



## FutureHotel VISIONS AND SOLUTIONS FOR THE HOTELS OF TOMORROW

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### The joint research project "FutureHotel"

The »FutureHotel« project is devoted to central questions regarding the hotel of the future. Together with numerous partners from the hotel sector, the Fraunhofer IAO is researching relevant key developments and their influence on the hotel industry. Types of guest and their demands are analysed along with the potential for optimisation in hotel management and operations.

New, forward-looking solutions for the various areas of a hotel, such as the rooms, reception, conference areas, etc. will be presented and technological innovations as well as economic, ecological and societal viewpoints will be taken into account.

The second research phase started in July 2010. The project team now dedicates themselves to new questions about the hotel of the future. Selected relevant topics such as, for example, health and wellness, or online media and communities, are analysed in depth based on the results of the first project phase. At the same time, the realisation of actual hotel operations for testing is prepared. Business partners interested in the organisation and design of innovative solutions in the hotel industry are welcome to join and contribute to the project.

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## Research Focus

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The following areas were researched as part of the first project phase from September 2008 to March 2010:

### Trend Report

- An investigation of global trends and developments as well as their effects on the hotel sector

### Innovations Catalogue

- Catalogue of innovative products, technology and materials for the various hotel areas

### Guest Studies

- Online hotel guest survey (n=2,878) to determine specific guest types, their demands and needs (today and in the future)

### Future Scenarios

- Development of a total of six future scenarios for hotel areas

The following research areas will be dealt with in the second project phase (from July 2010 to December 2011):

### »Leading Edge« Hotel Environment

- Planning of a »leading edge« hotel environment to be realised
- The findings from the first project phase (trends, needs of hotel guests, innovative products, and hotel scenarios) are the basis for this endeavour.

## Survey 2.0

- Survey about the main research topics of online media and communities, wellness and health, sustainability and resources

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## Publication

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**A basic report with background material titled »FutureHotel Basics« is available from bookshops and includes:**

- Current data and facts about the hotel industry in Germany
- Best practice reports with innovative hotel concepts and the presentation of the »FutureHotel« showcase.

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## »FutureHotel« showcase

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The »FutureHotel« showcase is a trend-setting hotel room used as a test site and platform for presentations and demonstrations. In November 2008, the »FutureHotel« showcase was first presented to the public in the innovation centre inHaus2 in Duisburg.

A first step was to realise new solutions and prototype developments which represent innovative areas for the hotel of the future.

More than 35 business partners were involved in the planning and realisation of this showcase.

## Trendsetting solutions in the »FutureHotel« showcase

### Wellness & Health

- EnergyBed: rocking bed
- FutureSpa: bathing concepts

### Controls & Regulation

- Voice control
- SensFloor: a sensor floor

### Lighting & Energy

- LED illuminated ceiling

### Entry Technology & Security

- Intelligent guest recognition and check-in

### Personalisation

- Individual guest profiles and check-in

### Information & Media Technology

- MagicMirror: a display mirror
- Display walls

### Wellbeing & Comfort

- Air conditioning, acoustics, colour, shape...