

■ Fridays with KGD Lifestyle Interiors

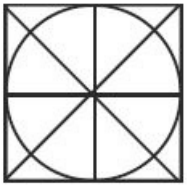


In the ever-evolving world of hospitality, hotels are constantly seeking innovative ways to increase revenue and provide exceptional experiences for their guests. One effective strategy is to leverage revenue-generating spaces within the hotel property. These spaces not only enhance the guest experience but also contribute significantly to the hotel's bottom line. In this blog post, we will explore some of the most lucrative revenue-generating spaces in hotels and how they can be optimized for maximum profitability.

In the dynamic world of hospitality, maximizing revenue is not just a goal, it's a journey of adaptation, innovation, and unwavering commitment to guest satisfaction. By employing KGD's interior design strategies outlined in this post, hotel clients can chart a course towards greater profitability. It's not just about filling rooms or event spaces, it's about creating memorable experiences that keep guests coming back, again and again.

Tina Delia, NCIDQ
Director of Lifestyle Interiors
"Fridays with KGD Lifestyle Interiors" Editor

♡ Tina Delia



■ Create Unique Dining Experiences

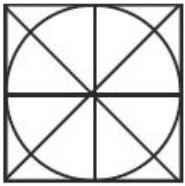


One of the most traditional yet enduring revenue streams in hotels comes from restaurants and bars. Guests often choose to dine or enjoy a drink within the hotel for convenience and ambiance. To maximize revenue, we at KGD help our hotel clients with the following:

Curate Unique Dining Experiences: Offering themed and “instagrammable” dining experiences can attract not only hotel guests but also local patrons.

Happy Hours and Promotions: Enticing guests with special promotions during off-peak hours to boost bar and restaurant revenue.

Outdoor Dining: Creating inviting outdoor spaces for al fresco dining, perfect for all seasons, and thus extending the revenue-generating capacity. Rooftop dining is especially important in urban environments.



■ Host Events

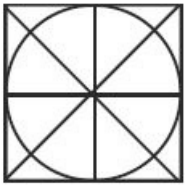


Hotels are natural venues for events, conferences, and meetings. Optimizing these spaces can provide a significant boost to revenue.

At KGD, it is of utmost importance for us as interior designers to ensure that meeting rooms can be adapted for various event sizes and types.

We help our clients offer a range of event spaces to accommodate various types of events, from weddings and corporate meetings to conferences and social gatherings.

Moreover, the design of a hotel's interiors should allow for flexible spaces that can be customized for different setups and configurations.



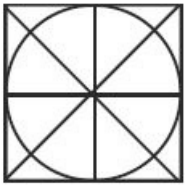
Focus on Wellness



Wellness tourism is on the rise, and our hotel clients often ask us to help them tap into this trend by offering spa and wellness services.

Wellness Packages are definitely on the rise and can include combining spa treatments with accommodation for a holistic wellness experience. At KGD, we know that designing a wellness space in a hotel requires careful planning and attention to detail to create an inviting and rejuvenating environment that enhances the guest experience.

Fitness facilities are also huge in this climate. Fitness spaces with modern equipment are preferred, as well as classes led by certified instructors. We're finding that hotels with Peloton bikes are also very desirable.



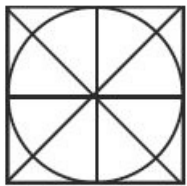
■ Capitalize on Bleisure



"Bleisure" is a portmanteau of two words: "business" and "leisure." It refers to a travel trend where individuals combine business travel with leisure or personal activities. In other words, bleisure travelers are those who extend their business trips for a few extra days or add leisure elements to their work-related journeys.

By focusing on the needs and preferences of bleisure travelers and offering a seamless blend of business and leisure experiences, hotels can create a unique value proposition that attracts and retains this valuable segment of guests.

Some amenities that KGD designs around are concierge services, meeting spaces, and technology integration.



■ Get Back to Nature

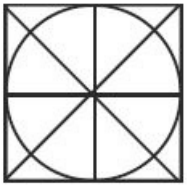


Urban hotels often face space constraints, but with some strategic planning and creativity from your KGD interior designer, you can effectively generate revenue from your outdoor spaces.

For al fresco dining, KGD often helps our hotel clients set up outdoor dining areas where guests can enjoy meals in the open air. We aim to ensure the outdoor seating area is comfortable and aesthetically pleasing.

If our hotel client has a rooftop, we often convert it into a rooftop bar with panoramic views of the city. This can attract both hotel guests and locals looking for a unique experience.

Organizing theme nights, such as live music evenings, or wine tastings, are another great way to draw more patrons to your hotel's outdoor dining spaces.



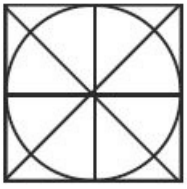
■ Get Ready for This Hotel Rooftop in Denver



Nestled in the heart of Denver, this Kimpton Hotel is not just a place to rest your head, it's a canvas of inspiration and a sanctuary for the soul. KGD, together with Kara Mann, have been collaborating to create an unforgettable experience that combines the comfort of a five-star hotel with the enchantment of a world-class getaway. Stay tuned to our social media channels and website for more on this exciting project that delivers next year.

Meanwhile, in the competitive hospitality industry, hotels must think creatively to maximize their revenue potential. By optimizing revenue-generating spaces, hotels can not only increase their profits but also enhance the overall guest experience, leading to positive reviews and repeat business. Adapting to evolving interior design trends and guest preferences is key to successfully capitalizing on these spaces and ensuring long-term success in the hotel industry.

Thank you for following along as we attempt to change lives, one interior at a time.



KGD

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