



HOTEL DESIGNS MEDIA KIT 2025

Image credit: Kioku, Raffles London at The OWO, Accor

MARKET REACH



Image credit: Mayfair Suite, Mandarin Oriental Mayfair, Mandarin Oriental Hotel Group

READERSHIP

58,100+ page views per month

(recorded in August 2024)

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

NEWSLETTER DATABASE

12,400+ email recipients per send out

SOCIAL FOLLOWERS

36,135+*

*Platforms include Facebook, LinkedIn, X, Instagram.

GOOGLE SEARCH

1.6M

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

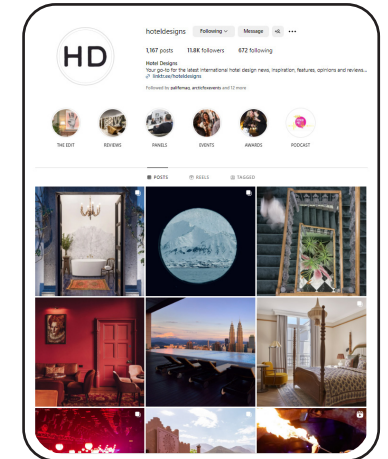
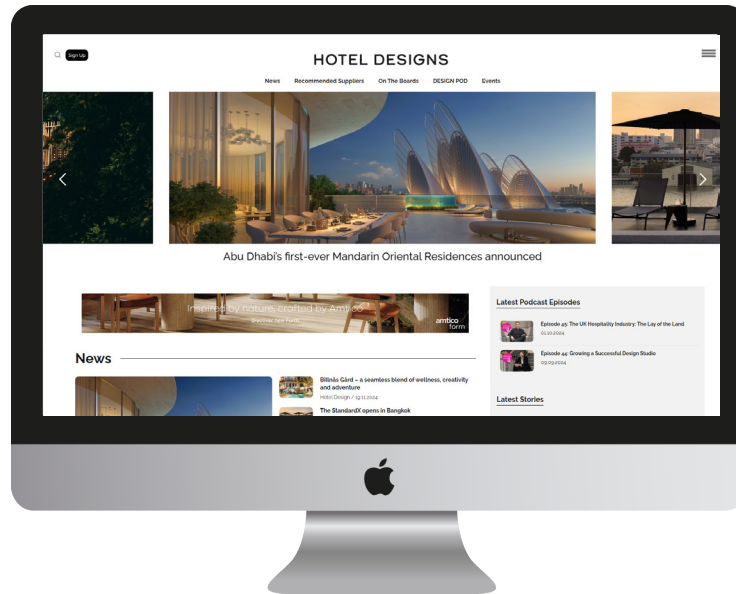
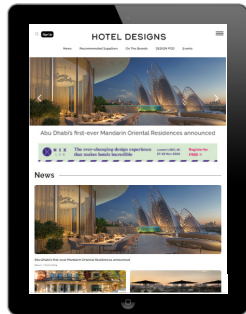
WEBSITE HEALTH

82%

Source: SEMRUSH

HOTEL DESIGNS

THE LANDSCAPE



HOTEL DESIGNS MEET UP LONDON

HOTEL DESIGNS MEET UP NORTH

London: April 24th, 2025
North: Summer 2025 TBC

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 23, 2025

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



April 24, 2025

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.

TECH IN HOSPITALITY SUMMIT



September 25, 2025

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.

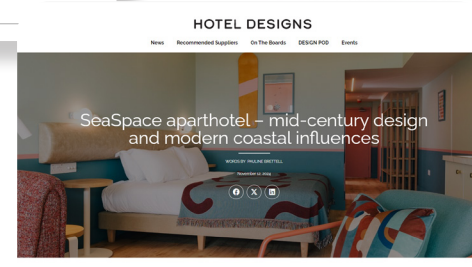
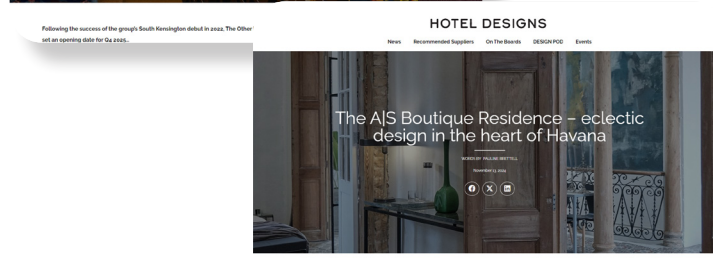
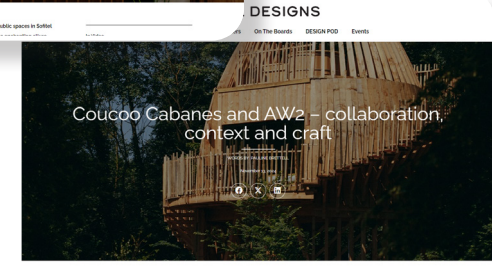
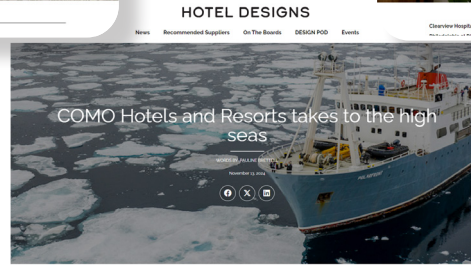
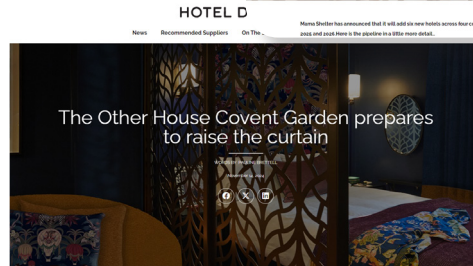
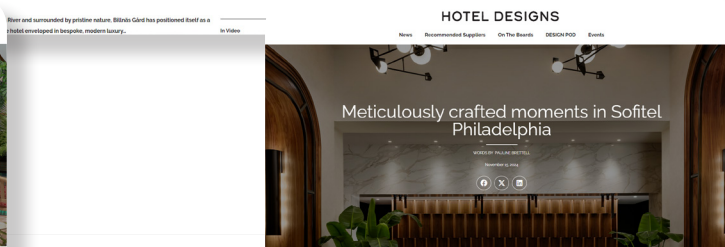
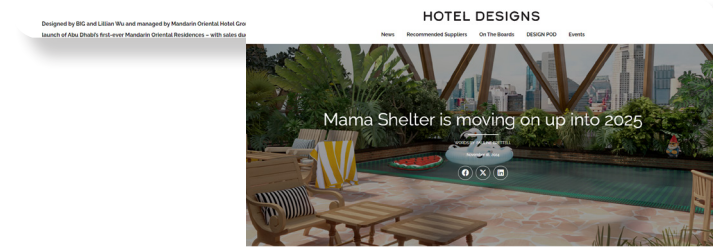
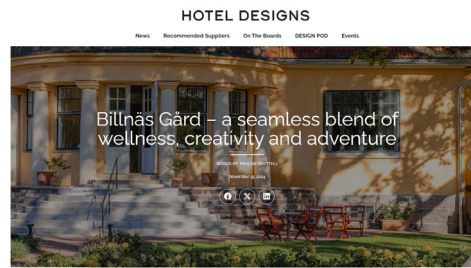
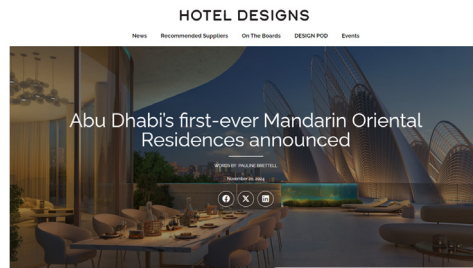
Buyers include Owners / CEOs / CTOs / CIOs / Heads of IT / Operations Directors / Financial Directors within the hospitality sector.



November 2025

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.

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 the 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. We're looking forward to continuing the partnership."

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

"I've been working with Hotel Designs for more than five years and our partnership has grown stronger and stronger over time. The team 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 understand exactly our needs and have tailored proposals for dedicated initiatives that are perfectly suited to our brand identity and ethos, allowing us to connect with the right audience. 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 and 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. Factory visits give 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."

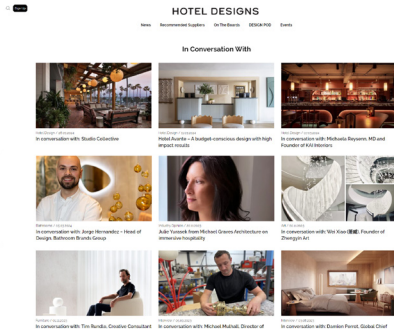
**SARA WADSWORTH, HEAD OF MARKETING,
NORTHERN LIGHTS**

"Working with Hotel Designs has been an excellent and fruitful experience which we have thoroughly enjoyed. 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."

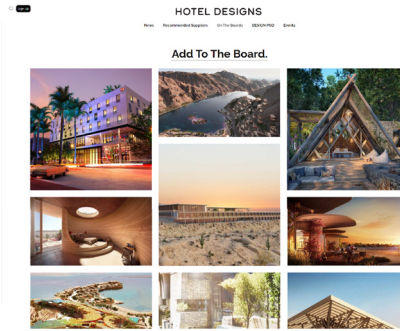
**ANKE SUMMERHILL, CO-FOUNDER AND DIRECTOR,
MINOTTI LONDON**

HOTEL DESIGNS

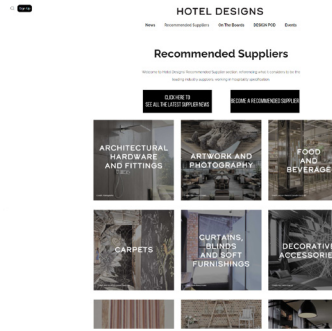
ROUTES TO MARKET



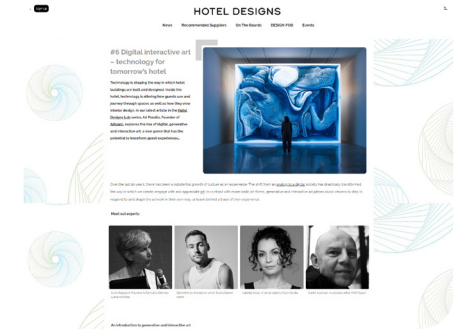
In Conversation With



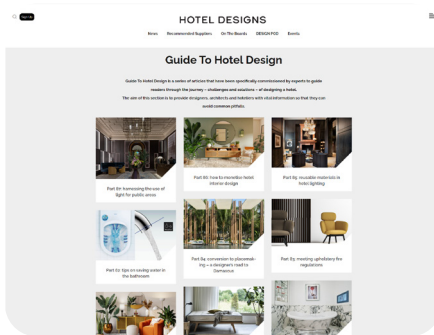
On The Boards



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' 2025



JANUARY
Public Areas
Architectural lighting



FEBRUARY
Surfaces
F&B



MARCH
Bathrooms
Nature in Design



APRIL
Salone Preview
Furniture



MAY
Marine
Outdoor Solutions



JUNE
New Talent
Wellness



JULY
Decorative Details
Flooring



AUGUST
Sustainability
Materials



SEPTEMBER
Ceramics
Art



OCTOBER
Independent Hotels
Beds



NOVEMBER
HIX Preview
Bathroom innovation



DECEMBER
Trends

Image credits (from left to right, top to bottom): Mandarin Oriental Group, Jestico + Whiles, Mandarin Oriental Group, Space Copenhagen, Hotel Bardo, Four Seasons Hotels & Resorts, Mandarin Oriental Group, Le Grand Mazarin, Sofitel Hotels and Resorts, RPA Group, Four Seasons, Marriott International.

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

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 – Public Areas | Architectural lighting

FEBRUARY – Surfaces | F&B

MARCH – Bathrooms | Nature in Design

APRIL – Salone Preview | Furniture

MAY – Marine | Outdoor Solutions

JUNE – New Talent | Wellness

JULY – Decorative Details | Flooring

AUGUST – Sustainability | Materials

SEPTEMBER – Ceramics | Art

OCTOBER – Independent Hotels | Beds

NOVEMBER – HIX Preview | Bathroom innovation

DECEMBER – Trends

All costs quoted above are excluding VAT.

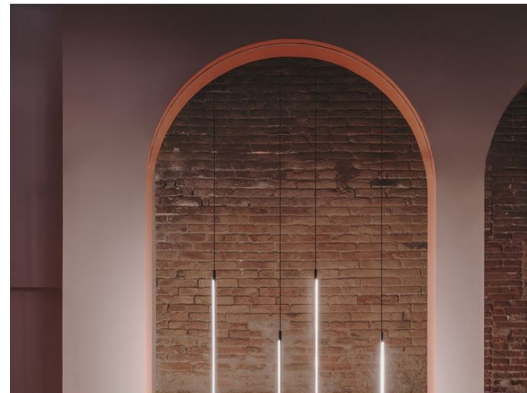
HOTEL DESIGNS THE EDIT

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



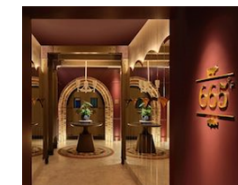
We are only just scratching the surface of understanding sensory design's role in fuelling the next chapter in hotel design and hospitality, as Editor Hamish Kilburn learns following a transformative nature- and colour-inspired visit (and menu), which was sheltered inside Six Senses Douro Valley...

[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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