



THE JOINT RESEARCH PROJECT "FUTUREHOTEL"

FutureHotel

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The "FutureHotel" project is dedicated to central questions regarding the hotel of the future. Together with partners from the hospitality sector, the Fraunhofer IAO is researching key developments and their influence on the hospitality sector. Different types of guests and their specific demands are analysed along with the potential for optimisation in hospitality management and operations.

New, forward-looking solutions for the various facilities of a hotel, such as guest rooms, reception, conference areas etc. will be researched. Technological innovations as well as economic, ecological and social viewpoints will be taken into account.

In addition, laboratories like the Showcase "FutureHotel", located in the inHaus Innovation Center in Duisburg as well as the "Urban Living Lab" in Stuttgart, offer a unique opportunity to combine theoretical research with a real testing field.

Business partners who are interested in innovative solutions for the hospitality industry, may join the project.

Ongoing: Project Phase III (2013-2014)

The focus of the research phase III is the implementation and testing of the findings of the previous research work.

Innovative concepts and solutions are implemented and evaluated in a real hotel development (use case).

Living Lab: Innovations for a hotel project coming in 2015

Taking into account the findings of the "Leading Edge Hotel Environment", the planning and implementation of an innovative hotel concept is executed with particular attention to solutions in the field of digitalization, individualization, wellbeing and sustainability.



Photo: Bernd Müller © Fraunhofer IAO

Study for the private hospitality sector

This study includes a hospitality market overview based on current facts and figures, best practice analysis and interviews with the owners of small and medium private hotels. The challenges of private hotels are analysed, future-proof solutions will be identified. As a result, the study provides specific recommendations (measurements and solutions) for the hoteliers of small and medium-sized hotels.

The current research issues underline that the joint research project "FutureHotel" is much more than only a vision of the future.

Review: Project Phase I and II since 2008

The previous project phases include the following results:

"Leading Edge Hotel Environment"

A guideline with concepts and solutions that are economically and technically feasible today. It presents a basic hotel scenario, which can be adapted to a specific hotel category, hotel concept and target group.

FutureHotel Concept "Coworking Hotel"

Concept study about a synergetic use mix of a business hotel and a coworking center.

Hotel Management Survey "FutureHotel"

Hotel managers in Germany, Austria and Switzerland evaluated different innovations and solutions. Main topics of the survey are innovative measures in the fields of sustainability and energy efficiency, health and wellbeing, online media and communities for example.

Basic Report "FutureHotel BASICS"

Current facts and figures on the German hospitality market in international comparison.

Trend Report "FutureHotel"

Presentation of global trends and developments.

Innovation Catalogue "FutureHotel Technologies"

Identification and evaluation of advanced technologies for the hospitality industry.

Guest Study "FutureHotel"

Presentation of specific guest types, their requirements and needs – now and in the future.

Future Scenarios "FutureHotel"

Development of six future scenarios for the areas of a hotel.

"FutureHotel" Laboratories

The Showcase "FutureHotel" is a trend-setting hotel room that is used as a testing field and demonstration platform.

In November 2008, the Showcase "FutureHotel" was first presented at the inHaus Innovation Center in Duisburg. There, new solutions and prototypes have been implemented, each representing innovation issues for the hotel of the future. In 2011 "FutureHotel" received the Technology Management Innovation Award.

The "Urban Living Lab" in Stuttgart presents different services and solutions based on the interaction with specific user profiles. Solutions are researched in the fields of city surroundings, hotel environments from the reception area to the hotel room.

Innovation Network "FutureHotel"

As a joint project, "FutureHotel" applies to companies from the hospitality industry, who share a passion for „the invention of the future“. The Fraunhofer IAO is responsible for the project management and coordinates the research.

The expertise of the Fraunhofer IAO and the experience of the Fraunhofer Institute as a neutral scientific instance is used to analyze future trends and developments for the hospitality industry. The project partners may actively participate in regular project meetings and workshops.