

The logo consists of two stylized, stacked letters 'G' and 'B' in a light teal color. The 'G' is on top and the 'B' is on the bottom, both with rounded, blocky shapes.

Green Book

Directory & Market Guide

Architects & Designers Report

2024



Siobhan Barry
Gensler

Personalization, sustainability and authenticity. These are just a few of the design elements today's guests are seeking. *Hotel Business* caught up with Siobhan Barry, principal, Gensler; Robert Blaser, principal/design practice leader, Michael Graves; and Molly Forman, interior designer, //3877 for more on design and architecture trends and forecasts.

—Abby Elyssa

What trends are you forecasting for 2024?

Barry: The future of travel is about personalization, cross-market consumer demands and the need for greater sustainability and resiliency. Travelers are increasingly seeking destinations that host and facilitate varied experiences, from nature retreats to yoga programs. We're designing hotels that facilitate personal development and learning through programming and amenities. Similarly, wellness offerings are becoming the gold standard—hotels that cater to the whole guest (physical, spiritual, emotional) are now mainstream. The consumer is seeking services and products that are aligned with their values. As consumers seek more purposeful brands, brands will seek more purposeful solutions. The rise of sustainable travel is one example. By implementing sustainable practices, hospitality businesses can reduce their environmental impact, increase their profitability and better appeal to more socially conscious customers. Brands incorporating environmentally friendly practices will employ design and implementation strategies that embrace and elevate existing spaces. Creative design strategies—minimizing architectural interventions, giving new life to existing elements and creating flexible and resilient systems—can also help create an authentic sense of place.



Robert Blaser
Michael Graves

Blaser: One of the trends we think will take precedence over others in 2024 is the influence of artisans and materiality from the location of our clients who want to create a true authentic experience. Another trend that we have seen impact the industry is a pivot from the traditional to a more active and aware experience. We are starting to see changes in something like a luxury guestroom being created from the vision of how it will be occupied, rather than references to old styles and footprints we have seen them themed from in the past. Social media moments are still considerations, but we see more guests putting down the phone and being present. We want to create real moments that are better experienced than posted.

Lastly, carbon footprint and waste are going to continue to play an important role. Designing with an environmentally friendly and sustainable mindset will be paramount in being an industry leader as it is at the forefront of everything.

Forman: Looking ahead, I think we'll witness a continued shift to visually soothing monochromatic or achromatic palettes accompanied by an emphasis on texture and creating contrast through texture. I also think we'll see a renewed focus on sustainability and sourcing ethics. We are seeing it make a comeback to the forefront of conversation when developing design solutions.

What challenges are architects and designers currently facing? How should they manage those?

Barry: According to Gensler's 2023 Gensler Hospitality Experience Survey, which surveyed more than 4,000 U.S and Canadian individuals across a broad demographic, today's travelers demand a more intimate touch to their experiences and expect hospitality offerings that are personalized, immersive and

more design-forward. Since the pandemic, designers have had to learn to become even more nimble. Design needs to be approached from the perspective of adaptability and flexibility, which requires creativity from an ROI perspective.

Blaser: A topic that is hard to escape is that of AI and machine learning. It is having quite an impact on the industry. It's a fast path to experiential visuals and written content but can also be misleading in terms of effort and complexity required to truly design a concept, let alone develop one. It's an incredible tool that's here to stay and the current challenge is to truly understand its capabilities and limitations. I'm excited and nervous all in one.

Forman: Product manufacturing times and prices are still at an all-time high. This challenges designers to identify creative solutions faster and seek out different sources to meet the project needs. Our team has found success turning back to a charrette design strategy, setting aside a prescribed time for multiple designers to participate in creative design development. We are also always on the lookout for new product sources that are local to the project, cutting down on transit time to our sites.


How should designers look to innovate in 2024?

Barry: In terms of technological innovation, the guest experience will be enhanced through deep sensory connections and interactions with physical spaces, transcending mere convenience. More hotels will introduce entertainment experiences while also sharpening programming around health and wellness. As the industry continues to compete for talent, hotels will continue to rethink back-of-house spaces.

The most successful hospitality brands are recognizing that their

staff is just as important as their guests. That includes staff areas that have more access to sunlight and nature, comfortable rooms for breaks and efficient spaces for guest preparations. These refreshed “heart of house” workplaces will enrich staff, who will then “pay it forward” and elevate the guest experience. Guests still want convenience, but they’re increasingly seeking out unique, multisensory experiences and places that enrich and enhance their lifestyles.

Blaser: Simply put, just to go for it. Release yourself from convention and care for the human experience. Make it worth the experience, use that material you love, inspire the clients into a vision and be original and authentic. Think ethically and rethink how our industry can support local economies in project locations where possible.

Forman: Staying inspired by every aspect of what’s around you, including art, culture and travel, promotes innovation and the discovery of new ideas. Truly fresh, creative designs are a product of designers finding inspiration or a muse in their surroundings. Additionally, designers can promote innovation by using technology to our advantage. AI has infiltrated all our lives in some way and will continue to do so. Identifying the best way to effectively utilize efficiencies created by AI in our software can allow designers more time to focus on pioneering design concepts and less time documenting the outcome. 

Company Name	Top Executive	\$ Vol. Total Fees 2022 (\$M)*	# of Projects Completed 2022	Recent Projects
1. Gensler	n/a	\$141.3	68	n/a
2. JCI Architecture	Jeanne Muscolino, principal/hospitality sector leader/business development manager	\$43.5	140	Jamul Casino Resort hotel expansion, Jamul, CA; Choctaw Landing Casino Resort, Hochatown, OK; Six South Street hotel renovation, Hanover, NH
3. HBG Design	Nathan Peak, practice leader	\$25.1	4	Caption by Hyatt Beale Street, Memphis, TN
4. Baskervill	Robert Clark, president	\$18.0	79	Sheraton Nashua, Nashua, NH; Cambria Hotel New Haven University Area, New Haven, CT; Hyatt Place Virginia Beach Oceanfront, Virginia Beach, VA
5. KTGy	Lisa Simeone, principal	\$17.6	2,686	PGA National Resort & Spa, Palm Beach Gardens, FL; Waldorf Astoria Chicago, Chicago, IL; InterContinental Buckhead Atlanta, Atlanta, GA
6. The Gettys Group Companies	Roger Hill, executive chairman	\$16.0	181	Marriott San Antonio Airport, San Antonio, TX; Tribune Tower Residences, Chicago, IL; Viewline Resort, Snowmass, CO
7. Nehmer	Scott P. Rosenberg, president	\$12.5	59	Hollywood Casino Hotel at Greektown, Detroit, MI; New York New York Casino Hotel, Las Vegas, NV; AC Hotel, Newtown Square, PA
8. Commerical Interior Decor Inc.	Doug Roby, CEO/president	\$9.1	23	Mohican State Park, Perrysville, OH; Deer Creek State Park, Mt. Sterling, OH; Shawnee Lodge & Cottages, West Portsmouth, OH
9. DiLeonardo International Inc.	James Lehouiller, managing partner	\$8.8	0	Anichi Resort & Spa, Dominica; Marriott at Key Tower, Cleveland, OH; Taj Hotel, Apts & Mall, Makkah, Saudi Arabia
10. AXIS/GFA Architecture + Design	Cory Creath, CEO/founding principal architect	\$7.3	17	AC Hotel Pasadena, Pasadena, CA; Hilton Arcadia, Arcadia, CA; Le Méridien San Francisco, San Francisco, CA
11. GSB Inc. Architects & Planners	Ronald G. Smith, president/CEO	\$7.2	10	Hotel del Coronado renovations, Coronado, CA; Grand Wailea, a Waldorf Astoria Resort, Wailea, HI; Kimpton and Staybridge Suites, St. Louis, MO
12. AO	Rob Budetti, managing partner	\$7.0	12	Cambria Hotel Burbank Airport, Burbank, CA; Avondale Boutique Hotel, Avondale Estates, GA; Liberty Station dual-brand hotel, San Diego, CA
13. DesignCell Architecture	Scott Brown/Kastytis Cechavicius, principals	\$6.7	18	TownePlace Suites, North Las Vegas, NV; Staybridge Suites, San Bernardino, CA; Hampton Inn & Suites, South Lake Tahoe, CA
14. Leo A Daly	Mark Pratt, VP, global hospitality practice leader	\$6.6	40	Aurora Anguilla Resort & Golf Club, Rendezvous Bay, Anguilla; PGA National Resort, Palm Beach Gardens, FL; Mammee Bay Luxury Resort, Mammee Bay, Jamaica
15. NORR	Douglas Lang/Mohan Srinivasan, VP/principals	\$4.8	7	Cloud One, Chicago, IL; Belle of Baton Rouge Hotel and Casino, Baton Rouge, LA; Residence Inn, Pflugerville, TX
16. Cole Martinez Curtis and Associates	Jill I. Cole, managing principal	\$4.2	5	La Jolla Tennis and Shores Hotel, La Jolla, CA; Sitzmark Lodge, Vail, CO; W Hotels, Ft. Lauderdale, FL
17. HVS Design	Warren Feldman, principal	\$3.8	39	The Chifley, Houston, TX; Hollywood Casino Hotel at Greektown, Detroit, MI; New York New York Casino Hotel, Las Vegas, NV
18. Johnson Braund Inc.	Jeff Williams, president	\$3.7	42	AC Hotel, Seattle, WA; TownPlace Suites, Ellensburg, WA; Courtyard Hotel Boston Andover, Boston, MA
19. IIG	Leslie Schultz, chief development officer	\$3.5	42	The Shepherd Hotel, Clemson, SC; Hotel West & Main, Conshohocken, PA; Caesars Hotel, Atlantic City, NJ
20. Goettsch partners	James Zheng, CEO/president	\$2.9	0	n/a
21. //3877	David Shove-Brown/David Tracz, partners	\$2.7	34	Hilton Garden Inn Ocean City Oceanfront, Ocean City, MD; Hampton Inn Huntsville, Huntsville, AL; Sheraton Reston Hotel, Reston, VA
22. RSP Architects	Dave Norback, CEO	\$2.5	13	n/a
Innspace	Jeremy Markham, principal	\$2.5	12	Hilton, Kalispell, MT; Marriott, Bellevue, WA; Columbia Gorge Hotel, Hood River, OR

TOP ARCHITECTS & DESIGNERS

Company Name	Top Executive	\$ Vol. Total Fees 2022 (\$M)*	# of Projects Completed 2022	Recent Projects
24. Hager Design International Inc.	Doris G. Hager, principal	\$2.4	32	Hilton North Scottsdale at Cavasson, Scottsdale, AZ
25. Stewart + Reindersma Architecture	Monique Reindersma, senior partner	\$2.2	5	Holiday Inn Express, Waikoloa, HI; Candlewood Hotel Waikoloa, HI; Tru, Oxnard, CA
26. Michael Graves	Joseph Furey, president/CEO	\$2.0	2	St. Regis, Cairo, Egypt; JW Marriott interiors, Reston, VA; Mint House, Washington, DC
SCNZ Architects	Richard Choate, principal	\$2.0	23	Zachary Dunes Hotel, Curio by Hilton, Oxnard, CA; Pierside Hotel, Santa Monica, CA; Hotel Monteleone, New Orleans, LA
Design Environments	Jim Goergen, CEO	\$2.0	83	DoubleTree, Milford, MA; Hyatt Place, San Antonio, TX; The Harborview; Port Washington, WI
29. Thomas Hamilton & Associates	Leann Hendrix, principal	\$1.9	101	Hotel Petersburg, Petersburg, VA; Embassy Suites, Plymouth Meeting, PA; Courtyard, Manhattan World Trade Center New York City, NY
30. Luminaut	Matt Erdman, CEO	\$1.8	8	AC Hotel Cleveland in the Historic Guardian Bank Building, Cleveland, OH; Crowne Plaza Indianapolis Downtown Union Station, Indianapolis, IN; Tempo by Hilton at Clay Terrace, Indianapolis, IN
Hospitality Design Guild	Katherine Cortese, partner	\$1.8	7	Historic Hotel, Santa Fe, NM; Reserve at Lone Tree, Lone Tree, CO; Dual-branded Hilton, Miami, FL
32. Ramaker	Michael Pinske, president/CEO	\$1.6	12	Home2 Suites/Tru by Hilton, Minneapolis, MN; Courtyard by Marriott, Owatonna, MN; Margaritaville Resort, Fort Myers Beach, FL
The Society	Casey Scalf, director	\$1.6	19	Hotel Indigo, Vancouver, WA; Northern Quest – River Tower, Spokane, WA; The Slate, Tapestry Collection by Hilton, Denver, CO
34. EDI International PC	Rebecca Henson, principal/director of hospitality	\$1.4	25	Heritage Hotel, Marble Falls, TX; WorldMark West Yellowstone, West Yellowstone, MT; The Lakewood, Lake Geneva, WI
35. Design Directions International	Buddy McDowell, president	\$1.3	14	Riverview Renaissance Hotel, Mobile, AL; Marriott Meadowview Resort, Kingsport, TN; Riverstone Resort, Pigeon Forge, TN
36. SBJ Group	Isaac-Daniel Astrachan, principal	\$1.2	1	Hotel Barriere Fouquet's New York, New York, NY
37. Barrett Design Studio	Celia Barrett, principal designer	\$1.1	13	The Pearl Boutique Hotel, Bay St. Louis, MS; Hampton Inn, Sierra Vista, AR; Four Points, Houston, TX
38. Hospitality Depot	Angela Cook, senior project manager	\$1.0	20	Holiday Inn Express, Port St Lucie, FL; Hampton Inn & Suites, Navarre, FL; Embassy Suites, Chattanooga, TN
Innvision Design Studio	Chris Parker, president	\$1.0	65	n/a
InterMountain Renovations	Jared Walker, president	\$1.0	20	Fairfield Inn & Suites Lancaster, Lancaster, CA; Hampton Inn & Suites San Luis Obispo, San Luis Obispo, CA; Courtyard Dayton, Dayton, OH
41. MatchLine Design Group	Lesley H. Wyman, principal/partner	\$0.7	8	n/a
42. Kieffer Design Group Inc	Judi Kieffer, principal designer/owner	\$0.5	10	Holiday Inn, Albuquerque, NM; The Evergreen, McCall, ID; Home2 Suites Idaho Falls, ID
43. Neo Design Studio	Lisa Marechal, president	\$0.4	5	Restaurant tenant improvement, Lake Tahoe, NV; restaurant renovation, Oregon coast; vacation rental renovations, Sierra Nevada Mountains
44. Studio Rodrigo Buevas	Rodrigo Buevas, creative & design director	\$0.3	5	Breakwater Hospitality HQ, Miami, FL; Penthouse 6, Bar Harbor, FL; Type 7 Haus, Steamboat Springs, CO
ACG Architects	Alissa Giovanetti, principal	\$0.3	3	Renaissance to Westin conversion – guestrooms, Washington, DC; Marriott – guestrooms & public spaces, Tysons, VA; CitizenM, Washington, DC
46. Premier	Hector Sanchez, CEO	n/a	545	Renaissance Hotel Nashville's Club Lounge, Nashville, TN; Le Méridien Fort Worth, Fort Worth, TX; Marriott Seattle Waterfront, Seattle, WA

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