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# GREEN BOOK

DIRECTORY & MARKET GUIDE

2022

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ANNUAL

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**Patti Tritschler**  
Interior Image Group

**If hospitality designers** have learned anything this past year, it's that creativity does not sleep. Remote work and delayed projects have not halted their design process; in fact, it's even bolstered innovation and efficiency. Now, as new COVID variants emerge and supply chain issues linger, designers are shifting their focus to the challenges ahead but are still remaining optimistic. Patti Tritschler, president/CEO, Interior Image Group (IIG); Prasoon Shrivastava, founder/CEO, Prasoon Design Studio; Lisa Simeone, principal, KTGy Simeone Deary Design Group; and Hector Sanchez, CEO, Premier, shared some of their thoughts:

—Abby Elyssa

**What have you learned about design and architecture in the past year? Major lessons you've taken from COVID?**

**Tritschler:** One major takeaway is emphasizing the importance of resiliency and creativity. During this time, we were able to find innovative solutions to keep the firm moving during a time of uncertainty and hardship. COVID-19 was one of the hardest events I ever had to manage my company through. It was important to lead the team and demonstrate preparation and calm, even though I was nervous at times. During the shutdown, I conducted daily team meetings; I wanted to make myself available for my staff, support them every step of the way and offer daily updates to keep them informed.

**Shrivastava:** COVID-19 has shown us the capacity for designers to collaborate and evolve design solutions even while working from remote locations. We have learned that embracing technology is not a choice but a requirement for efficient project delivery. There has also been a big shift in the way that we design public spaces, and this shift will continue to evolve in the coming months and years.

**Simeone:** There is a much greater organic and symbiotic relationship between designers and the individuals for whom we design than I realized. With a secondary degree in psychology, I always knew the human condition was a very important factor in our design work—but the lesson here is that one does not lead

the other—rather, that growth and change springs first from necessity and what we really want as human beings in terms of use, convenience, need and want is ultimately what is shaping how and where we live.

**Expectations for 2022?**

**Tritschler:** Our 2021 has been so busy that we are gearing up for a robust 2022. In fact, IIG is seeing accelerated design opportunities based on our existing clients gearing up for renovation and new-build projects.

**Shrivastava:** At Prasoon Design Studio, we are currently working on a few very exciting and major hotel designs to be unveiled this year. These will move into construction next year, with projected completions in 2023-2024, by which time they will be ready to welcome travelers and guests in a post-pandemic world.

**Sanchez:** A few weeks ago, I would have said something different; however, with the new COVID Omicron variant, recovery may take a bit more time. I know it's still too early to tell, but I am sure just the noise surrounding the variant will have an effect on the industry. Even with the impact of the new variant, I feel that 2022 will be much better than the last couple of years and we will see more owners spending on CapEx. At Premier, as many of our clients are finalizing their budgets for next year, we've had a lot of requests to begin work in 2022.

**Any design trends you're seeing?**

**Tritschler:** During complex times, design has to become more simple. The shift to less is more popular as travelers and guests will look for relaxing and peaceful guestrooms and public spaces in the wake of the COVID-19 pandemic. It's worth noting that design trends come and go, but simplicity and minimalism are always timeless.

**Shrivastava:** In the hospitality sector, all major operators and brands have started rethinking the design of their public spaces. While there have not yet been any specific guidelines established, it is evident that public spaces will be subject to major redesign guidelines.

**What do you see as the biggest challenges for 2022? How should designers and architects plan on overcoming them?**

**Tritschler:** Supply chain and shipping will continue to be challenging as we enter 2022. However, we are seeing several of our vendors creatively offering alternate product offerings with improved stock and shipping options. The global shutdown led to a drastic slowdown of factory operations, which in turn impacted shipping methods. Collectively, as an industry, we have learned how to become more patient during these challenging times.

**Shrivastava:** The biggest challenge for this year is the fluctuating market sentiment, which hinders the pace of projects. Additionally, multiple COVID-19 waves are creating big challenges for businesses focused in specific geographies. The best way to minimize risks is to adopt technology that facilitates the design process and enables remote project delivery.

**Simeone:** For our firm, the biggest challenge and focus from this year was for us to restore. We experienced an uptick in project work coming through our doors past the first quarter. During the pandemic, the work had slowed up considerably and many projects were either put on hold or cancelled altogether. It was exciting to witness that change and to see our projections for the future looking so positive and full.

**Sanchez:** I think the primary challenge for 2022 will be not knowing how long these new COVID variants will be around and getting guests comfortable enough to travel as they were in 2019. Owners might continue to hold onto their cash as long as possible not knowing if they will need it to fund operations as they did last year. With all of these variants, it's very difficult to get completely comfortable with spending on CapEx.



**Prasoon Shrivastava**  
Prasoon Design Studio



**Lisa Simeone**  
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