HOTEL DEVELOPMENT PROCESS
Hotel development process

- Conceptualization
- Feasibility study
- Space allocation program
- Operational criteria
- Construction and engineering criteria
- Budget
- Preliminary schedule
Conceptualization

Let’s build a hotel
Feasibility studies

- Purpose of feasibility studies
  - To obtain financing
  - Attract equity partners
  - Get franchise or management contract

- Components of typical reports
  - Local area evaluation
  - Local lodging market analysis
  - Proposed revenue facilities
  - Financial analysis
    - Pro forma income/cash flow statements
Space Allocation Program

- Lists Design Requirements
- Varies by hotel type
  - 90% for ltd. service/ budget hotels
  - <65% for large convention/ resort hotels
- Schematic design
Operational criteria

- Front Desk
- Luggage
- Receiving and Storage
- Solid Waste
- Food and Beverage
Construction and engineering criteria

- Outlines general standards for
  - Building materials
  - Engineering systems
Budget

- Early estimates
  - Contingency funds
  - Inflation
  - Reserve against operating shortfall

- Construction costs are only 60-65% of development costs
Site planning

- First step in designing hotel building
- Guest arrival
  - first impressions
- Various entrances
  - porte cochere
- Parking
  - Approach
  - Driveways
  - Sidewalks
  - Receiving area
  - Emergency access
Guestroom and suite planning

- **Guestroom planning**
  - Functionality
  - Aesthetic value
  - Cost

- **Floor planning**
  - Elevators
  - Exit stairways
  - Linen storage
  - Vending areas
  - Electrical and telephone equipment

- **Basic floor configurations**
  - Double-loaded slab
  - Tower
  - Atrium

- **Guestroom interior layout**
  - Standard guestroom dimensions
  - Non-typical rooms
  - Guestroom bathrooms

- **Suite layout**
  - Single-bay
  - Multiple bay
  - Presidential
  - Front-to-back or shotgun model
  - Side-by-side model
Lobby design

- Most prominent of hotel’s public spaces
- Public facilities clustered around it
- Lobby design criteria
  - Circulation
  - Front desk area
  - Luggage
  - Seating
  - Support functions
  - Decor
Design of food and beverage outlets

- Identical chain restaurants
  or
- Distinctive, individual food and beverage outlets
- Food and Beverage Outlet types
  - coffee shops
  - specialty restaurants
  - gourmet dining
  - Deli
  - pastry shop
- Lounge types
  - lobby bar
  - cocktail bar
  - entertainment room
Function space design

- Corporate groups (this is in the book and incomplete)
  - small, high-quality spaces for sales/management meetings
  - product introductions
  - continuing education

- Association market
  - Exhibition space
  - Large group meetings
  - Seminars
  - Workshops

- Alternative furniture layouts
  - Flexibility
  - increased capacity
Recreational Facilities and Administrative Offices

- Recreational facilities
  - growing in popularity
  - convenient access for non-guests

- Administrative offices
  - front office
  - Accounting
  - Executive
  - sales and catering

HOLMESTON
Intelligent Procurement Services
Food production area design

- Integration of mechanical, electrical, and plumbing services with functional layout
- Distances between working areas kept to minimum; related activities close together; flexibility
- Receiving and food storage area, kitchens, restaurants, banquet rooms of single floor
- Amount of kitchen and food and beverage storage required as a function of the number of meals served
Back-of-the-house design

- Conduct planning and layout activities at the outset
- Review, refine, expand as needed regularly during project
- Special planning consideration to
  - Receiving
  - Trash
  - General storage
  - Employee areas
  - Laundry and housekeeping
  - Maintenance and engineering