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Small guestrooms emerge as trend in hotel design

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Millennials particularly are attracted to the fun, energetic but smaller spaces being created by brands such as Moxy by Marriott and **Tru by Hilton**.

By [Harry Wheeler](#)

Millennials continue to be a driving force of hotel design trends, with no indication of relinquishing their vast influence. In fact, comprising roughly 75 million people, by 2050 they will remain the largest generational group in the United States, making up 26% of our population. The newest demand for the hotel design landscape? Smaller guestrooms.

To accommodate these changing consumer preferences, we're seeing a movement toward tiny guestrooms, which are well suited for dense, urban markets. Small guestrooms offer opportunities to accommodate more travelers, the ability to build on what would typically be considered too small of a lot, more space for experiential common areas, restaurants and bars, and the power to still command higher urban average daily rates.

Hotel companies are creating new brands that integrate smaller guestrooms into their designs, including Moxy by Marriott and **Tru by Hilton**. These boutique micro hotel concepts offer guests a fun and energetic place to work and play, affordable stay options without sacrificing style or comfort and a level of social consciousness that today's consumers crave.

A fresh take on traditional design

The move to smaller guestrooms calls for more efficient design options. Architects and designers today must reinvent their traditional take on mainstay guestroom elements in favor of multi-purpose and collapsible furniture, built-in lighting and power, and smart design materials, colors and accessories that make the space appear and feel larger. What are some of the key elements we're incorporating into this new guestroom footprint?

Less is more when it comes to furniture in small guestrooms. We're using multi-functional furniture options that pull double duty—eliminating the traditional nightstand and instead making this area a “data touch point,” complete with multiple outlet types and an abundance of space to house electronics. Bed headboards are doubling as electronic charging stations with power outlets and built-in lighting that allow for easy access to key personal electronics and reading devices that our lives are increasingly dependent upon.

In traditional seating areas, we're incorporating furniture with USB ports so travelers can charge their electronics in the furniture. Millwork built-ins are replacing traditional dressers or bureaus and are often used to double as a TV stand, a workspace or an additional storage space. Bathtubs are being phased out for glass shower enclosures. And open closet designs and peg walls are being incorporated into guestroom designs to maximize available wall space...