Tool: Planning Considerations for Functional Areas

Instructions

A host of considerations come into play as hotel planners and designers begin to determine the appropriate size, features, and placement of a hotel's functional areas. These considerations include target market, typical length of stay, climate, countries of origin, labor and real estate costs, and many other factors.

This tool contains more than 30 questions that planners may consider, with related guidance for each. These are general suggestions; the optimal approach for a specific project will vary, especially if other factors apply.

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Guestrooms

What is the primary target market for this hotel?	*If business:* • Higher proportion of single-bedded rooms (K or Q) • Likely need for desk in room • Likely need for closet in room *If leisure:* • Higher proportion of double-bedded rooms (DD, QQ, twin) • Likely need for additional vanity space in bathroom • Likely need for higher proportion of connecting rooms • If family market, more space for cots/cribs in room • If family market, likely need for higher proportion of rooms with bathtubs • If family market, consider small table/in-room refrigerator *If group:* • Higher proportion of double-bedded rooms (DD, QQ, twin) • Likely need for additional vanity space in bathroom • Possible need for external sink, separate from toilet and shower/tub • Likely need for larger closet or multiple luggage racks
What is the typical length of stay?	*If stays will be longer:* • Provide larger closet and/or more luggage racks and storage
What is the climate?	*If wet and/or cold climate:* • Likely need for larger closet space *If hot climate and/or beach location:* • Likely need for hard finishes on guestroom floors
What country or countries are the	*If Europe/Asia/Middle East:* • Bidets in guestroom bathrooms suggested • Higher proportion of guestrooms with bathtubs

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majority of guests likely to be from?	• In-room tea/coffee suggested

Lobby

What is the primary target market for this hotel?	*If business:* • Consider alternatives to front desk for faster check-in • Offer lobby work areas with multiple power outlets, access to food and beverage, and printing capability *If group:* • Consider larger lobby to accommodate group check-in • Consider larger/higher vehicle arrival area • Larger luggage storage area and more facilities for bellstand/luggage cart parking *If family leisure:* • Consider additional seating space with visual connection to front desk
Will guests be arriving all at once? (For example, a resort destination with only periodic transportation access)	*To cater for large group arrivals:* • Consider larger lobby • Consider larger-than-typical check-in capacity (desk or kiosks)

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Food and Beverage Facilities

What is the primary target market for this hotel?	*If business:* • Consider alternatives to full-service dining for faster service • Offer counter seating to accommodate solo travelers • Include combinable tables to accommodate varying group sizes • Consider need for private dining rooms *If group or family leisure:* • Buffet service more likely, so consider placement and allocate sufficient circulation space around buffet and at host areas • Include a higher than typical proportion of tables for 4 to 6 in dining areas • Consider more combinable tables to accommodate various group sizes • More booth seating may be required for families with small children
What is the likely demand at each meal period or day part?	*If breakfast demand will be high:* • Consider buffet • Consider supplementary service out of alternative food and beverage outlets (for example, continental service in lobby bar) • Consider alternatives to full-service dining for faster service • Assess demand for in-room dining, which will affect BOH design *If midday demand will be high:* • Consider buffet • Consider supplementary service out of alternative food and beverage outlets (for example, light meals or afternoon tea in lobby bar) *If evening demand will be high:* • Consider buffet • Assess demand for in-room dining, which will affect BOH design

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Food and Beverage Facilities (cont'd)

What are the likely party sizes at each meal period?	*For solo diners:* • Consider counter seating • Consider communal table(s) • Assess demand for in-room dining *For groups of six or more:* • Incorporate combinable tables in floor plans • Consider demand for private dining rooms
What is the proposed menu and service style?	*If small plates, shared items, beverage flights:* • Consider larger table size *If fine dining:* • Consider larger tables and chairs
What is the likely role of wine and other alcohol sales?	*If alcohol is to be promoted:* • Place bar in sight line of many or most dining seats • Consider visible wine storage *If alcohol is not to be promoted:* • Shield bar from majority of seats • Consider folding doors or other covering for bar when not in use

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Meeting Spaces

What are the major types of events demanded by the market?	*If banquets:* • Need direct access from meeting room(s) to BOH corridor and banquet kitchen/pantry • Consider variety of meeting space sizes • Consider divisible meeting rooms • Higher need for congregation space in front of banquet rooms, which has implications for beverage service • Consider need for entertainment support (stages, dance floors, lighting and sound) *If business meetings:* • Likely to need substantial AV support, which has implications for room design and storage • Consider need for beverage service/breakout space • Higher demand for power outlets in all areas • Likely need for congregation space/registration in front of larger meeting rooms • Consider need for boardroom(s) *If training:* • Consider need for amphitheater(s) • Consider need for congregation area and breakout rooms *If trade shows/large events:* • Vehicle access to meeting space • Proximity to loading dock • Resilient finishes • Substantial power provisions

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Meeting Spaces (cont'd)

How much meeting space does the market call for?	*If a large amount is required:* • Add vertical circulation capacity (escalators, elevators) • Group meeting spaces in same area of building wherever possible • Consider dedicated entrance for meeting spaces, separate from hotel lobby • Provide multiple storage areas distributed throughout meeting spaces • Likely to need business center/guest services area near meeting space • Consider secondary luggage storage/handling area for meeting area public spaces
Will non-guests be using the meeting spaces?	*If yes:* • Consider dedicated entrance for meeting spaces, separate from hotel lobby • Consider casual and/or beverage-oriented F&B outlet in meeting areas to drive revenue
Will weddings be an important part of the market?	*If yes:* • Consider breakout/bride's room(s) in proximity to banquet areas • Consider banquet areas that connect to outdoor spaces

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Recreational Facilities

What is the target market for this hotel?	*If business:* • Place fitness room appropriately for 24/7 access
Will the spa, pool, and/or fitness areas be open to fee-paying non-guests?	*If open to non-guests:* • Locate recreational facilities with easy access from lobby and/or adjacent public spaces
Will guests pass through public space to access recreational facilities?	*If yes:* • Consider circulation to minimize pool or fitness guest flow past F&B, front desk, and/or meeting spaces • Locate changing rooms adjacent to pool and/or fitness room
Will fitness areas be on the guestroom floors?	*If yes:* • Isolate from guestrooms to reduce noise and vibration
Will the pool be near guestrooms?	*If yes:* • Control noise, odor, and humidity

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Back-of-House Facilities

How much does labor cost in this market?	*If labor is expensive:* • Consider outsourcing where feasible
How high are real estate costs in this location?	*If real estate is costly:* • Consider locating some administrative functions offsite
Will some or all employees be unionized?	*If there will be union involvement:* • Consider union requirements for employee facilities
How will laundry be cleaned?	*If in-house:* • Isolate laundry areas from guestrooms to reduce noise and vibration • Locate linen chute and sorting area in close proximity to laundry space *If outsourced:* • Locate linen chute and sorting area in close proximity to loading dock • Allocate sufficient space for 2x laundry cart parking at loading dock
How frequently will deliveries be made?	*If infrequent:* • Increase storage capacity
How will deliveries be made?	*To match expected deliveries:* • Allocate appropriate number and type of loading bays
How will waste and recycling be managed?	*To match waste and recycling volumes:* • Allocate appropriate waste holding and recyclable material holding areas • Consider type and frequency of hauling

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Technology and Innovation

Does the hotel have meeting space?	*Maximize power availability in each meeting space:* • Work with the interior designer to place floor outlets and wall outlets • Ensure adequate supply of dedicated circuits *Enhance projection capabilities:* • Work with AV consultant on screen types and placement • Ensure all LCD screens have multiple USB ports • Ensure at least one wall of every meeting room is whiteboard Assume all meeting content will need to be streamed and/or shared in real time.
What is the maximum number of guests permitted in a guestroom?	*For <u>each</u> guest that could occupy a guestroom (i.e., 2 guests in a King and 4 guests in a DD or QQ), provide:* • Two duplex power outlets and two USB ports in the sleeping area of the guestroom • One duplex power outlet adjacent to any desk or reading chair Ensure guestroom area Wi-Fi can support up to 8 devices being used concurrently in all guestrooms.
Will the hotel have an IT concierge?	*If there will be an IT concierge:* • Locate IT concierge station near meeting space and easily accessed from guest elevators • Provide IT concierge station with bench space and storage for cables, tools, and basic supplies
Are any guestrooms or meeting spaces located near two-hour rated walls?	*If yes:* • Boost Wi-Fi and cell signal in these areas
Is the site surrounded by tall developments?	*If yes:* • Ensure strong cell signal in every area of the hotel

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