



# HOTELDESIGNS

News and analysis for hoteliers, designers and industry suppliers

## MEDIA INFORMATION



Online • Events • Social • Mobile



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## HOTEL DESIGNS IS A LEADING TRADE MEDIA OUTLET DEDICATED TO THE HOTEL INDUSTRY

Via our various media platforms we discuss daily news from across the design industry, as well as hotel reviews, industry jobs and updates from our directory of suppliers with hoteliers, designers and industry specialists at the heart of everything we cover.

### ESSENTIAL INFORMATION: WHEREVER YOU ARE

The first place the hotel industry go for information is Hotel Designs. It is the website that everybody in the business reads.

- Hotel Designs caters for all market sectors – from Bathrooms, Compliance Services, Equipment, Fixtures & Fittings, Flooring, Lighting, Furnishing, Garden & Exteriors, Health Clubs and Spas, Security and Software Systems.
- Our multi-channel distribution of news and analysis ensures all industry execs – from Interior Designer to CEO – are served with the information they need to grow their business.
- Hotel Designs has a unique position at the heart of the hotel community. As such we build events that deliver the target audiences for our partners' trade messages.
- Our contract publishing division can produce bespoke print or digital products to any brief.

### GET CLOSER TO THE HOTEL MARKET

The Hotel Designs website has over 40,000 visits a month, as per Google Analytics audit. The site is also fully optimised and responsive for mobile and tablet.

#### EMAIL SERVICES

The Hotel Designs News Digest offers a complete rundown of the latest headlines to include industry news, product launches & updates and employment opportunities.

#### CONTENT SPONSORSHIP

If you are looking for a solution that differs slightly from advertising then choose a content sponsorship. As part of this service we offer interviews, opinion pieces, editorial support and more.

### MEET THE TEAM



Adam Bloodworth,  
Editor



Jennie Lane,  
Sales Manager



Carly Bailey,  
Head of Sales



Katy Phillips,  
Publisher



Kirsty Groves,  
Marketing Manager



Chloe D'Arcy,  
Production Manager



Liz Cowell,  
Event Co-ordinator



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## READERSHIP & INFLUENCE

### Online • Events • Social • Mobile

Every single industry player. Hotel Designs is the most influential and widest read trade resource directly targeted at hotels and all of the companies linked to their infrastructure across the globe. Launched in 2001 as a website, Hotel Designs retains a powerful brand loyalty and is the heartbeat of the hotel community.

#### HOTEL DESIGNS AUDIENCE BREAKDOWN

Job title .....	%
General Manager .....	37%
Interior Designer .....	23%
Managing Director .....	11%
Operations Manager/Director .....	9%
Purchasing Manager.....	5%
Property Owner .....	4%
Senior Interior Designer .....	3%
Hotel Manager .....	3%
Proprietor.....	2%
CEO.....	2%
Other .....	1%

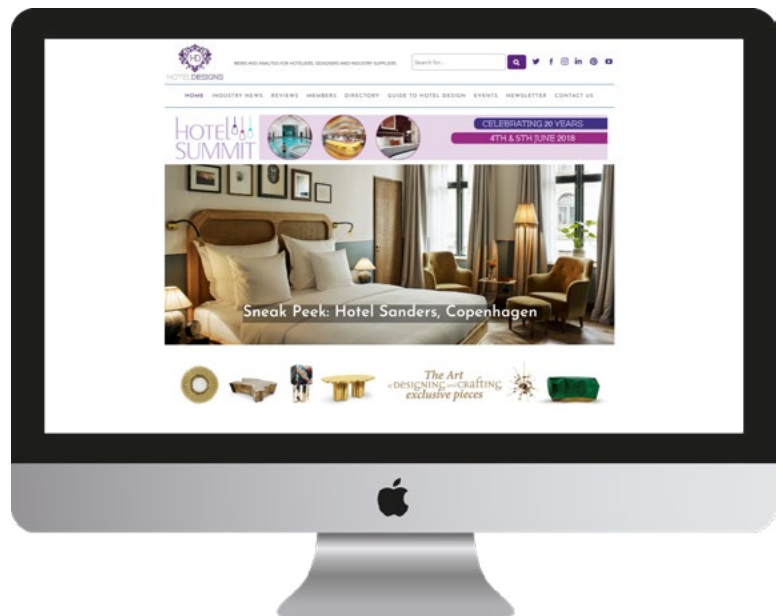
#### SOCIAL MEDIA FIGURES Figures as of January 2018

.....	13,049 followers
.....	1,373 likes
.....	384 followers
.....	1,322 followers
.....	566 followers

70% of our readers use LinkedIn  
 60% of our readers use Facebook  
 60% of our readers use Twitter

#### HOTEL DESIGNS REGIONAL BREAKDOWN

Europe.....	69%
Americas.....	13%
Asia.....	11%
Africa.....	4%
Oceania.....	3%



## ONLINE STATISTICS

\*as of October 2017

**41,000**  
 Visits per month

**17,800**  
 Named e-newsletter recipients



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## EVENTS, NETWORKING AND SPECIAL PROJECTS

### Bespoke Trade & Media Event Solutions



Meet the hotel industry face to face!  
Hotel Designs has a unique position at the heart of the industry. As such, it can build events that deliver the targeted audiences for its partners' trade messages.

We own and manage several events, encompassing networking evenings and a highly targeted summit.

#### HOTEL SUMMIT

Hotel Designs is delighted to announce the return of the Hotel Summit which will be celebrating 20 years in 2018.

Taking place on 4-5 June at Radisson Blu London Stansted, the Hotel Summit is specifically organised for senior professionals who are directly responsible for procuring and purchasing within their organisation, and those who provide the latest products within the sector.

Aiming to build long-lasting business relationships between product and service suppliers and hotel owners and designers, the Summit matches hoteliers with hotel suppliers for a series of pre-arranged one-on-one meetings. In addition, a series of informative and inspirational seminars are hosted, while a gala dinner with evening entertainment, plus other networking opportunities, provide further business opportunities and peer-to-peer engagement.

One of the highlights of the 2016 incarnation was the news that Global Design Concepts quoted a £1 million project as a result of meetings at the Summit. And the success of the event was echoed by delegates and suppliers who attended.

#### HOTEL DESIGNS MEET UP

Sponsor your own Hotel Designs Meet Up: Working closely with our venue partners, we organise a number of networking events throughout the year, giving advertisers the option to sponsor and meet some of the most influential Hotel professionals in the UK.

#### HOTEL DESIGNS BRIT LIST

Hotel Designs also organise the Brit List, a celebration of the country's most inspirational and influential hoteliers and designers.

Using nominations from our readers and a panel of judges, Hotel Designs selects the UK's top 25 hoteliers and top 25 leading design professionals.

The annual Brit List is revealed online and in print. In addition there is a champagne drinks reception for all winners to attend.



**HOTELDESIGNS**  
**MEET UP**  
Interiors • Structures • Solutions



Hotel Designs provides exposure via web, email, social, mobile and bespoke events  
For more information contact Jennie Lane – [j.lane@forumevents.co.uk](mailto:j.lane@forumevents.co.uk) or call +44 (0) 1992 374098

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## FORWARD FEATURES 2018

### JANUARY

#### A YEAR AHEAD (TOP PRODUCTS OF 2018)

As one year ends and a new one begins, we take a look at where we predict the hospitality industry and all those working in it are headed in the next 12 months. Likewise, suppliers to the industry will be launching numerous products, especially in H1, and we will highlight some of our member's best to look out for in 2018.

### FEBRUARY

#### ARCHITECTURE

Staying with our crystal ball, we look at what trends in architecture we might expect to see more of as hotel projects continue to crop up all over the world – floating pools to sustainable wooden buildings to working with organic materials.

#### INTERIOR DESIGN

Meanwhile, we will still be showcasing the very best work of hospitality-driven interior designers – earthy colours will make a comeback; beiges, browns, oranges and reds while designers will be reflecting the exteriors of buildings by using more organic materials.

### MARCH

#### BATHROOMS

We will be discussing the very latest trends in bathroom design. Brass is set to return in 2018, stone sinks will be hot property and navies will dominate colour schemes. With our member companies we will discuss the best way to complete a show-stopping look for hotel bathrooms. And, what better place to start than with a bold bath? Free-standing tubs are arguably the most striking and important part of grabbing attention for hoteliers – especially in boutique hotels. We will be working with our bathroom supplier clients to look at the very best examples and how these statement items can make or break a hotel bathroom.

#### LIGHTING

Lighting is paramount to the experience a hotel offers its guests and now more than ever before, it has to be greener and easy to maintain. We review the ways in which lighting is being used to enhance hotel spaces. More designers are opting for LEDs when creating their hospitality lighting design. The cost may be higher initially but can this be overlooked when considering the long life, colour, intensity and controllability of LEDs?

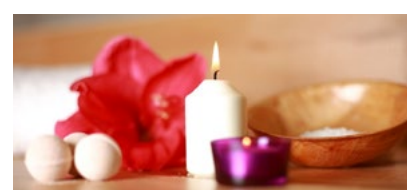
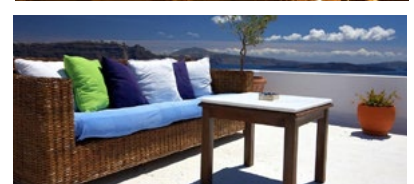
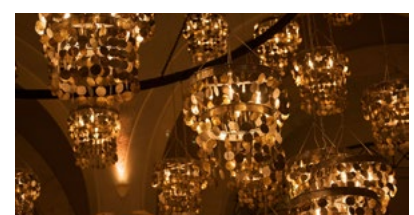
### APRIL

#### OUTDOOR FURNITURE

A regular April feature here at Hotel Designs, we will look at how outdoor spaces shouldn't be neglected. From small, statement pieces to sweeping overhauls of outdoor décor, we take a look at some of the hottest trends and hotels leading the way with their al fresco style.

#### SPA

'Wellness' is a huge market for hospitality nowadays and spas are big business. Continuing our 'outdoor' theme, we will be spending April concentrating on all things spa related - from small independent properties, to mega-chains to the companies providing the equipment.





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## FORWARD FEATURES 2018

### MAY

#### BAR/RESTAURANT

Good interior design can play just as an important role for a hotel café, restaurant or bar as the quality of the food and beverage. Getting the style of a hotel restaurant, bar or café right is vital, will it disrupt staff workflow? How do safety regulations come into the design process? We look at some of the best examples in the world right now...



#### CATERING

At the same time, we will be focussing on the behind-the-scenes of hospitality equipment – one of the biggest sectors in the industry - from the best equipment to regulations, and best practice.



### JUNE

#### HOTEL GROUPS

One predominantly for the business travellers and older generations, hotel groups and chains are still staying strong despite the influx of Airbnb properties, boutiques and independents. We will assess the state of the market as the year reaches the halfway point.



#### SOFTWARE & TECHNOLOGY

For hoteliers and operators, technology is making operations more efficient and successful with every passing year. Here, we cover the hospitality technology trends we feel are most important to put into action this year.



### JULY

#### SOFT FURNISHINGS

2017 confirmed our predictions that the re-emergence of bold colours and motifs in soft furnishings would happen; moving away from the monochrome and minimalistic trends of the year before. 2018 looks like making a return to minimalism, albeit with a slightly bolder tone, emphasising the influence of technology and fashion.



#### FABRICS/TEXTILES

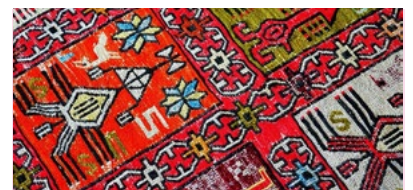
2016 saw the rise of simple and unassuming, yet elegant and sumptuous fabrics but in 2017 we will have seen Bauhaus prints, along with blocky and bold patterns coming to the fore. Vibes from the 70s are also creeping back, tying in perfectly with big and bold trends seen in colour and design.



### AUGUST

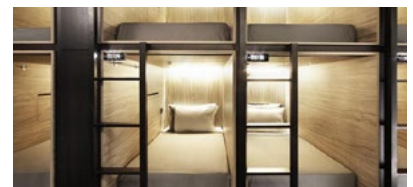
#### FLOORING/CARPETS

2016 was the year of 'fashion-influenced' carpet design – but it looks like we'll be going back to the preference for soft and comfortable carpets with more muted colour schemes in the hotel industry. 2017 will also see the continued upturn in the usage of carpet tiles, which the commercial sector has been readily embracing. There are also some exciting technological advances in manufacturing techniques set to be announced throughout the year.



#### HOTEL CONCEPTS

Green-covered hotels, alcohol-inspired boutiques, 'pod hotels' – 2017 saw innovation in hotel concepts and design reach new heights, and that's set to continue in 2018, as designers and architects keep creating and bringing new ideas into the industry. We will be focusing on some of our favourite examples this month.




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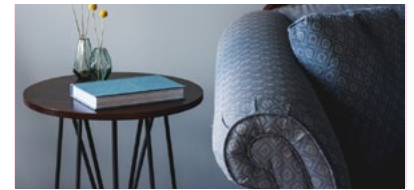
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## FORWARD FEATURES 2018

### SEPTEMBER

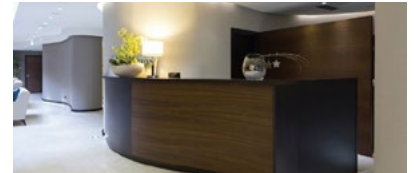
#### FURNITURE

Luxury with an edge sets to be the theme of 2018 when it comes to furniture. Milan, where we see the trends of the years ahead, showed a definite move towards comfort, and a nod to 1950s design in a lot of the pieces. How are designers incorporating this into their work? This month we find out as show seasons begins.



#### LOBBY DESIGN

A hotel lobby should be the friendly face of the hotel. The space needs a smile, so the interior created must be welcoming, warm, and friendly. But more and more these days we are seeing a move more towards 'community spaces' than the 'traditional' hotel lobby. We take a look at this transition and some of the best examples.



### OCTOBER

#### INDEPENDENT AND BOUTIQUE HOTELS

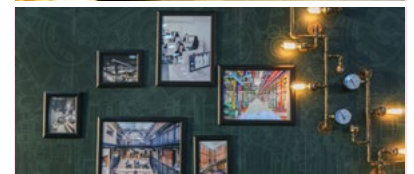
As this sector continues to evolve and cause a definite divide between 'millennials' and older travellers, coupled with their needs and desires when travelling, we look at how the sector will continue to carve out a piece of the hospitality market for itself.



### NOVEMBER

#### PHOTOGRAPHY/ARTWORK – ONE OF OUR MORE POPULAR FEATURES IN 2017

Photography and artwork remain a serious aspect of interior design. We will be showcasing some of the best art hotels, artists working with hospitality projects and how best to use artwork and photography correctly in the design of hotel spaces.



#### SHOW SEASON RECAP

As the busy hospitality show season begins to wind down this month, we take a look back at the highlights of the various events in the industry and who stole the limelight with their products and ideas.



### DECEMBER

#### A YEAR IN REVIEW (PRODUCTS OF THE YEAR 2018)

Were our predictions in January correct? We put ourselves to the test. See if we got it right as we look back on 2018 and ahead to 2019. After the H2 show season, we also look at some of our favourite product releases of the year.





## HOTEL DESIGNS PARTNERSHIP OPPORTUNITIES

### Membership • Online Advertising • E-Newsletter Advertising

#### MEMBERSHIP: £960

To include;

- Guaranteed editorial exposure on the Hotel Designs website every month to promote new products, brochures, events or services. Editorial can be accompanied by photo galleries and/or video inclusions.
- Social media promotion across Twitter, Instagram, Pinterest, LinkedIn and Facebook.
- Exposure within e-newsletter.
- A company profile in the extensive members area to include a 150-300 word profile, images, company logo, website link, social media links and full contact details.
- Opportunity to add events to our events calendar on the website.
- Opportunity to submit job posts to the recruitment page on the website.

#### ONLINE ADVERTISING

	HOME PAGE	NEWS PAGE	REVIEWS PAGE	JOBS PAGE	DIRECTORY PAGE	SITEWIDE*
LEADERBOARD	£750	£750	£500	£500	£300	£1,950
INSERT BANNER 1	£550	£550	£500	-	-	-
INSERT BANNER 2	£350	£350	£500	-	-	-
INSERT BANNER 3	£350	-	-	-	-	-
MPU1	-	£500	£500	-	-	-
MPU2	-	£350	£350	-	-	-
MPU3	-	£350	£350	-	-	-
MPU4	-	£350	£350	-	-	-
ARTICLE BANNER**	-	£500	£500	-	-	-
SITE SKIN ***	£1500	-	-	-	-	-
JOTW (5 POSITIONS)	£500	-	-	-	-	-

\*To include exposure across home, news, reviews, directory, guide, jobs, events and forum pages

\*\*Article banners appear within individual article pages from the news and reviews sections

\*\*\* To include left and right tracks on the home page and news page

All advert positions can be rotated up to 4 times

#### EXCLUSIVE E-SHOT

This is a HTML email sent out to the Hotel Designs database of 17,800 recipients. TOTAL COST: £750

#### E-NEWSLETTER ADVERTISING

INSERT BANNER 1	£200
INSERT BANNER 2 – 5	£150

**Please note that all rates quoted are excl. VAT and are based on one month's advertising exposure**

#### CONTENT SPONSORSHIP: POA

Hotel Designs offer bespoke solutions to clients looking for advertorial promotion on the website. Whether you are looking for a hotel review, product review, Q&A, focused mini-series or sponsored roundtable we can facilitate. Please contact Jennie Lane (see below) for more details.

