



# HOTEL DESIGNS MEDIA KIT 2024

# MARKET REACH



## READERSHIP

55,500+ page views per month

(recorded in October 2023)

Readership includes hotel owners and operators, interior designers, architects, developers, contractors, consultants, and hospitality suppliers.

## NEWSLETTER DATABASE

11,300+ email recipients per send out

## SOCIAL FOLLOWERS

35,535+\*

\*Platforms include Facebook, LinkedIn, X, Instagram, Pinterest.

## GOOGLE SEARCH

1.6M

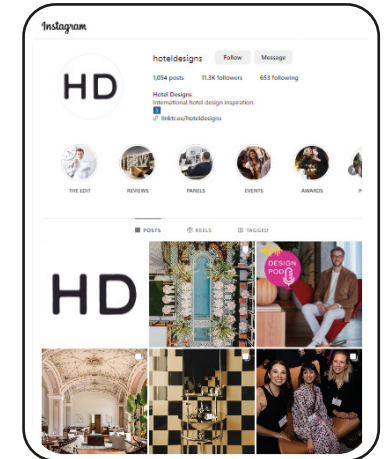
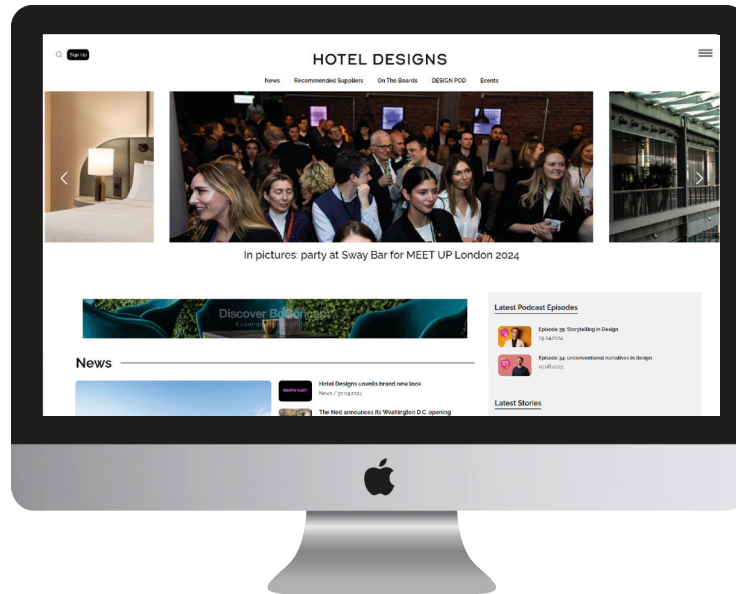
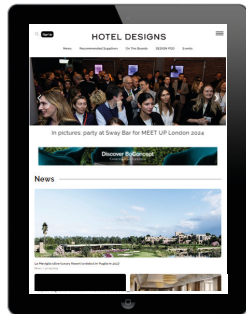
The average number of Google Search impressions that the Hotel Designs website receives each month.

## WEBSITE HEALTH

92%

Source: SEMRUSH

# THE LANDSCAPE



**HOTEL DESIGNS  
MEET UP LONDON**

**HOTEL DESIGNS  
MEET UP NORTH**

Paris: January 18, 2024  
London: April 25, 2024  
North: July 11, 2024

MEET UP London and MEET UP North are premier networking events designed to bridge the gap between designers, architects, hoteliers, and key-industry suppliers.

**INTERIOR DESIGN &  
ARCHITECTURE SUMMIT.**

June 24, 2024

Designed to connect interior designers and architects with the industry's most innovative suppliers for a focused day of pre-arranged one-to-one meetings and networking.

**HOTEL SUMMIT.**

May 13 & 14, 2024

For two decades, the Hotel Summit has been bringing together senior hospitality professionals with suppliers for a series of pre-arranged one-to-one meetings.



**THE BRIT LIST  
AWARDS 2024**

November 2024

The Brit List amplifies the best hotel design influencers in Britain, while also honouring a number of award winners, pre-judged by an elite judging panel.

**TECH IN HOSPITALITY  
SUMMIT.**

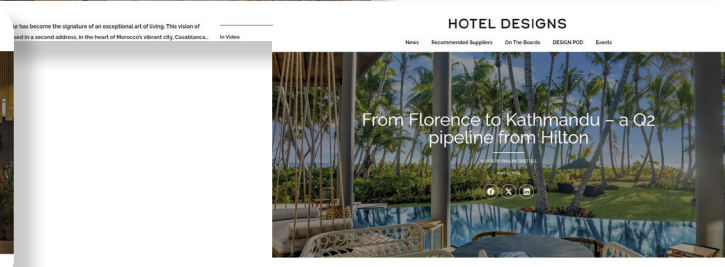
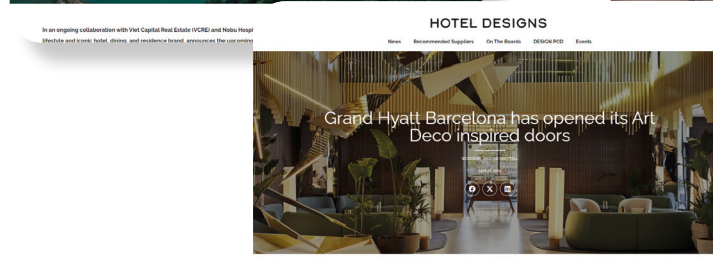
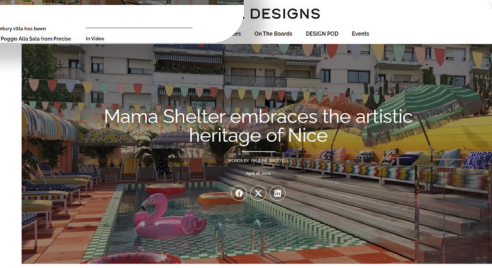
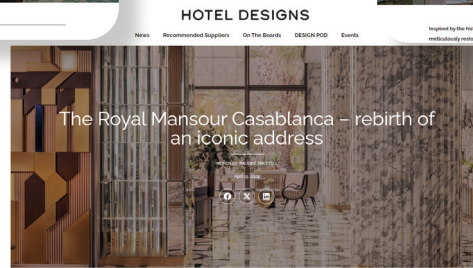
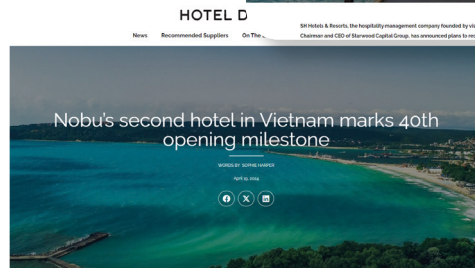
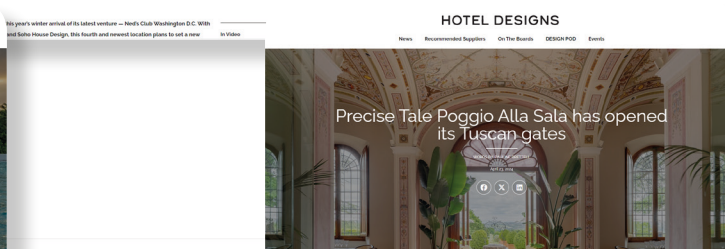
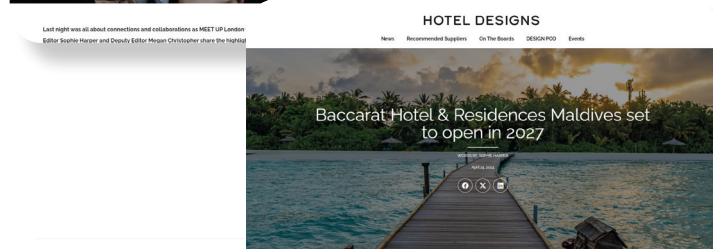
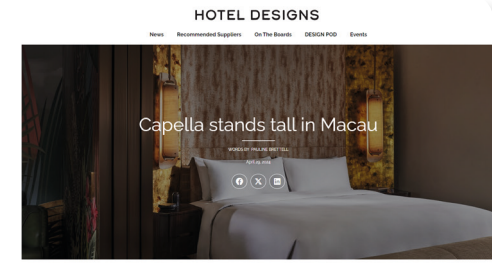
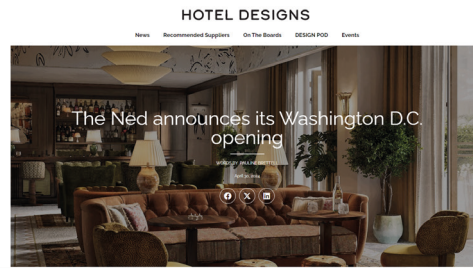
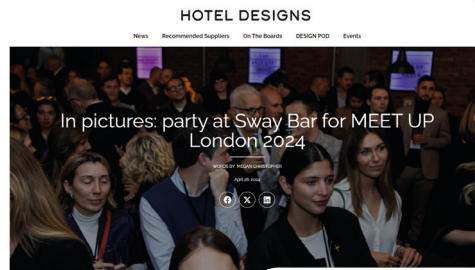
September 16 & 17, 2024

The Tech in Hospitality Summit offers industry suppliers such as yourself the most effective way to do business with key technology buyers in the hotels, restaurants, pubs, leisure and the broader and hospitality sector.

Buyers include Owners / CEOs / CTOs / CIOs / Heads of IT / Operations Directors / Financial Directors within the hospitality sector.

**HOTEL DESIGNS**

# EDITORIAL OPPORTUNITIES



# IN THEIR WORDS READERS

"I love HD Edits – I use this series as 'my eyes and ears on the ground'. As a designer, it's so easy to get trapped in your own world and not take a breath to look up.

Hotel Designs keeps me updated on what's happening in the world of hospitality. As well as the digital publication, the talks, roundtable sessions amplify thought-provoking topics that really get you thinking."

**TONI BLACK, PARTNER, BLACKSHEEP DESIGN**

"We value you, and Hotel Designs for continually keeping us updated with relevant news, features, and conversations across our industry. Focussing on the importance of design through, not only highlighting the properties that are noteworthy, but also, exposure to the designers and the makers who contribute so much in this space.

You continually use your platform to hold meaningful conversations around important topics in the world of design, as well as creating events that bring the best of the industry together.

On top of that, you and your team are great to work with, which does not go unnoticed."

**CONOR O'LEARY, MANAGING DIRECTOR, GLENEAGLES**

"With a discerning eye for the avant-garde and a commitment to innovation, Hotel Designs is as an indispensable hub for the global design community. Through its curated features, the platform presents the tapestry of design trends, concepts, and architectural sights that shape the contemporary hotel landscape.

Its dedication to encouraging dialogue on sustainability and inclusivity within the industry is also testament to its influence in supporting socially responsible design practices.

In this fast-evolving age of design, Hotel Designs celebrates the power of design in shaping human experiences."

**JESSICA MORRISON, SENIOR ASSOCIATE, G.A GROUP**

"It has been a pleasure working with Hamish Kilburn and his team at Hotel Designs along with the networking platforms they offer. I embrace their enthusiasm, appreciation, and knowledge amongst our many hospitality friends and colleagues."

**GEOFF HULL, DIRECTOR, EPR ARCHITECTS**

**HOTEL DESIGNS**

# IN THEIR WORDS ADVERTISERS

"We have worked with Hotel Designs on a series of wonderful events over the past two years. Our approach to events is to create special curated experiences for targeted small-scale audiences, and Hotel Designs and their connections within the A&D design community allows us to do just that. Our particular favourites have been the Designer Dinner we held in our London showroom as well as a series of roundtables we have hosted, with Hamish being an excellent moderator. We're looking forward to continuing the partnership in 2024."

**LAURA KOROL, DIRECTOR OF STRATEGIC GROWTH AND PARTNERSHIPS, GABRIEL SCOTT**

"I've been working with Hotel Designs for more than 5 years and our partnership has grown stronger and stronger over time. Katy and Hamish are extremely passionate, professional and their enthusiasm is absolutely contagious!

They have a deep understanding of the industry and a vast network of top level, high-quality connections with the best design studios. They understood exactly our needs and tailored proposals for dedicated initiatives that were perfectly suited to our brand identity and ethos, allowing us to connect with the right audience for us.

Hotel Designs events have become during the years unmissable appointments for any brand that aspires to play a relevant role within the hospitality industry in the UK."

**MATTEO MARTINI, COUNTRY MANAGER UK & ROI, DEDAR UK LTD**

"Our first year as Platinum Partners with Hotel Designs and it's been fantastic. We were aiming to raise our profile within the architect and designer community, and we feel that we are achieving that through this partnership, from multiple articles promoting our products, to the panel discussion around our WOW House installation, not least the behind-the-scenes Perrin and Rowe factory tour. The team at Hotel Designs truly care about the output and are always on hand to offer support, their unique perspective on the hospitality sector really sets them apart and provides fantastic opportunities for us to meet new people in the industry. We can't wait to see what we achieve with them in year two!"

**EMILY HUNT, HEAD OF HOSPITALITY SPECIFICATION  
- UK & IRE, HOUSE OF ROHL**

"Working with Hotel Designs has allowed the brand to reach our target markets in an authentic & cost-effective way. We are more than just a lighting supplier, and the partnership allows us to tell the stories of our people, the way we work and the projects we've been involved in. Hamish's factory visit gave us an additional vehicle to allow potential clients to delve deeper into our world and what we offer. This is far beyond the typical advertising packages offered where detailed narratives can't be shared."

**SARA WADSWORTH, HEAD OF MARKETING,  
NORTHERN LIGHTS**

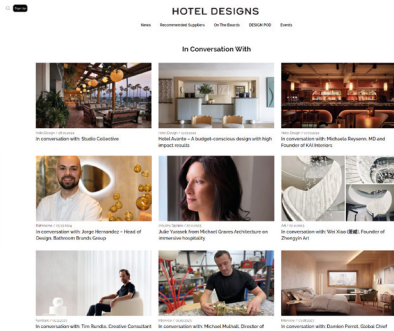
"Working with Hotel Designs has been an excellent and fruitful experience which we have thoroughly enjoyed. Teaming up with Hamish and Katy has been a joy. From having been a Recommended Supplier to being part of MEET UP London and the exclusive sponsor of DESIGN POD, podcast to yoga morning wellness sets, it has been a great way of establishing new contacts as well as strengthening existing ones.

It is fantastic to see how Hotel Designs is going from strength to strength and we are looking forward to embarking on a new collaboration with them soon."

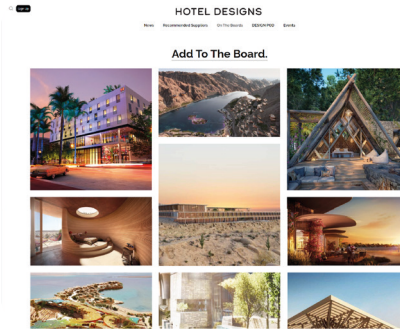
**ANKE SUMMERHILL, CO-FOUNDER AND DIRECTOR,  
MINOTTI LONDON**

**HOTEL DESIGNS**

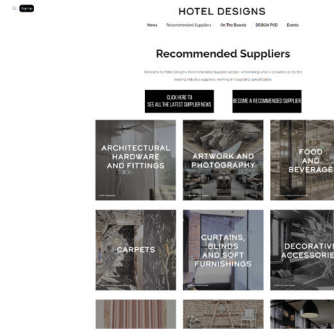
# ROUTES TO MARKET



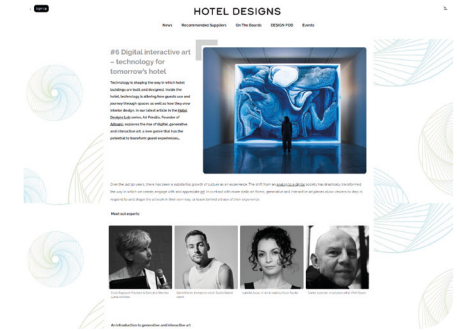
In Conversation With



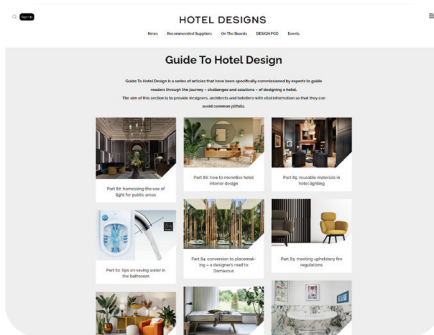
On The Boards



Recommended Supplier Partnerships



Micro-report Commission



Guide To Hotel Design



Podcast Series



In the Factory With



Roundtables



Panel Discussions



Private Dinners



Private Parties

HOTEL DESIGNS

# 'SPOTLIGHT ON' 2024



**JANUARY**  
Hotel openings  
Architectural lighting



**FEBRUARY**  
Surfaces  
Technology



**MARCH**  
Bathrooms  
Nature in Design



**APRIL**  
Public areas  
Unconventional materials



**MAY**  
Outdoor solutions  
Wellness



**JUNE**  
Decorative objects  
Sustainability



**JULY**  
Fabrics  
Flooring



**AUGUST**  
Hotel concepts  
Beds



**SEPTEMBER**  
Furniture  
Art



**OCTOBER**  
Decorative lighting  
HIX Preview



**NOVEMBER**  
Independent hotels  
Bathroom innovation



**DECEMBER**  
Trends

Image credits (from left to right, top to bottom): Hotelier India, Jolie Studio, TOTO, Inhabit Hotels, Gessi, FOCUS, Moooi Carpets / Andrew Meredith, Bell & Swift, Frtiz Hansen, LedsC4, Hansgrohe/AXOR & Future Bedouin.

**HOTEL DESIGNS**



# COMMERCIAL OPPORTUNITIES

## EXCLUSIVE E-SHOT | £750

A HTML email sent to the Hotel Designs database of approx. 8,000 recipients.

## CONTENT SPONSORSHIP | POA

Hotel Designs offers bespoke solutions to clients looking for advertorial promotion on the website. Whether you are looking for a hotel case study, product review, Q&A, a focused mini-series, or sponsored roundtable we can facilitate.

## MICRO-REPORT SPONSORSHIP | FROM £3,500

Becoming a sponsor of a 10-page, in-depth micro-report with Hotel Designs will allow you and us to highlight and support a topic that lends itself to your core business values but with wellness and wellbeing at the heart. Our report section of the website – Hotel Designs LAB, powered by Arigami – houses a series of thought-leadership articles that are designed to empower interior designers, architects, hoteliers, developers, technologists, and hospitality brands.

Each article is driven by science and innovation insights, with reference to industry experts throughout to help transform the design industry's approach to space and wellbeing.

## E-NEWSLETTER SERVICES

### EDITORIAL INCLUSION | £300

(An editorial item approx. 400-600 words in length). Please note the article will be published on Hotel Designs and an extract of it will be visible on the e-newsletter.

### EDITORIAL INCLUSION ALONGSIDE ADVERTISING | £350

An editorial item as above, in addition to a 1-week banner advert also included in the e-newsletter.

### E-NEWSLETTER 4-WEEK CAMPAIGN | £650

An editorial item as above, in addition to 4-week banner advertising campaign.

## WEBSITE OPTIONS

### 1-MONTH NEWSPAGE LEADERBOARD | £750

### 1-MONTH HOMEPAGE LEADERBOARD | £750

To include all other website pages except news page

### 1-MONTH E-NEWSLETTER BANNER | £400

(4 inclusions)

### SINGLE EDITORIAL | £300

To include publication on Hotel Designs website, e-newsletter, and select social channels

## BESPOKE & INDIVIDUAL EVENTS

### LIVE ROUNDTABLE | £2,650

### PANEL DISCUSSION | £2,950

### PRIVATE DINNER | FROM £2,100

### WELLNESS SETS | FROM £750

### HOTEL DESIGNS EVENT SPONSORSHIP OPPORTUNITIES | STARTING FROM £1,750

### BESPOKE EVENT SPONSORSHIP OPPORTUNITIES | STARTING FROM £6,000

### EXCLUSIVE DESIGN POD PODCAST SPONSOR | £5,000 PER SEASON (TO INCLUDE 8 EPISODES)

Please note that for each of the bespoke event opportunities listed above, you will need to first join us as a Hotel Designs Recommended Supplier. All advert positions can be rotated up to 4 times. All costs quoted above are excluding VAT. For further details on any of these opportunities, please contact Katy Phillips – [k.phillips@forumevents.co.uk](mailto:k.phillips@forumevents.co.uk)

**HOTEL DESIGNS**

# COMMERCIAL OPPORTUNITIES

## EMAIL OPTIONS

### THE HD EDIT | £300 PER INCLUSION

Twice a month, Hotel Designs sends out The HD EDIT, which is a targeted e-newsletter detailing the top suppliers working within a specific sector of the hospitality industry. Monthly themes are based on the Hotel Designs 'Spotlight On' editorial features.

**JANUARY** – Hotel openings | Architectural lighting

**FEBRUARY** – Surfaces | Technology

**MARCH** – Bathrooms | Nature in Design

**APRIL** – Bathrooms | Nature in Design

**MAY** – Outdoor solutions | Wellness

**JUNE** – Decorative objects | Sustainability

**JULY** – Fabrics | Flooring

**AUGUST** – Hotel concepts | Beds

**SEPTEMBER** – Furniture | Art

**OCTOBER** – Decorative lighting | HIX Preview

**NOVEMBER** – Independent hotels | Bathroom innovation

**DECEMBER** – Trends

All costs quoted above are excluding VAT.

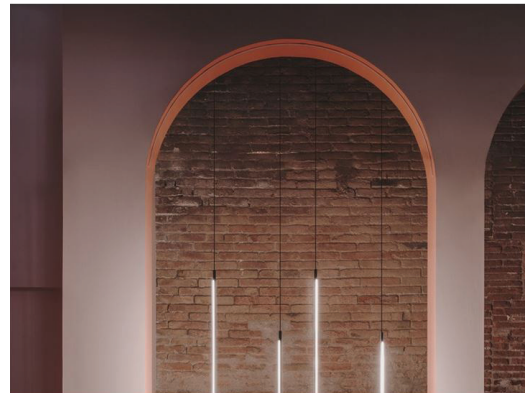
## HOTEL DESIGNS THE EDIT

Dear Karen,

For the second and final time this year, Hotel Designs puts lighting under the editorial spotlight. This week's HD EDIT explores how innovative lighting technology and schemes can completely change the narrative...

Scroll down for inspiration.

### The emotion of lighting: when lighting and architecture combine



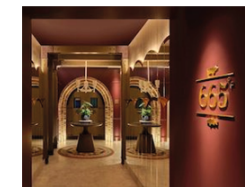
We are only just scratching the surface of understanding sensory design's role in fuelling the next chapter in hotel design and hospitality, as Editor Hamish Kilburn learns following a transformative nature- and colour-inspired visit (and menu), which was sheltered inside Six Senses Douro Valley...

[Continue reading.](#)

### noa\* creates bistro from barrel-vaulted workshop

noa\* – network of architecture – has transformed an ancient barrel-vaulted workshop in Bolzano, Italy, into a bistro named Bogen, poised between historical heritage and contemporary finesse.

[Continue reading.](#)



### Inside André Fu Studio's new sky-high cellar at Andaz Singapore

Taking on the design proposition of transporting a cellar 38 floors up into the sky, designer André Fu has created an elevated dining experience.

[Continue reading.](#)

### A Taste of Tuscany at COMO Metropolitan London

Having recently transported the tastes from the rolling hills of Tuscany to the urban setting of Park Lane London, we caught up with COMO London hotel's General Manager, Javier Beneyto Benavides to find out a little more about the pop-up concept.

[Continue reading.](#)



### Sneak peek: Little Beach House Brighton – Soho House by the seaside

Located on Madeira Drive with views out to sea, Little Beach House Brighton, opening later this month, will be Soho House's third UK House.

[Continue reading.](#)

### Sonance takes multi-zoned approach for F&B space in Glasgow

The challenge presented to Sonance by this social space required a multizone sound system solution, that would lend individual atmospheres to the different environments within the restaurant. Here's how it was done.

[Continue reading.](#)



# PARTNERSHIPS

## SILVER

A comprehensive company profile page on Hotel Designs website

Content covered up to 6 times per year on the Hotel Designs website

Contribution to Hotel Designs' monthly editorial features

Social media support

Exposure within Hotel Designs weekly e-newsletter and specialist HD EDIT where applicable

**£950**

## GOLD

A comprehensive company profile page on Hotel Designs website

Content covered up to 8 times per year on the Hotel Designs website

Contribution to Hotel Designs' monthly editorial features

Hotel Designs editorial team to attend key press events or product launches that you host

Social media support

Exposure within Hotel Designs weekly e-newsletter and specialist HD EDIT where applicable

2 tickets to attend Hotel Designs' networking events across the year (events include: MEET UP London, MEET UP North and The Brit List Awards)

**£1,500**

## PLATINUM

A comprehensive company profile page on Hotel Designs website

Unlimited editorial coverage on the Hotel Designs website

Contribution to Hotel Designs' monthly editorial features

Social media support

Exposure within Hotel Designs weekly e-newsletter and specialist HD EDIT where applicable

6 tickets to attend Hotel Designs' networking events across the year (events include: MEET UP London, MEET UP North and The Brit List Awards)

A 'behind the scenes' factory tour with our editor Sophie – to include an in-depth editorial on how products are manufactured, new product launches, interviews with leadership team, product designers, etc.

3 months of advertising with Hotel Designs (adverts to be taken in months of your choosing – during product launch periods, show-seasons for example)

**£2,545**

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Hotel Designs provides exposure via web, email, social and bespoke events.

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