

THE ZONED HOTEL LOBBY:

MEETING BUSINESS TRAVELER'S NEEDS

Today's business travelers prefer to meet and work in public, changing the way the industry looks at the hotel lobby, bar, and restaurant space.

The industry is responding by providing lobbies that create a welcoming first impression and improve hotel functionality. "The old hotel lobby was not considered a revenue-generating space," says Carl Ross, president of El Segundo, CA-based Design Group Carl Ross. "It used to hold sofas, side chairs, lounge chairs and the odd ottoman." The evolving needs of contemporary business travelers are transforming lobbies into profitable and flexible work destinations. "Lobbies contain furniture that facilitates people working together in varying degrees of privacy or social use, including sectionals, high-top tables, and furniture that rearranges for different-sized groups," he observes.



Learn about solutions that allow travelers to power up and connect, modular furniture ideas that create space for socialization, ideas to accommodate a range of group sizes in dining zones, and furniture roles and rules to effectively create zoned spaces.

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