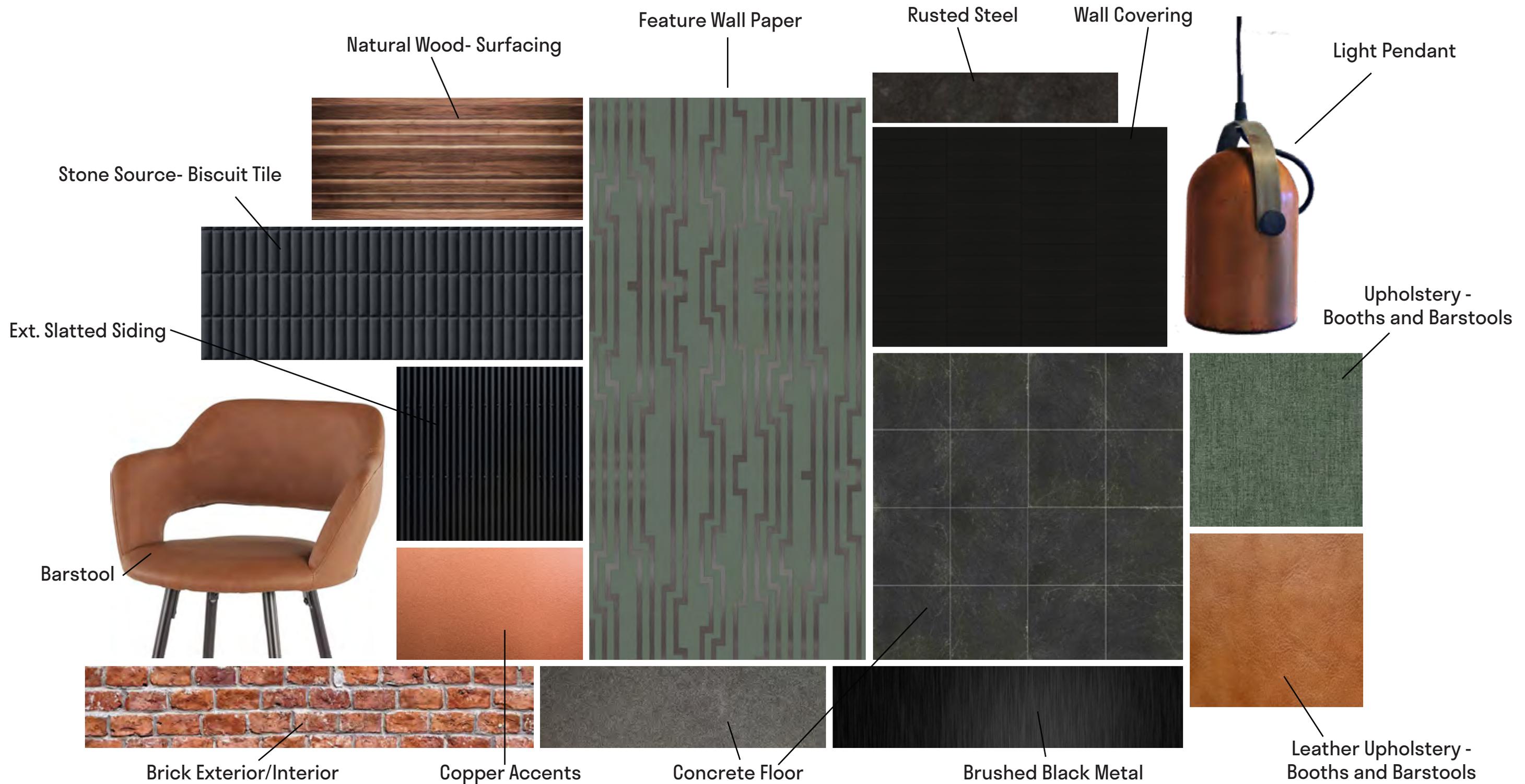


**The Loft:** The loft offers a relaxed space for guests. Each booth is claimed by the portraits of Cleveland-born musicians- sit down and join them with a book or a drink. Kick back, and relax.



INTRODUCTION — PROBLEM — **SOLUTION**





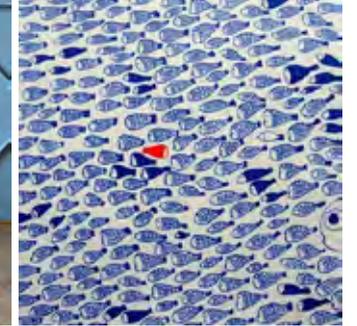
INTRODUCTION — PROBLEM — **SOLUTION**

**Cash in your COINN at any of our locations**

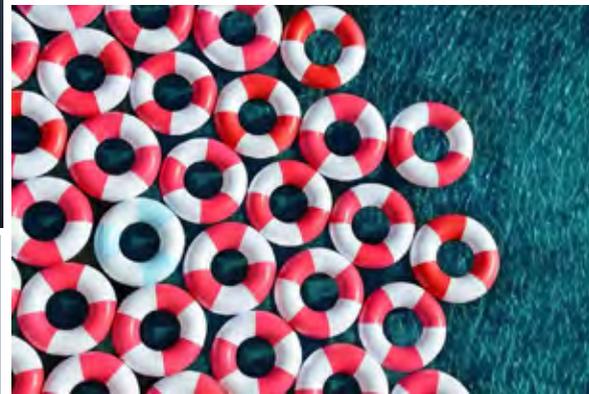
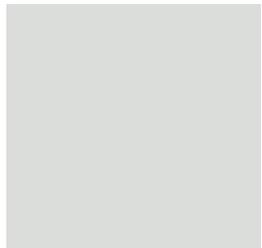
MOODBOARD  
Seattle, WA



FRESH



NAUTICAL



INTRODUCTION — PROBLEM — SOLUTION



# SEEING SEATTLE

This booming city is sure to captivate its visitors. Seattle delivers unmatched natural beauty, where adventure awaits. That's why we chose it to be one of our COINN locations. Allow yourself to be fully immersed in the city of Seattle, and the experience doesn't have to stop when you get back to your hotel room.

# SEATTLE

**2018**  
**21.3 MIL**  
 OVERNIGHT GUESTS

**ROOMS**  
**7.8 BIL USD**

**14,393**  
 ROOMS

## UNIQUE ACCOMODATIONS

SEATTLE'S LARGEST HOTEL  
**HYATT REGENCY SEATTLE**  
**1,260**

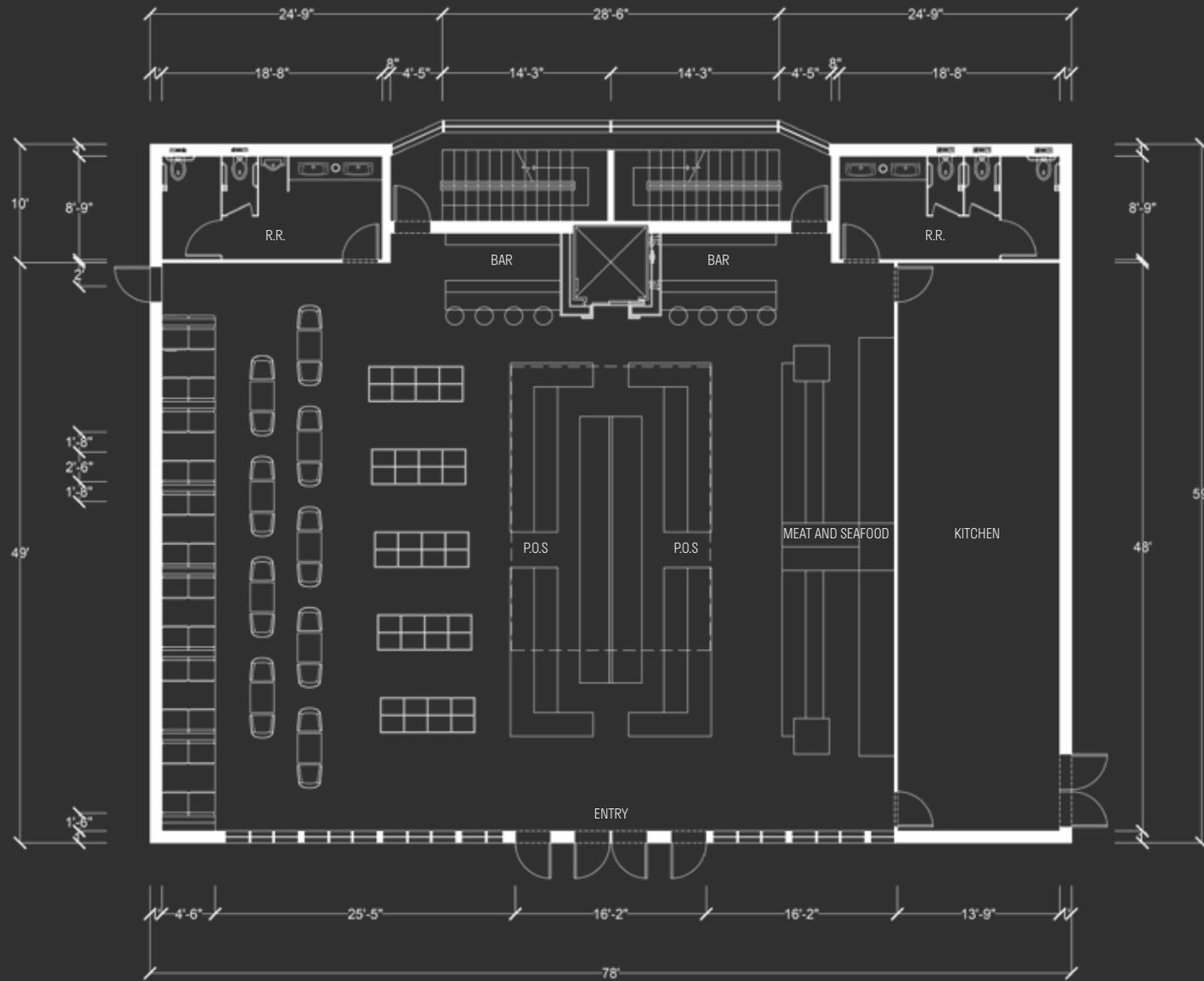
Top hotel competitions in Seattle. These hotels stand out because of their unique accommodations.

**HOTEL MAX**  
 FUNKY, COLORFUL, & CREATIVE - \$110/night

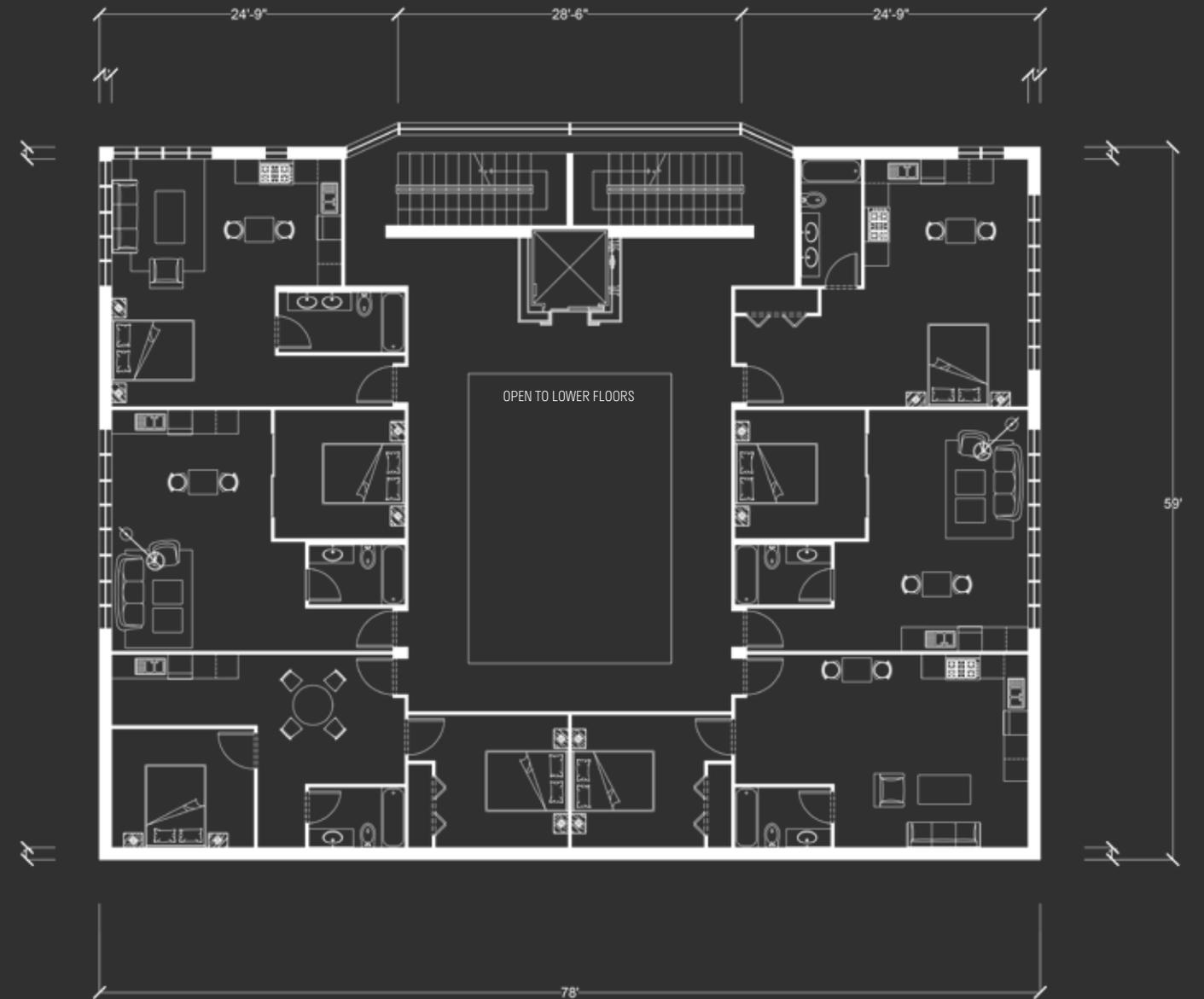
**THOMPSON SEATTLE**  
 SLEEK, UPSCALE - \$200/night

**INN AT THE MARKET**  
 FOODIES PARK - \$190/night

# SEATTLE COINN



SEATTLE COINN  
GROUND FLOOR PLAN



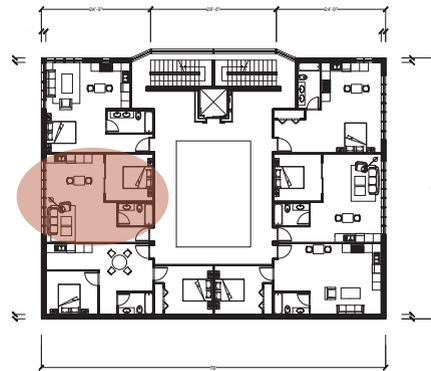
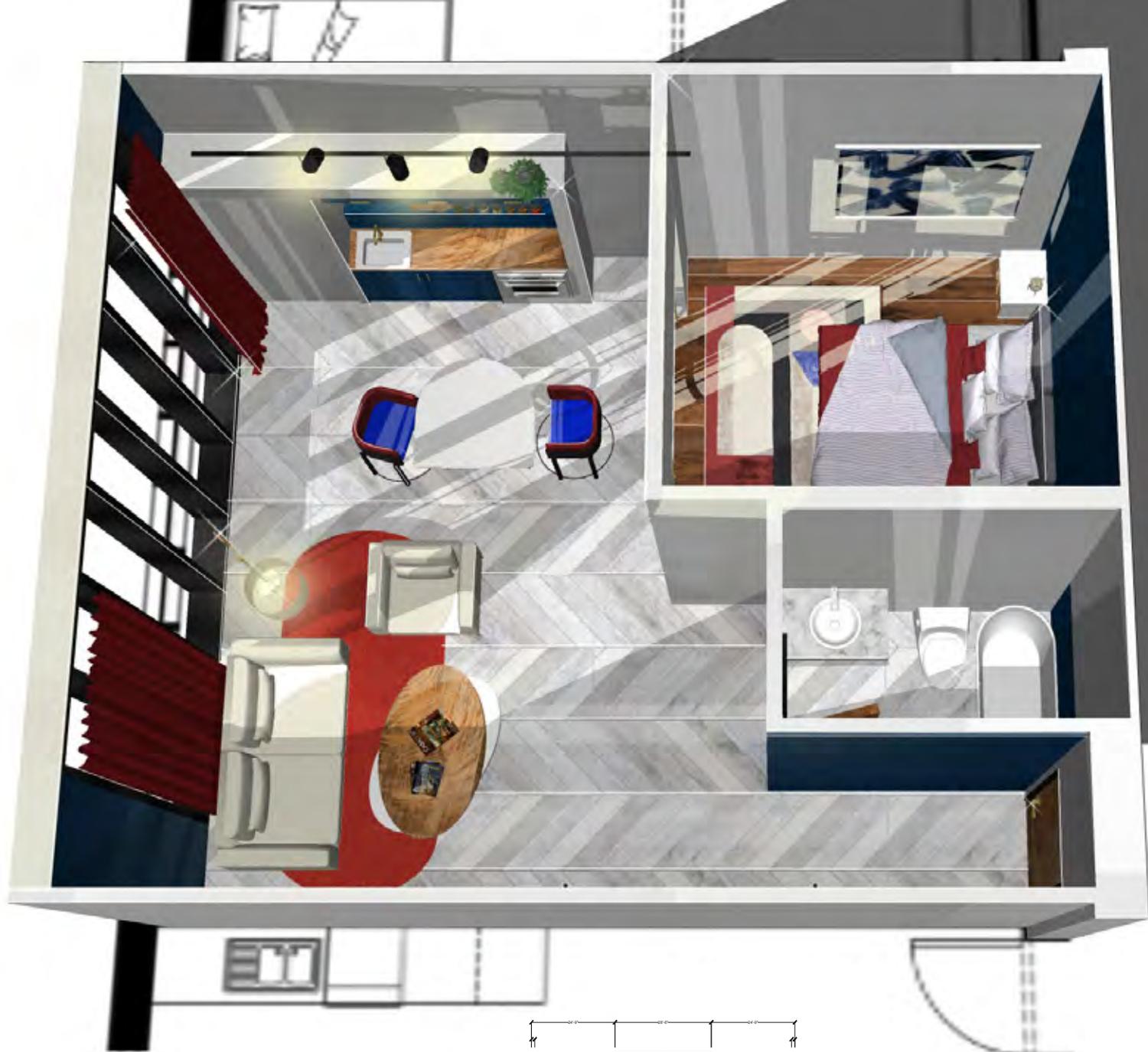
SEATTLE COINN  
GROUND FLOOR PLAN



## Seattle Coinn Exterior:

The exterior provides visual interest with the shift from vertical and horizontal metal slatting. The blue and red colors selected are iconic to a Seattle brand.

INTRODUCTION — PROBLEM — **SOLUTION**



HOST SUITE EXAMPLE.

INTRODUCTION — PROBLEM — **SOLUTION**

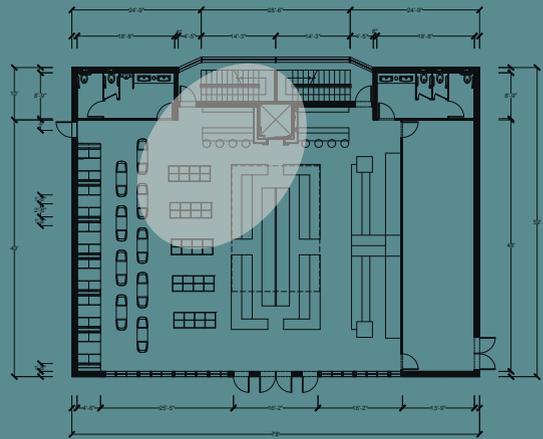






# BAR

At the north end of the space there is an elevator that is only accessible by key card given to guests. This helps ensure the security of the upper floors in which are rented out to visitors. On either side of the elevator is a minimal bar with 3-form chroma sliding transparent doors.



INTRODUCTION — PROBLEM — **SOLUTION**

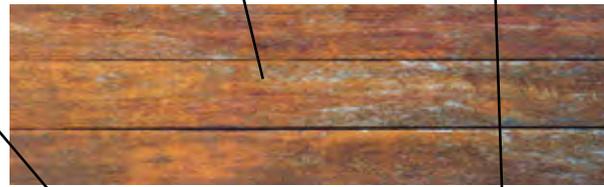
Glass Ceiling Pendant



Barstools- Wire Frame



Natural Wood Ceiling



Ext. Siding



3-Form Chroma Wall Shelving



Exposed Concrete Walls



Ext. Siding



Counter Base



Oat Textile- Dining Chair upholstery



SW 6530 Revel Blue



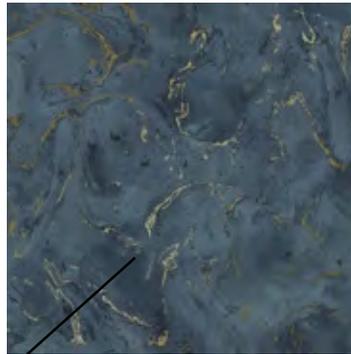
SW 7006 Extra White



Booth Upholstery



Marbled Base Counter



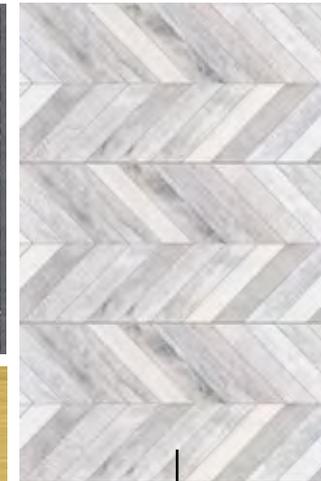
Scale Wall Tile



Brass Detailing



Porcelain Tile Wood Floor



Natural Wood Texture



INTRODUCTION — PROBLEM — **SOLUTION**



**Thank you for staying with us.**