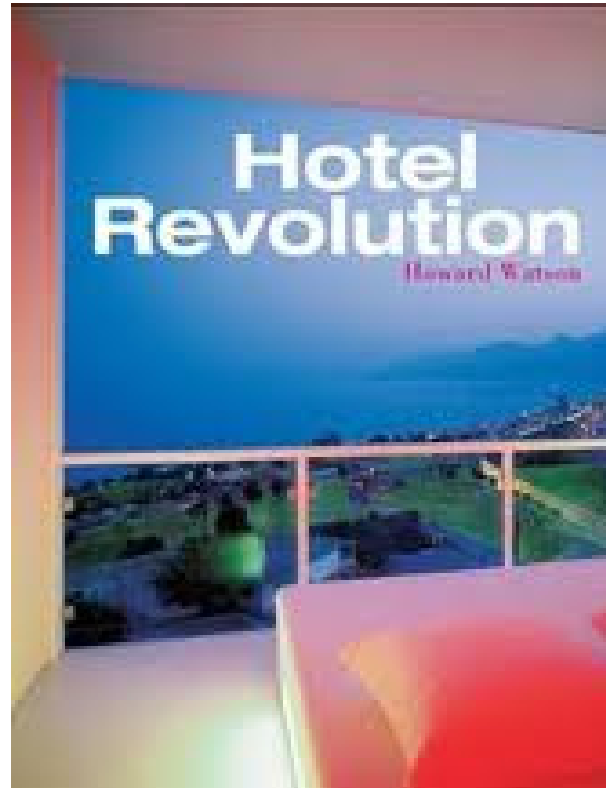


Change is coming



wanderlust
HOTEL





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CALL FOR ENTRIES



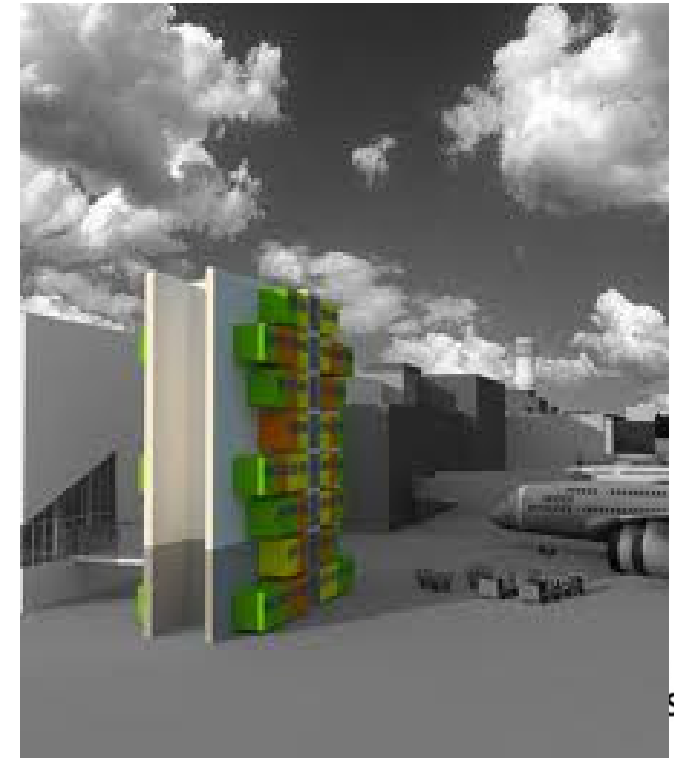
radical innovation in hospitality award

Student Competition Winners, Las Vegas



HOTEL15

The HOTEL 15 is a conceptual public space and hospitality experience that seeks to bring urban living spaces outside. The entrance to the building is a series of white spheres that form an archway over the main entrance, which is a series of white spheres that form an archway over the main entrance. The building is a series of white spheres that form an archway over the main entrance. The building is a series of white spheres that form an archway over the main entrance.



Re-Thinking Hotel Design & Services



QT Hotel in Sydney
Opened in 2012

The first member of Design Hotels in Australia.

The property features 200 rooms in 12 different styles - each with bright splashes of color and unique touches that bring to life the building's past incarnations.





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The traditional concierge





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The QT Style is Different



The “Director of Chaos”, is a new QT take on the traditional concierge



Rooms are Different



Mini-Bar
treats



Breaking With 'Tradition'?



The JW Marriott Marquis is the world's tallest hotel. Opened in 2012. But even they are changing...

Breaking With 'Tradition'?



The JW Marriott Marquis is the world's tallest hotel. Opened in 2012. But even they are changing.....meet the “**Washabi Girl**” in the Japanese Restaurant





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citizenM hotels



**citizenM is a hotel
driven by one desire: to create
affordable luxury
for the people.**

By 'the people,' we mean a smart new breed of

international traveler,

the type of person who crosses continents the way others cross streets.

**This includes the weekenders, the suits,
fashion baggers and affair havers.**

The explorers, adventurers and dreamers.

**Those who travel the world
with big hearts and wide eyes.**

Those who are independent yet united by a love of the five continents.

Those in search of business, shopping or art.

In short, everyone who is a

**mobile citizen
of the world.**

Most likely, this also means you, dear reader.



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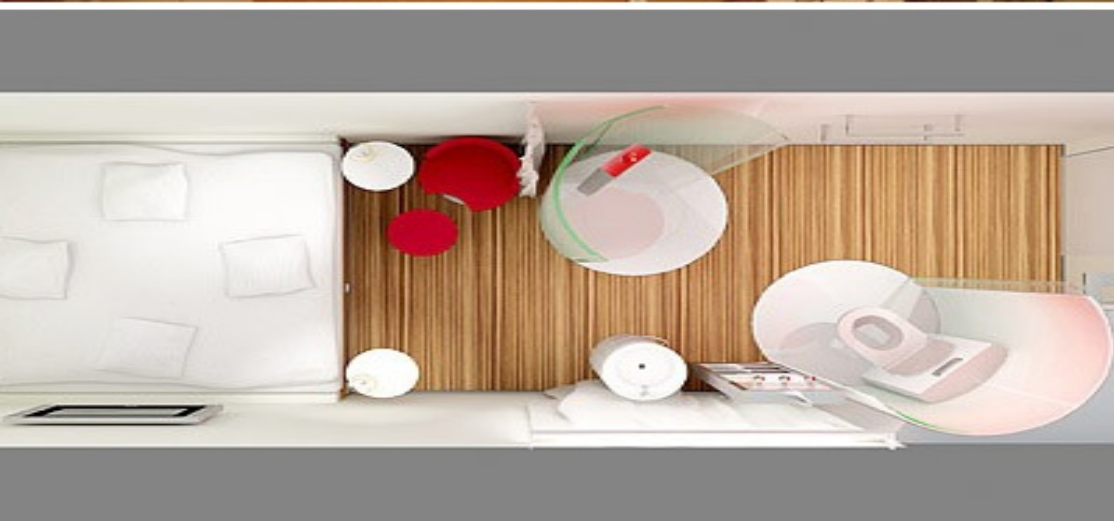
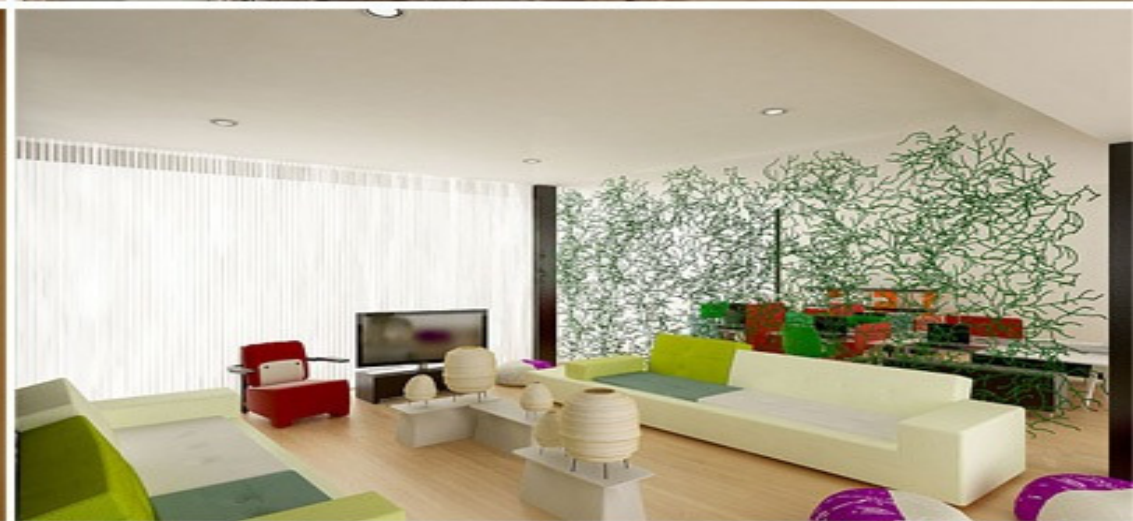
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Target Market is people who travel 90-150 nights per year:

- Younger and tribal
- Technology savvy
- Want to be in control at all times
- Want communal space not individual space









Boring Hotel Bathrooms



Many hotel bathrooms are shut away, cramped and often small



Some are now more luxurious.....



Shine with Taylor's



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**But let's really
innovate.....**





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Hotel baths can come in all shapes & sizes





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After all, even Lady Gaga loves her baths



She also loves her high heels
too.....so





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'If the shoe fits'make it the bath!





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The bath can even become a central point of the hotel room



What about the mirror?





“Mirror, Mirror on the Wall”



Can you spot the
hotel room?





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'Mirror room' at the TreeHotel in Sweden's High North





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One of several of the TreeHotel rooms



UFO Room



Bird' Nest





What Will the Future Be Like?

- **Change will be the only constant in tourism and hospitality**
- **There will always be many new 'bright ideas'**
- **But – successful innovation comes when it offers a better solution to customer problems**
- **So - understand the problem, and then you' ll be able to think about finding profitable solutions**
- **Be open-minded, look for the big picture but don' t forget the details**





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International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

thank You



Shine with
Taylor's
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