

Tool: Four Hotel Planning Metrics

This document contains a summary of four of the metrics typically used by hotel planners to guide and evaluate the planning and design process. These metrics help to ensure that:

- Appropriate space is devoted to each of the three major areas of a hotel.
- Guestroom floors make efficient and appropriate use of space.
- The total area needed for guestrooms, public spaces, and back of house takes into account wall thicknesses, corridors, stairways, and other infrastructure.
- The total hotel area per key is appropriate to its market, chain scale, and other factors.

Percentages and other numbers shown in this document should be regarded as typical, not prescriptive. The specific needs of a hotel vary based on market, chain scale, and other factors.

Relative Proportions of Areas of a Hotel

$$\text{GR \%} + \text{PS \%} + \text{BOH \%} = 100\%$$

- *Proportions of a hotel devoted to guestrooms (GR), public spaces (PS), and back of house (BoH) are driven by market, chain scale, and other factors.*

				
	80-85%	75-80%	70-75%	60-70%
	8-10%	10-12%	15-20%	15-20%
	5-8%	7-10%	8-12%	12-15%

- *The GR percentage is most important, as guestrooms generate most of the profit.*
- *The GR percentage typically drops as hotels get larger, more complicated, or more luxurious.*

Floor Efficiency Ratio (FER)

$$\frac{\text{Net Guestroom Area}}{\text{Gross Guestroom Area}}$$

- *Net Guestroom Area is the total space occupied by guestroom bays.*
- *Gross Guestroom Area is the total built area of a guestroom floor or floors.*
- *FER is typically between 70 and 80 percent, depending on chain scale and other factors.*

Gross Factors

$$\text{Net Area} \times \text{Gross Factor} = \text{Gross Area}$$

- *Gross Factor is a multiplier applied to the net space requirements to account for space needed for wall thicknesses, corridors, stairways, and other infrastructure.*
- *In public space and back-of-house areas, the Gross Factor is typically between 1.15 and 2, depending on the market, chain scale, real estate costs, and other factors.*
- *In guestroom areas, the Gross Factor is substantially higher to account for the presence of supporting functions such as room attendant closets and elevator lobbies on the guestroom floors. The gross factor for guestroom floors ranges from 1.2 – 1.5, depending on the chain scale, the number of guestrooms on the floor, and the number of elevators.*

Gross Hotel Area Per Key

$$\frac{\text{Total Hotel Area}}{\text{Number of Keys}}$$

- *The higher a hotel is on the chain scale, the more hotel space that property usually has per key, as shown here.*

