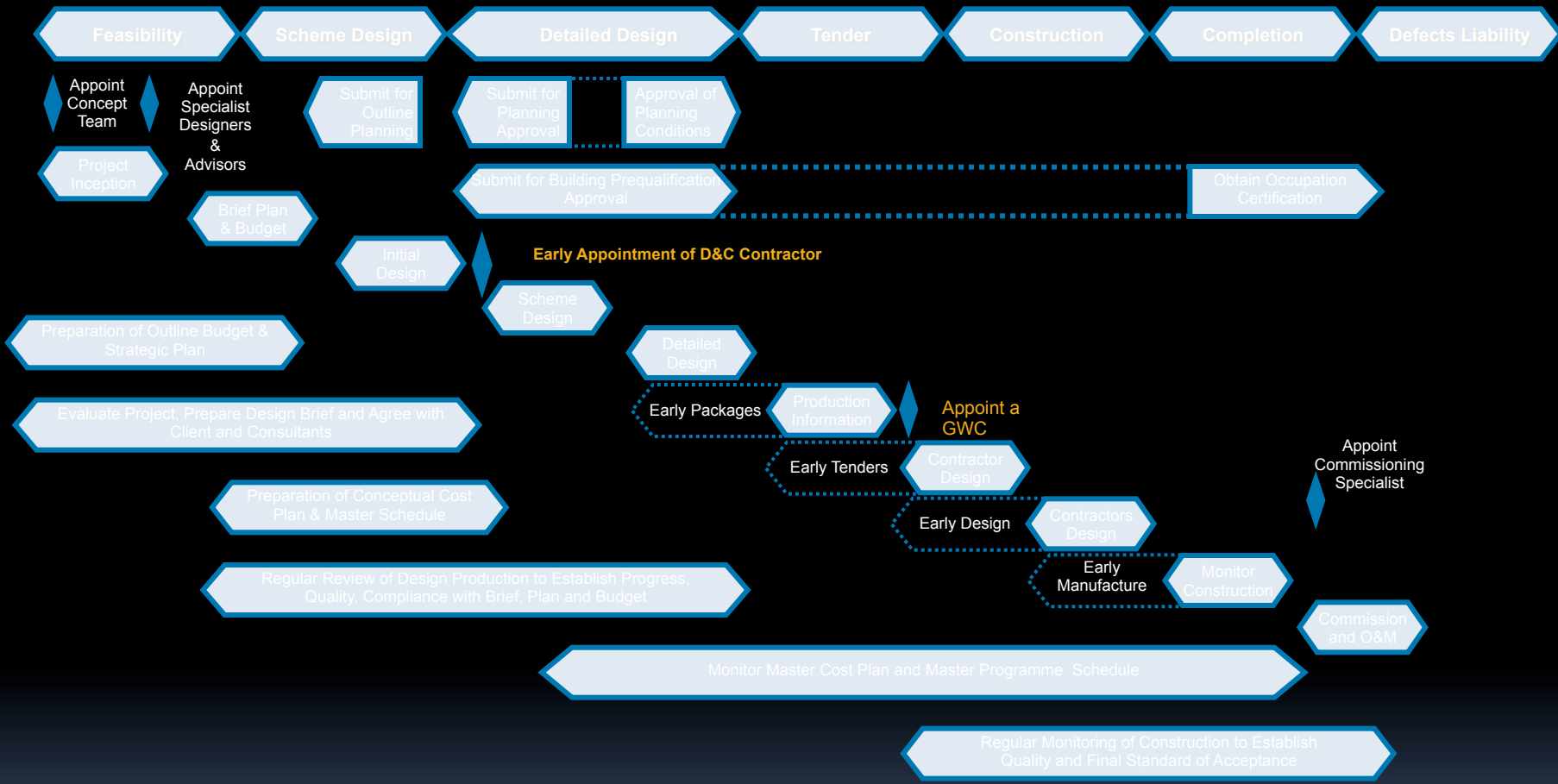




HOTEL DEVELOPMENT PROCESS



Hotel development process

- Conceptualization
- Feasibility study
- Space allocation program
- Operational criteria
- Construction and engineering criteria
- Budget
- Preliminary schedule



Conceptualization

Let's build a hotel

Feasibility studies

- Purpose of feasibility studies
 - To obtain financing
 - Attract equity partners
 - Get franchise or management contract
- Components of typical reports
 - Local area evaluation
 - Local lodging market analysis
 - Proposed revenue facilities
 - Financial analysis
 - Pro forma income/ cash flow statements



OS&E METHOD STATEMENT
OPERATING SUPPLIES AND EQUIPMENT

HOSPITALITY DEVELOPMENT



HOLMESDILLON
Intelligent Procurement Services

Space Allocation Program

- Lists Design Requirements
- Varies by hotel type
 - 90% for ltd. service/ budget hotels
 - <65% for large convention/ resort hotels
- Schematic design

Operational criteria

- Front Desk
- Luggage
- Receiving and Storage
- Solid Waste
- Food and Beverage



Construction and engineering criteria

- Outlines general standards for
 - Building materials
 - Engineering systems

Budget

- Early estimates
 - Contingency funds
 - Inflation
 - Reserve against operating shortfall
- Construction costs are only 60-65% of development costs`

Site planning

- First step in designing hotel building
- Guest arrival
 - first impressions
- Various entrances
 - porte cochere
- Parking
 - Approach
 - Driveways
 - Sidewalks
 - Receiving area
 - Emergency access

Guestroom and suite planning

- Guestroom planning
 - Functionality
 - aesthetic value
 - cost
- Floor planning
 - Elevators
 - Exit stairways
 - Linen storage
 - Vending areas
 - Electrical and telephone equipment
- Basic floor configurations
 - double-loaded slab
 - Tower
 - atrium
- Guestroom interior layout
 - standard guestroom dimensions
 - non-typical rooms
 - guestroom bathrooms
- Suite layout
 - single-bay
 - multiple bay
 - presidential
 - front-to-back or shotgun model
 - side-by-side model

Lobby design

- Most prominent of hotel's public spaces
- Public facilities clustered around it
- Lobby design criteria
 - Circulation
 - front desk area
 - Luggage
 - Seating
 - support functions
 - decor

Design of food and beverage outlets

- Identical chain restaurants
 - or
- Distinctive, individual food and beverage outlets
- Food and Beverage Outlet types
 - coffee shops
 - specialty restaurants
 - gourmet dining
 - Deli
 - pastry shop
- Lounge types
 - lobby bar
 - cocktail bar
 - entertainment room

Function space design

- Corporate groups *(this is in the book and incomplete)*
 - small, high-quality spaces for sales/management meetings
 - product introductions
 - continuing education
- Association market
 - Exhibition space
 - Large group meetings
 - Seminars
 - Workshops
- Alternative furniture layouts
 - Flexibility
 - increased capacity

Recreational Facilities and Administrative Offices

- Recreational facilities
 - growing in popularity
 - convenient access for non-guests
- Administrative offices
 - front office
 - Accounting
 - Executive
 - sales and catering

Food production area design

- Integration of mechanical, electrical, and plumbing services with functional layout
- Distances between working areas kept to minimum; related activities close together; flexibility
- Receiving and food storage area, kitchens, restaurants, banquet rooms of single floor
- Amount of kitchen and food and beverage storage required as a function of the number of meals served

Back-of-the-house design

- Conduct planning and layout activities at the outset
- Review, refine, expand as needed regularly during project
- Special planning consideration to
 - Receiving
 - Trash
 - General storage
 - Employee areas
 - Laundry and housekeeping
 - Maintenance and engineering