

Emerging design trends in the hospitality sector

The future of hospitality design rests in crafting spaces where style, strength, and sustainability coexist seamlessly. By fusing form with function and weaving values into experiences, designers can sculpt settings that welcome and withstand time, leaving an imprint that lingers.



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Design has always been at the heart of hospitality. A guest may remember the comfort of a bed or the warmth of service, but it is the visual and tactile experience of the space that first captures their attention. Today, as hotels compete not just to host but to create and curate memorable experiences, the role of design has expanded beyond aesthetics to embody resilience, sustainability, and innovation. The new vocabulary of hospitality interiors reflects this evolution, where materials and finishes are chosen not only for their look, but also for how they perform in high-pressure, high-traffic environments.

Durability meets elegance: Materials for high-impact spaces

One of the most striking shifts in recent years has been the emphasis on durability without compromise on design. Hotel lobbies, corridors, and lounges endure relentless footfall, making it essential for designers to use materials that retain elegance even with constant use. Laminated surfaces for high-impact areas are increasingly preferred for their resistance to scratches, stains, and impact. The refinement and rigour of these materials has ensured they no longer appear industrial or purely functional; instead, they offer sleek, contemporary finishes that elevate the ambience while ensuring durability and longevity. Subtle details like anti-fingerprint surfaces, now increasingly common in high-touch areas such as elevators and reception counters, underscore how innovation in material science is shaping guest experience in ways that often go unnoticed but are always felt, even if only subconsciously.

Sustainability as the new luxury

Parallel to this pursuit of resilience is a growing responsibility towards sustainability. Luxury in hospitality today is no longer defined by opulence alone but by conscious design choices. Guests, particularly younger travellers, are discern   w hotels source and use materials, and they often equate environmental responsibility with brand consciousness and credibility. This has led to the increasing use of engineered veneers and responsibly sourced wood products that offers consistency across expansive areas such as banquet halls or lobbies, while also minimising waste. Unlike natural veneers, which vary in grain and tone, engineered veneer delivers uniformity while subtly weaving in sustainability. They bring an understated sophistication to spaces, proving that environmental responsibility and refined elegance can coexist with each other seamlessly.

The return of texture and the warmth of wood

Texture, too, is playing a vital role in defining new-age hospitality design. Where once smooth, glossy finishes dominated, today we see a return to tactility and depth. Surfaces are being designed to invite touch, whether through the linear play of grooved wooden doors or the layered appeal of textured surfaces. These elements add a sense of character, breaking the monotony of flat planes and introducing a subtle dimensionality that enhances the guest experience. A wall or partition is no longer just functional; it becomes a design statement that adds warmth and narrative depth to the space.

Wood, timeless in its appeal and agility, is also experiencing a renaissance in contemporary hospitality projects. Its ability to convey warmth, familiarity, and comfort makes it indispensable in areas where guests seek a sense of belonging. What has changed in the recent years, however, is the way wood is being used. Engineered wooden flooring and veneers bring the natural warmth and authenticity of timber, while offering superior durability and easier upkeep. Their resistance to stains, fading, and warping ensures that spaces retain their inviting charm for years, a vital advantage for hoteliers who must balance timeless beauty with everyday practicality.

Blending beauty with performance for the future

The defining feature of hospitality design today is the seamless fusion of aesthetics and performance. Guests may not register whether a surface is fire-retardant, moisture-resistant, or anti-bacterial, yet they feel the reassurance of a space that is safe, clean, and cared for. Designers increasingly favour materials that strike this balance, offering finishes inspired by natural stone or soft matte textures while quietly delivering hygiene, safety, and durability. This integration allows hospitality spaces to feel indulgent while meeting operational demands.

In essence, the future of hospitality design rests in crafting spaces where style, strength, and sustainability coexist seamlessly. By fusing form with function and weaving values into experiences, designers can sculpt settings that welcome and withstand time, leaving an imprint that lingers long after the stay. Ultimately, it is this harmony, of beauty and balance, of luxury and longevity, of purpose and performance, that will define hospitality spaces of tomorrow, ensuring they resonate not just with comfort but with meaning.

*The author, **Parul Mittal** is director of **Greenlam Industries, Ltd.** The views expressed in this article are those of the author and do not necessarily represent those of ET HospitalityWorld.*