

PREDICTIVE ROOM SERVICE AND INTERACTIVE MIRRORS. COULD THIS BE THE HOTEL ROOM OF 2050?



Hotel rooms that recognise your face and predict what you want for breakfast both feature in the hotel room of the future, unveils survey of British travellers.

Rendered image reveals what British travellers would want featured in hotels in 30 years' time

London, UK, 9 December 2019 – A national survey of travellers released today by [YOTEL](#), the innovative global hotel brand, unveils the key features guests expect in the hotel of the future. Within thirty years, the majority (88%) would ditch traditional room keys in favour of facial recognition for room access, 81% would expect augmented reality in the room to talk face-to-face with friends and family and 79% would want predictive room service.

Despite all the technology on offer, essential room elements scored surprisingly highly. The research showed nearly three quarters of British travellers (73%) placed the highest priority on the bed, followed by the bathroom (53%).

“Even with all the talk of smart features, interactive technology and augmented reality, it’s not gimmicks that travellers of tomorrow expect to see. For us, it confirmed our designer’s core belief that efficient and helpful technology should seamlessly support an exceptional overnight stay.” **said Hubert Viriot, YOTEL CEO.**

The survey set out to identify what British travellers expect from a hotel room in 2050, and what they would include and change. Working with a designer to interpret the findings, a rendered image demonstrates what the future hotel room would look like.

Sustainability is front of mind for 69% of British travellers, who do not want to see single use plastic in the hotel of the future. The bed could potentially retract into the roof to

create space during the day and, according to 72% of those surveyed, will use AI to monitor their health. The window will double as an interactive digital display with 72% of respondents wanting interactive mirrors that allow them to try different hairstyles, clothes, and make up virtually and 74% wanting a personalised virtual concierge assigned to them.

Viriot commented, "Space is already a commodity and that's likely to increase in the future, so space efficiency is key. We expect to see more compact spaces showcasing smart design. Equally, demand for real estate is going to mean building closer together, limiting the light into a room which makes windows a primary feature, whether it's letting light in or acting as an interactive digital display. Success in the future will depend on efficient design and non-invasive technology that augments the guest experience."

YOTEL focuses on creating the world's smartest spaces, with technology and design-led environments. To achieve this, research and innovation are a core component of its business model. This research is in the spirit of that innovation, seeking the views of modern travellers on their future expectations.

For more information about YOTEL or to book a stay, visit: www.yotel.com

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Notes to editors

The research was conducted between 1st November to 4th November 2019 an online survey of 2,100 randomly selected Great British adults was executed by [Maru/Blue](#) on behalf of [YOTEL](#). For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.0%, 19 times out of 20. The results have been weighted by age, gender, region and social grade to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

About YOTEL

Inspired by the luxury of first-class travel and uncompromisingly designed around guests, YOTEL takes the essential elements of luxury hotels into smaller, smart spaces and deliver extraordinary value and a sense of community with areas for co-working, social gatherings and exercise in sought after locations. Premium Cabins include YOTEL's signature adjustable SmartBed™ with rejuvenating rain showers and SMART TVs, multi power and USB points and easy connectivity.

YOTEL currently operates seven airport hotels in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle, Istanbul Airport (2), Singapore Changi and seven city centre hotels in New York, Boston, San Francisco, Washington D.C., Singapore, Edinburgh and Amsterdam. YOTEL is expanding rapidly with new projects under development globally, including Porto, Glasgow, London, Dubai, Geneva, Long Island City, Miami, Park City, Mammoth, Atlanta and Melbourne.

YOTEL's major shareholders include a controlled affiliate of Starwood Capital Group, the Talal Jassim Al-Bahar Group, United Investment Portugal and Kuwait Real Estate Company (AQARAT).

YOTEL was created by YO! founder Simon Woodroffe OBE, who inspired by first class travel, translated the language of luxury airline travel into a small but luxurious cabin (www.yo.co.uk).

Visit www.yotel.com for more information.