

Hotel Business®

WINTER 2017

DESIGN

The Business of Hospitality Style®

In Full Bloom

From inspiration to idea to creation

InspireDesign

INNOVATIVE VISION FOR TODAY'S HOTEL

aesthetics & ambiance

CREATING THE RIGHT SPA ATMOSPHERE



WHAT'S HOT



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Photo: David Szymanski



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1. The Westin Nashville's L27 Rooftop Bar, designed by David Mexico Group, has a "very cosmopolitan" vibe and provides "photo ops without limitation," according to owner Wischermann.
2. Hotel Hayden's rooftop, opening this spring in NYC, is meant to complement the hotel's restaurant, Mykonos Blue, which offers a Mediterranean vibe, a white granite bar top and a Greek-influenced tapas menu.
3. Kimpton Gray Hotel's Boleo in Chicago, inspired by South American street style, is "a celebration of light and openness," according to Danu Hassik, senior project designer, Parts and Labor Design.
4. Johanes Architects designed the Naga Bar at Sthala, a Tribute Portfolio Hotel, Ubud Bali to take advantage of the hotel's views. GM Made Sukanta called it "an ideal place for those who would like to watch the sun go down gently over the lush green forest."

ROOFTOP BARS

Hotels want to make use of all potential revenue-generating space; these days, that means transforming rooftops into unforgettable F&B experiences—or, perhaps, even a day-to-night, casual pool to nightclub hotspot. "For hotel operators, these are unique hotel amenities, popular and profitable, appealing to tourists and locals alike," said Jonathan Stas, corporate director of marketing, Fortuna Realty Group, owner of Hotel Hayden. "The goal is to make it feel that it is not just a hotel bar, but rather a destination where the locals and travelers mingle."

Paul Wischermann, president/CEO, Wischermann Partners, added, "It's a new type of experience, which was reserved until a few years ago to urban metropolitan areas like NYC and L.A. From an ownership perspective, it maximizes the usage of real estate and generates high margins due to more consumption of beverages vs. food. When executed well, it offers the opportunity to differentiate vs. competitors who cannot offer such spaces. Clearly, there is a guest preference toward rooftop experiences." Whether in the center of NYC or far-flung Bali, hotel operators are making use of one of their best assets—the views.

—Nicole Carlino