

# Evolution of Physical Space in Hospitality

June 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

Physical space takes on a new role

Evolution of physical space in hospitality

## EVOLUTION OF PHYSICAL SPACE IN HOSPITALITY

Exploring the evolution of physical space in hospitality

Physical spaces confront the digital spectrum

Trends review 2021 vs 2022 year

Evolution of physical space in hospitality 2021 in-depth

Evolution of physical space in hospitality 2022 in-depth

Biophilic designs

Metaverse: Space 3.0

Metaverse vs immersive experiences

Multifunctional spaces

Social commerce goes physical

Redesigning stadium experience

YOLO economy meets hospitality

Evolution of physical space in hospitality in focus

## MEETING CONSUMER NEEDS

Companies are meeting the needs of consumers using various strategies

Bringing the outside in: Seattle-Tacoma airport

Galactic Starcruiser Hotel invites fans into the world of Star Wars: Disney World

Tapping into the restaurant business: TikTok

The revival of co-living hybrid hotel chains: Innov8

Re-defining the matchday experience: Tottenham Hotspur

The "hub and spoke" office model: Recreational Equipment, Inc

Restaurants enter the metaverse: Wendy's

## CONCLUSION

Evolution of physical space in hospitality

Key industry takeaways

Challenges to overcome

Become tomorrow's next leader

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/evolution-of-physical-space-in-hospitality/report](http://www.euromonitor.com/evolution-of-physical-space-in-hospitality/report).