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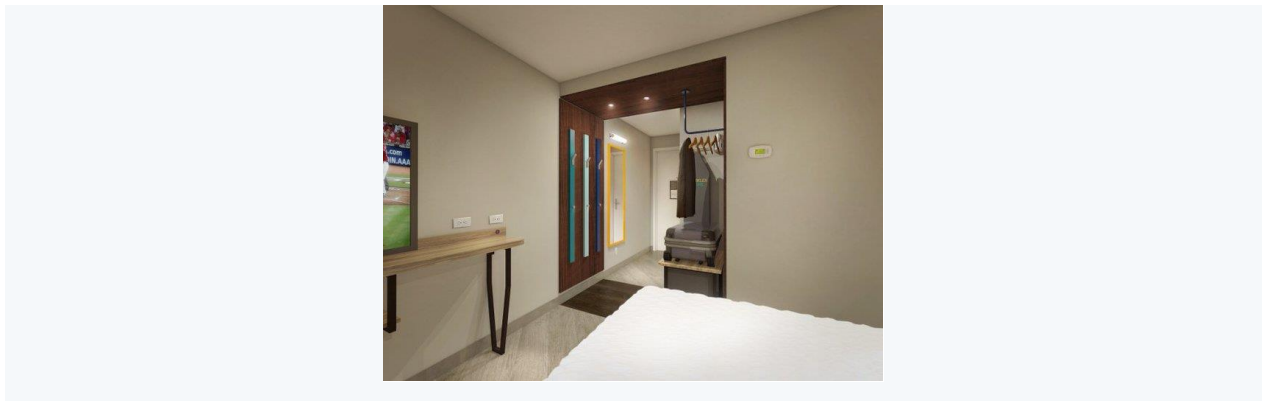
Top 4 disruptors in hotel design

LOS ANGELES — Whether you call them disruptors or game-changers, the hotel industry is subject to constant shifts in how rooms are designed. At this week's BD West conference, Michael Suomi, principal and VP of design for [Stonehill & Taylor](#), and Misty Delbridge, EVP of [Montague](#), co-moderated a panel of design experts who shared insights on the disruptors in hospitality design. Here are the big four you need to know for the future.

1. Small Rooms

As we've [noted before](#), small guestrooms have become increasingly popular as millennials seek out communal spaces for socializing. One of the main brands pushing small guestrooms into the future is Marriott's [Moxy](#) brand, which even Vicki Poulos, Moxy's senior brand director, acknowledges is "polarizing" among guests. "It's defined by attitude," she said. "Some people love the concept and they get it. Others don't. The brand isn't for everyone." Moxy guestrooms only cover 183 square feet on average, and use a "pegboard" to hang furniture until needed, freeing up space.

Hilton's Tru brand is also leading the small-room revolution, and Brittney Weiss, design manager, global design services, [Hilton](#), said that owners and developers are responding to the changes. "We have 200 deals signed, which is incredible," she said, "It's the one brand that's grown faster for us than any other." Weiss suggested that at least part of the brand's appeal lies in its ROI. "It's cheaper to produce per key," she said. Suomi agreed, noting that fitting rooms onto a floor adds to the bottom line and can increase both occupancy and cash flow. "Construction costs have continued to rise," he said. "The consumer price index has risen modestly, but construction prices have gone beyond."



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Who needs walls to have a closet? 😊 Max space = max efficiency! [#youknowitstru](#)