



S & GO BUSINESS HOTEL

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BUSINESS BOUTIQUE HOTEL

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Hat Yai -Junction, is the largest station of southern Thailand. Hat Yai Bus Terminal is a major transport hub in southern Thailand. Hat Yai International Airport is 9 km from downtown, serving destinations throughout Thailand and connecting the city to Kuala Lumpur and Singapore. Demographically, Hat Yai is notable for a higher proportion of Malaysia citizens than other cities of comparable size in other regions of Thailand. In many cases, it offers a wide range of goods unavailable elsewhere in Thailand because many Malaysia business people come for business trade as usual. As this as the one important way for economic growth, Sakura - Go Hotel provides a design place to support business people to get better and convenient working atmosphere and make them enjoy the work process. Therefore, this dissertation describes the process of collecting the principle of design and all the requirements toward analyzing, showing of the convenience design and personalized service. From studies and analysis, there will be a conclusion there connected and created the significant form as an initial designing process to finalize into the conclusion in Sakura - Go Business Hotel.

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Chapter 1: Thesis Introduction

Chapter 1: Thesis Introduction

1.1 Project Background

Business people as an important and large group of Thailand, a nation of more than 60 million people, is in the middle of mainland Southeast Asia. It is the center for international businesses, official offices, famous schools, high-rise office buildings, shopping malls, and luxury hotels. During the 1860s, Thailand opened the country officially to trade with the western countries. This brought more business travelers and pleasure travelers to Thailand. Tourism continues to be Thailand's top foreign exchange earner and an important source of inter-regional and international revenue, faithfully supported by both government and private business.¹

The Thai Tourism Industry made 242,177 million Baht and 253,018 million Baht in the following year. The growth of business and industry along with a rapid increase of tourism has resulted in rapid expansion of hotels in Thailand. However, with continuing oversupplies of hotels and economic crisis in 2007, the hotel business in Thailand has experienced some dramatic changes. The challenge of operating hotels profitably has become important. While aiming to make a profit, the reputation of the hotel depends upon the quality or standard of the services and the facilities. In order to make more profit, hotels are expected to both understand and satisfy all guests' needs, wants, and problems. "An insightful understanding of the marketplace is crucial for hoteliers to make the correct decisions for both comprehensive marketing programs and designing product and service offerings... Indeed, the best use of resources... demands that hotel managers have a keen understanding of the segments they are selling".²

Offering products and services for specific markets will attract and maintain a customer base. One important market in the hospitality industry is the business traveler.

¹ Sarawut Prachootin, *Business travelers requirement in Hotel* (Thailand: Co., 2001), Plum e-book, chap 2.

² Methapan Chumni, *Hat Yai City* (Hat Yai: Southern Press, Co., 2012), Palm e-book, chap 01–03.

At present, hotels have recognized the business travelers' market as the fastest growing market in this industry. The business or pleasure traveler markets are often presented as a homogeneous group of customers, but it is increasingly recognized that these markets are a heterogeneous in character. This paper attempts to show that business travelers are a significant market for hotels to attract. Hoteliers see business travelers as either someone who requires special treatment, or they view them as being little different from a leisure traveler in terms of service need.

Hat Yai -Junction, the largest station of southern Thailand. Hat Yai Bus Terminal is a major transport hub in southern Thailand. Hat Yai International Airport is 9 km from downtown, serving destinations throughout Thailand and connecting the city to Kuala Lumpur and Singapore. Demographically, Hat Yai is notable for a higher proportion of Thai Chinese citizens than other cities of comparable size in other regions of Thailand. They easy to accept Chinese food.³

1.2 Study Defined

This project proposals is to study and create business boutique hotel for the business traveler who need the good working environment and better personal convenience service that can save their time and enjoy the work. The hotel created a space to promote your inner sense of excitement to work and relax. At the hotel, you can enjoy the convenience of the business facilities, efficient of reliable secretary, gourmet food, elegant of relax facilities.

The hotel is suitable for those looking for a perfect working and relaxing place into Hat Yai, including the video meeting facilities, business supporting function, sky bar and garden, and is the best location in Hat Yai. The hotel offers arrays of the best convenience business and relaxing facilities. Moreover, if the service is still not related

³ Witchanee Sanitja, *Thailand-guide* (Hat Yai: Skyhorse Publishing, 2008), 10

to your characteristic, you can experience our private custom business service. Come and try our working and meeting facilities at the hotel and you beginning of an unforgettable experience that will pleasant stay.

Reasons of Study

- Most of the hotel in Hat Yai did not provide the convenience function to support business people.
- Most of the Business Hotel in Hat Yai did not provide the new facilities and only basic function.
- For the business people who have no car will hard to get a taxi on the street, normally people waste a lot of time on it.

Objectives of Study

- To create a business boutique hotel to support business people in Hat Yai.
- To support and promote lifestyle of business people.
- Personal service to cultivate regular customers.

1.3 Thesis Statement

S&GO Hotel is the place for business people working and relaxing, it is more care about the businessman's convenience and time saving, best service which can give them enough support for work and relax.

Objective for proposal

- To design the hotel that would motivate travelers to be more interested in working in the hotel and enjoy the business travel.
- To design the place that travelers can take a convenience working service and

relax in the hotel.

- To create the new experience of business boutique hotel.

1.4 Research Scopes

- Type of Business people
- Relationship between hotel and business traveler
- Business people psychology
- Trend of business hotel in nowadays
- Business hotel industry trends relating your treatment and clients
- Functions and facilities
- User behavior
- The relationship between user behavior and activities
- To study proposed location by studying from context
- Function and facilities of existing location of business boutique hotel
- Restaurant function and requirement
- Business center function and requirement
- Spaces and circulations
- Site geography
- Site approach
- Building analysis
- Case study 1: Centara Hotel
- Case study 2: Sofitel So Hotel
- Case study 3: Melia Jinan Business Hotel

1.5 Design Scopes

Public Zone

- Reception
- Waiting Area
- Lobby
- Souvenir Shop

Private Zone

- Guest Room

Special Area

- Business Center
- Restaurant (two type)
- Coffee Shop
- Bar
- SPA
- Sky garden

Back of the House

- Kitchen
- Housekeeping
- Laundry Area
- Office
- Room Service
- Storage



1.6 Definition of Terms

Business boutique hotel

The hotel which give better personal service than normally hotel and focus on business function. If have more choices than the business hotel, people can take a better environment for working and relaxing.

Private custom

The service include personal office service, personal secretary, working environment private, meeting room private, relaxing plan after work, celebration activities, etc. Following customers order and give a better service.

Convenience design

The hotel should save business travelers' time and let them feel excited to work, so the convenience design will help with this. Each detail can save their time, such as ticket booking or car booking service. Also personal service and facilities can let them focus on the work.

Facial Treatment beauty salon and relax spa

Some business traveler need to be work for a long time even all day all night. They may have a challenge at second day, but it would be no good for them to bring their panda eyes to join, so how to make them looks good and energized will help them find their confidence. This supporting function can help that and let them taking a best relaxation to relieve fatigue.



Chapter 2: Project Type Researches

Chapter 2: Project Type Researches

2.1 Literature Searches

2.1.1 Need of Business Traveler

The primary characteristic of business travelers was that they stayed fewer nights than pleasure travelers. However, they stayed more frequently in the same hotel. Business travelers were known in the United States as “road warriors”. They had particular preferences, such as convenient locations, comfortable rooms and previous experience when selecting hotels. There were differences between business and pleasure travelers in terms of their usage of business amenities. Usually business travelers required more service amenities and attention from the hotels. Special equipment was necessary to ensure they did not lag behind in this time-is-money era, especially on their business trips. The most frequent reason for business traveling in the United States in 2006 was to attend a meeting, conference, or trade show.⁴

The next largest reasons for business trips were consulting, sales, company operations, physical work, and management. In this regard, the conventioner was a significant market for the hotel industry. One of the main characteristics of business travelers was that they stay fewer nights than leisure travelers. However, they traveled more miles than leisure traveler and stayed more frequently. Therefore, what they lack in length of stay, they made up in frequency of stay. According to Travel Market

⁴ Sarawut Prachootin, *Business travelers requirement in Hotel* (Thailand: Co., 2001), Palm e-book, chap3.

Research in 2005, business travelers spent an average of 3.1 nights on each trip in 2005. In contrast, leisure traveler's stayed an average of 3.8 nights. Business travelers traveled 1,022 miles on average round trip compared to 781 miles for leisure travelers. There were also differences between business and leisure travelers in terms of their usage of the business amenities. Usually, business travelers used other services such as sending and receiving faxes, express check in/out and concierge services more frequently than leisure travelers. Additionally, nineteen percent of business trips were booked with a travel agent and sixty six percent of business travelers used hotels. In contrast, only six percent of leisure trips were booked with a travel agent and thirty-nine percent of leisure trips involved hotels in 2005.⁵

Surveys of hotel users indicated that the bedroom was considered more important than the public areas – including restaurants, bars, and leisure facilities. Of the bedroom facilities, the size and general layout, lighting, individual control of the heating and ventilation, and the provision of a desk for business travelers were considered important factors. The need to place special emphasis on bedroom design was clearly important. Hotel room design should therefore be in response to what the customer really wants as opposed to what hotel companies find convenient to think they want. The standard facilities found in the bedrooms in three and four-star hotels are tea and coffee making facilities, trouser presses, hair dryers and in-house movie channels (Foster, 2003).⁶

⁵ Schneider, Ethel. *Business hotel standards and employee schedules* (Stamford: The Dahls, 1990), 10.

⁶ Marchant, Gill. *Businessman in Thai* (New York: F. A. Stokes company, 2005), 11.

2.1.2 Consumer Trends and Effects on Business Hotel Industry

Nowadays, Interior design is not just design by a basic qualification of business hotel, also need to focus on the service and quality, make business people life more convenience, give a better expectations for experiences. With business boutique Hotel is characteristically with the design and privacy to the target groups as well.⁷

2.1.3 Hotel Rating System in Thailand

Normally, there were two major systems for more than 100 hotel rating systems worldwide including official and non-official systems. The official hotel-rating systems were established and conducted by a government agency and obliged to follow the compulsory and regulatory basis. On the contrary, private organizations (hotel or tourism associations, the national/regional automobile associations, or private companies) operated non-official hotel-rating systems normally on a voluntary basis. Some national tourism and hotel associations required their members evaluated by their rating system and graded with one of the five-levels. The purpose of the official system was mainly to control the lodging tariff and taxes, whereas no social obligation was found for the non-official system.

The Thailand Hotels Standard certification was offered every year. If the total scores of the three criteria (the standard of construction and facilities, the standard of maintenance and cleanliness, and the standard of service) of a hotel passes the minimum 6score requirements, a hotel will be certified with the proposed star rating

⁷ Ashok Malkani, "Hotel Business Review," Hammer Publishers, accessed October 9, 2014, http://www.ihgplc.com/files/reports/ar2012/docs/IHG_Report_Business_Review.

level of the Thailand Hotels Standard. If it fails, the hotel will be offered three alternatives including canceling the application, accepting the results for certifying a lower star level, or making improvements within 180 days for re-inspection. The Foundation of Standard and Human Resources Development in Service and Tourism Industry, a non-profit organization representing the cooperation between the private and public sector, was founded to administer all the aspects involved in the implementation of the Thailand Hotels Standard. In March 2004, the foundation officially launched the Thailand Hotels Standard certification program and awarded the first 84 hotels with 2-5 star ratings after the evaluation of 110 voluntary hotel participants (TAT, n.d.b). It was anticipated that with the adaptation of internationally accepted star rating models and its systematic administration, the Thailand Hotels Standard would be an effective instrument to enhance the overall service quality of the Thai hotel industry.

As the Thailand Hotels Standard is still at its infancy, little is known about its effects or relationship with service quality of the hotel industry in Thailand. Identifying the perceptions of hotel operators toward the Thai hotel rating system may help the tourism-related organizations develop strategies for hotel establishments to participate in the hotel rating system and increase service quality. The study's finding is expected to reveal the improvement of hotel service quality as a result of implementing the hotel rating system. The study is also expected to enhance the competitiveness of the Thai.

Thailand Hotel Standard Foundation plays a unique role in the promotion and development of the country's tourism industry. Since its establishment, the objective is to raise the standard of the overall hotel business with the aim to ensure uniform standardization used in Thailand is consistent nationwide and aligned with international standards. In this context, the hotel standard in Thailand has so far exceeded quality standards in view of the fact that many hotels offer style, elegance and distinctive service and design which have captured the attention of both Thai and foreign visitors. When it comes to authentic Thai style hospitality, the hotels offer visitors prestigious luxuries to choose from. There is a wide choice of hotel accommodations throughout all the regions. Many hotels are located in the heart of business and diplomatic districts within easy access to the vibrant commercial centers, business venues, exotic beaches and lush green golf courses. It is an opportunity for everyone to experience the superlative comforts, superior amenities, specialty cuisine for which Thailand is known all over the world and, above all, a special personal touch of Thai hospitality that will make any visitor's stay in this country a truly memorable occasion. In terms of Thailand's many diverse culture, activities and world class amenities it offers a perfectly designed setting for the requirements of any event or conference. The latest issue of Thailand Standard Hotels Directory 2011 is for ease of reference and I hope you will find it useful in planning your trip to any part of this amazing land.⁸

⁸ Steve Brendle, "Business Guest Web." Australians Sydney Office, accessed March 12, 2012, [http://www.traveller.com.au/search?text=business guest](http://www.traveller.com.au/search?text=business+guest).

2.1.4 Design Theory

Consumer psychology is a specialty area that studies how our thoughts, beliefs, feelings and perceptions influence how people buy and relate to goods and services.

One formal definition of the field describes it as "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society".

Professionals in this field look at things like the decision making-process, social persuasion and motivation to help understand why shoppers buy some things but not others. In this overview of the profession, learn more about what consumer psychologists do and where they work. This often involves first figuring out the target audience for a particular product including the gender, age and socioeconomic status of the typical shopper.

The traditional hotel service and facilities are not enough for some special order. Consumer psychologists often conduct research to learn more about traveler behavior. Common research methods used by these professionals include experiments, phone surveys, focus groups, direct observation and questionnaires. Researchers also typically gather details about each respondent's sex, age, race, educational history and current financial situation. This type of information can be very useful, since it allows researchers to look for patterns and learn more.⁹

⁹ Steve Brendle, "Business guest web." Australians Sydney Office, accessed March 03,2012, [http://www.traveller.com.au/search?text=business guest](http://www.traveller.com.au/search?text=business+guest).

2.2 Design Theories & Design Principles

Where is the different between Business Boutique hotel and other types of hotels as a unique type of hotel that popular for business people? Now days, Business hotel does not just focus on the business center and give some office supporting, but business Boutique hotel is the one giving the convenience service to support business people, the design of boutique hotel gives more choices for personal service better than traditional business hotel.

2.2.1 Business Boutique Hotel

What is Business Boutique Hotel?

Business Boutique Hotel, a type of business hotel, but give better service, is usually found around business center or the cities of import or export, such as Centara hotel in Hat Yai and Sofitel -So in Bangkok.

Business Boutique Hotel typically offers convenience and effective business facilities, like personal office service and personal secretary that you cannot find anywhere else, and a high level of customer service.

Business Boutique Hotel Facilities

Business Boutique Hotel usually have facilities like meeting room, personal office, conference room, chatting lounge, and talking bar. But also include some special service likes private custom which can let travelers' custom made by themselves.

The difference between Business Hotel and Business Boutique Hotel

Business Boutique Hotel is different from Business Hotel, which offer the facilities in hotel likes private custom, personal office in guest room, new equipment media

meeting room, even the relax space as the talking bar or special restaurant. Also the service quality is totally different.

Business Hotel tend to the basic facilities and function for business traveler, such as low operating costs and Income high income return for guest rooms. But Business Boutique Hotel will focus not only business facilities, but also care about the user experience, even the relaxation facilities, giving guest a convenience and comfortable environment for working.

Popular reason

In Hat Yai, since last 10 years, more and more foreigner came to Hat Yai to do business here, also it is the point which can give more choose for the market of Thailand.

There are few reasons for this popularity. Many foreigners move to live in Hat Yai, because it is totally different from other city in Thailand and it has its own culture. There are many things that you cannot buy in other cities of Thailand.

2.2.2 Community with Business Hotel

The Main Character of Business Hotel:

- **Modern Conveniences**
- **Business Meeting Places**

Modern Conveniences

For a hotel to attract luxury business clients, the guest rooms need certain amenities. Guests may have different preferences on what type of décor and furniture they like, from traditional antiques to contemporary platform beds. But most business

travelers want an office desk and chair, telephone, and working high speed Internet access in their rooms or suites.

Business Meeting Places

Many business travelers need to meet with clients or finish up work before a presentation. Many luxury business hotels may also have a café or restaurant, where business guests can meet informally with clients. A luxury business hotel should offer guests a complete business center or separate office space. Also, many luxury business hotels have conference or meeting rooms as well provide catering, audiovisual equipment and other associated business conference services.

Design Guide

Site resource analysis and location of each business amenities, conveniently located public space and circulation, provide safe like fire exit and exist the area to meet the building code.

For realizing profit, designer maximize the amount of area devoted the guestrooms and convenience facilities, and keep minimum floor size for circulation and service space.

Public Area

The lobby will be the main access point to the public corridors, elevators, public restrooms, gathering Rooms and recreational amenities. This area has been designed as one contiguous space with separation of areas defined by Interior Design Specification layout, ceiling transitions & treatments, tile and floor finishes and lighting. The overall design for The Commons provides seating for dining type functions and

multiple soft seating groups for lounge type use, with the office function located at a specific area. A computerized lighting control system provides varying lighting scenes depending on the area function and time of day.

The major public areas that you will need to program are the lobby and public flow space, the food and beverage outlets, and the meeting spaces. These areas are the hotel's "living spaces"; they set the stage for other activities, frame the image of property, add interest and amenities to the guest experience, and provide space for the formal and informal meetings that take place in any hotel. Hotel lobbies have become the most iconic of all hotel spaces. The lobby must function not only as the hotel's "front office," but also as an important transition space. The transition from an often hectic and arduous journey to the security and serenity of the hotel takes place in the lobby. If you think about it, the best lobbies work so well that guests do not even notice the attention to program and planning detail. The reception desk is obvious and inviting, regardless of which entrance the guests use. People circulate effortlessly to the other spaces within the hotel, without feeling lost or disoriented.

In addition, the lobby program should include the following support functions:

- Clear access to stairs, elevators, or escalators
- Lobby seating, for both individuals and small groups
- Concierge desk and storage, if appropriate
- Front desk administrative areas
- Luggage storage

Entryway

The entrance seating area, known as the Entryway, creates the first impression upon arrival. This area has been located within the tallest space in The Commons with the seating arrangement on axis with The Desk. The Entryway features a signature built-in, soft seating lounge area. Some of the finishing touches in this area include the use of polished marble, rich walnut panels, a built-in sofa, built-in table lamps, swivel chairs and carpeting.

Standard:

- The hotel access, road, or city street in city locations, should provide for easy access and drop off/pick up by taxis, cars and buses and other forms of Public Transport.
- Directional signage to the hotel in the local area should exist wherever possible.
- The hotel building main entrance lobby shall present an open vista and image of the appropriate quality and style to reinforce the Brand's Personality.
- Guest and visitors shall have an immediate view of the bar, features lobby seating, the reception desk/s, and concierge desk should be clearly identifiable.
- Reception facilities should accommodate a minimum of three receptionist stations and provide sufficient space for individual and group check in/out.
- A dedicated Concierge Desk shall be located separate from the Reception Desks.
- Reception area seating units should be designed to maximize usage for individuals or groups.

- Lobby Seating Area: Provide a seating area near the front desk and entrance including some private group seating. Also located additional seating that are contiguous with the lobby bar.
- Office Access: Provide entrance to the front office, safe deposit area, executive, executive office, sales, and catering office.
- Circulation: Establish clear path to the front desk, elevator, restaurant and bars.
- Bell/Luggage: position of bellman station should be near front desk.
- Lobby and Lobby Lounge: Most hotels provide 0.6 – 0.9 sq.m of floor area/room. It should have the most impressive view.

Front Lobby Seat

The front lobby seating and communal table areas are located to the left of the entrance vestibule. A lowered ceiling space is used to create an open, yet semi-private setting over the front lobby area. This space is defined by a low height tiled wall with built-in seat cushions and lamps, and has lounge chairs and tables which are also suitable for breakfast dining.

Staff Entrance

- To be out of view of the main entrance of the hotel.

Preferable:

- Staff entrance, clocking in, uniform issue, changing and staff circulation should preferably be separated from the self-contained delivery and storage areas.

Restaurant

Standard:

- The Restaurant will be a semi-formal and stylish full service facility to provide breakfast and all day dining located adjacent to the main bar and accessed off the lobby.
- The design shall take into account that food will be served to this area so service stations and food delivery areas must be incorporated with minimum interference to the guest's experience.
- Total seating capacity will be linked to number of guest bedrooms.
- The various types of food outlet include:
 - Coffee Shop = 1.4 sq.m./person.
 - Formal Restaurant = 1.9 sq.m./person.
 - Cocktail Bar/Lounge = 1.4 sq.m/person.

Preferable:

- Direct street access and frontage wherever possible.
- Two restaurants on the site- One being of Michelin Star standard

Bar, Buffet

This space has been designed to complement The Commons area and has been situated close to The Desk for assistance and service. It is intended to feel like a residential kitchen both day and night, with illuminated open upper shelving containing kitchen accessories, cookbooks and knickknacks. This area will serve breakfast in the morning and function as a bar in the evening.

Meeting and Event Room Areas

Standard:

- The main function/event room seating numbers will be dependent on size limitations with a pre-function lobby area.
- A simple access route to the main kitchen is also essential.
- Additional meeting room's configurations should be as flexible as possible subject to location and demand.
- All meeting rooms to have the maximum possible soundproofing included in the design, especially partition walls in sub-divided rooms.
- All meeting rooms shall have integrated Audio-Visual facilities.
- A furniture and equipment store room to be located adjacent to meeting room area.
- The meeting/event area will be provided with a break-out area in proportion to the meeting room space and will be able to act as a reception venue for reception.
- A Business Centre will be located adjacent to the Meeting room's area.
- Function and meeting area
- Ballroom require space = 1 sq.m./person.
- Locate function room in large and column free space close to and easily accessible from lobby.
- Provide adjacent public support areas.

Guest Room Corridors

Standard:

- Corridor widths: 2.0m minimum.
- All guest corridors will incorporate feature lighting to dramatize the circulation routes, featuring such elements as color lighting changes, artwork etc. as part of the overall design concept.
- Emergency stairs: width as required by local authorities with smoke lobbies at every level with automatic fire doors and/or as per local fire officer's requirements and with handrails on each side.

Guest Room Service

- Design guest accommodation spaces to offer distinct working, grooming, relaxing, and refreshment
- Mini bar table, self-contained and lockable.
- Linen storage pantry/cupboard on each floor of bedrooms.
- Each level requires one large service room accommodating the service lift, linen and refuse chutes, if applicable.

Public Restroom

All public restrooms shall fully comply with ADA requirements.

The layout of the spaces must be designed to prohibit any direct visual sight lines into the spaces including reflections. All elongated toilets and urinals shall be white vitreous china, wall mounted and equipped with low flow flush valves. Public restrooms shall each receive a white, solid plastic, open front and self-sustaining seat.

All fixtures must match. All stall partitions shall be high pressure laminate or better (no painted metal), ceiling mounted (recommended) with stainless steel hardware. Lavatories shall be under-mounted vitreous china sinks with overflow drain in a quartz top vanity with matching side, back splashes and apron. All plumbing pipes must be wrapped with required insulating devices.

Bathroom

- Bath towelings - minimum 550g weights.
- Bath robes - minimum 550g weights.
- Quality hangers suitable for bathroom use.
- Shaving mirror.
- Dedicated toiletries tray to hold the full complement of toiletries.

Office

This space is open to The Commons and allows for flexibility and privacy. It also houses several computer terminals and a printer for guest use, however, the entire lobby will have Wi-Fi. In addition, there are single seat desks allowing privacy and workspace with outlets and built-in lighting.

Facility Engineering and Maintenance

- Controlling energy usage.
- Increasing the pride and morale of the hotel's staff.
- Ensuring the safety of those working in and visiting the hotel.

Maintenance Assistants

In addition to the chief engineer, the E&M department will employ one or

individuals with varying degrees of skill in the areas of:

- Engineering
- Mechanics
- Plumbing
- Electricity
- Water treatment (For Pools and Spas)
- Grounds Maintenance

In addition, specific for the following areas:

- Public Area
- Guest Rooms
- Food Service
- Laundry
- Other Equipment

HVAC

A properly operating HVAC system delivers air to rooms in the hotel at a desired temperature. The efficiency at which a hotel's HVAC system operates, and thus the comfort of the building is affected by a variety of factors, including:

Cooling Component

Essentially, in air-conditioning system, electrically operated equipment extracts heat from either air or water and then utilizes the remaining cooled air or water to absorb and remove more heat from the building. The effectiveness of a cooling system is depending on several factors, including:

- The original air temperature and humidity of the room to be cooled.
- The temperature and humidity of the chilled air entering the room from the HVAC system.
- The operational efficiency of the air-conditioning equipment.

Some cooling systems are designed to produce small quantities of very cold air that is then pumped or blown into the room to reduce its temperature; other systems supply larger quantities of air that is not as cold, but because the quantity supplied is greater, has the same room cooling effect.

Lighting

The lighting in the hotel is tremendously important to curb appeal, guest comfort, worker efficiency, and property security. Lighting is sometimes referred to as illumination, and light levels are measured in foot-candles. Generally, the greater the number of foot-candles present, the greater illumination. A hotel requires varying degrees of illumination in different locations and the type of light fixtures and bulbs used play a large role in producing the most appropriate light for each hotel setting.

Laundry

In the laundry, the washers, dryers, folding equipment, water supply lines, drains, lighting fixtures, and temperature control units require. An especially important concern (because of the potential for fire) is the clothes dryer. Dryer drum temperatures can be very high, and the lint buildup that occurs during the natural drying process requires vigilance, as well as housekeeping.

Security and Guest Safety

Emphasis on security and guest safety will be an important feature of the hotel and secondary lock on all bedroom doors.

Fire Alarm System

A fire alarm system is a set of electric/electronic devices/equipment working together to detect and alert people through visual and audio appliances when smoke/fire is present. These alarms may be activated from smoke detectors, heat detectors, water flow sensors, which are automatic or from a manual fire alarm pull station.

- Fire sprinkles
- Smoke and fire detectors
- Duct smoke detectors
- Automatic alarm systems
- Manual alarm systems
- Emergency lights
- The emergency egress system
- Exits & Exit signs
- Pressurized stairways
- Smoke control systems
- Staff emergency response plans ¹⁰

¹⁰ Bairie Nichols. "Business hotel design standard," St. Louis, MO 63110, accessed May 12,2011, <http://www.restorationstl.com/blackhawk/marriott/RenaissanceHotel.pdf>.

2.3 Case Studies Analysis

2.3.1 Case Study 1

Centara Hotel

Name: Centara Hotel

Location: 3 Sanehanusorn Road, Hat Yai, Songkhla 90110, Thailand

Hotel Type: Business Hotel

Building Area: 16482 sq.m.

Total Guest Room: 248 rooms



Figure 2.3.1.1 Centara Hotel in Hat Yai

Design Background

This hotel is located in the Central Department Store, the center of Hat Yai, which is closed to the Gimyong market, Santisuk Market. As we know this city's proximity to the Malaysian border has made it an important trading post through the years. In many cases, it offers a wide range of goods unavailable elsewhere in Thailand. So the the major customers in this area are businessman from Malaysian, Singapore and Indonesia. The style of design was contemporary modern which can make the customers feels warm and comfortable.

Target Groups

From area survey, Hotel designs to support a variety of customers. The hotel mostly specific the business people, this makes Centara Hotel as the informal service and high quality design hotel compared with other hotels in this area. Centara Hotel can be attractive to customers of all type of business people, group and class. It also makes the customers easy work, save times, and easy access in transportation.

Facilities

Hotel:

- Airport Shuttle Service
- Bar
- Car Park
- Free • Concierge
- Currency Exchange
- Dry Cleaning

- Elevator
- Laundry Service
- Meeting/Banquet/Facilities
- Newspapers
- Reception-24 Hour
- Restaurant
- Shops Valet Parking

Leisure:

- Fitness Centre
- Sauna Spa / Wellness Centre
- Swimming Pool

Room:

- Air Conditioned
- Bathrobes
- Bathroom
- Bathroom Amenities
- Dining Area
- Executive Lounge Access
- Hairdryer
- Kitchenette
- Mini Bar
- Non Smoking Rooms

- Radio • Refrigerator
- Room Service
- Safety Deposit Box
- Seating Area
- Shower
- Slippers
- TV
- TV - Satellite / Cable
- Tea / Coffee Facilities
- Telephone • Toilet
- Work Desk

Internet & Business:

- Business Centre
- Internet
- Wi Fi - Free
- Wi Fi in Public Areas



Room Types

Centara Hotel offers 248 rooms; Superior room, Deluxe, and Studio apartment, Executive Suite with working space. The style of interiors is perfectly. Rooms are offered for relaxation and working zone with concerning to the businessman and leisure travelers.

There are totally 4 type of guest rooms in this hotel:

- Superior guestroom
- Deluxe guestroom
- Studio Apartment
- Executive suite

Superior

Superior room offers from 25 to 28 square meters of living space and can accommodate up to 3 adults OR 2 adults and 1 child per room. Each Superior room offers the option of a king-size bed or twin beds and has a bathroom with bathtub.

Amenities available at your fingertips include complimentary wireless internet access, flat screen TV, individually controlled air-conditioning, in-room safe, minibar, bathrobes, slippers, tea and coffee making facilities, hairdryer and IDD telephone.

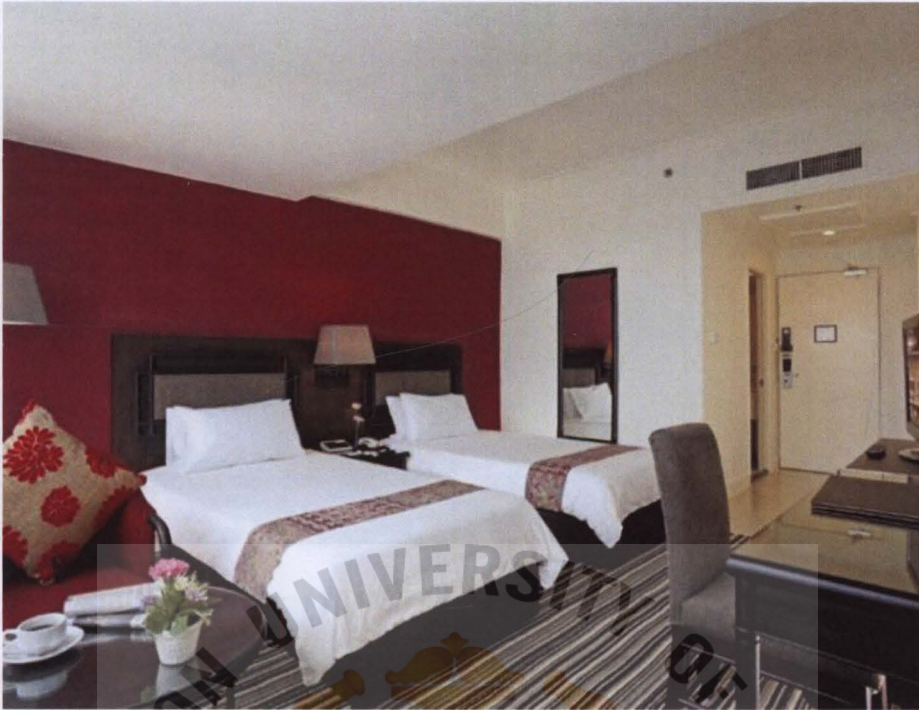


Figure 2.3.1.2 Centara Hotel in Hat Yai Superior

Deluxe

Deluxe room offers 29 square meters of living space and can accommodate up to 3 adults OR 2 adults and 1 child per room. All Deluxe rooms offer the choice of a king-size bed or twin beds and each room has a spacious bathroom.

Amenities available at your fingertips include complimentary wireless internet access, flat screen TV, individually controlled air-conditioning, in-room safe, minibar, bathrobes, slippers, tea and coffee making facilities, hairdryer and IDD telephone.



Figure 2.3.1.1 Centara Hotel in Hat Yai Deluxe

Studio Apartment

With generous living space of 50 square meters and an airy living and dining area complete with a kitchenette, the Studio Apartments Medium are ideal for couples, families and long-stay guests. Each studio can accommodate up to 3 adults or 2 adults and 1 child, and has all the amenities required for a comfortable stay with complimentary wireless internet access, flat screen TVs, and a work desk.

Other features include a bathroom with both bathtub and separate shower. Each unit is equipped with a signature king size bed, spacious bathroom with a rainfall shower and separate bathtub, individually controlled air-conditioning, in-room safe, minibar, bathrobes, slippers, tea and coffee making facilities, hairdryer and IDD telephone.

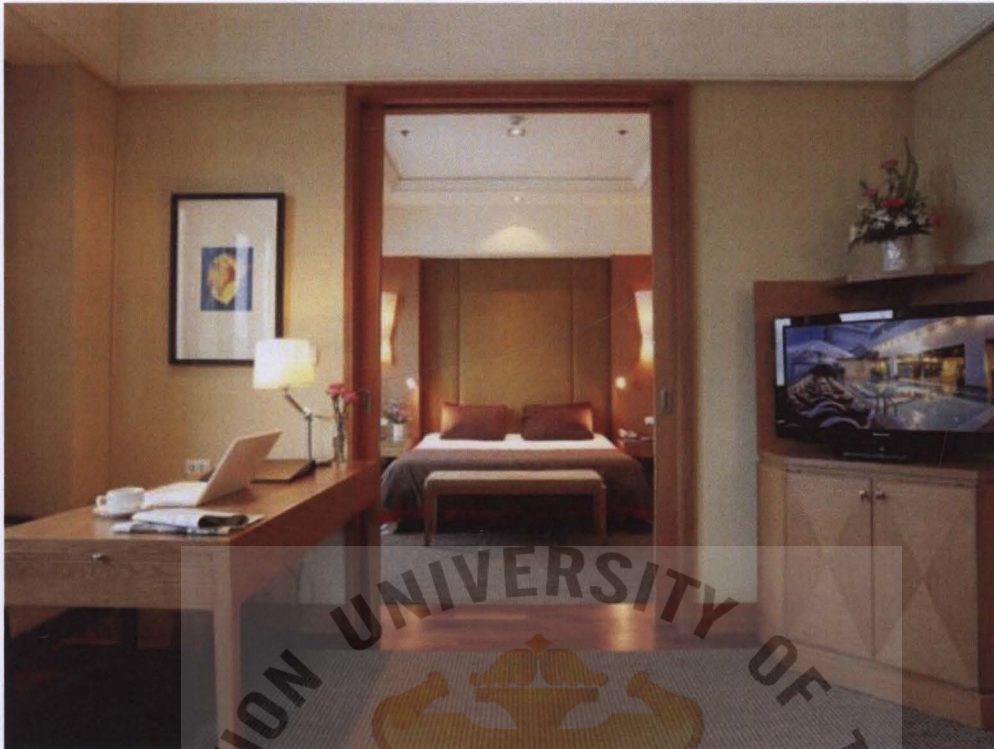


Figure 2.3.1.1 Centara Hotel in Hat Yai Studio

Executive Suite

Great city views, generous living space and a fresh, lofty décor define the 10 Executive Suites. Each Executive Suite spans over 76 square meters including a master bedroom with king bed, an airy living area that is perfect to relax in comfort, and a bathroom with both bathtub and shower for additional comfort.

Suitable for up to 3 adults or 2 adults and 2 children, these suites enjoy a wealth of in-room amenities and services such as complimentary wireless internet access, two flat screen TVs, individually controlled air conditioning, tea and coffee making facilities, in-room safe, minibar, hairdryer and IDD telephone line.

2.3.2 Case Study 2

Sofitel-So Hotel

Project Name: Sofitel-So Hotel

Location: 2 North Sathorn Road, Bangrak, Bangkok 10500

Room Total: 237 Rooms

Area Total: 16120 sq.m



Figure 2.3.2.1 Sofitel-So hotel

Lay out Analysis

Under Grand B1 Floor

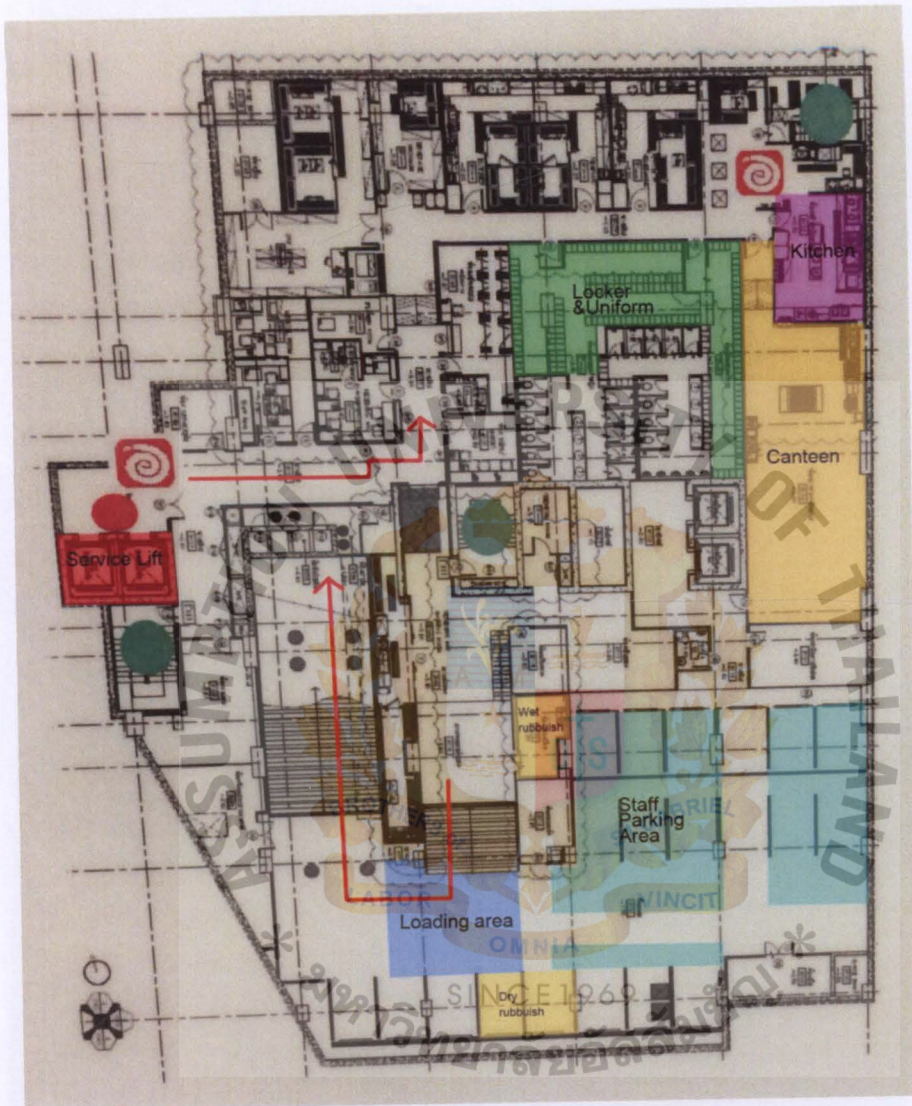


Figure 2.3.2.2 Sofitel-So hotel plan b1

There are two entrances that can get into the B1 floor which is only for staff. One is service lift and another one the get down to the loading area. B1 floor including canteen (orange), staff locker, dormitory of staff (5rooms), closed to the loading area (blue). There are two rubbish room, which is support the kitchen beside it. People easily to get a food then go back to their work.

G Floor (2nd to 5th floor are parking area)

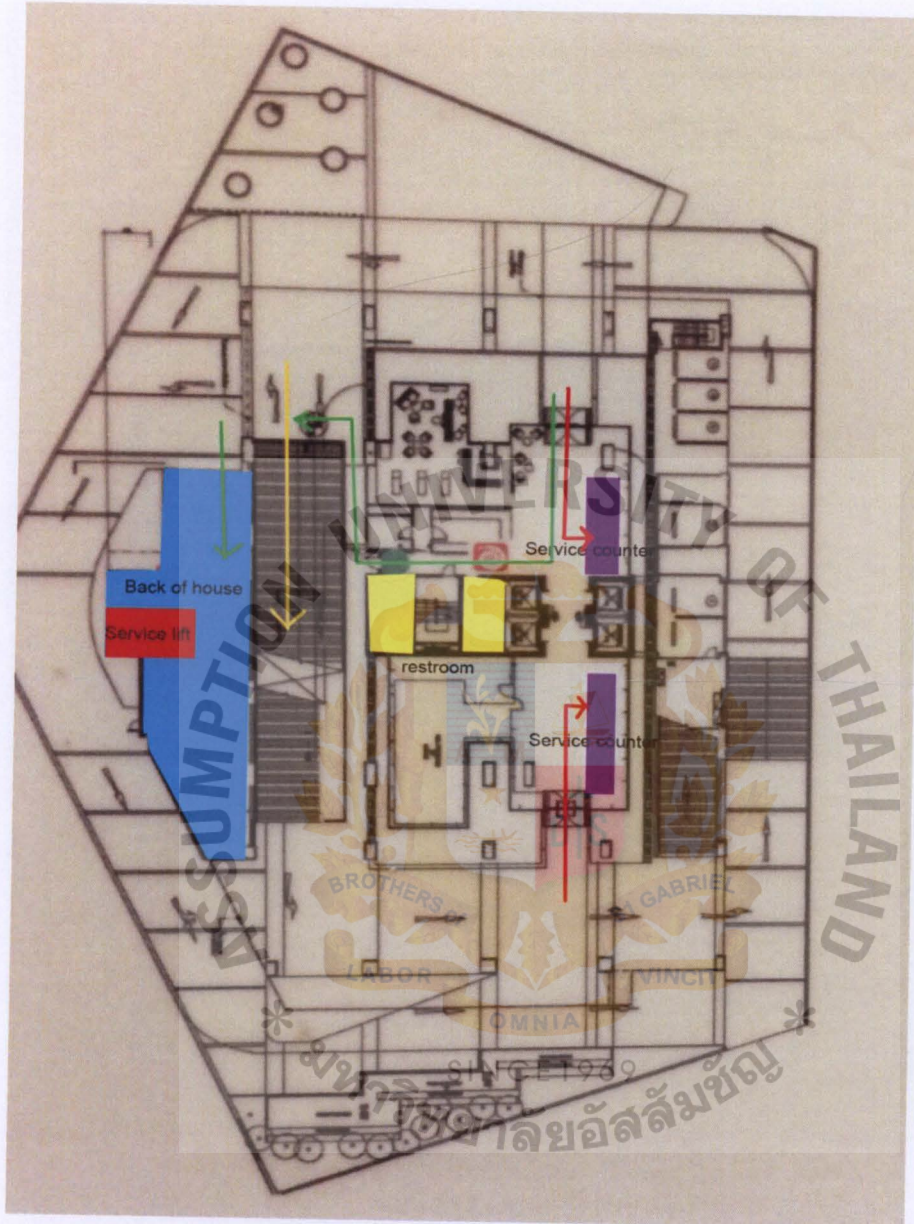


Figure 2.3.2.3 Sofitel-So hotel plan G

Follow the green line there is the back of house with service entrance. Red line is the entrance for both side, and there is an area of two service counters to let customers know that reception area at 9th floor, and they can get the information from downstairs. Yellow line is the way to staff parking area and loading area.

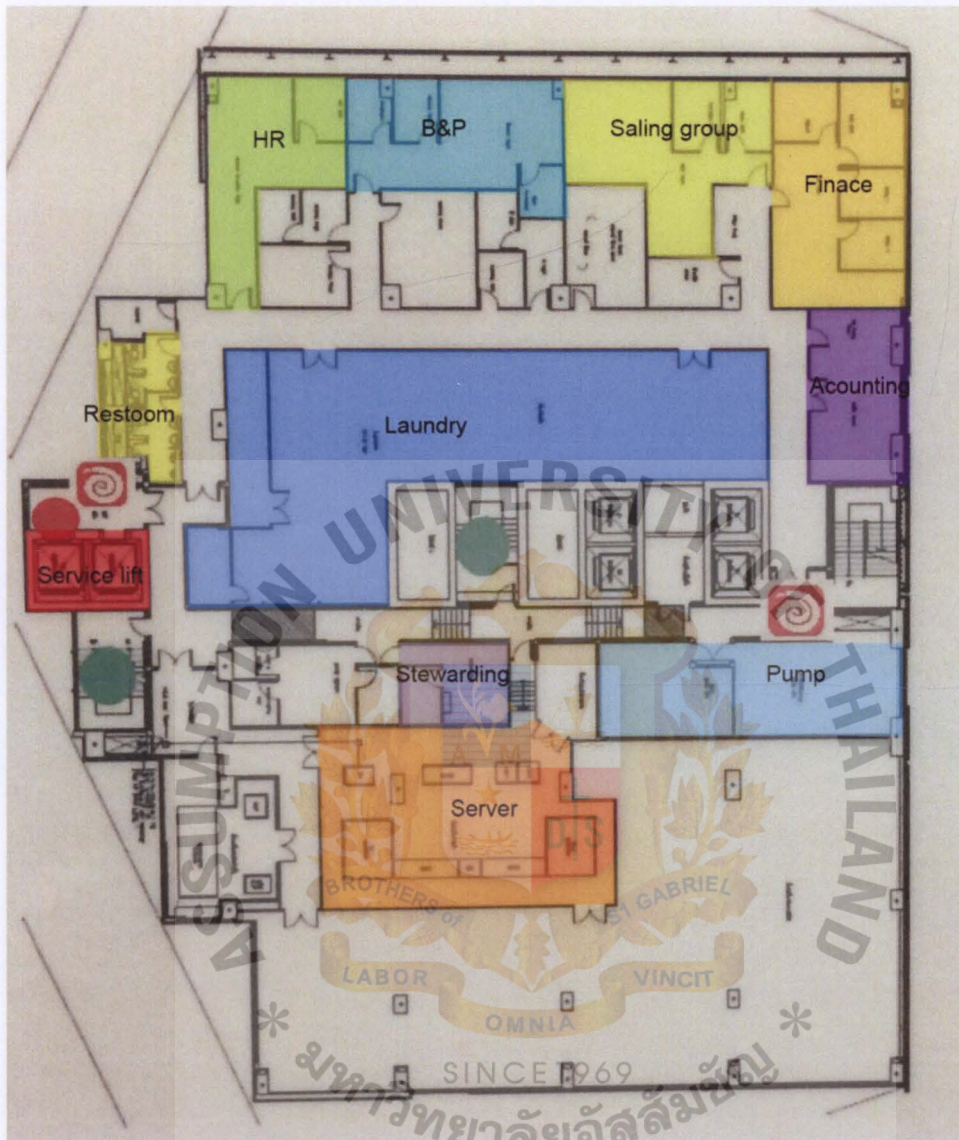
6th Floor

Figure 2.3.2.4 Sofitel-So hotel plan 6th

Office and back of house, northern side is including all type of office with two mini meeting room while southern has server and pump room. The biggest area is laundry in the middle.

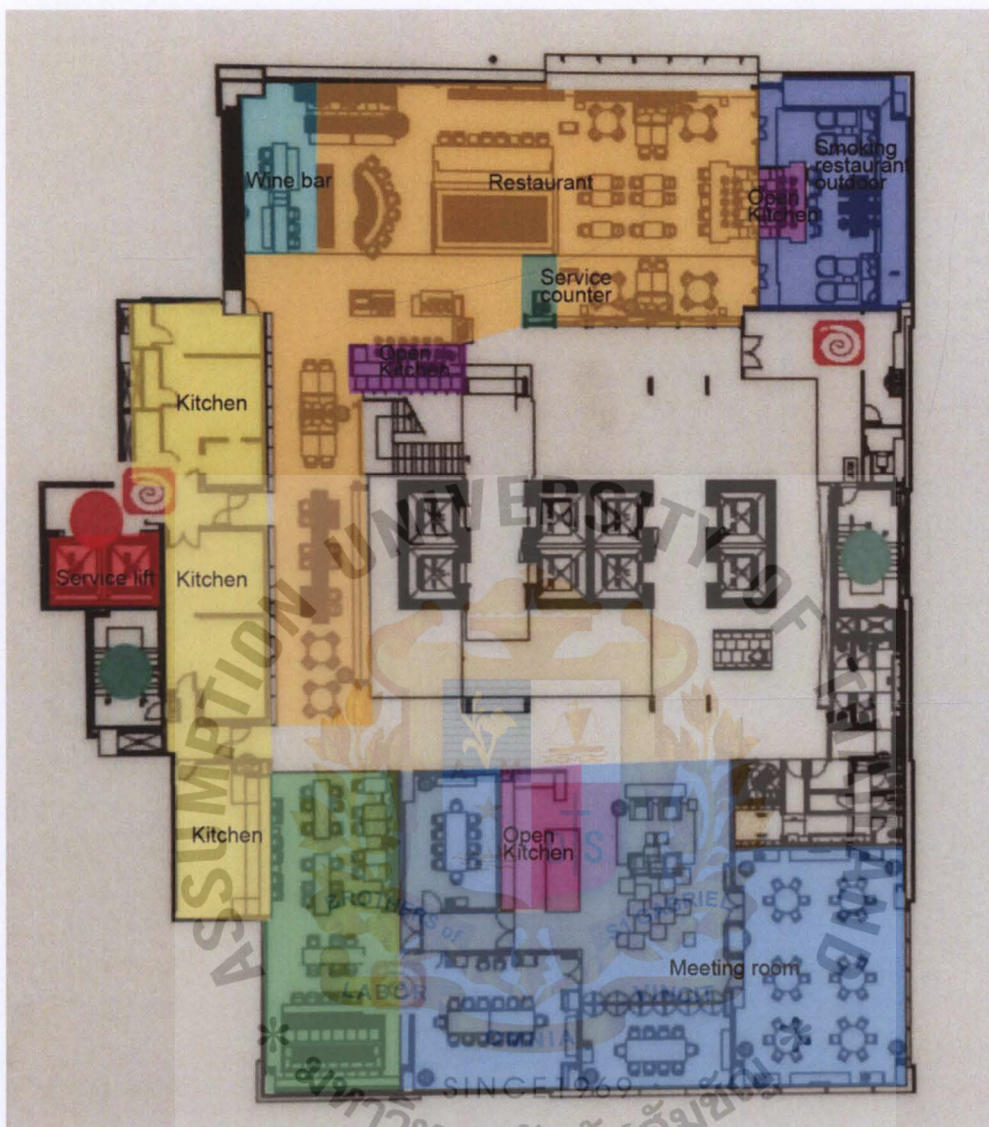
7th Floor

Figure 2.3.2.5 Sofitel-So hotel plan 7th

This floor including the all-day dining restaurant (orange color, dark blue is outdoor for smoking seat) with buffet and wine bar. Green color is the Japanese restaurant, and blue area is the one part of business center as the meeting function which also has an open kitchen for support.

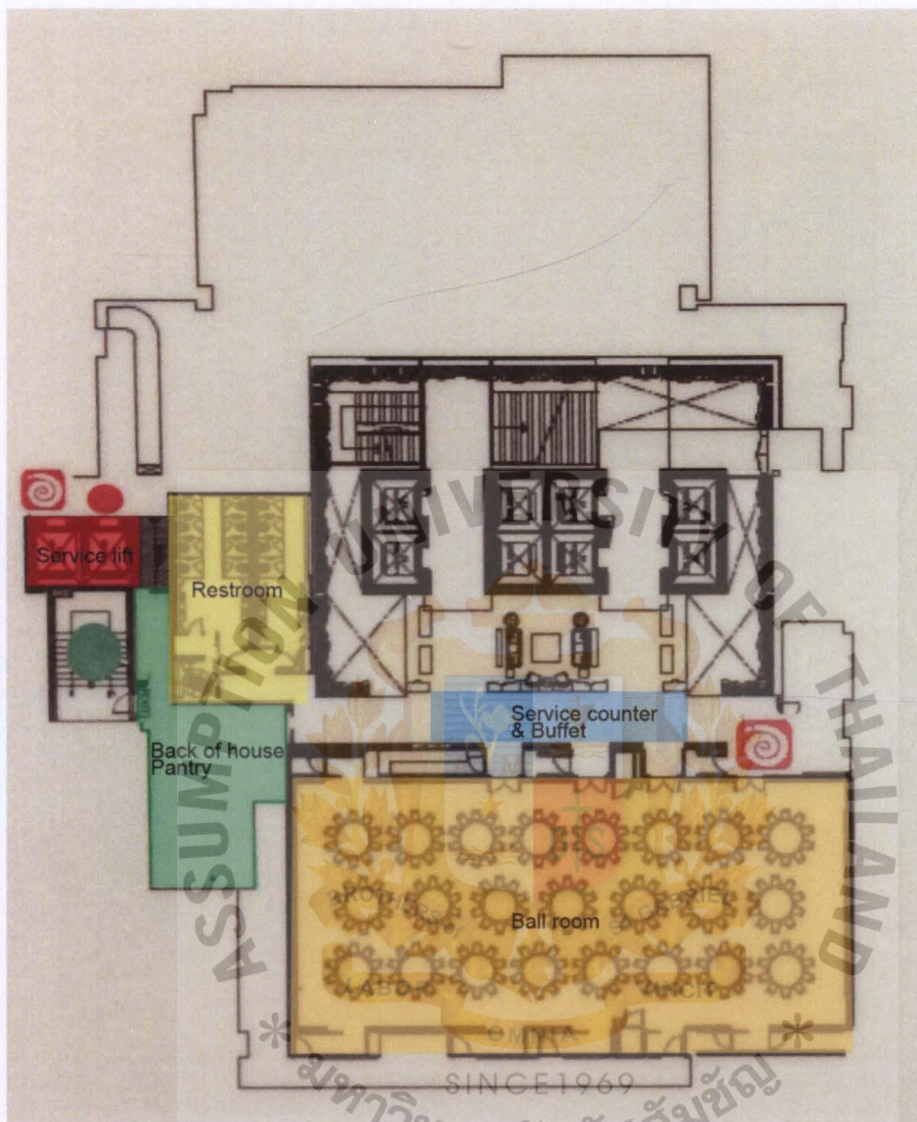
8th Floor

Figure 2.3.2.6 Sofitel-So hotel plan 8th

In front of ball room, there is a mini free buffet for supporting customers, and the biggest public restroom at life hand side.

9th Floor

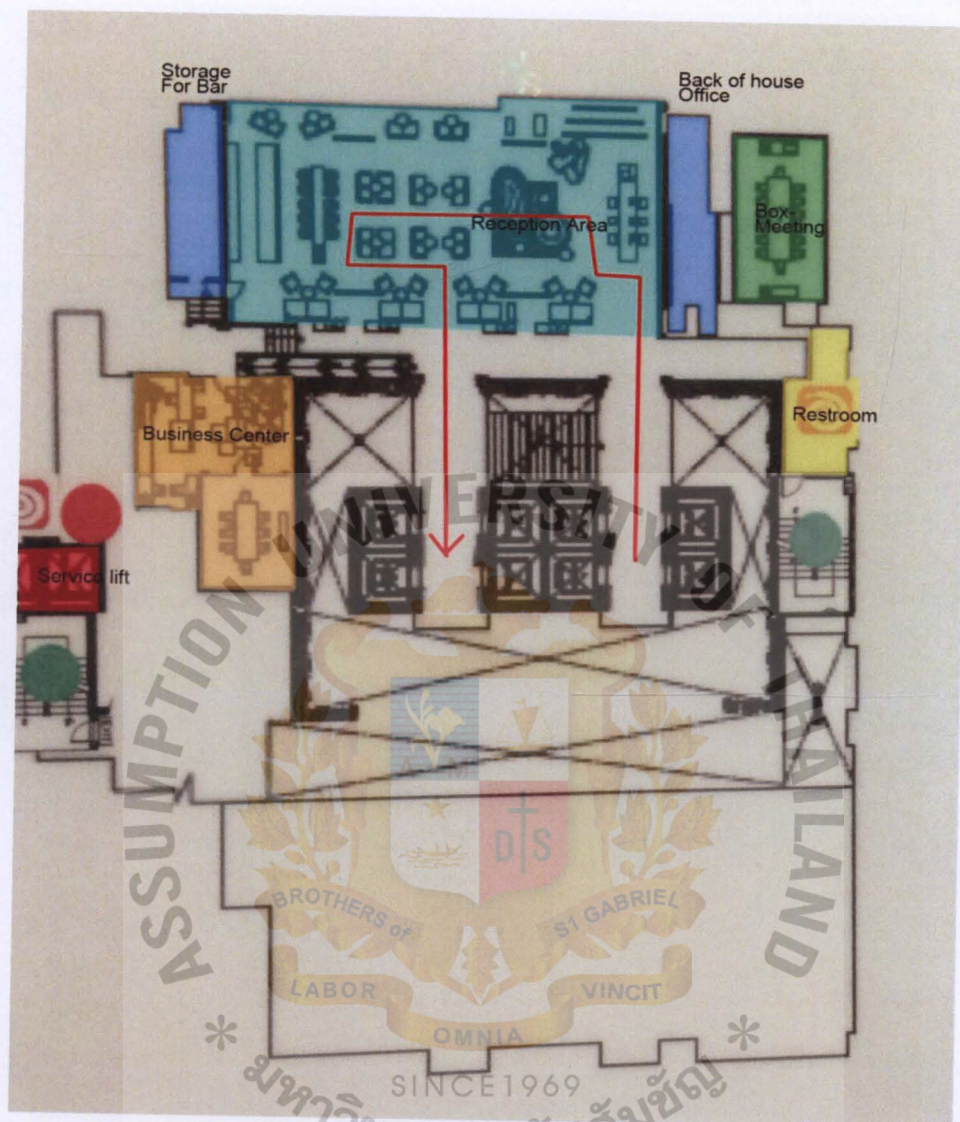


Figure 2.3.2.7 Sofitel-So hotel plan 9th

9th floor is the reception floor, different as other hotel, the reception is not at ground floor because of the safety reason. There are 4 more elevators for the customers who check-in. The lifts will work with key card, but it will be inconvenient for the visitors.

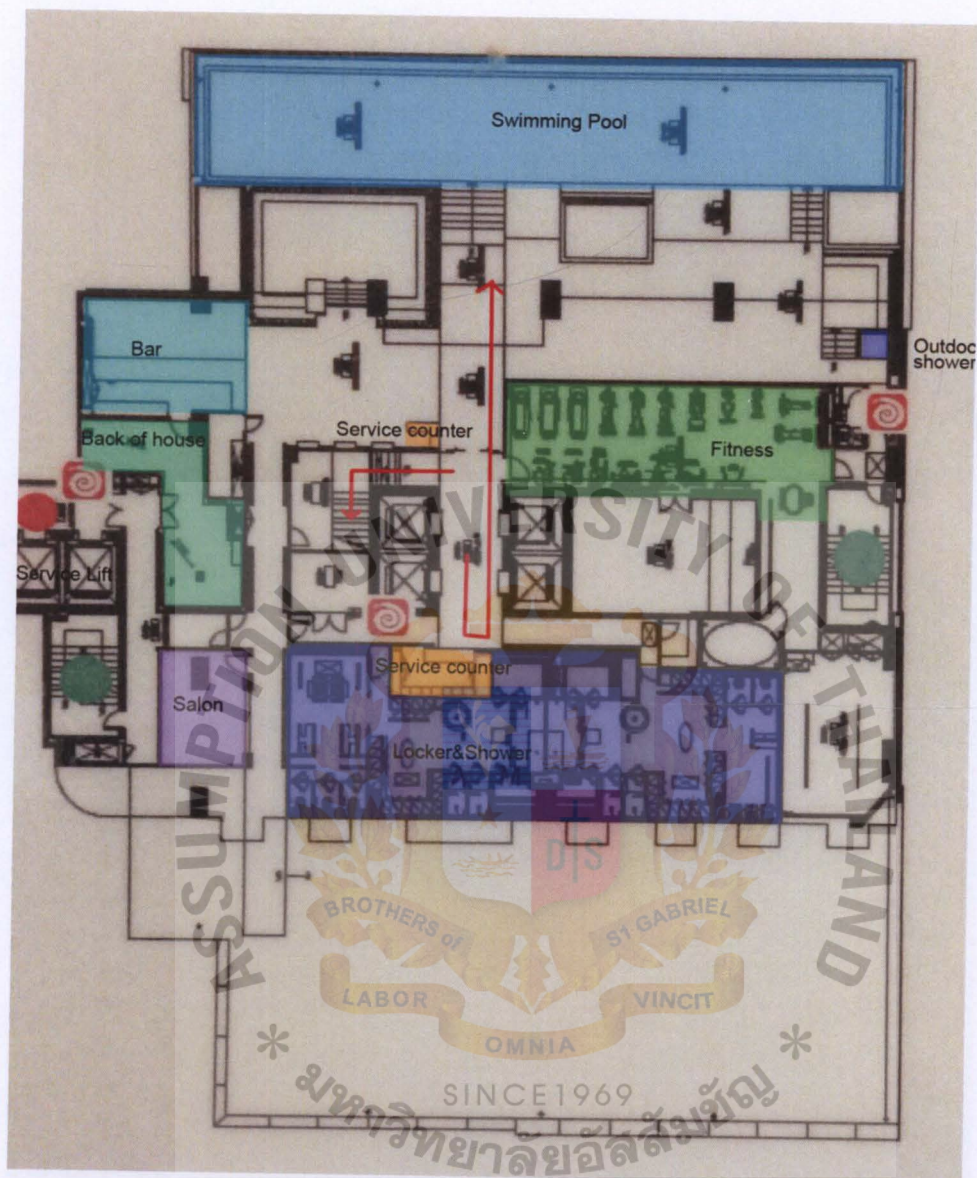
10th Floor

Figure 2.3.2.8 Sofitel-So hotel plan 10th

There is the locker and changing area to support both swimming pool and fitness room, and each area has one service counter to support drink and towel. Follow the red line get go spa by stair.

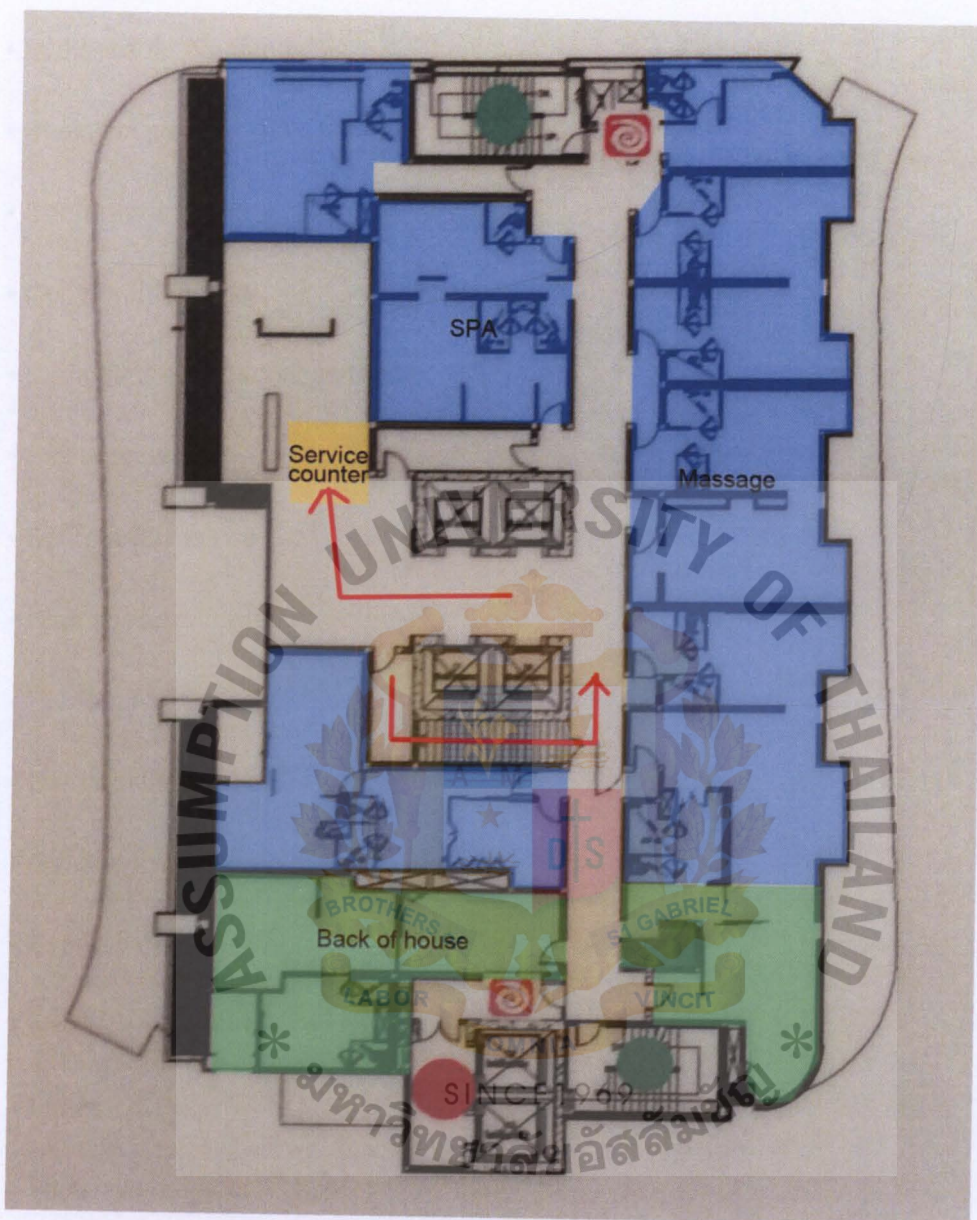
11th Floor

Figure 2.3.2.9 Sofitel-So hotel plan 11th

Following the red can get this floor by stair or just come by elevators. Back of house at one side and storage also.

Business Services and Facilities:

- Audio-visual equipment
- Business center
- Conference facilities
- Copy/print service
- Dedicated event services team
- Fax service
- Secretarial service
- High speed wifi wireless internet
- Personal office
- Car booking service
- Gift service
- Express delivery

Leisure and Wellness Facilities:

- Fitness center
- Jacuzzi/ whirlpool
- Massage and beauty treatments
- Sauna
- Spa steam room
- Swimming pool
- Terrace sundecks with sun chairs

Room type (4 type of rooms with different design, and size)



WATER

EARTH

WOOD

METAL

FIRE


FIRE is used for the dynamic & highly sociable public spaces

INNOVATIVE DESIGN APPROACH

- The unique architecture allowed each interior designer to fully express their creativity.
- As seen on the left each designer has been allocated an area to express his or her creativity, using one of the 5 elements as a common thread.
- With the objective to provide a very unique experience to all guest from A to Z, conveyed by the Five elements touch & feel experience.
- Each element has a different room configuration and lay-out. (cf Below is the layout of the So Comfy category per element). Clearly showing that each designer had full freedom to express his or her vision.



Wood




Metal




Water



Earth



CHOOSE YOUR ROOM ACCORDING TO:
YOUR MOOD... YOUR TASTE...



Water



Earth



Wood



Metal

VINO ROOM INVENTORY					
So NIA	Size	WATER	EARTH	WOOD	METAL
So Cosy	38m ²		✓	✓	✓
So Comfy	38-45m ²	✓	✓	✓	✓
So Club	40-51m ²	✓	✓		✓
So Studio	60-74m ²	-	✓	✓	✓
So Suite Spa	67-89m ²	-	-	✓	
So Suite	75-94m ²	✓	✓	-	
So Loft	95-120m ²	✓	-	✓	✓
So VIP	138+95m ²	✓	-	-	

WITH BEST TECHNOLOGY AT HAND



1st hotel in Asia fully integrated with Apple Mac Mini in all rooms

+ iPad available for suite guests and Free WIFI in all rooms and suites

Positively tested to be implemented at Sofitel So Singapore

Figure 2.3.2.10 Sofitel-So hotel room type

2.3.3 Case Study 3

Melia Jinan Business Hotel

Project Name: Melia Jinan Business Hotel

Location: 2477 Qizhou Road, Jinan, Shandong, China

Room Total: 265 Rooms

Area Total: 18412 sq.m



Figure 2.3.3.1 Melia Jinan Business Hotel

Melia Jinan, a brand new and the first Melia hotel in China, is strategically located in the west of the new development district in Jinan. Only 2 minutes walking distance to the High Speed Railway Station, and 20 minutes away from the city center and major tourist attractions.

Jinan in the transportation hub for Shandong province, it is well connected with Beijing and Shanghai and is famous for its lakes and springs.

With passion for service, Melia Jinan is a perfect choice for both business and leisure travelers who are looking for one of the best hotels in the city of springs.

Services and facilities in Melia Jinan

- Business Center
- Multilingual hotel staff
- Assistant Manager on duty 24 hours
- Spa
- Courier service
- Foreign exchange
- Airport Transfer is available
- Served Express
- Laundry and dry cleaning service
- Babysitting (book one day in advance at charge)
- Major Credit Cards accepted
- Non-smoking rooms
- Meeting facilities

- 24 hours security

Guest room design

Focus on business target group which give business support equipment since standard until the personal office which can let people easily to work and saving more time to enjoy the relax.

Equipment of the room

Equipment:

Cozy seating and work areas

Spacious and modern bathrooms with separate bathtub

Rain showers

Interactive, 42inch flat screen television

Data port connection for High Speed Internet access

Wireless High Speed Internet access available

iPod/iPhone dock station

Radio/alarm clock

In-room safe

Mini bar with a selection of premium food and beverages

Tea and coffee making facilities

Hairdryer

Exclusive Bathrobe & slippers

Special bathroom amenities

International adapter on request

Room type

There are totally 5 type of guest rooms in this hotel:

- Milla guestroom
- Premium guestroom
- Business guestroom
- Executive suite
- Presidential suite

1. Milla guestroom offers comfort and productivity in an atmosphere of modern design, measuring 39 sqm. and with two single beds or a king sized bed available. We also provides Wi-Fi, flat screen TV, in-room safe box, and a fully equipped bathroom with bath or shower.

Unique guestrooms with luxurious details and a sophisticated interior décor with an Asian touch.



Figure 2.3.3.2 Melia Jinan Business Hotel guest room

2. Premium guestroom are elegant and very luminous rooms measuring 42 sqm, equipped to provide an enjoyable stay after a busy day at work or sightseeing. All our guests will enjoy high-quality and modern furnishings, and a complete marble bathroom with a unique design. High-tech work station with HDMI jack and high speed internet ready for the most exigent business man



Figure 2.3.3.3 Melia Jinan Business Hotel Premium room

3. - Modern and elegant rooms located in the highest part of the hotel and offering you a privileged view of the city. Measuring 43 sqm these rooms allows guest to enjoy spaces with the best design. With all the facilities required to feel comfortable in a unique and marvelous atmosphere. Provide the working table.

All the Level rooms are complimented with the special services of The Level.



Figure 2.3.3.4 Melia Jinan Business Hotel Business guest

4. Located on the 20th and 21st floor enjoy breathtaking views in our suites, measuring 124 sqm, providing a dinner area perfect for meetings or meals, free Wi-Fi, full equipped bathroom.

To complete the suite there is a fully equipped bathroom where it is easy to revitalize both mind and body with an invigorating shower or enjoy the relaxing sensation of a bubble bath. The Level service combines innovation and aesthetics with exquisite attention to detail and exclusive services to make your stay an unforgettable experience.



Figure 2.3.3.5 Melia Jinan Business Hotel Executive room

5. Located on the 21st floor of the hotel and measuring 188 sqm, The presidential suite provides unique views; with elegant and modern furniture, this suite offer the guest three independent spaces, two different bedrooms with independent entrance and a beautiful lounge that will be ideal place for work, leisure or relaxation.

To make this experience unforgettable The President suits offer you a unique bathroom where you will be able to revitalize mind and body with a invigorating shower or a relaxing sensation of a bubble bath.



Figure 2.3.3.6 Melia Jinan Business Hotel Presidential suite

Meeting room

Over 1500 sqm of meeting space including eight meeting rooms make Melia Jinan one of the largest hotels in Jinan. At Melia Jinan we know that the needs of each client are different. That is why we provide eight meeting rooms that can adjust to your requirements, ensuring your event is a great success, with personalized service and continuous supervision by an assigned coordinator. However, it is not a just matter of quantity, but also functionality. Each of the hotel spaces is perfectly defined and independent, allowing the simultaneous organization of several different congresses.



Figure 2.3.3.7 Melia Jinan Business Hotel meeting room



F Figure 2.3.3.8 Melia Jinan Business Hotel conference room



Figure 2.3.3.9 Melia Jinan Business Hotel ball room

convert to feet

Room	m2	Height	Dimensions	<div> <div> <div></div> <div></div> </div> <div> <div></div> <div></div> </div> <div> <div></div> <div></div> </div> </div>					
				Cocktail	Theater	School	Banquet	Imperial	U-Shape
Grand Ballroom	576.0	7.8	18x32	500	650	360	0	0	120
Grand Ballroom A	288.0	7.8	18x16	250	280	180	0	0	60
Grand Ballroom B	288.0	7.8	18x16	250	280	181	0	0	60
VIP Room 1	112.0	3.6	8x14	60	70	50	0	0	30
VIP Room 2	80.0	3.6	8x10	500	600	400	0	0	200
Meeting Room 1	42.5	3.6	5x8.5	0	0	0	0	0	0
Meeting Room 2	56.2	3.6	7.5x7.5	25	48	30	0	0	18
Meeting Room 3 + 4	148.0	7.2	18x16.5	80	150	100	0	0	56
Meeting Room 3	85.5	3.6	9x9.5	30	74	48	0	0	30
Meeting Room 4	63.0	3.6	9x7	30	55	35	0	0	25
Meeting Room 5 + 6	136.0	3.6	8x17	80	118	75	0	0	57
Meeting Room 5	64.0	3.6	8x8	30	55	35	0	0	30
Meeting Room 6	72.0	3.6	8x9	30	63	40	0	0	30

Figure 2.3.3.10 Melia Jinan Business Hotel meeting room type

Total meeting rooms separate by 3 types:

- Small Meeting room 7
- Training room
- Grand ball room

The meeting table shape should follow the area requirement and function, but normally we can provide different in Square Shape, U shape.

2.4 Site Studies

Sakura Grand View Hotel

Name: Sakura Grand View Hotel

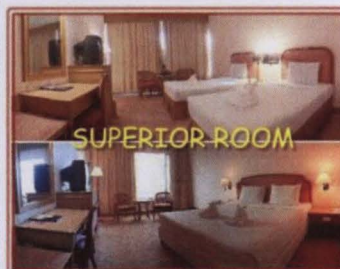
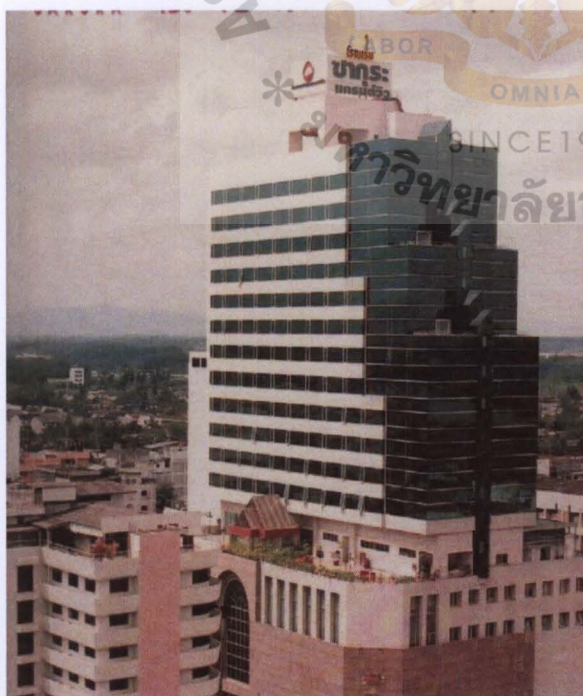
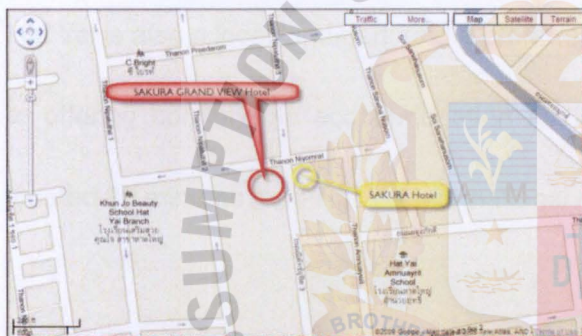
Location: Hat Yai

Award: Winner of 2 HAPA Platinum Awards and a Travelers'

Choice 2012 Award on Trip Advisor

Hotel Type: Bed and breakfast

Total Guest Room: 192 rooms



Site Location

Hat Yai, known as Gateway to the South, is home to this distinctive hotel. The city's proximity to the Malaysian border has made it an important trading post through the years. In many cases, it offers a wide range of goods unavailable elsewhere in Thailand. Guests who wish to go shopping need look no further as Thailand's leading Central Department Store is right on the premises. Nearby is the Gimyong market and Santisuk Market renowned for its wide variety of electrical goods as well as street stalls selling an abundance of fruits and other products at attractive prices. Centara Hotel Hat Yai is also a local landmark and a preferred venue for corporate events in addition to offering comfortable accommodation for leisure and business travelers as it is located 20 minutes from Hat Yai International Airport.

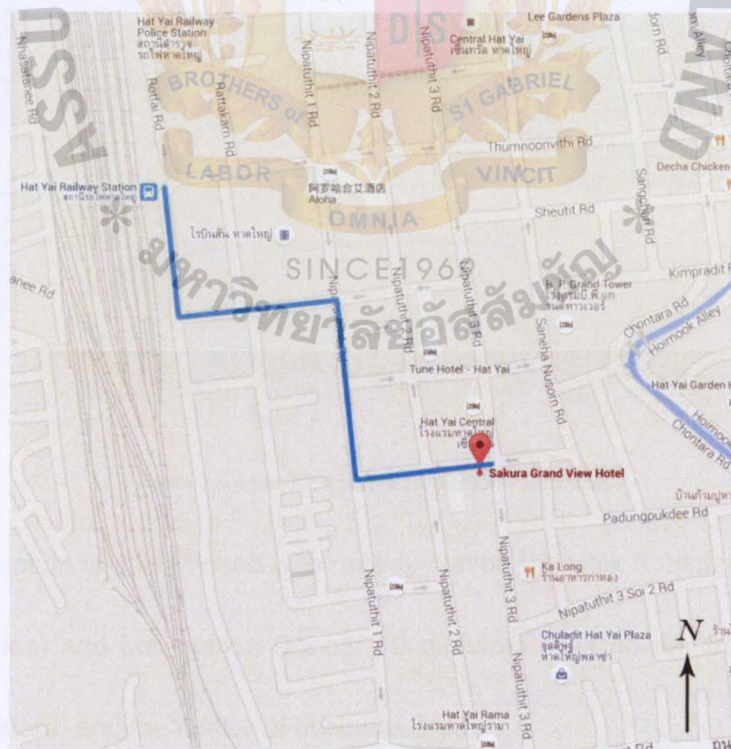


Figure 2.4.2 Site location (To railway station - 5 minutes)

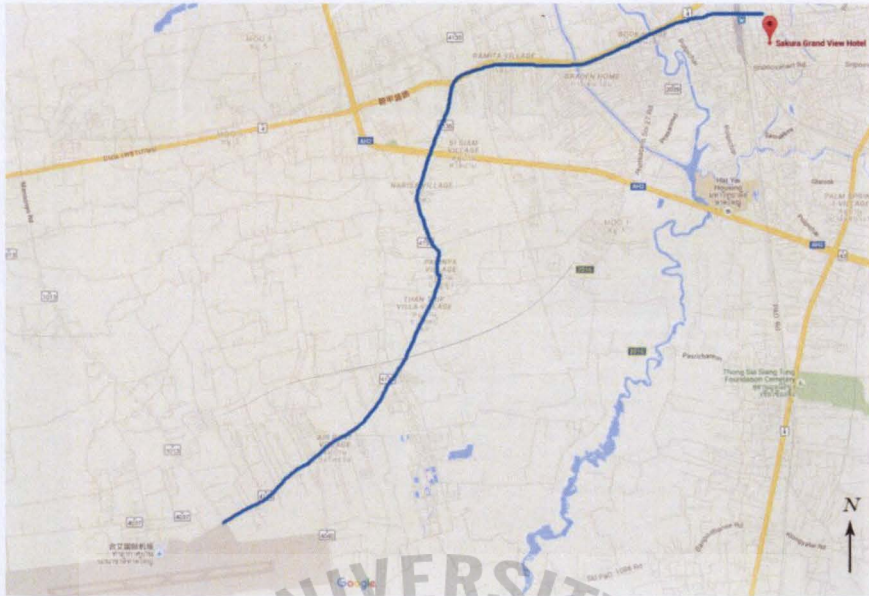


Figure 2.4.3 Site location (To airport - 20minutes)



Figure 2.4.4 Site location (To bus station - 10minutes)

Hotel location is quite closed with railway station (by walk 5 minutes), airport (by car 20 minutes) and bus station (by car 10 minutes). It is not far from the central department store, and the center of business area.

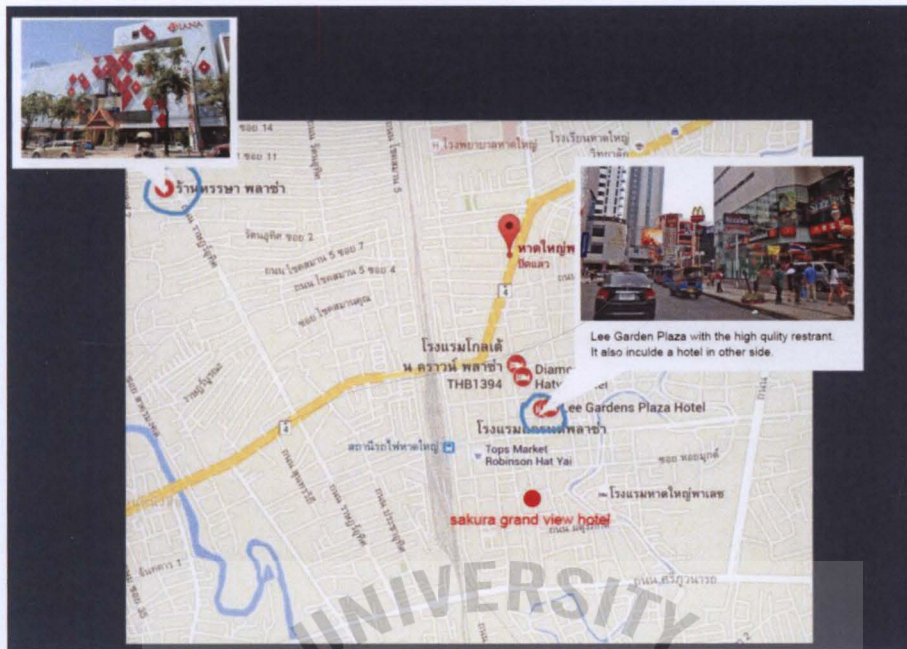


Figure 2.4.5 Central department store

Closed to the one of the biggest department store in Hat Yai, not just tourists, some Malaysia business people also import from this store. There sell many things which are hard to buy in other areas in Thailand.

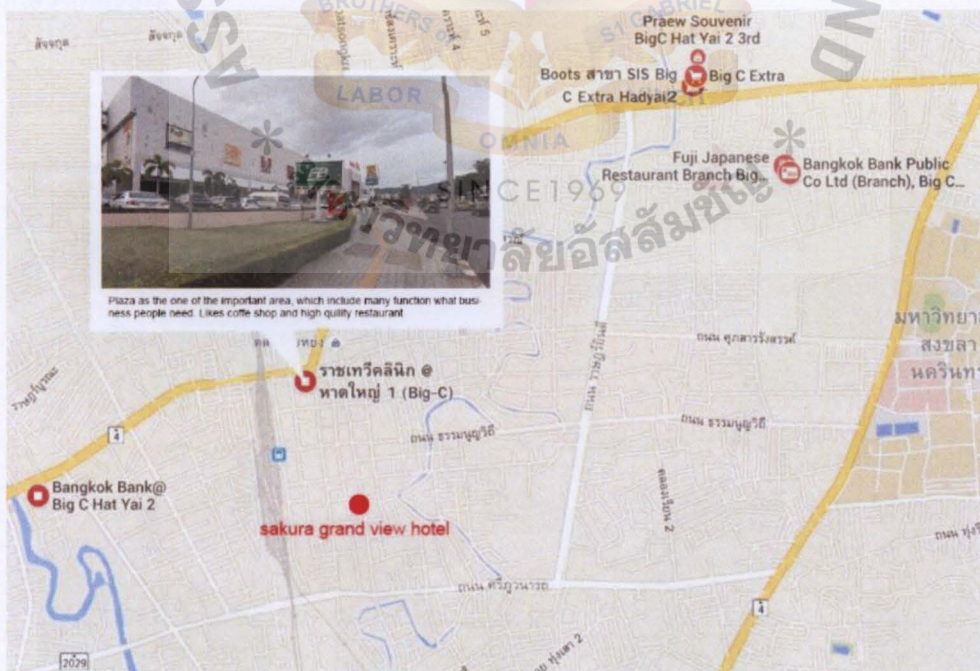


Figure 2.4.6 Central shopping mall

Climate

Hat Yai has dry periods in January and December. On average, the warmest month is May, and the coolest month is December. September is the wettest month and January is the driest month. A tropical wet and dry climate under the influence of the South Asian monsoon system. It experiences hot, rainy, and cool seasons. Although temperatures are fairly hot year-round ranging from an average low of 22.0°C (71.6°F) in December to an average high of 35.4°C (95.7°F) in April. The rainy season begins with the arrival of the southwest monsoon around mid-May. September is the wettest month, with an average rainfall of 334.3 millimeters (13.16 in). The rainy season lasts until October, when the dry and cool northeast monsoon takes over until February. The hot season is generally dry, but also sees occasional summer storms.

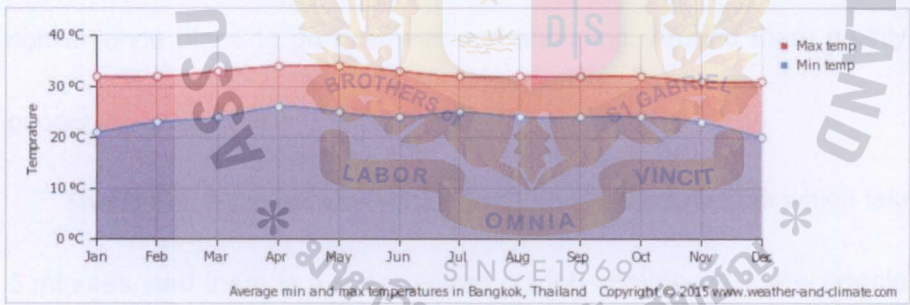


Figure 2.4.9 Main trading area

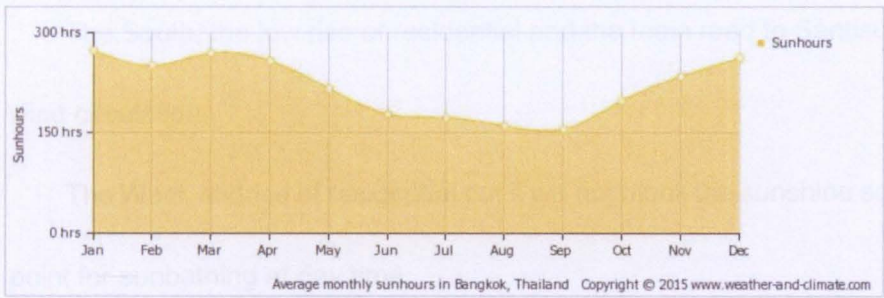


Figure 2.4.10 Main trading area

Economy

Hat Yai is the economic center of Southern Thailand, and the gateway of the country's investment and development. Wholesale and retail trade are the largest sector in the city's economy, contributing 24.0 percent of Bangkok's gross provincial product. As an example: 0535 GMT Rubber in Hat yai increase 8,015 Baht, until 3.8% - 151490 Baht/t between last year. The price increases and Total volume increases until 3500000t.

Site Surrounding

The main and largest railway station is crossing the center of this area, the business people and travelers are easily accessible to go any other place by train. This area is between the Central Department store and Gimyong Market, one of the most convenience place to go business and shopping. Around there mainly by Malaysia people.

The North, Main railway station and Big C shopping mall which take by foot only 5 minutes, and there is a street selling golden commodity. Many people stay there in the afternoon.

The South, the low rise of residential and the main road to Santisuk Market, good wind circulation.

The West, midrise of residential but it will not block the sunshine so this is a strong point for sunbathing at day time.

The East, The low rise of donation agency and Asia style walking street. Department store and market which can help people easily to get the commodity.

Site landscape - views into the site

Both 4 sides can get the nice landscape because of the architectures there which are normally low rise and not taller than 10 floors.



Figure 2.4.11 Site Surrounding 1



Figure 2.4.12 Site Surrounding 2

Analyzed of Sun Direction

There has no any high building block so ventilation actually comes from north side and east side of the hotel. Sun is directly effects to the building from east side to west side because there has no any high building blocking and people can get good natural light at day time.

The degree of sunshine is summer:79', spring&autmn:68', winter:56'.

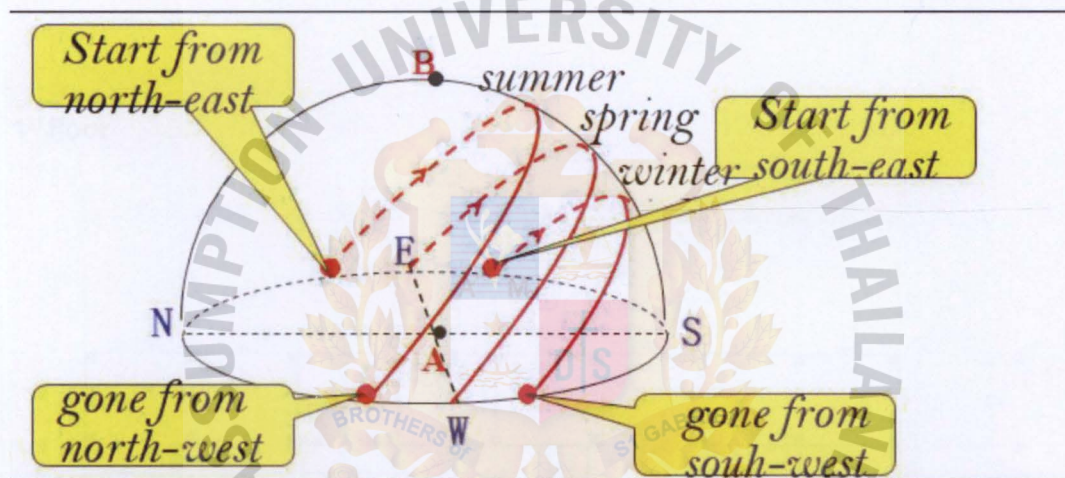


Figure 2.4.13 Degree of sunshine in different season

Analysis of Site Selection

- The site is located in the center of shopping and business area..
- Good in transportations via cars, bus, airplane.
- Good in high rise, and people can get a beautiful landscape.
- The site building has a modern design which the designer has to develop or apply to their work as well.
- High ceiling of 1st floor can be more redeveloped into the design.

2.5 Existing Building Studies

2.5.1 Existing Building Systems

The original plan is from Hat Yai, Sakura Grand View Hotel, which showing 1st floor to 17th floor.

- Reinforced concrete structure
- Total around 18000 sqm
- Located in the center area

1st floor

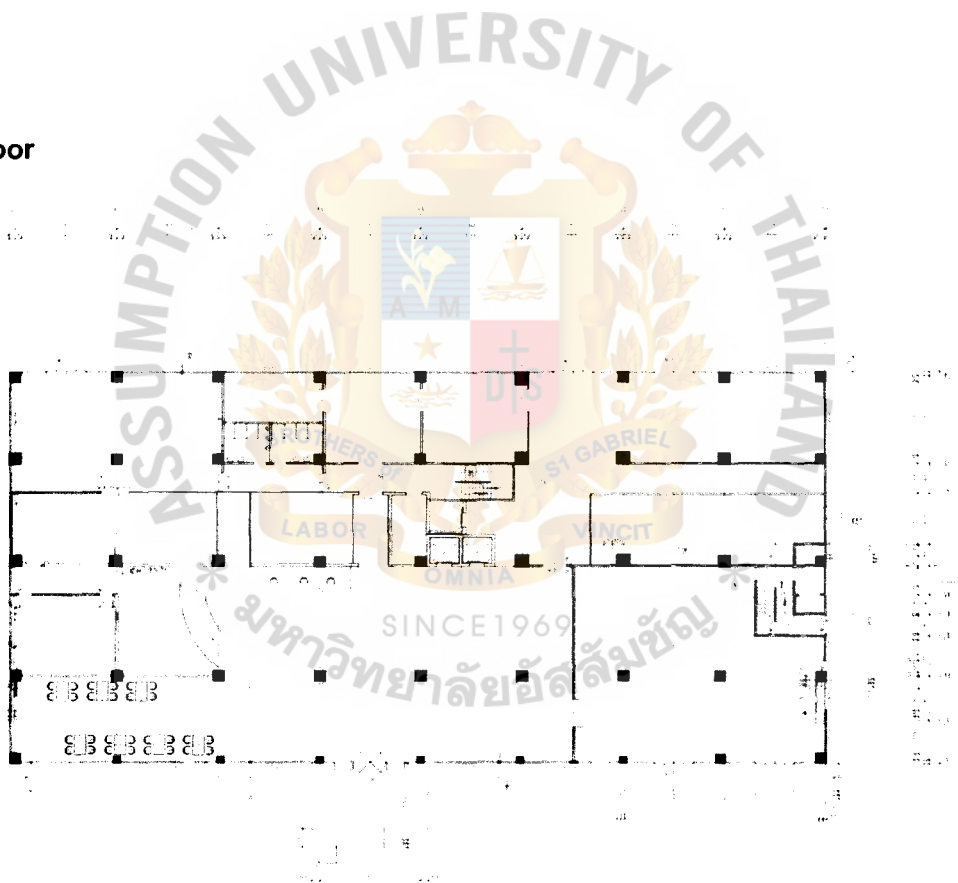


Figure 2.5.1 existing building system 1

2nd floor

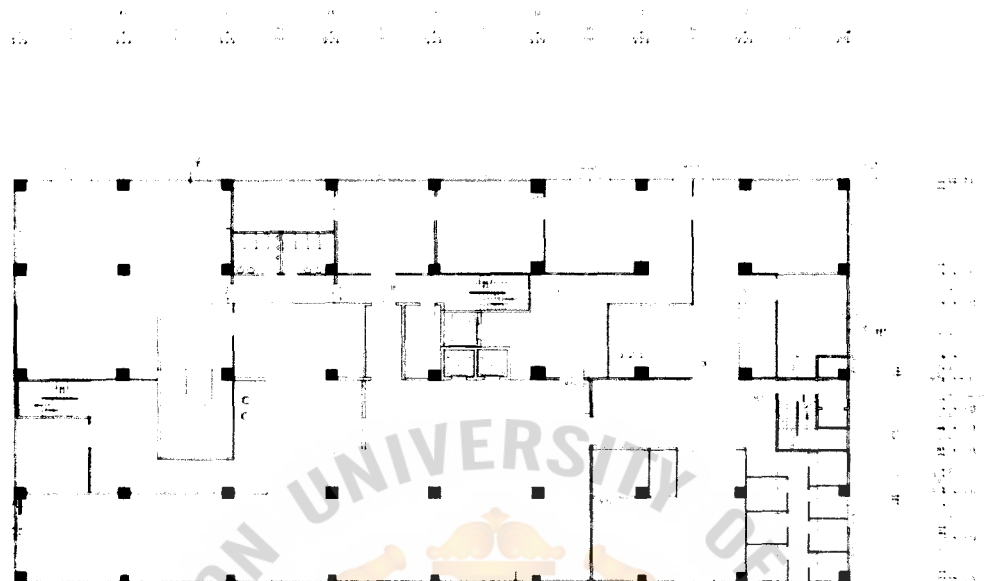


Figure 2.5.2 existing building system 2

3rd floor

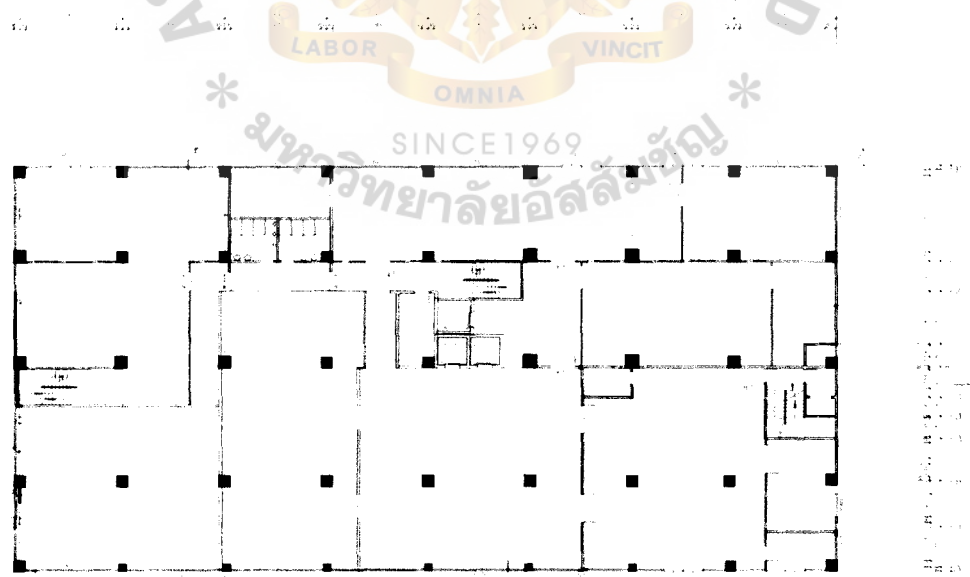


Figure 2.5.3 existing building system 3

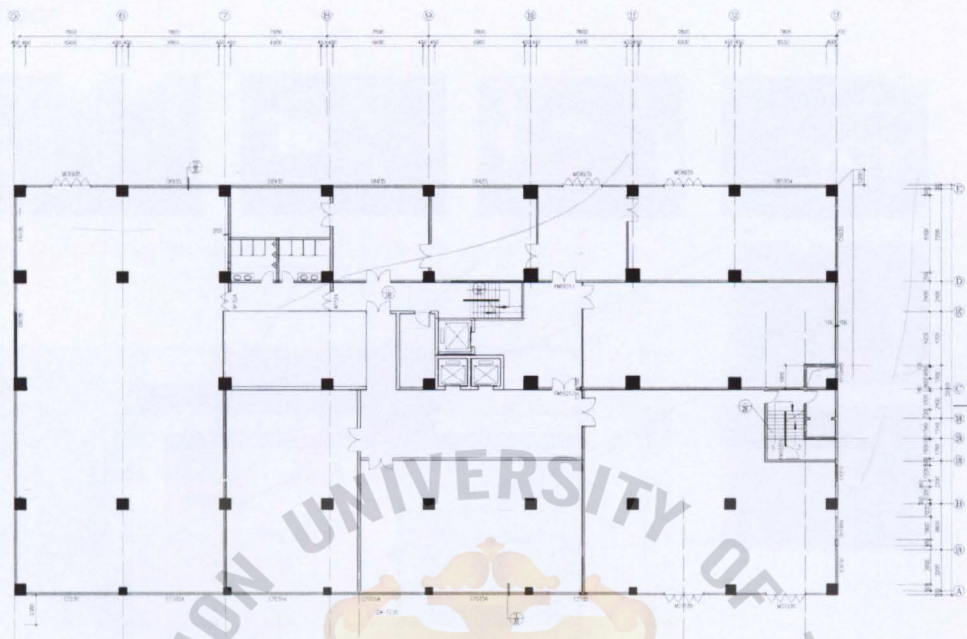
5th floor

Figure 2.5.4 existing building system 4

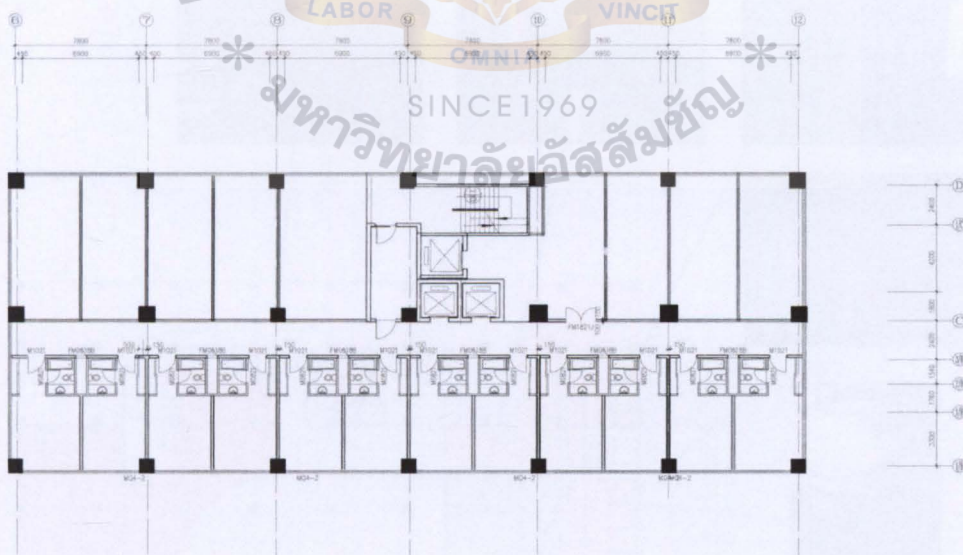
6-17th floor

Figure 2.5.5 existing building system 5

Existing Zoning

1st floor

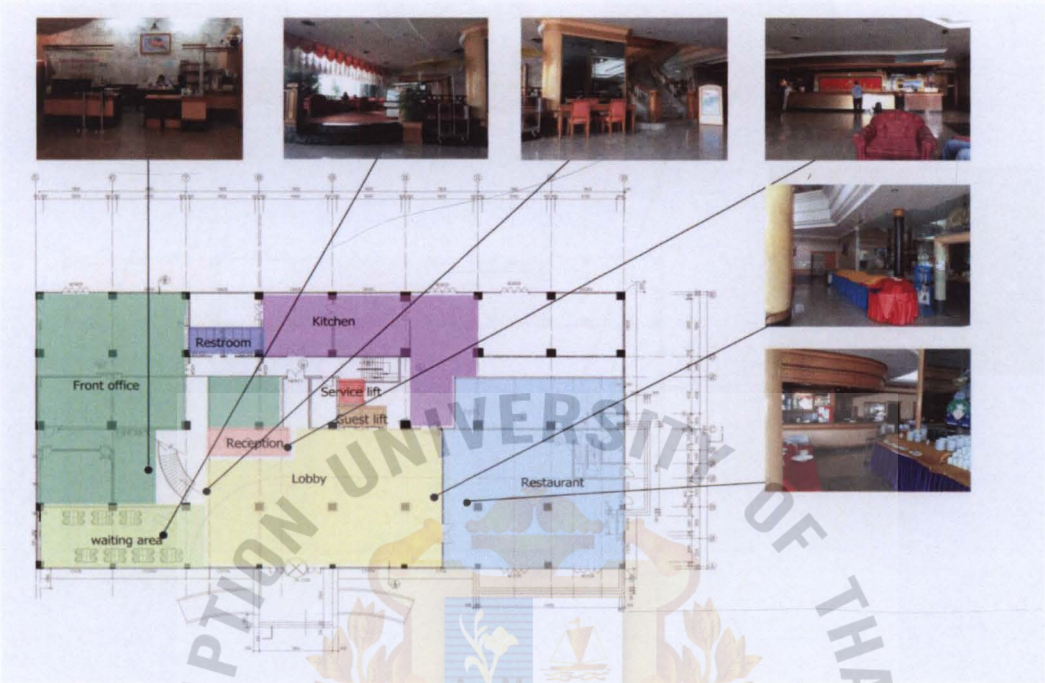


Figure 2.5.6 existing building zoning 1

2nd floor

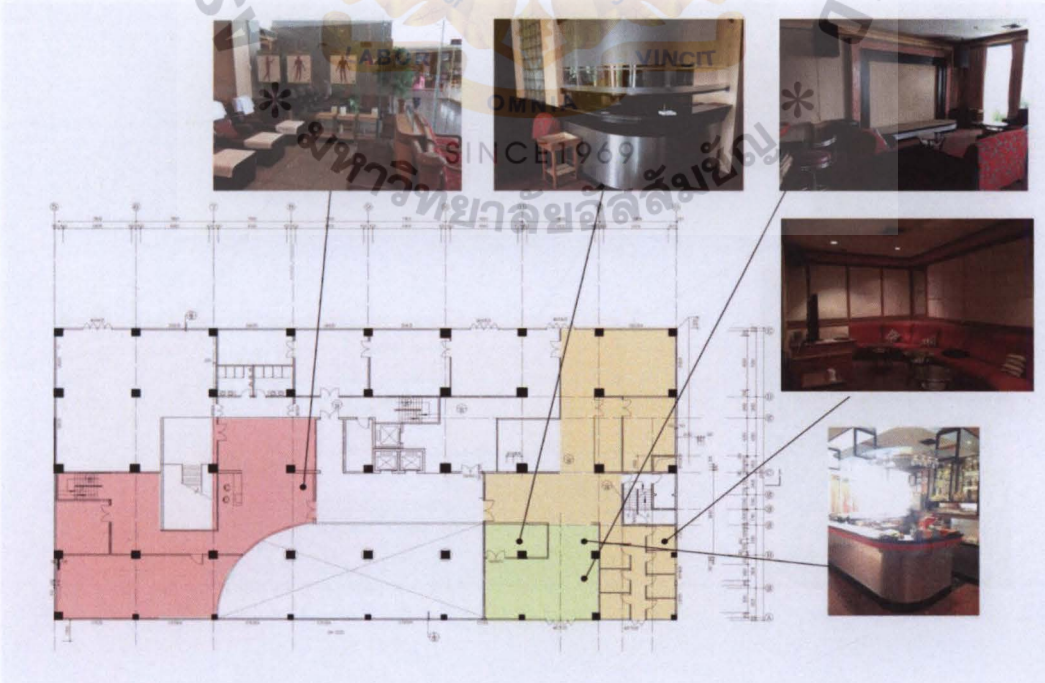


Figure 2.5.7 existing building zoning 2

3rd floor

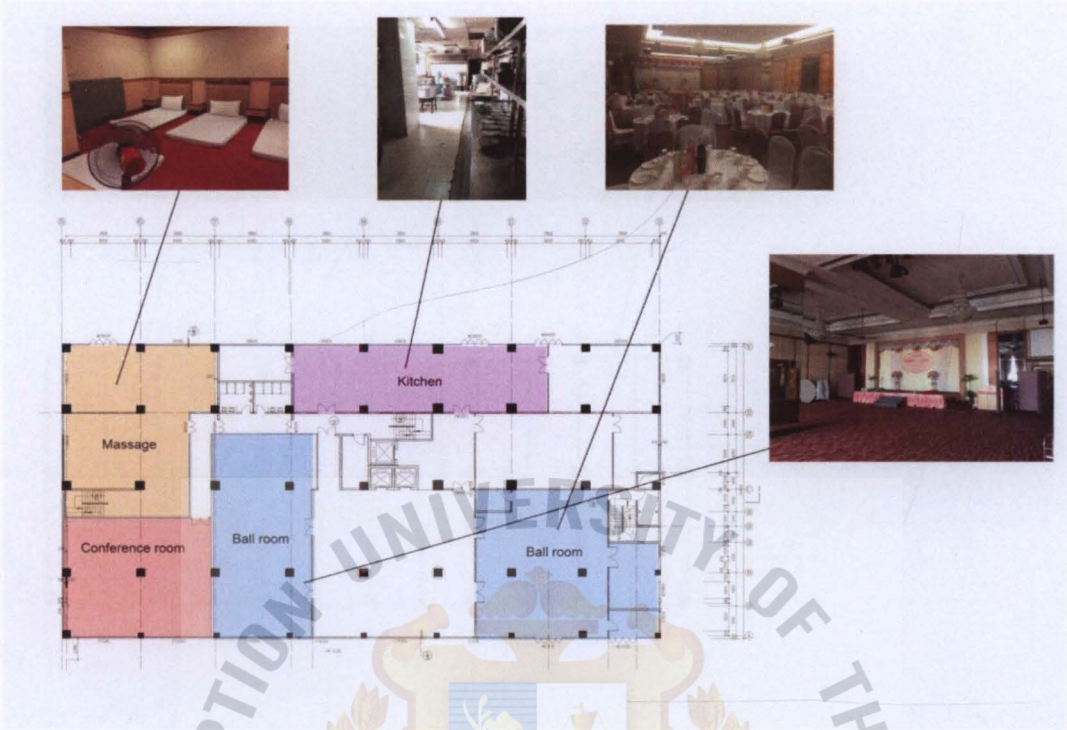


Figure 2.5.8 existing building zoning 3

5th floor



Figure 2.5.9 existing building zoning 4

6th floor

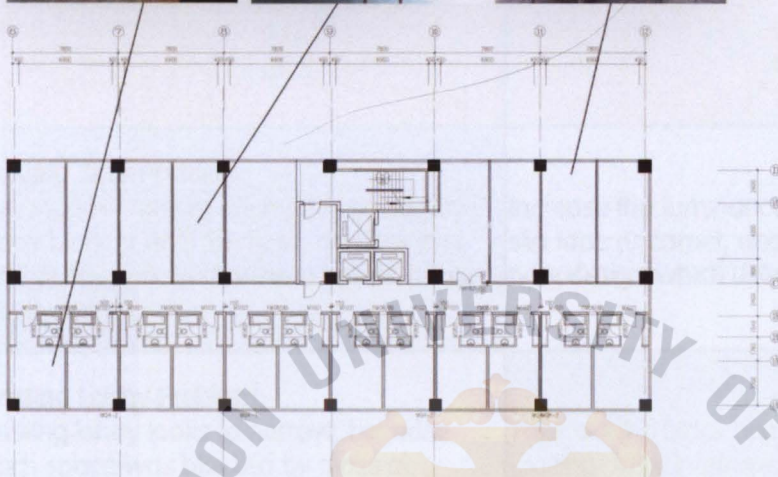
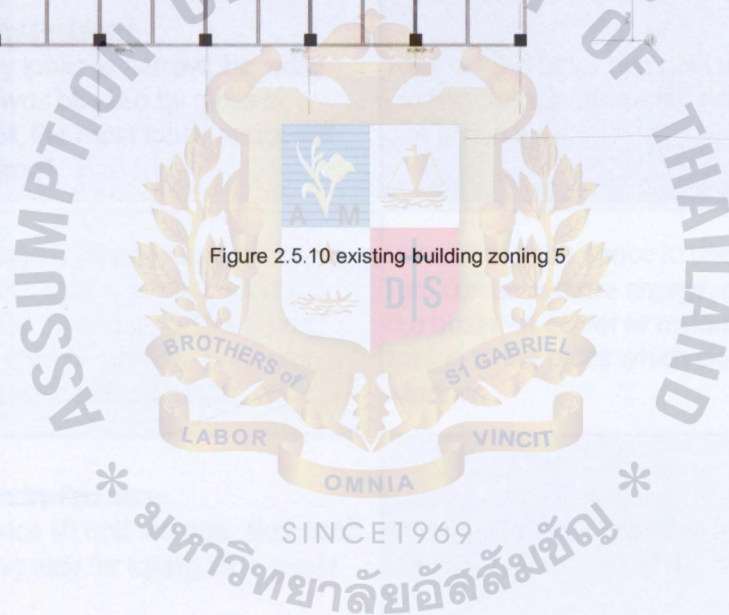


Figure 2.5.10 existing building zoning 5



2.5.2 Existing Problems and Solutions

Table 2.4.2 Existing Problems and Solution

Problem	Solution
Existing Stair Problem: Existing stair stay at the middle of building since 1st floor until 5th floor, and has less light to support, and without non-slip tape, it is dangerous.	Increase the luminance of light, put non-slip tape or carpet, and if possible to give a new design which using natural light.
Existing Lobby Problem: Existing lobby looks to narrow, because each space was blocked by glass or woodern wall, the main lobby space will looks quite small.	Take out the block and give more space for waiting area, increase the natural light also can give a help.
Existing Natural Lighting Problem: Existing natural light was not enough beacause they block almost three side, natural light hard to support, even day time, some space still need light.	Give more open space to use the natural light can save more energy, also the space like business center or restaurant can be zoning to the place which closed to the window.
Existing Laundry Problem: Far from service lift and storage, staff need to walk a long way for taking lift to guest floor.	Move the laundry closed to the service lift but still need to think of the hanging place.
Exisiting Sound proof: One side of restaurant in first floor which closed to the road is noising. The seat near window has less guest choosed.	Sound proof glass or design the restaurant in other floor which can let people have a better environment to relax.



Chapter 3: Data Collections

Chapter 3. Data Collections

3.1 Target User Studies

As the diversity in the world, human in each region have the different physical, behavior, cultural way of life, etc. The building design is required to be related to their needs. A study aims to research the physical needs, space requirement and the proportion of the people who staying in the Middle East then seeking the appropriate building designs.

3.1.1 Project Organization Chart

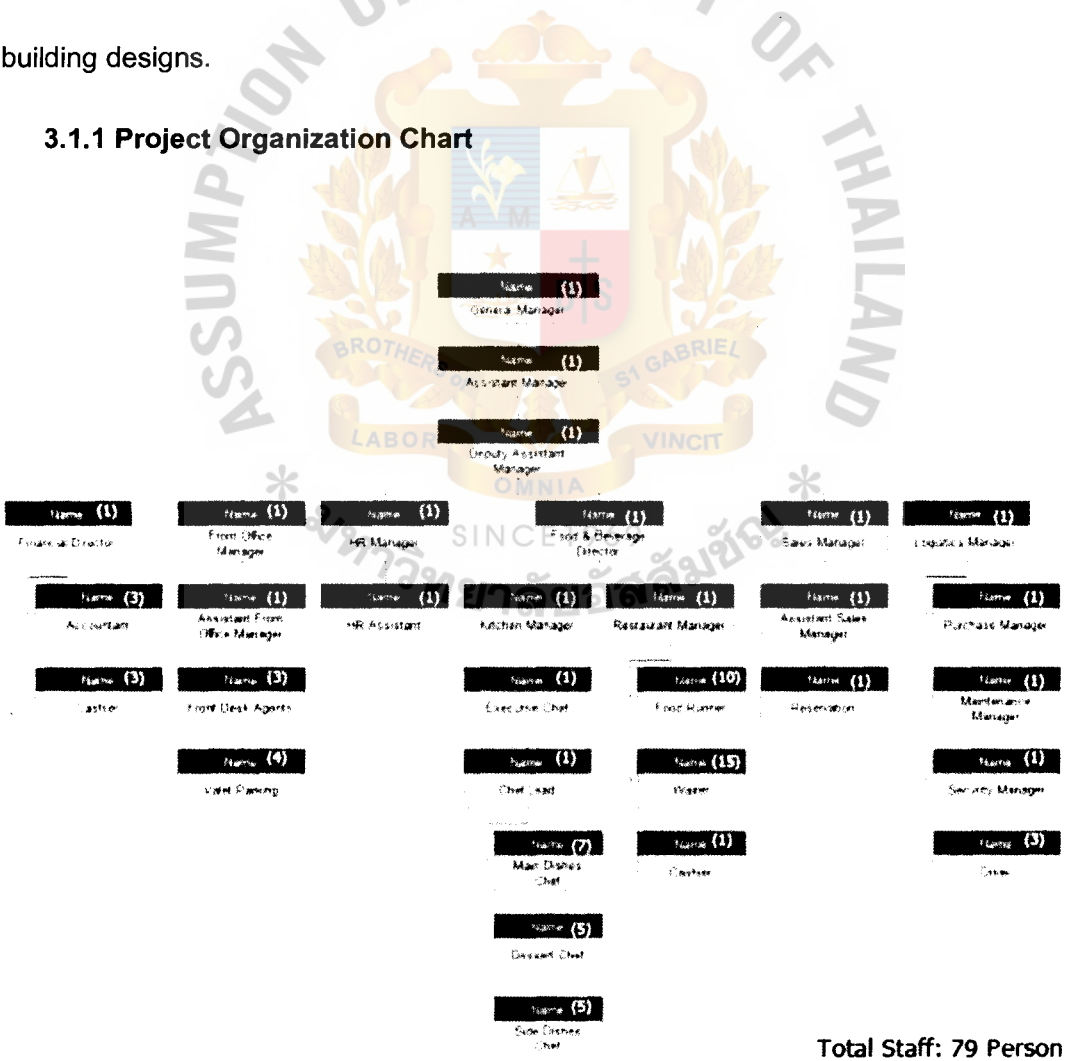


Figure 3.1.2.1 Project Organization Chart

Every hotel, whether it is big or small, needs an organizational structure to carry out its daily operations. It is used to help divide tasks, specify the job for each department, and delegate authority within and among departments. Effective job specifications will increase work productivity and efficiency. Each hotel organizes workforce in different ways. Here shows a medium size hotel organizational structure. It was basically segmented into six divisions: finance, front office, human resources, food and beverage, sales and logistics.

Financial

The financial department's role is to record financial transactions, prepare and interpret financial statements, and deal with cost accounting and cost control.

Front Office

The front office (room management) department handles customer service including front desk service, reservation, laundry, concierge, telephone, and housekeeping service. A hotel's front office is where guests are greeted when they arrive, where they get registered and assigned to a room, and where they check out. It's almost the most important department as it often offers contact with customers.

Human Resources

The human resources department is given the responsibility to handle employee recruitment, staff training, promotion, disciplinary decisions, and staff attendance.

Food & Beverage

The food and beverage department is responsible for all of the dining rooms, restaurants, bars, kitchen, clean up services, etc. Here we basically divide F/B department into two parts: kitchen and restaurant. Kitchen department is responsible for food preparation including main food, dessert, side food, and beverage. Restaurant department's role is to provide dining room operation, waiter service, food runner, and clean up service.

Sales

The responsibility for sales department is to sell the hotel facilities and services to individuals and groups. They sell rooms, food, beverage or special service such as massage and laundry to potential customers through advertising or direct contacts.

Logistics

The logistics department is responsible for tracking for daily supplies, purchasing appliances, and keeping security.

Laundry

Uniform Room is used to storage hotel uniforms. In this room will be separated for keep uniforms for each department. Linen Room has responsibility to every kind of clothes for guests and each department such as officer uniforms. Decoration/Flower room is one of the most important sections. This room is used for decorate and prepare all flowers in the hotel such as reception, guest room, ceremony and etc.

3.1.2 Target Users

As we know, business people are quite big group which closed to the business center. They do not care about the price of hotel, but the hotel should manage everything fast and effective, like traffic, meeting, and office work with the best service.

Target market characteristic

1. Business Person who come Hat Yai for business. (90%)
2. Tourist who come to travel with friends or family. (10%)

There are three types of target users:

1. Hotel Guest
 - Business guest
 - Traveler guest
2. Visitor
3. Staff
 - Service staff
 - Officer
 - Secretary



Table 3.1.2.1 User type 1







Target User	Image	Characteristics	Psychological need
Businessman		People who come for work. They have many arrangements and less time. Rich and tasteful.	<ul style="list-style-type: none"> - Car booking - Location - Personal secretary - Relax facilities - Good service - Convenience
Tourist		The people who come to travel and enjoy the scenery, come for relax and delicious food.	<ul style="list-style-type: none"> - Good service - Relax facilities - Ticket booking - Have fun
Visitors		People who come for business meeting or personal chatting.	<ul style="list-style-type: none"> - Relax facilities - Good service - Restaurant

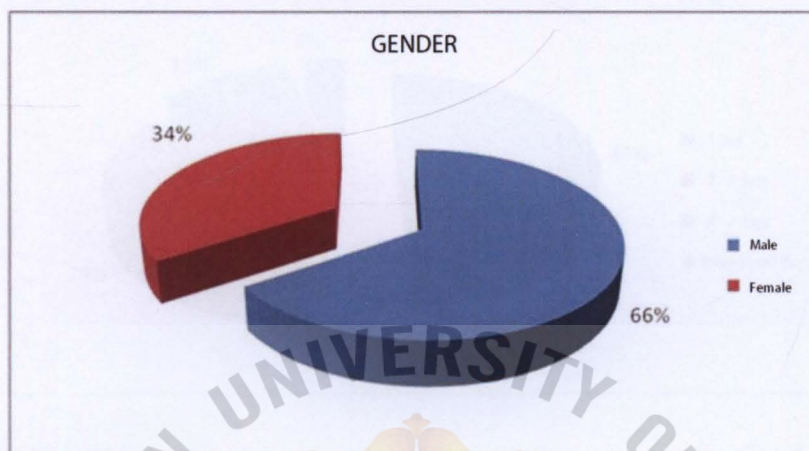
Table 3.1.2.2 User type 2

Target User	Image	Characteristics	Psychological need
House keeper Chef Maintenance Gardener Waiter		People who give a service to guests.	<ul style="list-style-type: none"> - Respectful to every guests - Clear sense of missions - Hygienic safety
Officer		People who stay at the back of house for supporting the balance of payments and recruit the guests.	<ul style="list-style-type: none"> - Clear sense of missions - Effective work
Secretary		The one who can give a temporary support for businessman's work.	<ul style="list-style-type: none"> - Respectful to businessman - Clear sense of missions - Effective work - Arrange daily

Percentage of Main Users

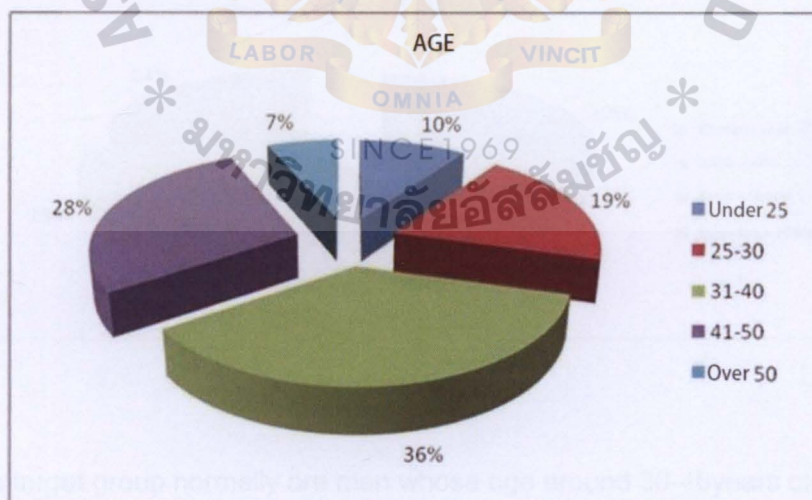
Gender: Mostly are males

Table 3.1.2.3 Pie chart of gender



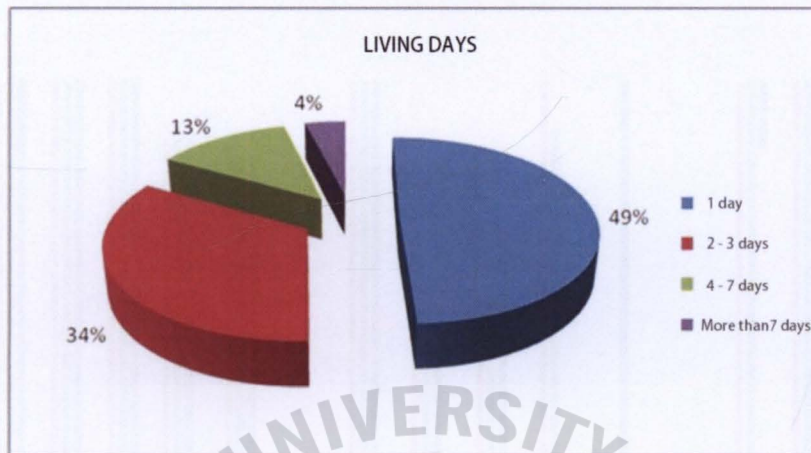
Age: Normally is 31-40 years old

Table 3.1.2.4 Pie chart of age



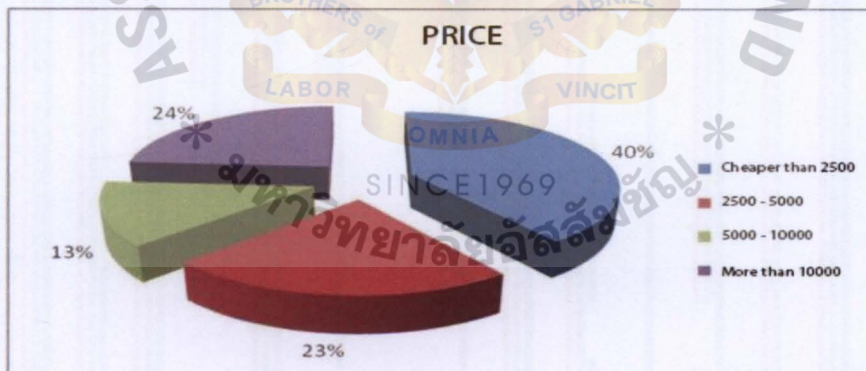
Living Days: People living in short time as usual

Table 3.1.2.5 Pie chart of living days



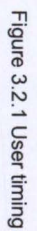
Price: Business people still can accept the high price

Table 3.1.2.6 Pie chart of price



Main target group normally are men whose age around 30-40 years old. They more like to living in a short term but long term like 3 - 4 days also popular, and they do not care about the price of hotel.

3.2.1 User Timings



3.2.2 User Behavior and Activities

There are three main types of users:

- **Hotel Guest:** (business guest and travel guest) who is use services in this hotel..
- **Visitor:** Normally come to visit the guest or those people who are using the hotel facilities.
- **Staff:** Officers, including MD, GM and Resident Managers, and server who give a service supporting, and staff including service staff, officer and secretary.

Symbol



Figure 3.2.2.1 Symbol

Business Guest Behavior

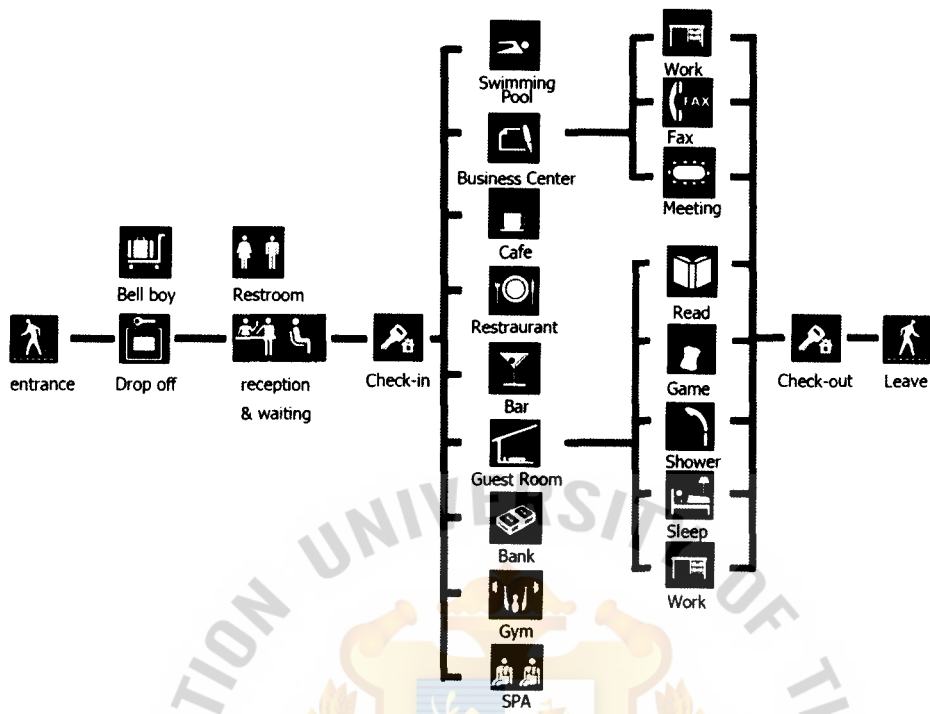


Figure 3.2.2.2 Business guest behavior

Travel Guest Behavior

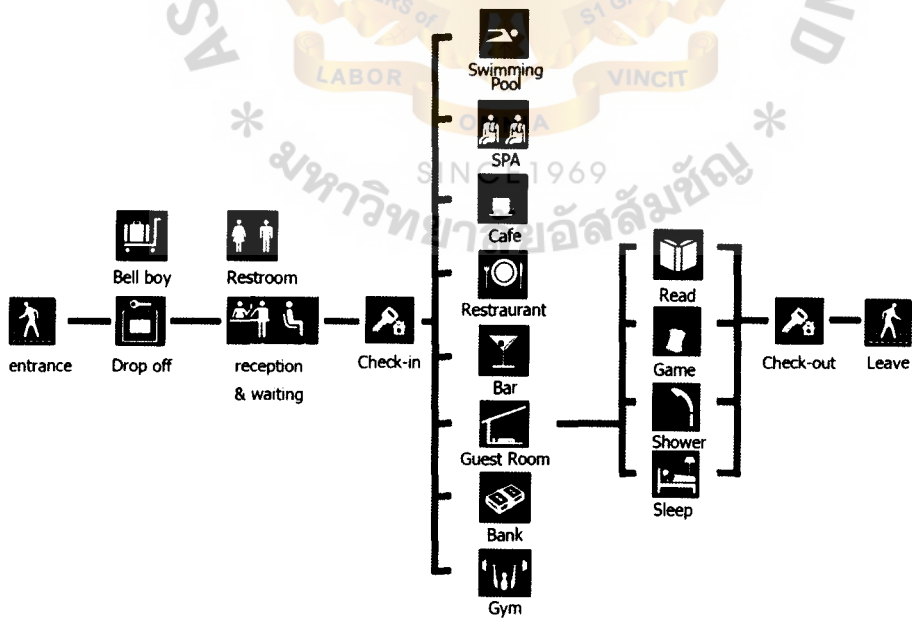


Figure 3.2.2.3 Travel guest behavior

Visitor Behavior

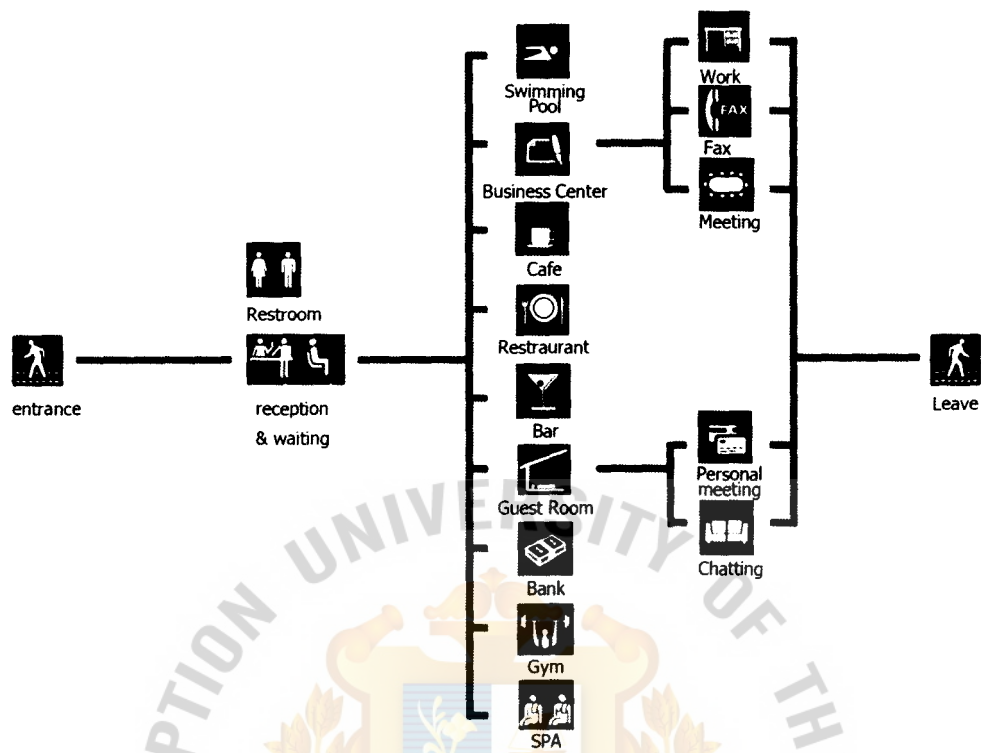


Figure 3.2.2.4 Visitor Behavior

Staff Behavior

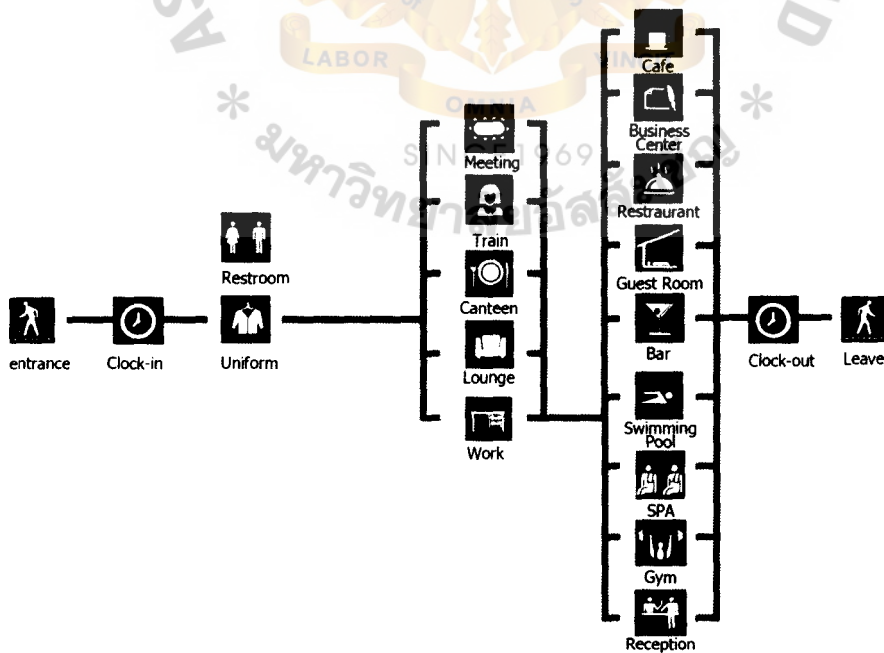
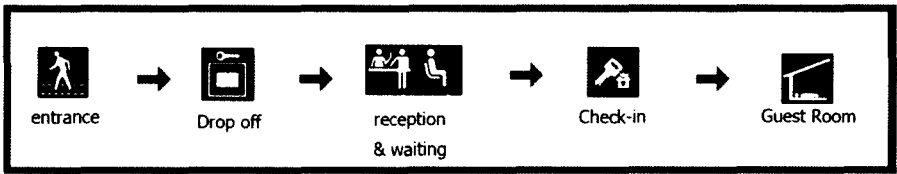


Figure 3.2.2. Staff behavior

User Activities

RESTAURANT & BAR

User Activities

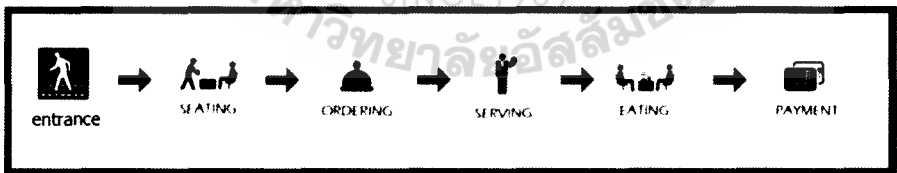


Function	Service	Time
<ul style="list-style-type: none">- Lobby/ Lobby lounge- Front desk- Front office- Luggage	<ul style="list-style-type: none">- Receptionist- Front Manager- Keyless	24 hours

Figure 3.2.2.6 User activities lobby

RESTAURANT & CAFE & BAR

User Activities

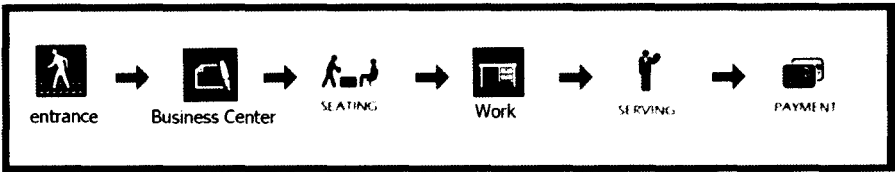


Function	Service	Time
<ul style="list-style-type: none">- Counter Bar- Dining Area- Kitchen- Storage- Vip Room	<ul style="list-style-type: none">- Manager Captain- Bartender- Steward- Chef- Waiter	24 hours(cafe) 6:00– 24:00

Figure 3.2.2.7 user activities restaurant

BUSINESS CENTER

User Activities



Function	Service	Time
<ul style="list-style-type: none">- Lounge- Meeting room- Office(working area)- Conference room	<ul style="list-style-type: none">- Officer- Waiter(dessert & tea)	11:00- 24:00

Figure 3.2.2.8 user activities business center

GUEST ROOM

User Activities

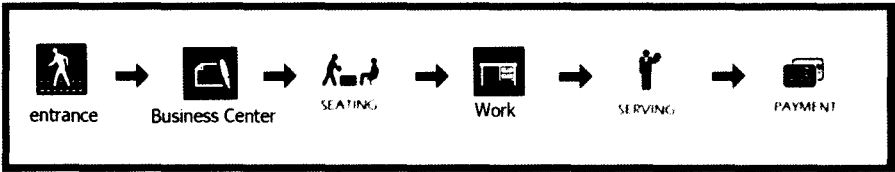


Function	Service	Time
<ul style="list-style-type: none">- Bedroom- Living Area- Jacuzzi- Pantry(Mini Bar)- Bathroom	<ul style="list-style-type: none">- Room Service- Personal Working Service	24 hours

Figure 3.2.2.9 user activities guest room

BUSINESS CENTER

User Activities



Function	Service	Time
<ul style="list-style-type: none">- Lounge- Meeting room- Office(working area)- Conference room	<ul style="list-style-type: none">- Officer- Waiter(dessert & tea)	11:00- 24:00

Figure 3.2.2.8 user activities business center

GUEST ROOM

User Activities



Function	Service	Time
<ul style="list-style-type: none">- Bedroom- Living Area- Jacuzzi- Pantry(Mini Bar)- Bathroom	<ul style="list-style-type: none">- Room Service- Personal Working Service	24 hours

Figure 3.2.2.9 user activities guest room

U 3.2.3s er Circulations

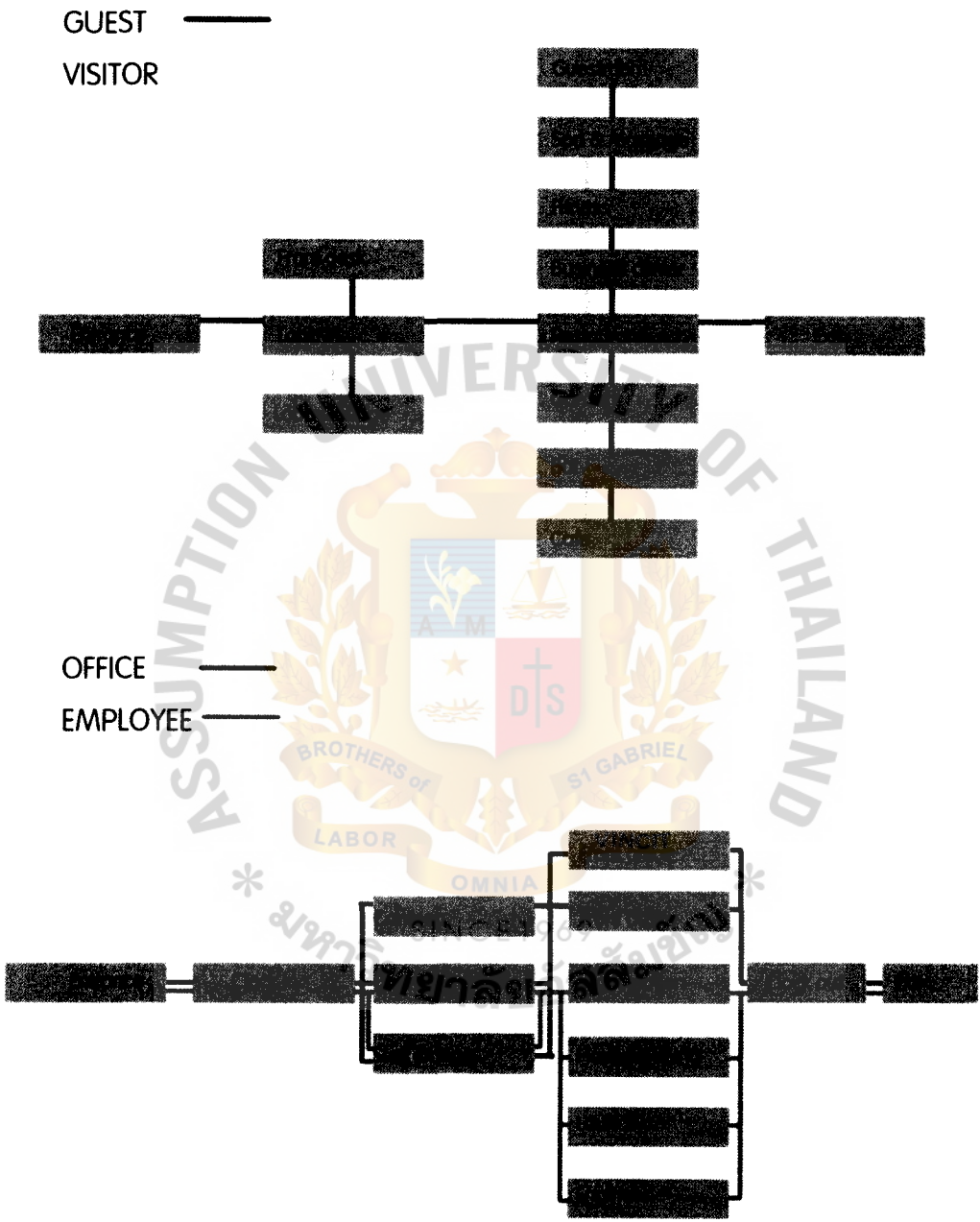


Figure 3.2.3 User Circulations

3.3 Human factors

The target users - business travelers who need the facilities are convenience, and have enough space to let them work or relax.

3.3.1 Physical Needs

Human Dimension (general)

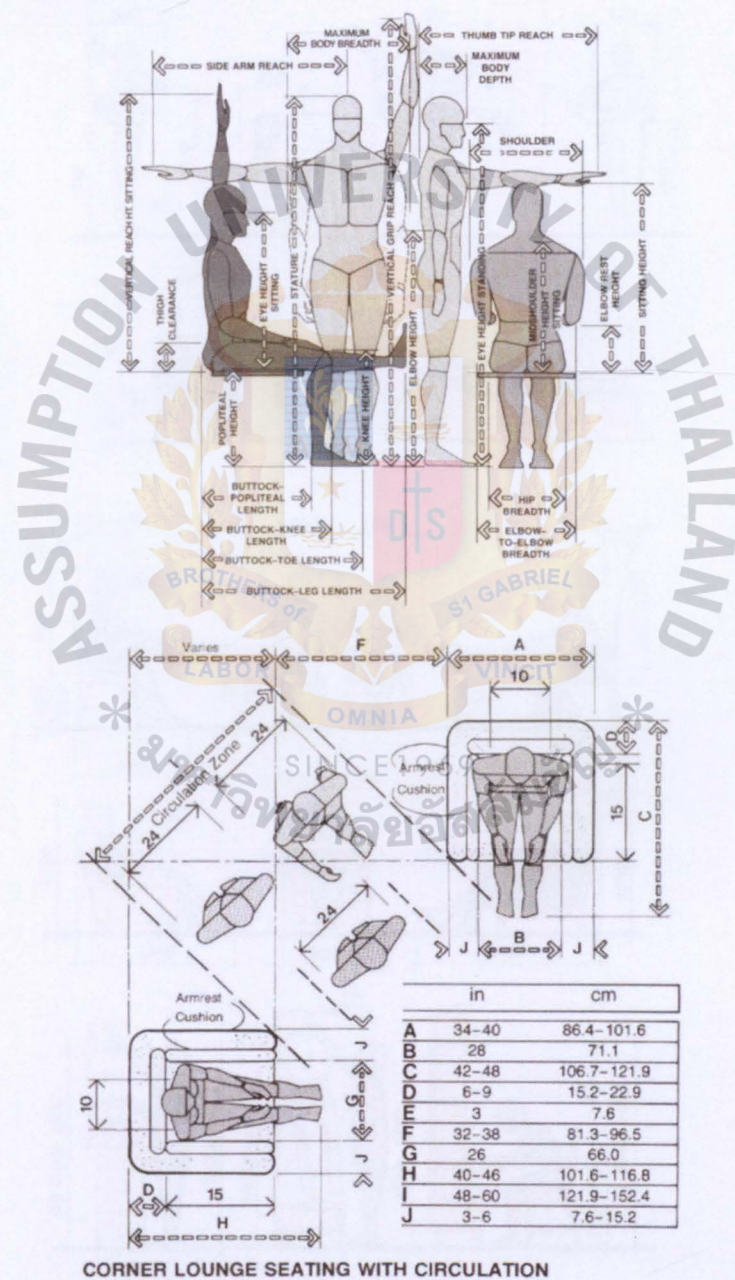


Figure 3.3.1.1 Human dimension 1

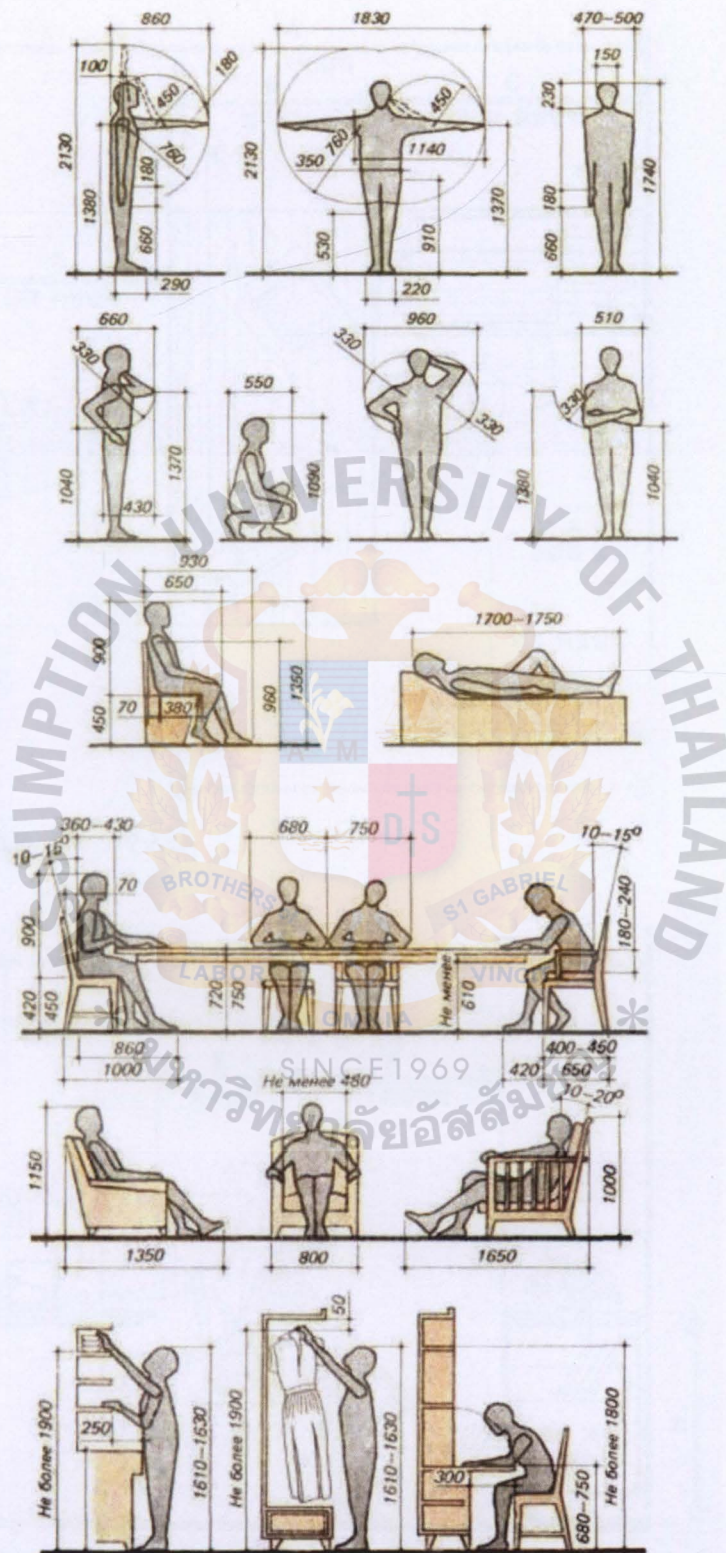


Figure 3.3.1.2 Human dimension 2

Working Area

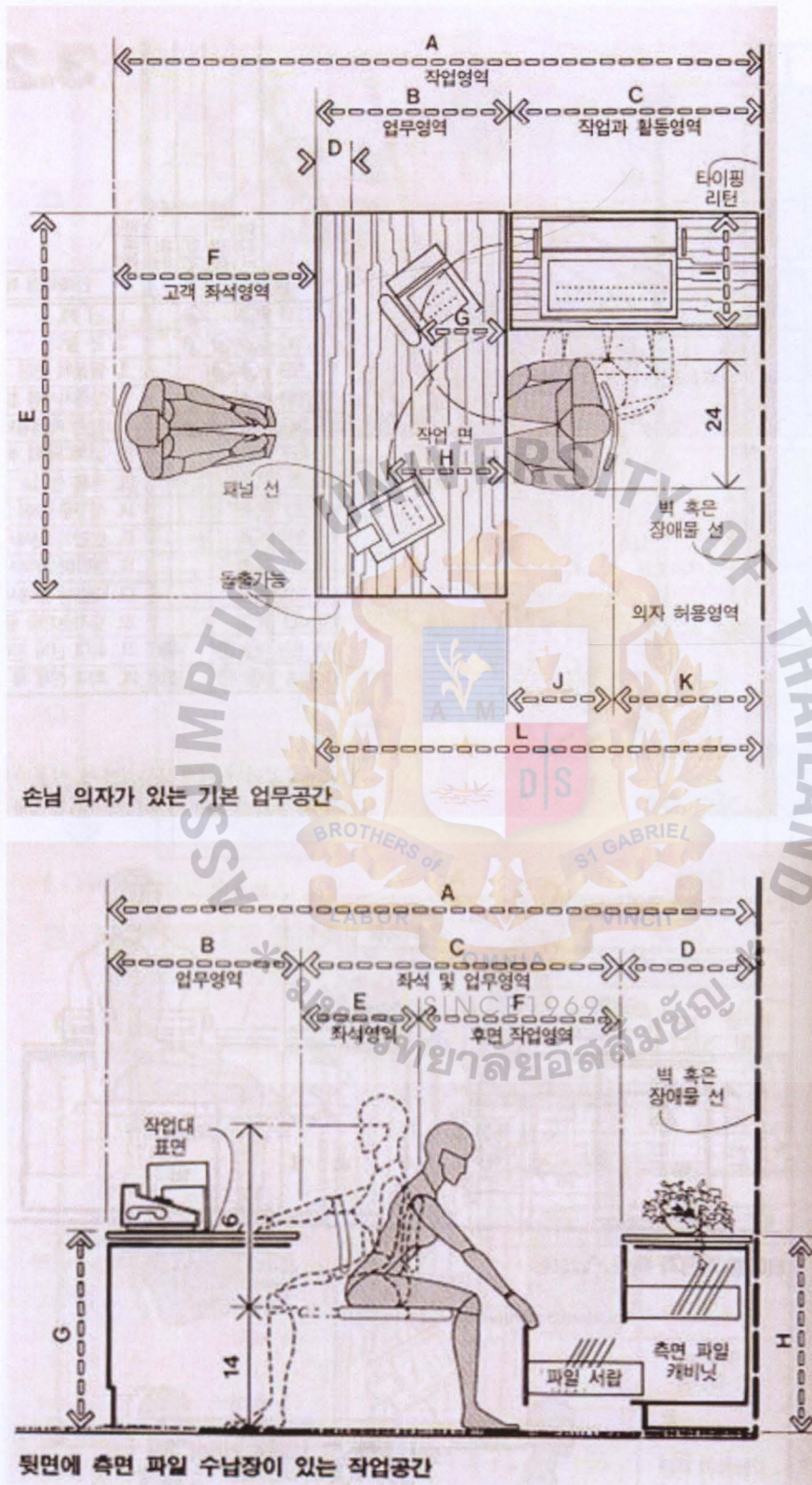
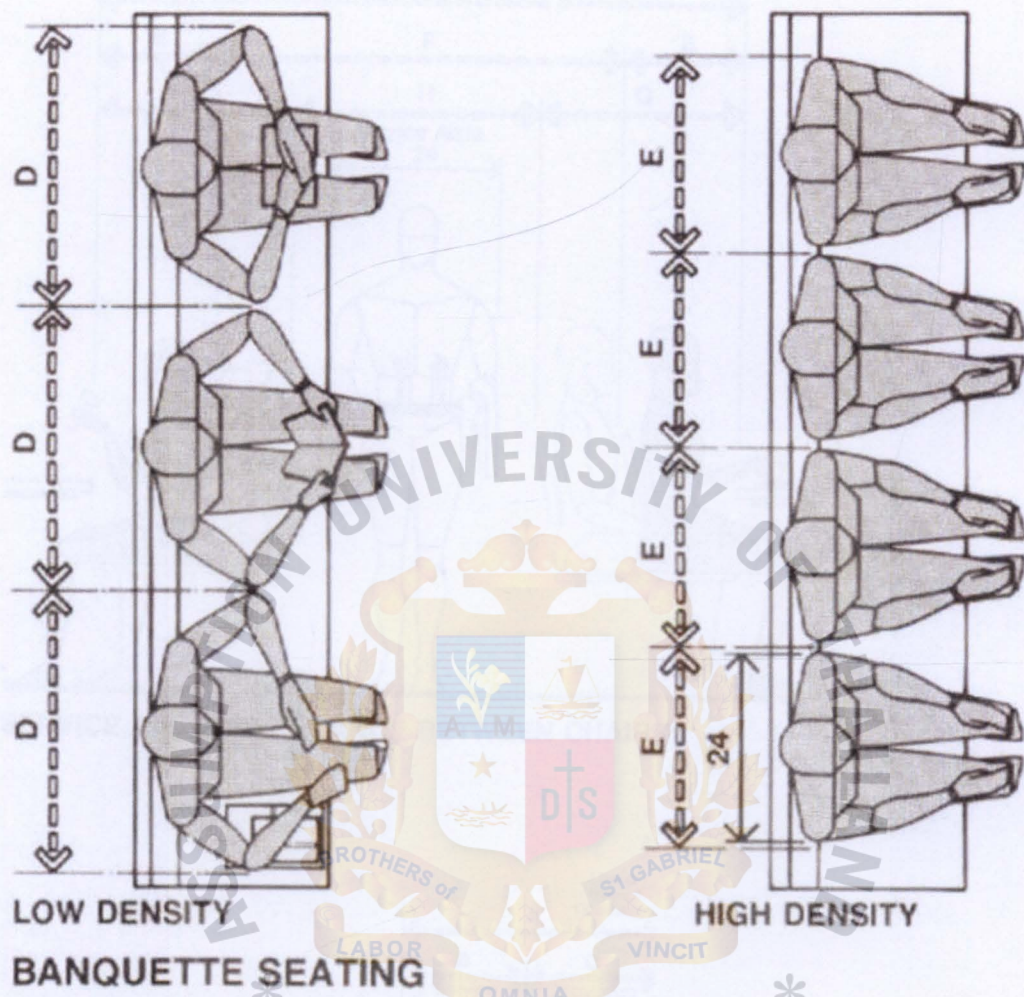


Figure 3.3.1.3 Human dimension 3



	in	cm
A	18-24	45.7-61.0
B	15.5-16	39.4-40.6
C	16-17	40.6-43.2
D	30	76.2
E	24	61.0

Figure 3.3.1.4 Human dimension 4

Restaurant

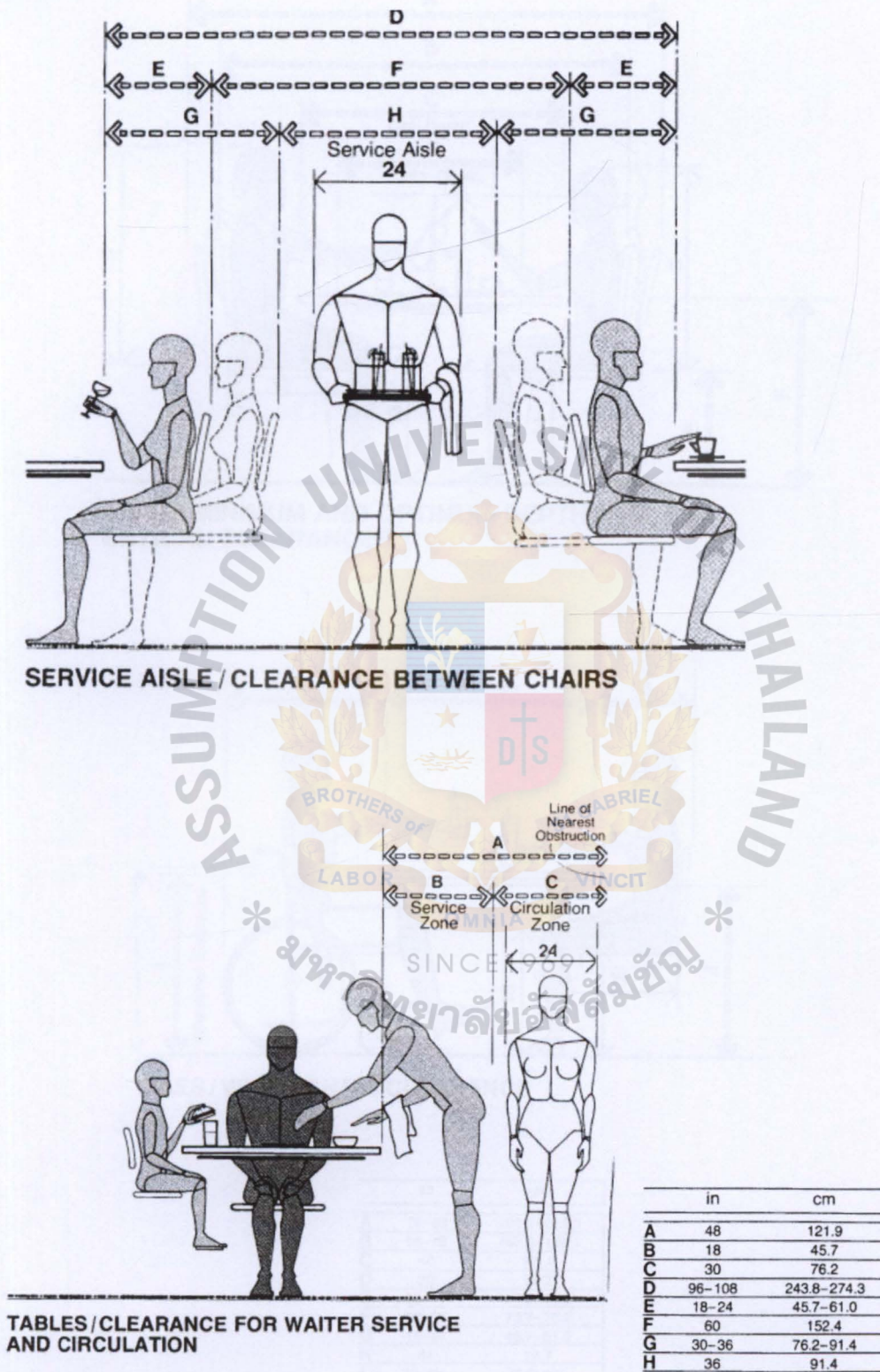
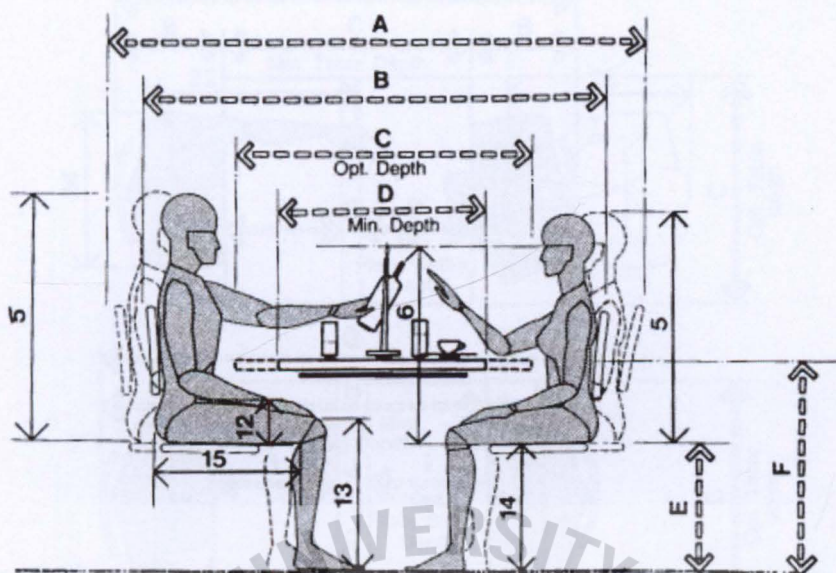
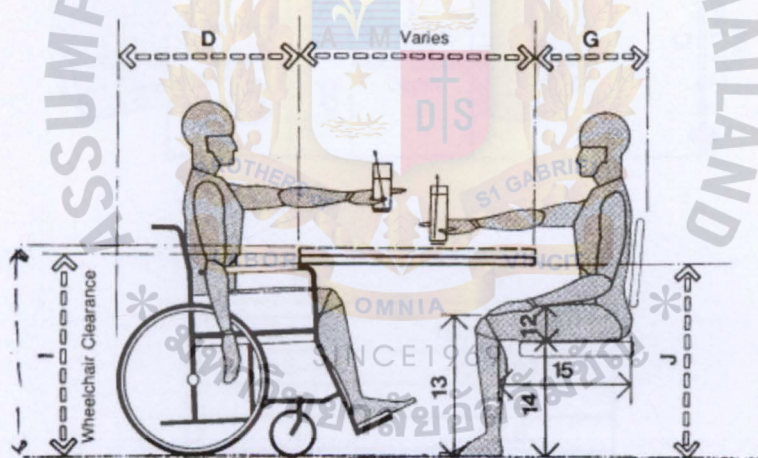


Figure 3.3.1.5 Human dimension 5



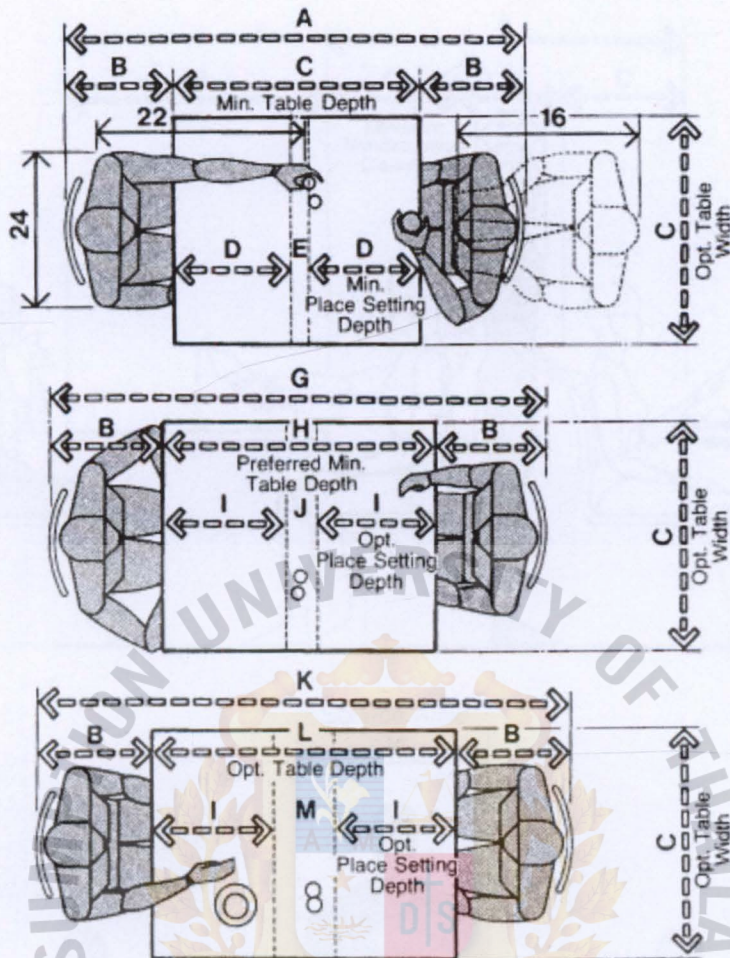
**ABLES/MINIMUM AND OPTIMUM DEPTHS/
ERTICAL CLEARANCES**



ABLES / WHEELCHAIR CLEARANCE

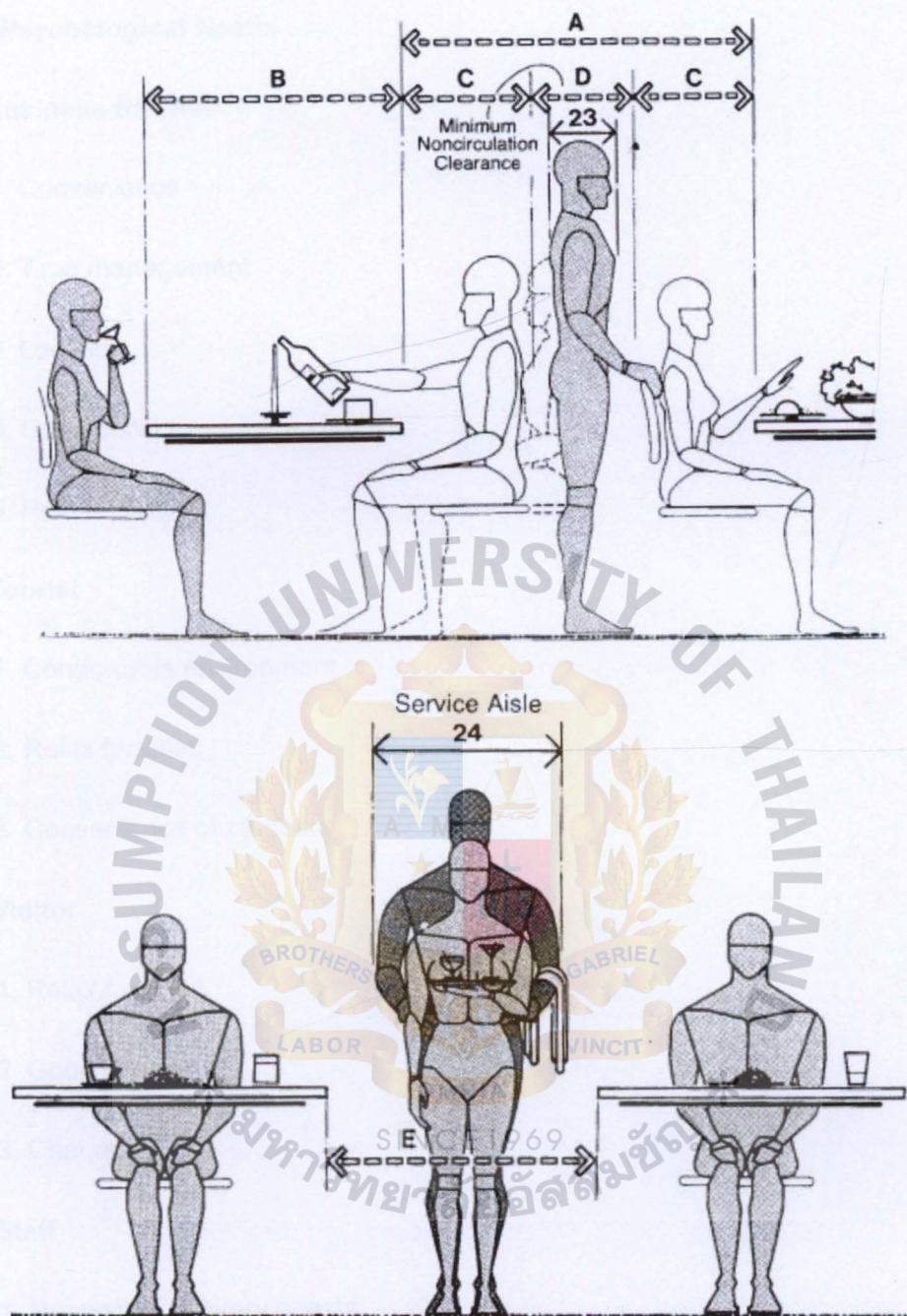
	in	cm
A	76-88	193.0-223.5
B	66-78	167.6-198.1
C	40	101.6
D	30	76.2
E	16-17	40.6-43.2
F	29-30	73.7-76.2
G	18-24	45.7-61.0
H	31	78.7
I	30 min.	76.2 min.
J	29 min.	73.7 min.

Figure 3.3.1.6 Human dimension 6



	in	cm
A	66-78	167.6-198.1
B	18-24	45.7-61.0
C	30	76.2
D	14	35.6
E	2	5.1
F	24	61.0
G	72-84	182.9-213.4
H	36	91.4
I	16	40.6
J	4	10.2
K	76-88	193.0-223.5
L	40	101.6
M	8	20.3

Figure 3.3.1.7 Human dimension 7



	in	cm
A	54-66	137.2-167.6
B	30-40	76.2-101.6
C	18-24	45.7-61.0
D	18	45.7
E	36	91.4

Figure 3.3.1.8 Human dimension 8

3.3.2 Psychological Needs

For Business traveler

1. Convenience
2. Time management
3. Location
4. Good service
5. Relax facilities

For Tourist

1. Comfortable environment
2. Relax facilities
3. Convenience of pleasure

For Visitor

1. Relax facilities
2. Good service
3. Chat area

For Staff

1. Respectful to every guests
2. Clear sense of missions
3. Hygienic safety



3.4 Functions and Facility Studies

3.4.1 Function Studies

Public: Lobby, Business Center, Restaurant. Other

Private: Back of house, Spa, Guest Room

Table 3.3.4.1 Facility studies

Area	Function	Guest	Type of User Visitor	Staff
Lobby	- Reception	●	●	●
	- Waiting area	●	●	●
	- Lobby lounge	●	●	●
	- Welcome bar	●	●	●
	- Locker	●	●	●
Restaurant	- Restaurant (order by menu)	●	●	●
	- Buffet Restaurant	●	●	●
	- Private Room (VIP room)	●	●	●
	- Sky Restaurant	●	●	●
	- Sky Bar	●	●	●
Business center	- Meeting room	●	●	●
	- Conference room	●	●	●
	- Ball room	●	●	●
	- Public work space	●	●	●
	- Lounge	●	●	●
Guest room	- Standard room	●	●	●
	- Business individual room	●	●	●
	- Luxury room	●	●	●
	- Luxury suite	●	●	●
	- Business suite	●	●	●
Spa & Massage	- Spa Room	●	●	●
	- Massage Room	●	●	●
	- Beauty Salon	●	●	●
	- Jacuzzi massage	●	●	●
	- VIP Lounge	●	●	●
Other	- Swimming Pool	●	●	●
	- Fitness Room	●	●	●
	- Cafe	●	●	●
	- Sky Garden	●	●	●
	- Bank	●	●	●
	- Arrangement Office	●	●	●
Back of house	- Office			●
	- Laundry			●
	- Storage			●
	- Staff Canteen			●
	- Staff lounge			●
	- Service counter	●	●	●

3.4.2 Functions and Equipment Studies

Table 3.4.2.1 Functions and Equipment Studies 1

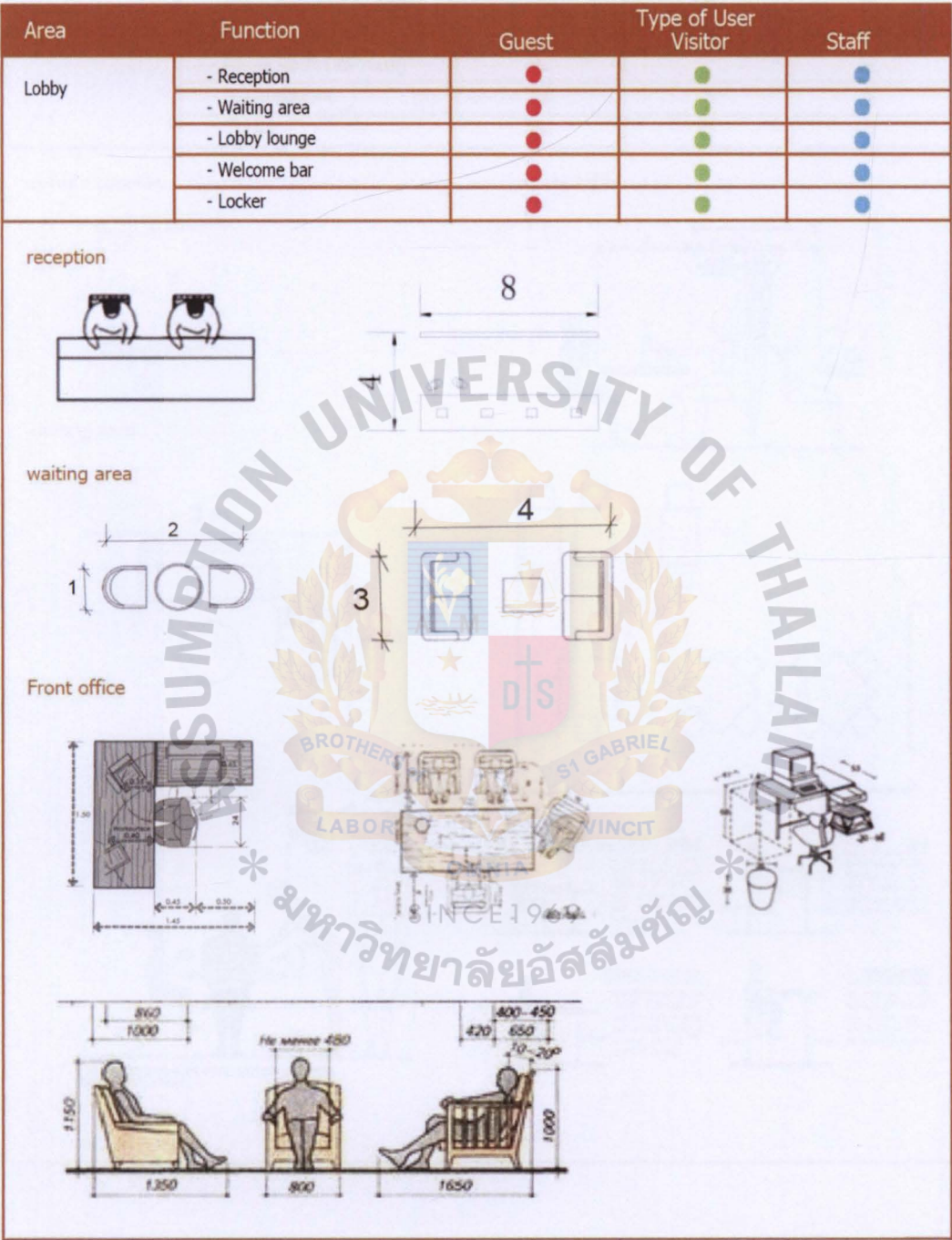


Table 3.4.2.2 Functions and Equipment Studies 2

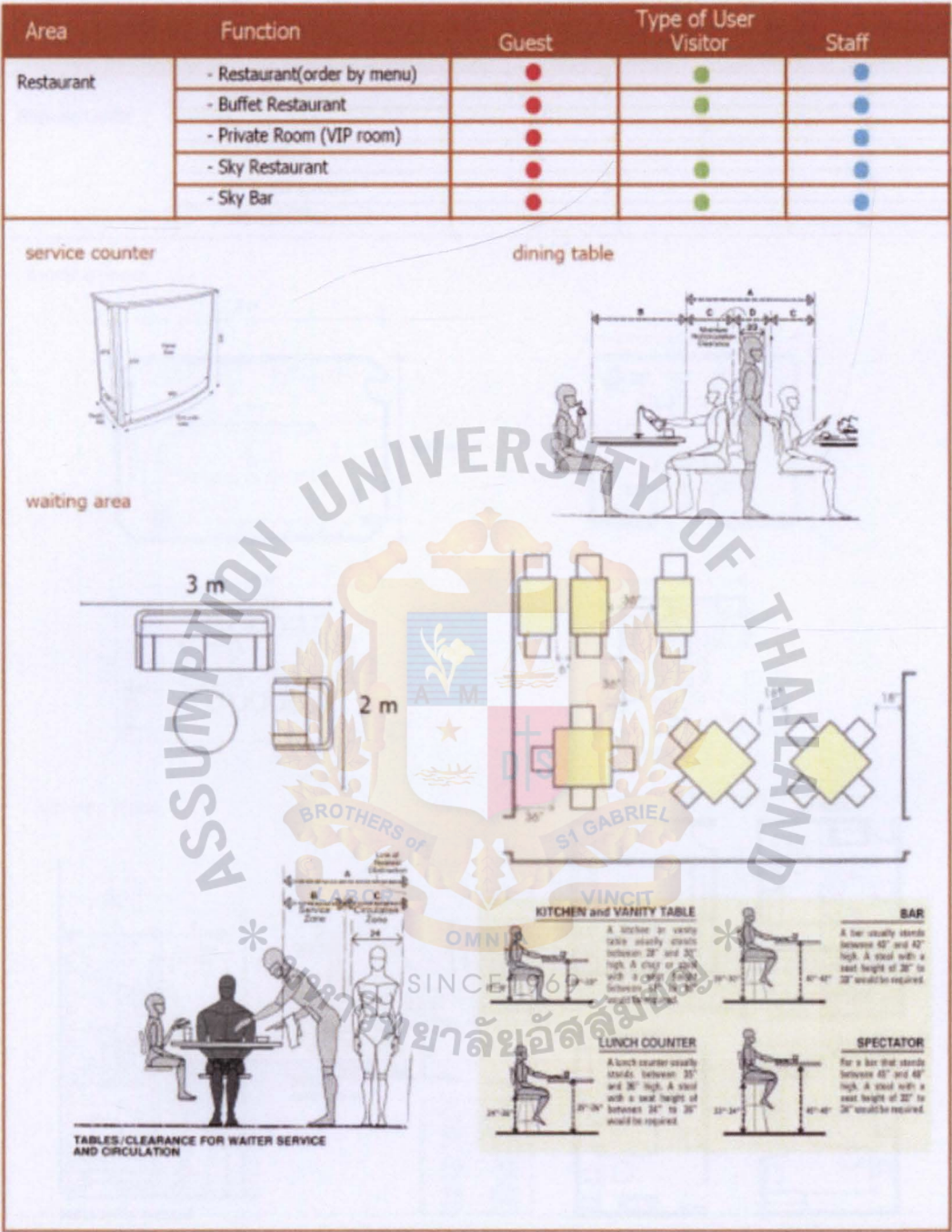


Table 3.4.2.4 Functions and Equipment Studies 4

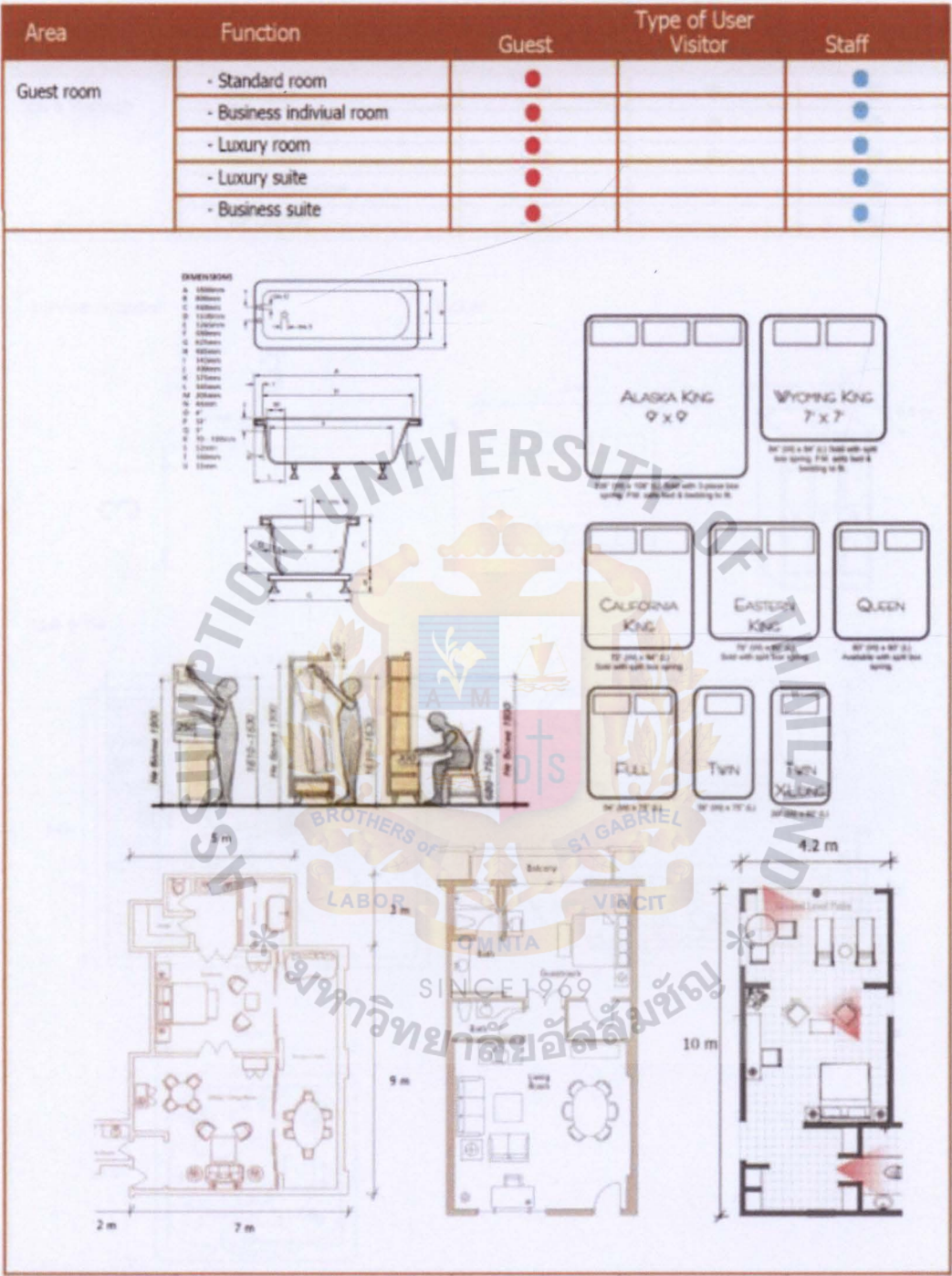


Table 3.4.2.5 Functions and Equipment Studies 5

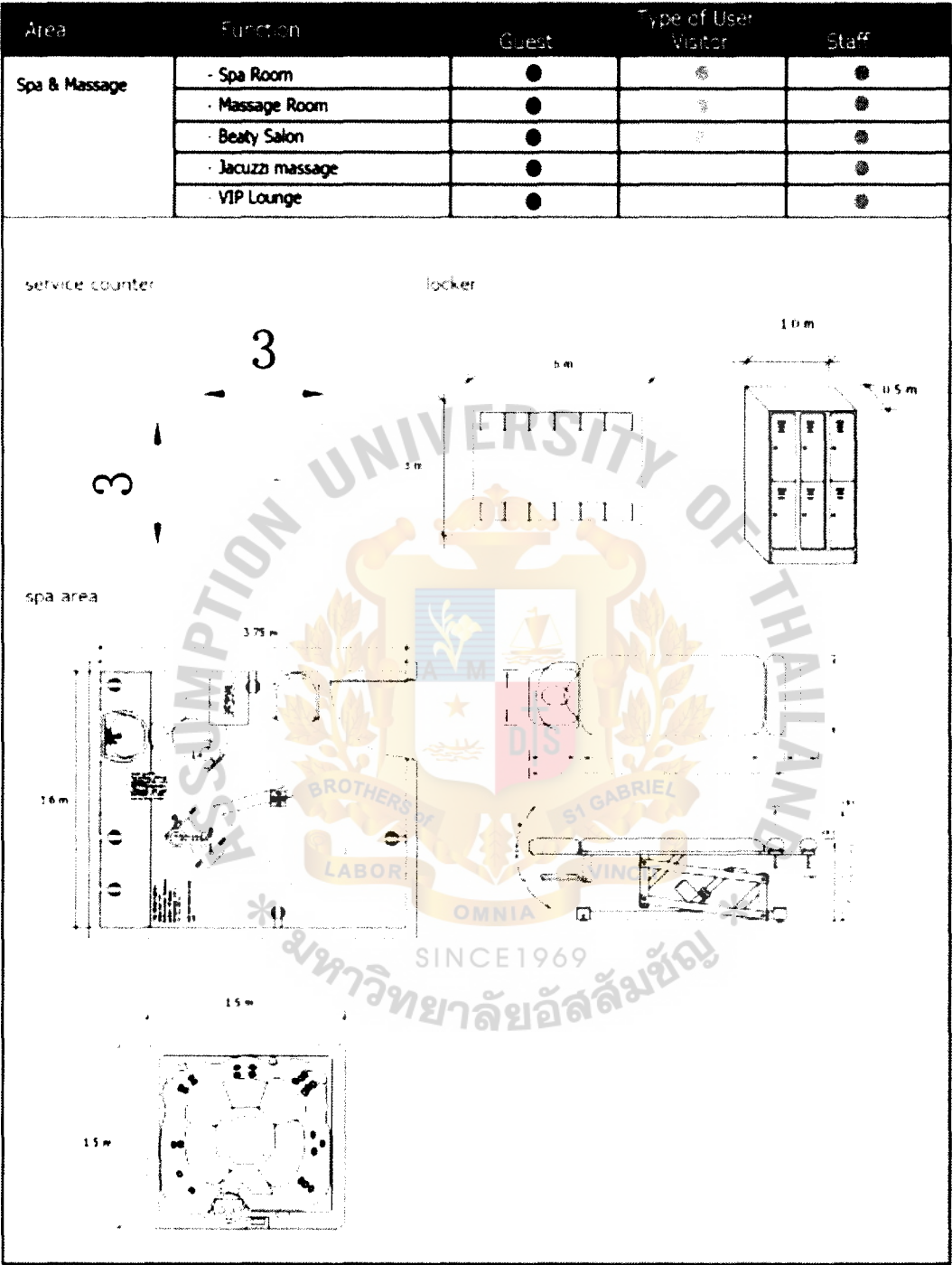


Table 3.4.2.5 Functions and Equipment Studies 5

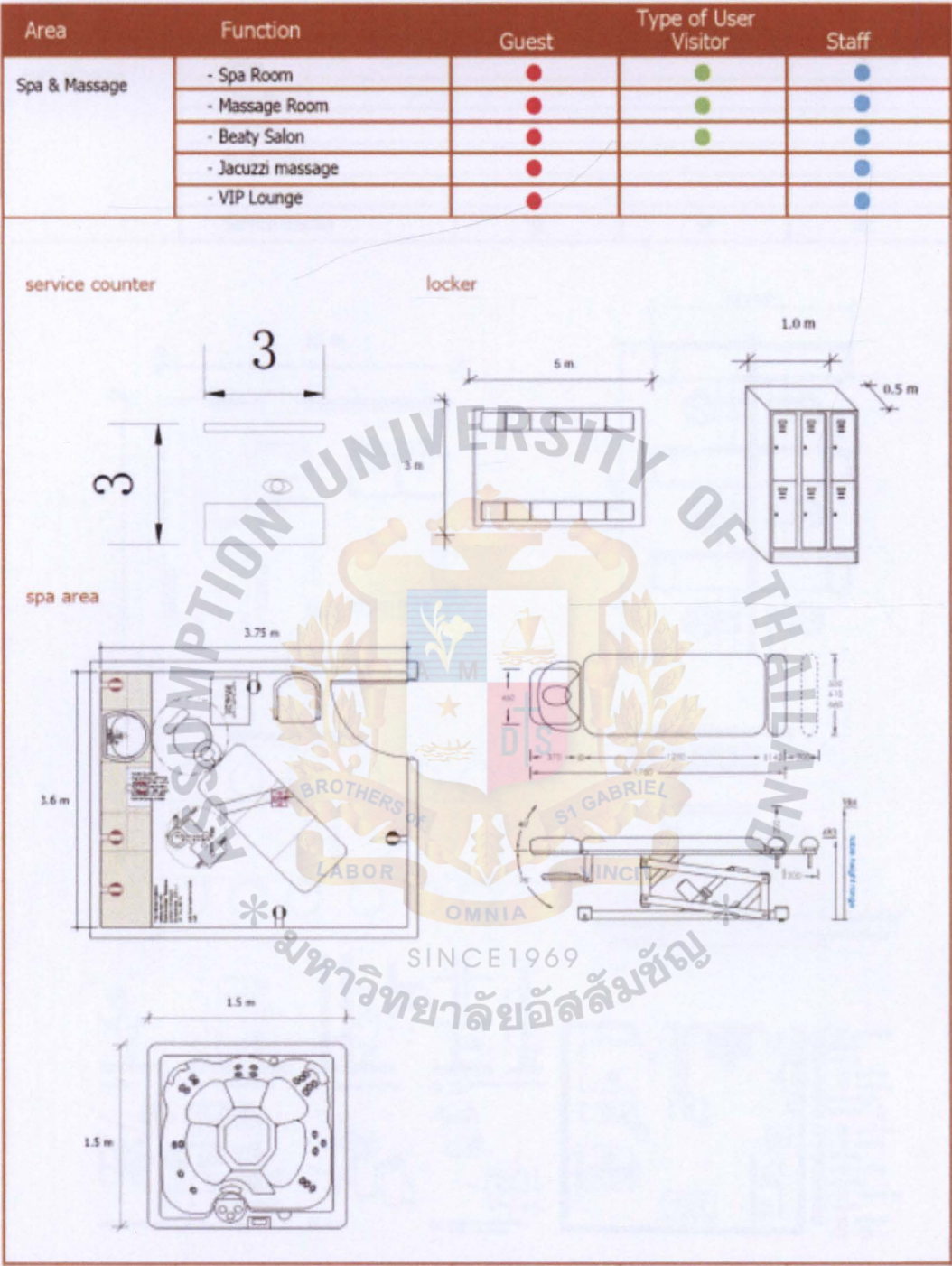


Table 3.4.2.6 Functions and Equipment Studies 6

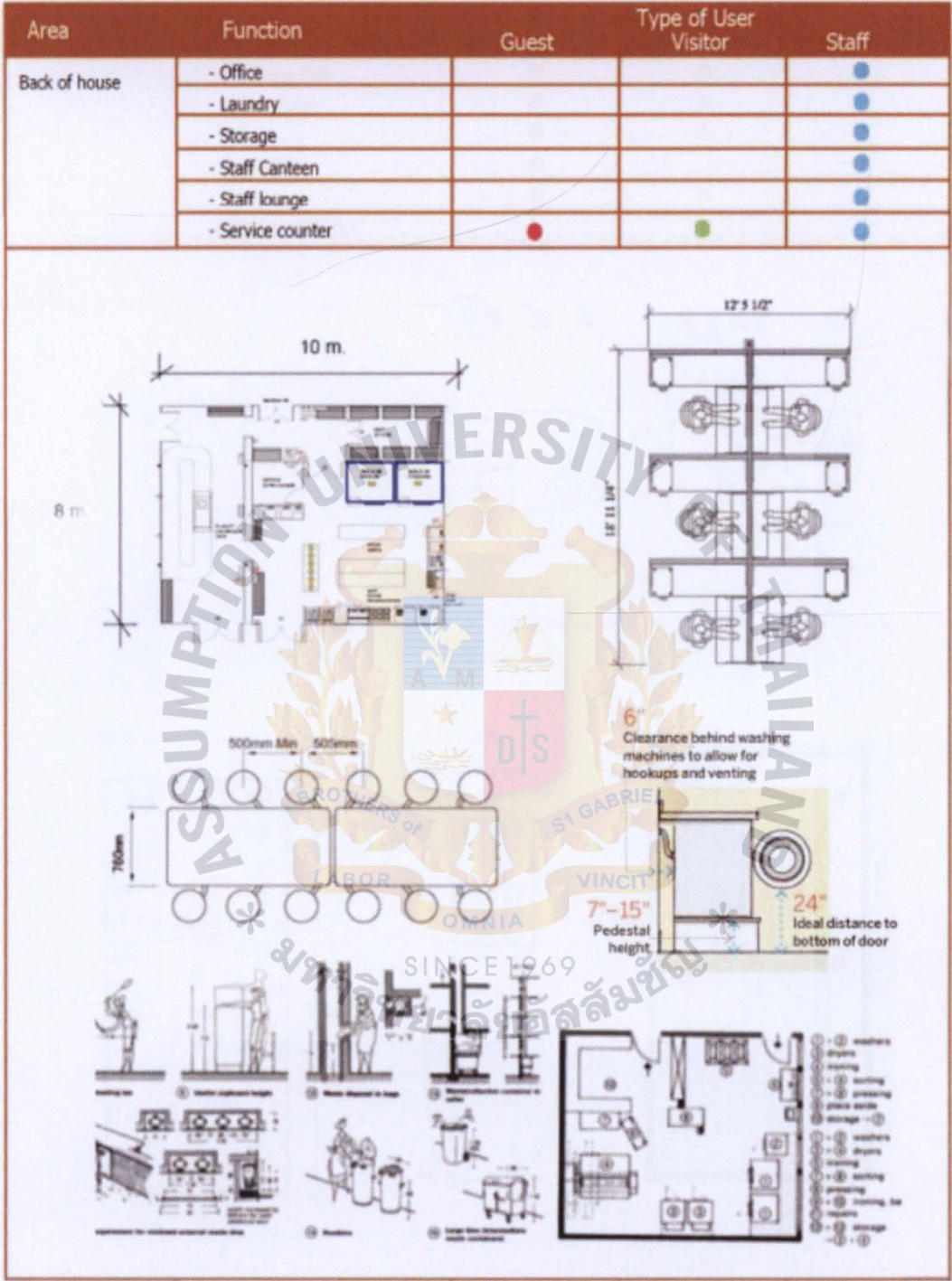
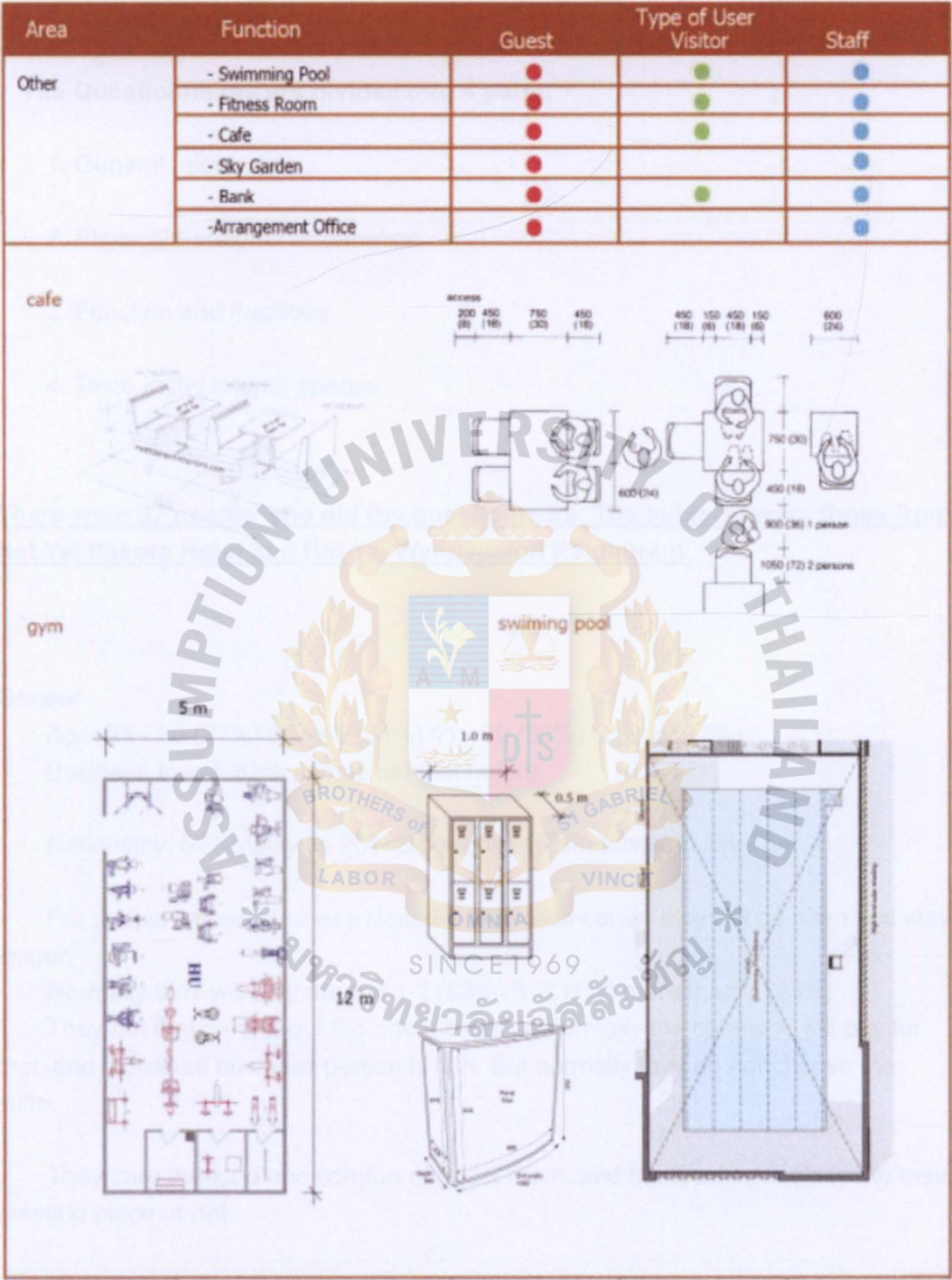


Table 3.4.2.7 Functions and Equipment Studies 7



3.6 Aesthetic and Form Studies

3.6.1 Questionnaires

The Questionnaires are divided into 4 parts:

1. General Information
2. Physical Foreigner Information
3. Function and Facilities
4. Taste in the interior spaces

There were 97 people who did the questionnaire. The subjects were those from Hat Yai Sakura Hotel and Hat Yai Wangyuelou Restaurant.

Gender

Age: 21 - 30 (27%) 31 - 40 (34%) 41 - 50 (32%) Over 51 (7%)

Business travel: 82% people did that before

Nationality: 62%Malaysia 20% Singapore 16%Indonesian 2% Thai

For people whose business closed to business center they will go often and stay longer.

Normally they will stay around 1-2 (63%) 3-7(11%) more than 7 (26%)

They not that care about the price, because normally the company will pay for that, and individual business person is rich. But normally they do not choose the suite.

They care the food and comfort of guest room, and the location is closed to their meeting place or not.

Special facilities is quite important for them, normally they choose the personal secretary and car ordering service.

QUESTIONNAIRE

Objective : For study the statistic of business concern for Business Boutique Hotel accommodation.

GENERAL INFORMATION

1. Gender

☐ Male ☐ Female

2. Age

☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ over 50

3. Nationality

☐ Thai ☐ Chinese ☐ Singapore ☐ Malaysian ☐ Indonesian

Other

4. Religious

☐ Buddhist ☐ Christian ☐ Muslim ☐ ETC

5. How often do you go HatYai?

☐ Once a month or more than ☐ Once a year or more than ☐ More than 2 years

6. How many times do you go business travel?

☐ Once a month or more than ☐ Once a year or more than ☐ More than 2 years

7. If go business travel, how many days you will stay?

☐ 1-2 night ☐ 3-4 night ☐ More than a week

8. If go business travel, who do you go with?

☐ Individual ☐ Family ☐ Colleague ☐ Staff of company

HOTEL INFORMATION

9. Where do you get information about hotel?

☐ Search from internet ☐ Introduce from friends ☐ Read from magazines ☐ Media Advertising

10. Normally, do you book the hotel before you go travel?

☐ Always ☐ Sometime ☐ Never

11. Which way you will book the hotel?

☐ Cellphone program ☐ website ☐ Call ☐ Travel agencies

Figure 3.5.1.1 Questionnaires 1

12. Which type of hotel you will prefer for business travel?

☐ Hostel ☐ Guest house ☐ Economy hotel ☐ Business hotel

13. What is the factor of choosing the residence ?

☐ Price ☐ Design ☐ Location ☐ Convenience

14. Facilities that you need in hotel?

☐ Jacuzzi ☐ High speed LAN ☐ Personal office

☐ Charting room ☐ High tech. meeting room ☐ Spa

15. What type of special service that you need?

☐ Car Ordering ☐ Personal Secretary ☐ Helping sleep (Flower Pillow)

16. If you choose to stay in business hotel, what type of hotel you prefer?

☐ Full service Business Hotel ☐ Boutique Business Hotel ☐ Standard Business Hotel

17. If you choose to stay in Boutique hotel, what type of room do you prefer?


☐ Standard Room ☐ Business Room ☐ Suite

18. What price that you prefer for a good quality service Boutique Hotel?

























☐ 2000-3000 ☐ 3000-4000 ☐ 4000-5000 ☐ More Than 5000

DESIGN SOLUTION

19. What kind of interior style you prefer for Boutique Hotel?

☐ Natural Style

Color/Furniture selection/light





Figure 3.5.1.2 Questionnaires 2



☐ Modern Style


Color/ Furniture selection/ light






☐ Luxury Style

Color/ Furniture selection/ light





☐ Theme

Furniture selection/ light

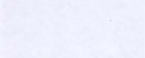


Figure 3.5.1.3 Questionnaires 3



20. What kind of form you prefer most for Boutique Hotel?



☐ Diagonal



☐ Curve



☐ Simple (Minimal)



☐ Repetition

21. What type of lighting do you prefer?



☐ Natural Light



☐ Artificial Light

22. What color tone you prefer in Boutique Hotel?



☐ Cool Tone



☐ Earth tone



☐ Warm Tone

22. What kind of Material you will feel comfort with it?



☐ Tile



☐ Concrete



☐ Masonry



☐ Marble



☐ Wood

Figure 3.5.1.4 Questionnaires 4

Lobby

Normally for business people who want to take a hotel are more prefer about the theme and luxury style for lobby area.

Natural 23%



Modern 21%



Luxury 28%



Theme 28%



Restaurant

Normally for business people who want to take a hotel are more prefer about the luxury style for restaurant. And some people like modern which looks clean.

Natural 22%

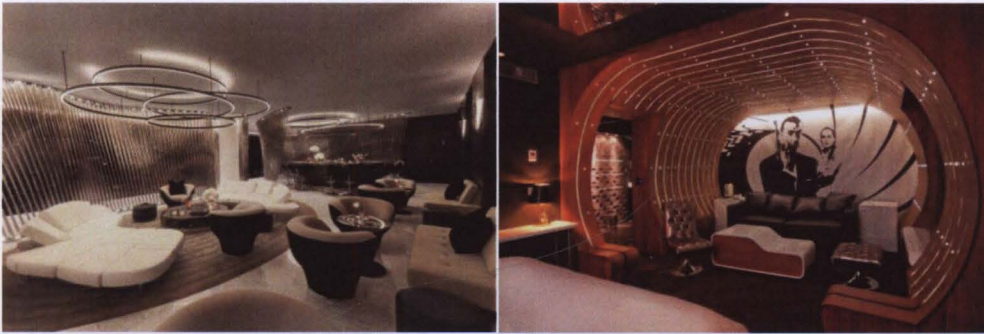


Modern 27%



Luxury 32%

Theme 19%



Guest Room

Normally for business people who want to take a hotel are more prefer about the luxury style for guest room.

Natural 21%

Modern 23%



Luxury 29%

Theme 27%

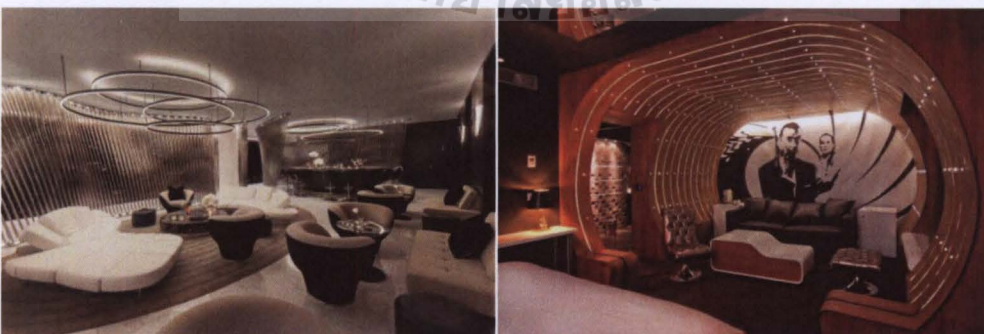


Figure 3.5.1.5 Questionnaires 5

3.7 Project Specifics

Redesign the Check-In Process: keyless room entry

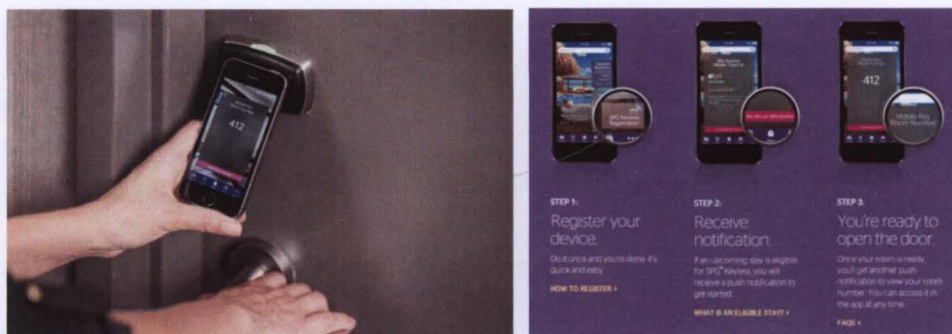


Figure 3.7.1.1 Keyless room entry 1

Keyless system is the one which can let people easily for check-in, check -out and open the room door. People need to download the program and booking the hotel on it. No need to wait in line at the reception, for business traveler will saving a lot of time.

Imagine the typical check-in process of your holiday vacation: after airport security and a long flight, you arrive at the hotel lobby and join a number of guests in line for the front desk. During peak travel hours, you wait until an associate is available to greet you, request your ID and credit card and confirm your reservation. You exchange friendly small talk about the city and your trip as they activate keys for your room.

As of today, you can arrive to the same hotel on your next holiday vacation and bypass the check-in process altogether. Starwood Preferred Guest (SPG), the loyalty program from Starwood Hotels & Resorts Worldwide, Inc., has reimagined the traditional check-in experience. Guests can wave past the front desk and go directly

to their room using their smartphone for keyless room entry. After one year in the making, SPG has launched the pioneer mobile key experience—the Room Key 2.0—that makes key cards optional for travelers at 10 Aloft, Element and W Hotels around the world.

SPG Keyless is supported within the SPG app, a travel app that delivers a customized experience for preferred guests to access their SPG points, unlock rewards and promotions, along with a variety of booking features. Additional enhancements to the app are built to heighten the Starwood 'whatever, whenever' experience.

The smart check-in system marks an industry-first, redefining the way guests arrive to their room in a few seamless steps.



Figure 3.7.1.2 Cannot find key

Closed to the door, even not touch still fine to open your door, don't have to find your phone, or if you do not have free hands to open the door.

- Free your hands
- Do not worry you cannot find the key card
- Saving time
- Easier to use
- Easy check- in and check- out

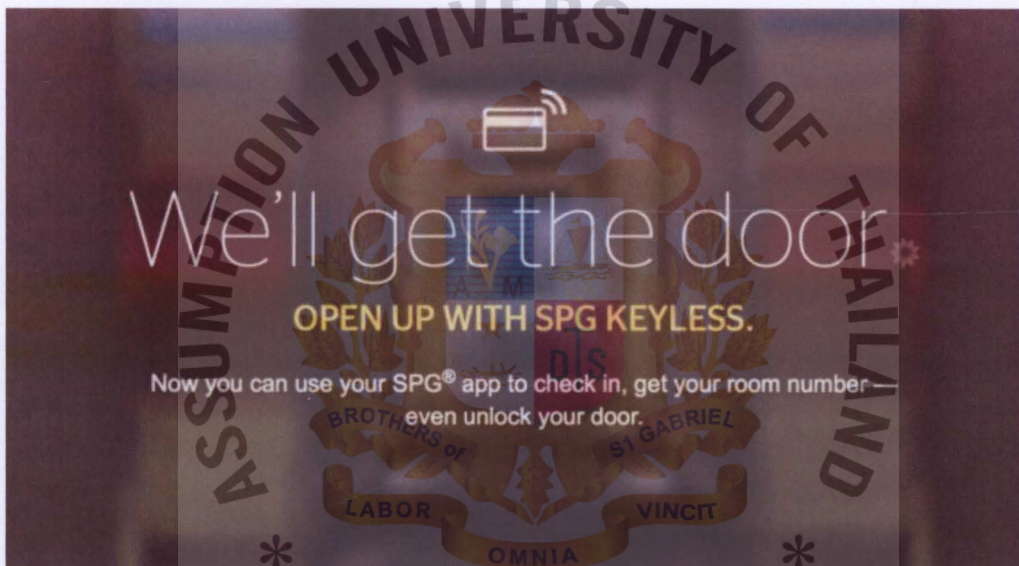


Figure 3.7.1.3 Keyless room entry 2

How to use?

Keyless hotel room entry works like this. You enroll your phone by installing an app. On the day of your stay at the hotel, a “key” (some kind of encrypted code) is sent to your phone via a push notification, along with a message telling you which room number you’ll be staying in. Then, you just hold your phone near your hotel room door, and voila — it unlocks.

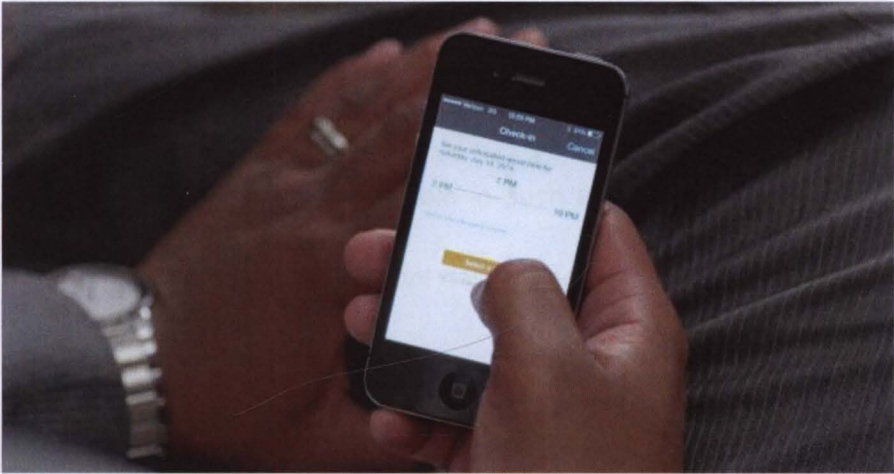


Figure 3.7.1.4 Keyless room check in

Space Influence

Keyless system can saving time for check-in and check -out, so the waiting area size can be decrease as normal.



Figure 3.7.1.5 Keyless check in reception

Keyless entry with a smartphone is so superior to magnetic swipe cards. First, it is much harder to lose a smartphone. Second, your smartphone cannot be

demagnetized by other things in your pocket. Third, you can skip check-in completely and go straight to your hotel room — and you can skip the check-out, too. And there is some kind of fallback solution available in such situations — Bluetooth-enabled cards that can be handed out by the front desk, or something along those lines.



Between the normal reception area and keyless phone check-in reception, keyless spend less space and faster. People just need to book the room from internet then scan the code to check-in then will be finish, so even the size of waiting area can be decrease.

Figure 3.7.1.6 Keyless check in reception space using

Video Meeting Equipment

People will be interesting why this equipment is necessary in the business hotel, so let's see the advantage of video meeting. It can connect two different group at different places easily to join meeting together which will be convenient for foreigners who need to contact with the company make some temporary meeting. It allows users to collaborate quickly and easily and save the space for meeting room and time for user. In Hat Yai, there are not plenty of taxis available. If need to contact as meeting before visit or need few company to join the meeting, it will save the time. People can use in the guest room for personal meeting either. And reinforcing leadership capabilities by increasing individual exposure.



Figure 3.7.2.1 Pad control system

The benefits of video conferencing for business is undeniable. Organizations that prioritize collaboration across their business are far more likely to succeed than those that do not.

Executives in leading organizations understand the critical role collaboration plays

in helping them reach their goals. Collaboration has been shown to support empowerment, knowledge sharing, recruit and retain top talent, speed innovation, reduce duplication of work across geographies and so much more.

The use of conferencing equipment makes organizations more competitive, increases productivity, and decreases costs; audio and video conferencing technologies need to be accounted for in the construction of meeting spaces.

Design parameters

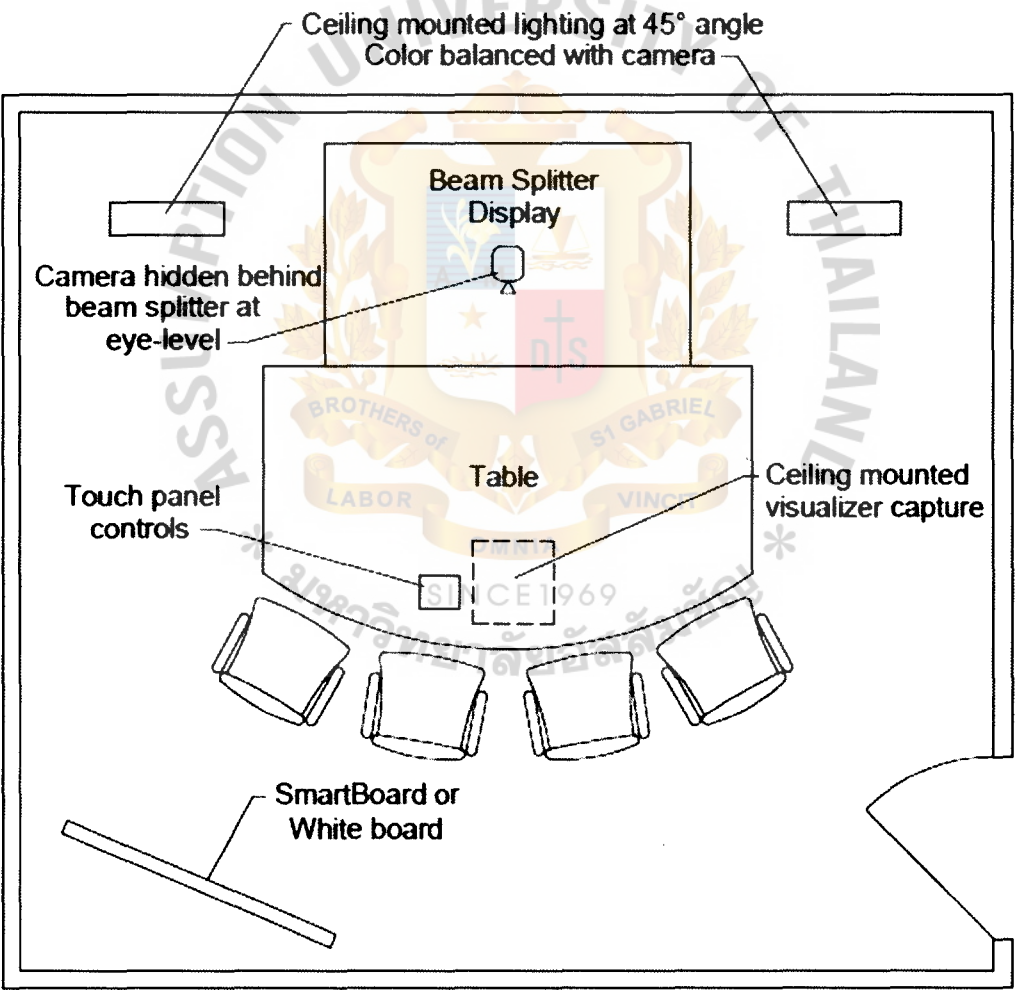


Figure 3.7.2.2 Four people video meeting room, 3.8*4 = 15.2 sqm

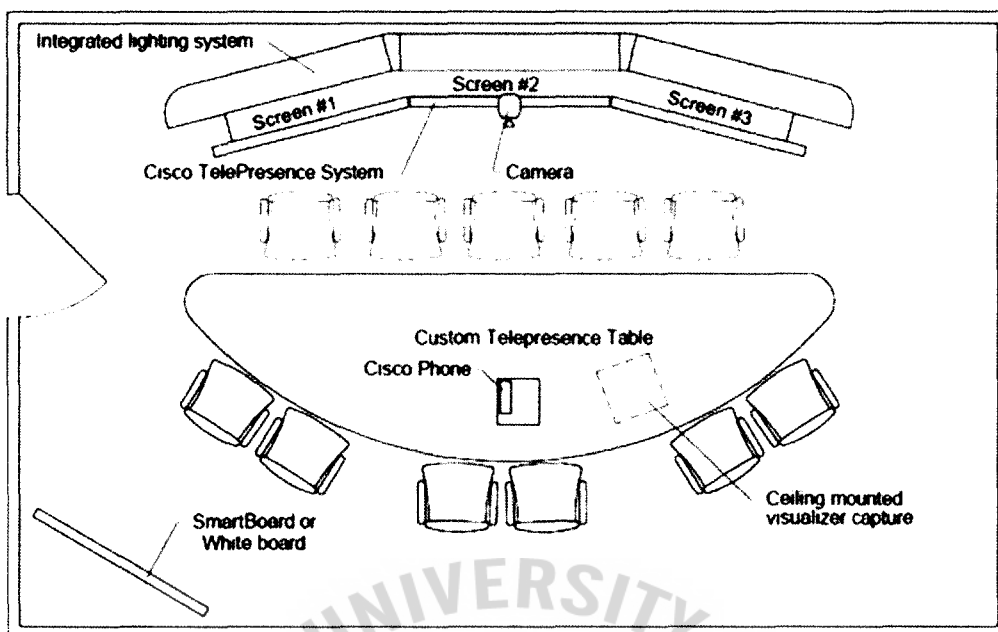


Figure 3.7.2.3 Six people video meeting room, 5*7 = 35 sqm (Can turn to 12p normal meeting room)

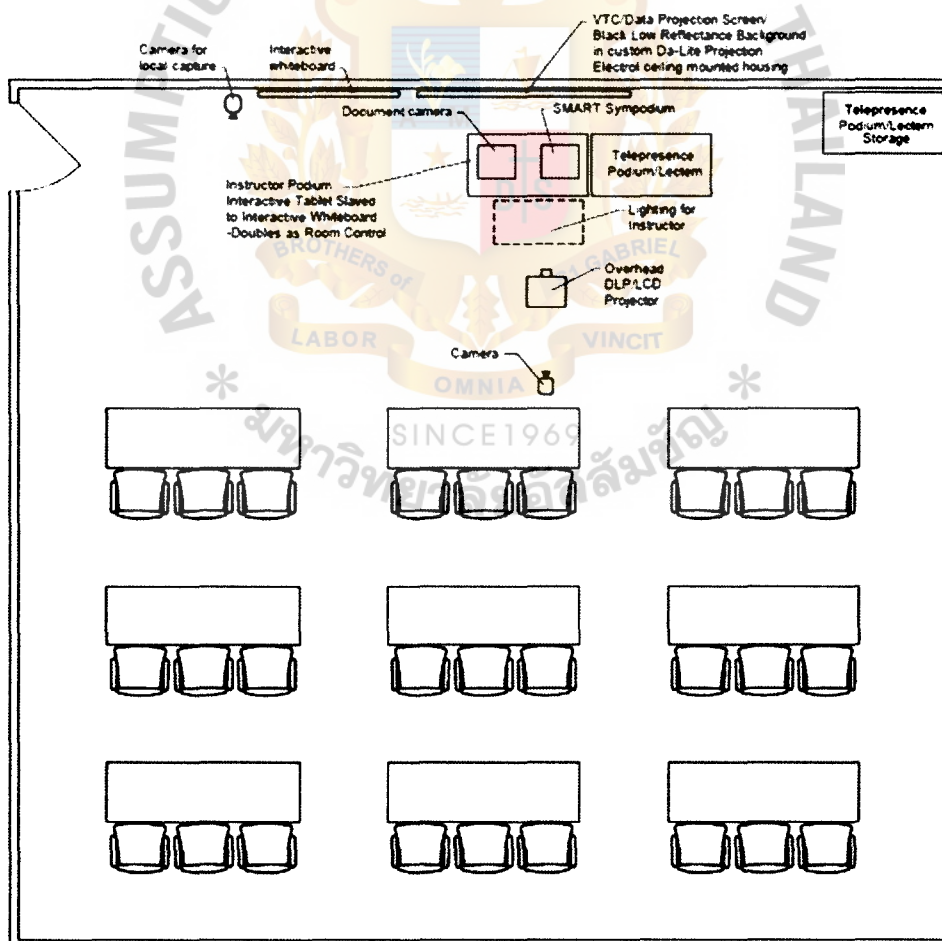


Figure 3.7.2.4 Video conference room, 10.2*8.5 = 86.7 sqm8.

Size of meeting room can decrease as normal meeting room because the number of user who join meeting decrease, and in general will preparing three type of video meeting, (4people, 6people & more than 20 - conference).

Acoustics

Audio is the single most important aspect of successful conferencing. To achieve quality audio, it is important to reduce reverberation and background noise. The way a microphone "hears" is different than how ears perceive sound. Sound reflections and background noise that may not trouble a local listener, when picked up by a microphone and transmitted to another location, can be annoying and may substantially decrease speech intelligibility.

Reverberation

Reverberation is the persistence of sound in an enclosed space after the sound source stops producing sound. This persistence of sound can mask speech and make it difficult to understand what's being said. Reverberation is decreased by surfaces in the room that absorb sound energy. Rooms with large areas of glass, concrete, metal ceiling deck, and other highly reflective surfaces are not appropriate for conferencing. Surface finishes in a conference center should include carpet, suspended acoustic ceiling tile, and acoustically absorptive walls.

Ambient Noise

To ensure intelligibility and minimize annoyance from ambient noise levels, the voice signal at a conferencing microphone needs to be at least 25 dB sound pressure level above the ambient noise level. Ambient noise levels are often measured or

specified in terms of noise criteria (NC) curves. For the speaker's voice to be 25-dB above the noise level with typical microphone placement, the maximum recommended NC value is 30 to 35.

Mechanical systems for conferencing spaces shouldn't exceed this noise level. Noise produced by projectors, laptops, and other sources needs to be accounted for when calculating the NC value.

Noise Isolation

During construction, take special actions to reduce the amount of outside noise that enters the space. For example, the recommended wall construction for a conference room is a single row of studs with one layer of 5/8-inch gypsum board on each side (one of which is attached via resilient channels) and insulation in the stud cavities. Caulk the perimeter of each layer of gypsum board.

Technology Infrastructure

Millwork needs to contain conferencing microphones, network connections, power connections, and audiovisual control systems, and should allow for the inclusion of audiovisual interfaces for connection of computers to video-display systems.

Electrical conduit, raceway, junction boxes, and floor boxes need to be sized for the communication system's cabling and connectors. The diameter of cabling used in conferencing systems is larger than data network and telephone cables, and the connectors do not typically fit in standard electrical floor boxes. Space needs to be provided in ceilings for overhead loudspeakers.

Equipment detail

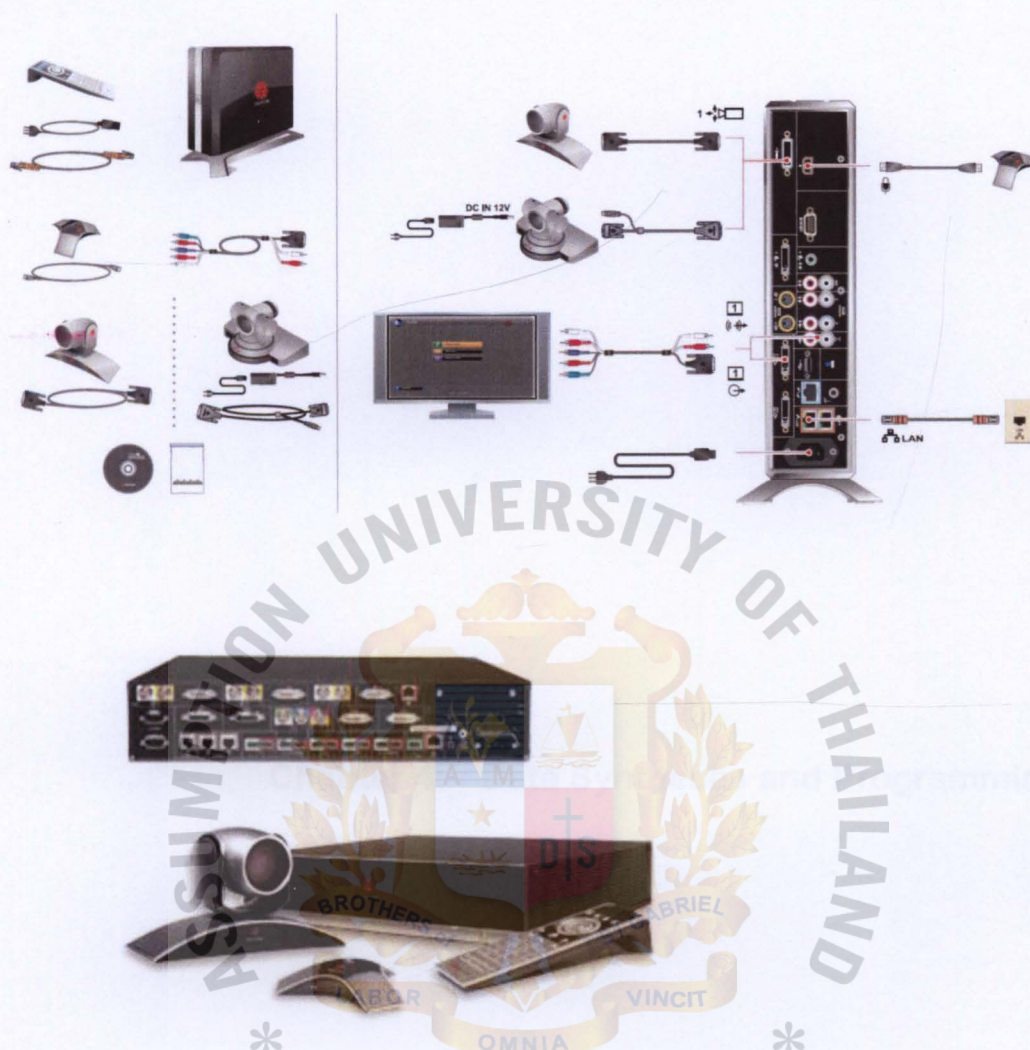
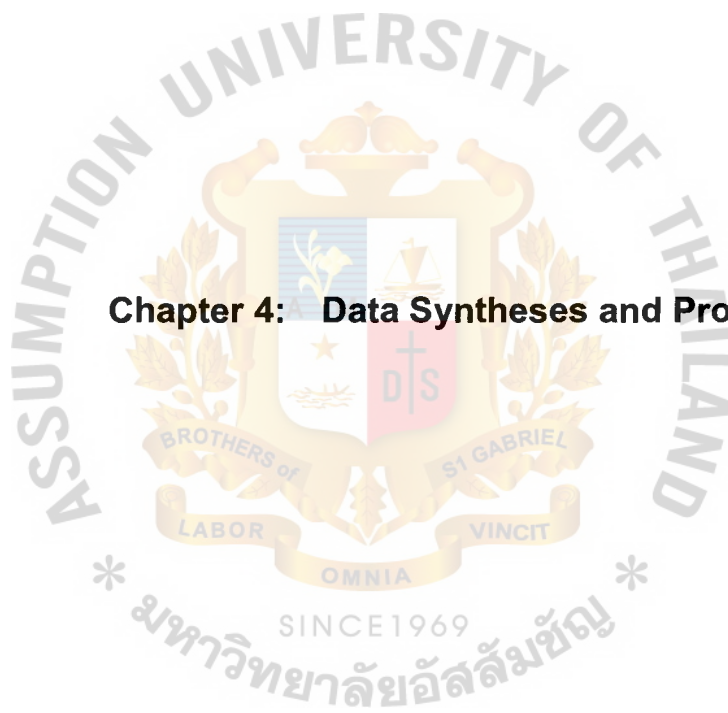


Figure 3.7.2.5 Video conference equipment

Even without PC, it still can work. And it including at least five parts: Camera, Control center, microphone, LED screen, high speed LAN. Connect with HDMI line, then it works.

Chapter 4: Data Syntheses and Programming



Chapter 4: Data Syntheses and Programming

4.1 Programming and Area Requirement

4.1.1 Case Study 1

Project Name : Centara Hotel

Location : 3 Sanehanusorn Road, Hat Yai, Songkhla 90110, Thailand

Room Total : 248 Rooms

Area Total : 16482 sq.m



Figure 4.1.1.1 Centara Hotel Area requirements

Table 4.1.1.2 Centara Hotel Area requirements

Case study 1: Centara Hotel			
Functions and Area Requirements:			
Function	Units	Area (sq.m)	Area (%)
Lobby	1 Unit	451 sq.m	2.73%
Front Office	1 Unit	106 sq.m	0.64%
All day dining	1 Unit	547 sq.m	3.31%
Theme(Chinese)	1 Unit	242 sq.m	1.46%
Air Restaurant	0 Unit	0 sq.m	0.00%
Relaxing Bar	1 Unit	30 sq.m.	0.18%
Sky Bar	1 Unit	82 sq.m.	0.50%
Cafe	1 Unit	173 sq.m	1.04%
Business Center	1 Unit	774 sq.m	4.79%
Guest Room	248 Unit	9623 sq.m	58.38%
Back of the House	1 Unit	692 sq.m	4.13%
Office	1 Unit	506 sq.m	3.07%
Gym	1 Unit	146 sq.m	0.88%
Spa	1 Unit	92 sq.m	0.56%
Others - Walkway - Elevator & Stairs - System - Staff Room - Circulation			17.85%
Total		16482 sq.m	100%

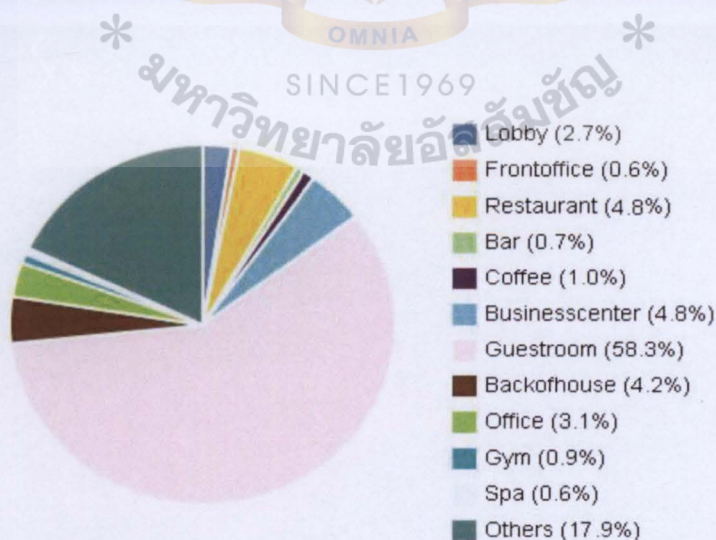


Figure 4.1.1.3 Centara Hotel Area requirements pie chart

4.1.2 Case Study 2

Project Name : Sofitel-So Hotel

Location : 2 North Sathorn Road, Bangrak, Bangkok 10500

Room Total : 237 Rooms

Area Total : 16120 sq.m

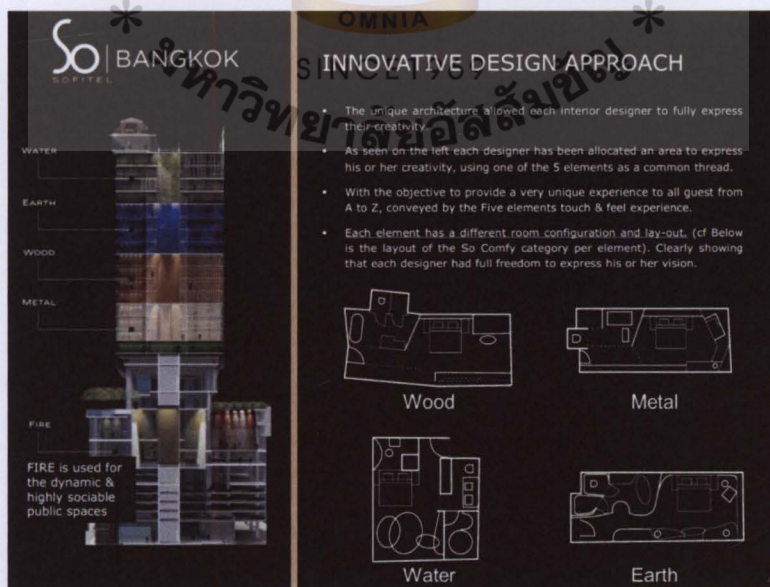
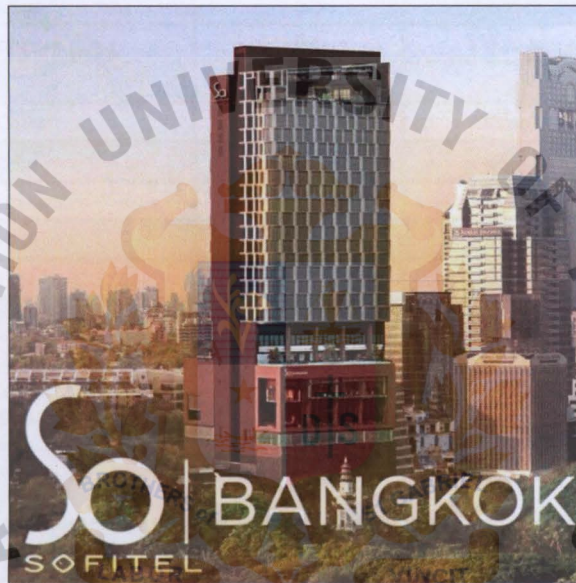


Figure 4.1.2.1 Sofitel-So Hotel Area requirements

Table 4.1.2.2 Sofitel-So Hotel Area requirements

Case study 2: Sofitel So Bangkok			
Functions and Area Requirements:			
Function	Units	Area (sq.m)	Area (%)
Lobby	1 Unit	489 sq.m	3.03%
Front Office	1 Unit	86 sq.m	0.53%
All day dining	1 Unit	425 sq.m	2.57%
Theme(Japanese)	1 Unit	168 sq.m	1.01%
Air Restaurant	1 Unit	359 sq.m	2.17%
Relaxing Bar	1 Unit	82 sq.m	0.49%
Sky Bar	1 Unit	215 sq.m	1.35%
Cafe	2 Unit	263 sq.m	1.63%
Business Center	1 Unit	983 sq.m	6.09%
Guest Room	237 Unit	8302 sq.m	51.52%
Back of the House	1 Unit	924 sq.m	5.73%
Office	1 Unit	524 sq.m	3.25%
Gym	1 Unit	81 sq.m	0.50%
Spa	1 Unit	263 sq.m	1.63%
Others - Walkway - Elevator & Stairs - System - Staff Room - Circulation		2956 sq.m	18.32%
Total		16482 sq.m	100%

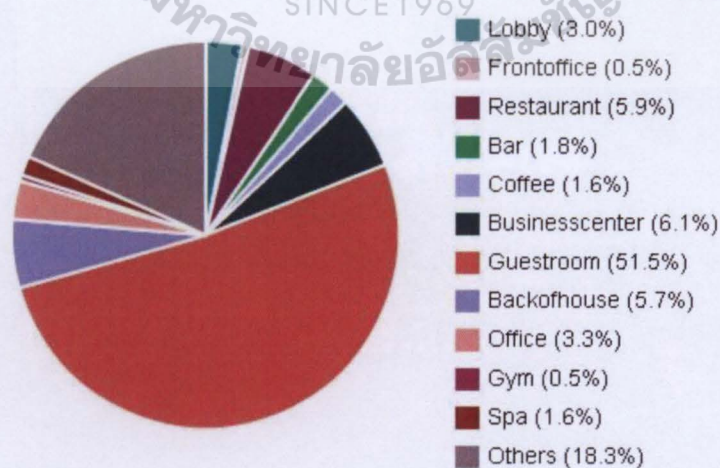


Figure 4.1.2.3 Sofitel-So Hotel Area requirements pie chart

4.1.3 Case Study 3

Project Name : Melia Jinan Business Hotel

Location : 2477 Qizhou Road, Jinan, Shandong, China

Room Total : 265 Rooms

Area Total : 18412 sq.m



Figure 4.1.3.1 Melia Jinan Business Hotel Area requirements

Table 4.1.3.2 Melia Jinan Business Hotel Area requirements

Case study 3: Melia Jinan Business Hotel			
Functions and Area Requirements:			
Function	Units	Area (sq.m)	Area (%)
Lobby	1 Unit	681 sq.m	3.69%
Front Office	1 Unit	163 sq.m	0.88%
All day dining	1 Unit	478 sq.m	2.59%
Theme(Chinese)	1 Unit	252 sq.m	1.36%
Air Restaurant	1 Unit	492 sq.m	2.67%
Relaxing Bar	1 Unit	120 sq.m.	0.65%
Sky Bar	1 Unit	167 sq.m.	0.90%
Cafe	2 Unit	327 sq.m	1.77%
Business Center	1 Unit	1153 sq.m	6.26%
Guest Room	265 Unit	9590 sq.m	52.05%
Back of the House	1 Unit	1065 sq.m	5.78%
Office	1 Unit	756 sq.m	4.10%
Gym	1 Unit	174 sq.m	0.94%
Spa	1 Unit	382 sq.m	2.07%
Others - Walkway - Elevator & Stairs - System - Staff Room - Circulation		3191 sq.m	17.33%
Total		18412 sq.m	100%

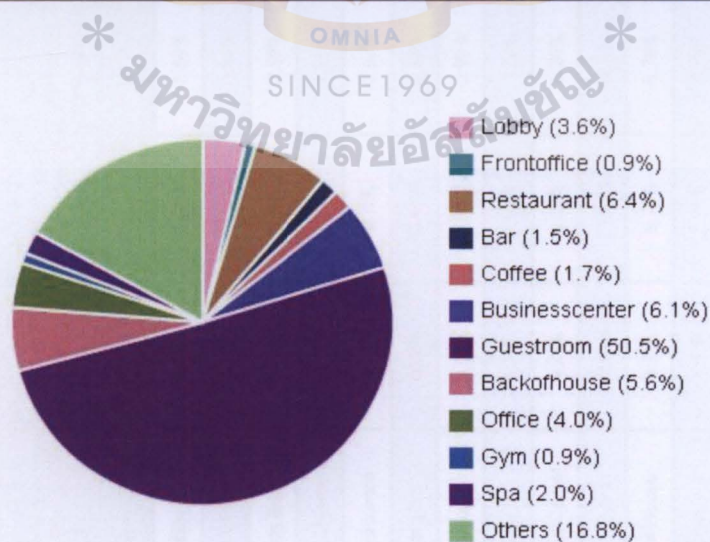


Figure 4.1.3.3 Melia Jinan Business Hotel Area requirements pie chart

4.2 Average Programs and Area Requirements

Table 4.2 Average Programs and Area requirement

Average of Area Requirements (%) And Project Area Requirements								
Functions	Case Study 1 Centara Hotel (Area in %)	Case Study 2 Sofitel-Sa Hotel(Area in %)	Case Study 3 Melia Jinan Business Hotel (Area in %)	Project's Average Area Allowance (Area in %)	Project's Average Area Allowance (Area in sq.m.)	Project's Area Requirement (Area in %)	Project's Area Requirement (Area in sq.m.)	Remarks
Lobby	2.73%	3.03%	3.69%	3.15%	512 sq.m	3.22%	491.25 sq.m	1.Project's Average Area Allowance is calculate follow the mean. 2.Project's Area Requirement is calculate from each detail area requirement and multiplied Saleable Area(50%,30%,20%)
Front Office	0.64%	0.53%	0.88%	0.68%	116 sq.m	0.70%	128.7 sq.m	
All Day Dining Restaurant	3.31%	2.57%	2.59%	2.51%	426.6 sq.m	2.68%	457.7 sq.m	
Therme(Chinese)	1.46%	1.01%	1.36%	0.99%	168.2 sq.m	1.20%	204.9 sq.m	
Sky Restaurant	0.00%	2.17%	2.67%	2.33%	396 sq.m	2.56%	432 sq.m	
Relaxing Bar	0.18%	0.49%	0.65%	0.54%	91.6 sq.m	0.38%	65.1 sq.m	
Sky Bar	0.50%	1.35%	0.90%	0.81%	137.4 sq.m	1.02%	174.9 sq.m	
Cafe	1.04%	1.63%	1.77%	1.48%	252 sq.m	1.28%	215.8 sq.m	
Business Center	4.79%	6.09%	6.26%	5.71%	971 sq.m	5.85%	1041.3 sq.m	
Guest Room	58.38%	51.52%	52.05%	53.78%	9145 sq.m	52.72%	8928 sq.m	
Back of House	4.13%	5.73%	5.78%	5.21%	886 sq.m	4.68%	806 sq.m	
Office	3.07%	3.25%	4.10%	3.47%	590 sq.m	3.51%	673.5 sq.m	
Gym	0.88%	0.50%	0.94%	0.77%	131 sq.m	0.70%	122.25 sq.m	
Spa	0.56%	1.63%	2.07%	1.42%	241 sq.m	1.28%	224.9 sq.m	
Circulation	17.85%	18.32%	17.33%	17.62%	2996 sq.m	17.57%	3150 sq.m	
Total	100%	100%	100%	100%	17004 sq.m	100%	18015.5 sq.m	

4.3 Estimated Programs and Area Requirements

Table 4.3.1 Area requirements lobby

Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Lobby						
Reception	Including: - Front Desk - Counter - Chair - Computer	4	2	32 Sq.m. per 2 Person $32 \times 2 = 64 \text{ sq.m}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Waiting Area	Seat Set A (2 Persons) - Armchair Seat - Coffee Table	40	20	2 Sq.m. per 1 Unit $2 \times 20 = 40 \text{ sq.m}$		
	Seat Set B (4 Persons) - Sofa Seat - Coffee Table	60	15	12 Sq.m. per 1 Unit $12 \times 15 = 150 \text{ sq.m}$		

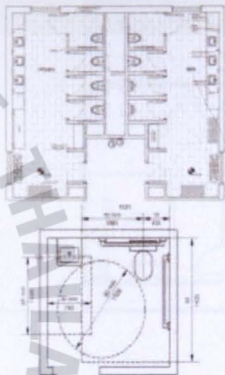
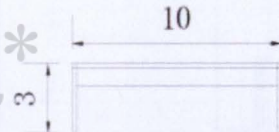
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Lobby						
Restroom	Including: - Sink - Water Closet	12	2	20 Sq.m. per 1 Unit $20 \times 2 = 40 \text{ sq.m}$ + 3.5 Sq.m. per 1 Unit $3.5 \times 1 = 3.5 \text{ sq.m}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiemment book as the standard size.
Saving Storage	Including: - Sink - Water Closet	10	1	30 Sq.m. per 1 Unit $30 \times 1 = 30 \text{ sq.m}$		
				Total Furniture	327.5 sq.m	
				Circulation 50 %	163.75 sq.m	
				Total Area	491.25 sq.m	

Table 4.3.2 Area requirements lobby

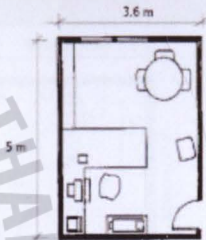
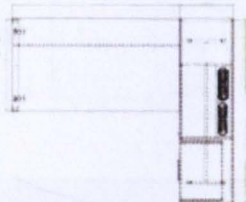
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Front Office						
Manager' s Room	Including: - Working Table - Working Chair - Cabinet - Computer - Telephone	2	2	18 sq.m. per 1 Unit $18 \times 2 = 36 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Front Cashier	Including: - Working Table - Working Chair - Cabinet - Computer - Telephone	1	1	6 sq.m. per 1 Unit $6 \times 1 = 6 \text{ sq.m.}$		
Booking Service Counter	Including: - Working Table - Working Chair - Cabinet - Computer - Telephone	2	2	6 sq.m. per 1 Unit $6 \times 2 = 12 \text{ sq.m.}$		

Table 4.3.3 Area requirements front office

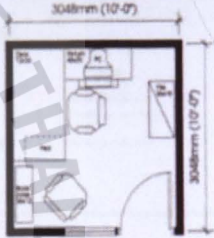
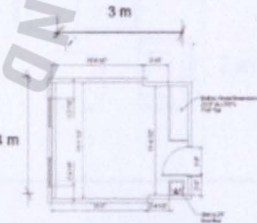
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Front Office						
HR Office	Including: - Working Table - Working Chair - Cabinet - Computer - Telephone	4	2	10.5 sq.m. per 1 Unit $10.5 \times 2 = 21 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Copy& Print Corner	Including: - Copy Machine - Cabinet	1	1	12 sq.m. per 1 Unit $12 \times 2 = 24 \text{ sq.m.}$		
				Total Furniture	99 sq.m	
				Circulation 30 %	29.7 sq.m	
				Total Area	128.7 sq.m	

Table 4.3.4 Area requirements front office

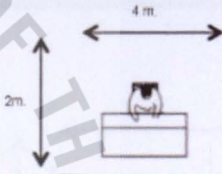
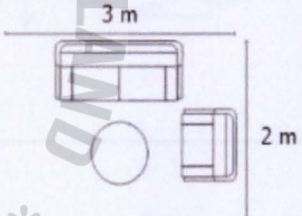
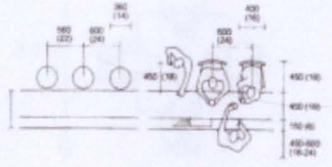
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Restaurant						
Reception	Including: - Counter - Chair - Computer	4	2	8 sq.m. per 1 Unit $8 \times 2 = 16 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiemment book as the standard size.
Waiting Area	Including: - Banquette Seat - Coffee Table	24	6	6 sq.m. per 1 Unit $6 \times 6 = 36 \text{ sq.m.}$		
Counter Bar	Including: - Drinking Table - Bar Seats	16	2	30 sq.m. per 1 Unit $30 \times 2 = 60 \text{ sq.m.}$		

Table 4.3.5 Area requirements restaurant

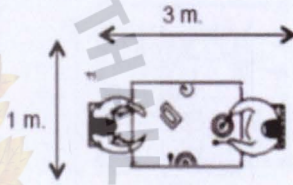
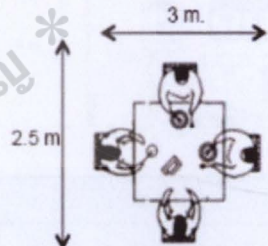
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Restaurant						
Dining Area	Dining Table Set (2 Persons) - 2 Armchair Seats - 1 Table	90	45	3 sq.m. per 1 Unit $3 \times 15 = 135 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiemment book as the standard size.
	Dining Table Set (4 Persons) - 4 Armchair Seats - 1 Table	200	50	7.5 sq.m. per 1 Unit $7.5 \times 50 = 375 \text{ sq.m.}$		

Table 4.3.6 Area requirements restaurant

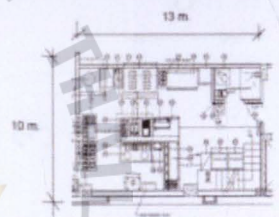
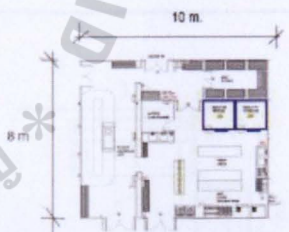
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Restaurant						
Main Kitchen	Including: - Gas Range - Sink - Preparing Table - Refrigerator - Washing Area - Oven	28	1	140 sq.m. per 1 Unit $140 \times 1 = 140 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Special Kitchen	Including: - Gas Range - Sink - Preparing Table - Refrigerator - Washing Area - Oven	18	1	80 sq.m. per 1 Unit $80 \times 1 = 80 \text{ sq.m.}$		
				Total Furniture	842 sq.m	
				Circulation 30 %	252.6 sq.m	
				Total Area	1094.6 sq.m	

Table 4.3.7 Area requirements restaurant

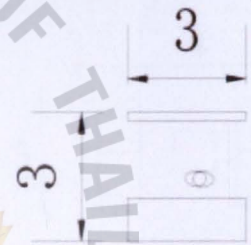
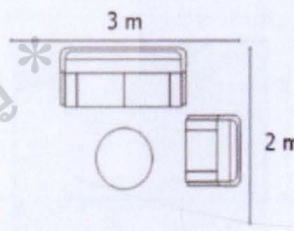
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Business Center						
Service Counter	Counter table (2 Persons) - 2 Archair Seats - 1 Table	2	1	9 sq.m. per 1 Unit $9 \times 1 = 9 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiement book as the standard size.
Waiting Area	Dining Table Set (4 Persons) - 4 Armchair Seats - 1 Table	6	2	6 sq.m. per 1 Unit $6 \times 2 = 12 \text{ sq.m.}$		

Table 4.3.8 Area requirements business center

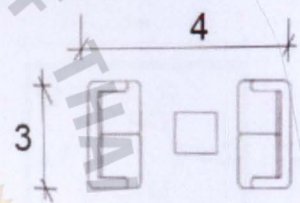
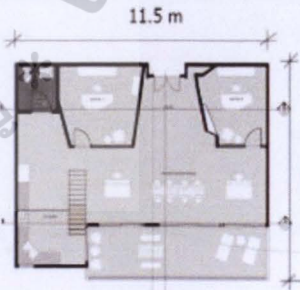
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Business Center						
Lounge	Including: - Armchair Seats - Table - Pantry - Sofa Set - TV Cabinet	15	1	12 sq.m. per 1 Unit $12 \times 2 = 26 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiemment book as the standard size.
Public Working Area	Working table - Loosing Seats - Table	30	1	92 sq.m. per 1 Unit $92 \times 1 = 92 \text{ sq.m.}$		

Table 4.3.9 Area requirements business center

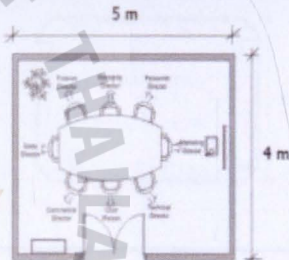
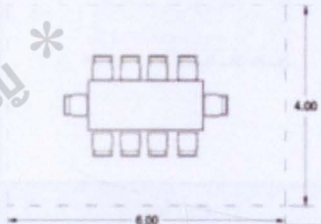
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Business Center						
Meeting room	Meeting table (6 Persons) - 6 Loosing Seats - 1 Table	36	6	20 sq.m. per 1 Unit $20 \times 6 = 120$ sq.m.		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiemment book as the standard size.
	Meeting table (10 Persons) - 12 Loosing Seats - 1 Table	50	5	24 sq.m. per 1 Unit $24 \times 5 = 120$ sq.m.		

Table 4.3. 10 Area requirements business center

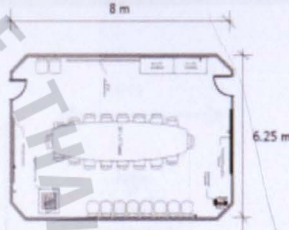
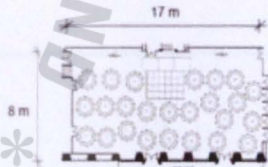
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Business Center						
Meeting room	Meeting table (18 Persons) - 2 Archair Seats - 1 Table	54	3	50 sq.m. per 1 Unit $50 \times 3 = 150 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Ball Room	Cycling table (10 Persons) - 10 Archair Seats - 1 Table	500	2	136 sq.m. per 1 Unit $136 \times 2 = 272 \text{ sq.m.}$		
				Total Furniture	801 sq.m	
				Circulation 30 %	240.3 sq.m	
				Total Area	1041.3 sq.m	

Table 4.3. 11 Area requirements business center

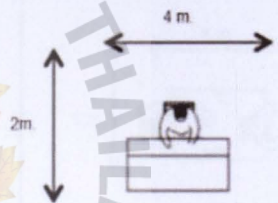
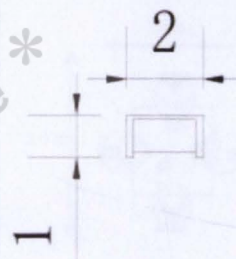
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Cafe						
Reception	Including: - Counter - Chair - Computer	1	1	8 sq.m. per 1 Unit $8 \times 1 = 8 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Reading Shelf	Including: - Book Shelf	40	3	2 sq.m. per 1 Unit $2 \times 3 = 6 \text{ sq.m.}$		

Table 4.3.12 Area requirements cafe

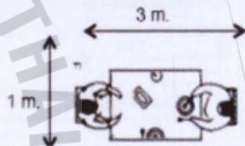
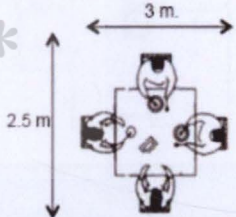
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Cafe						
Dining Area	Dining Table Set (2 Persons) - 2 Armchair Seats - 1 Table	8	4	3 sq.m. per 1 Unit $3 \times 4 = 12 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
	Dining Table Set (4 Persons) - 4 Armchair Seats - 1 Table	32	8	7.5 sq.m. per 1 Unit $7.5 \times 8 = 60 \text{ sq.m.}$		

Table 4.3.13 Area requirements cafe

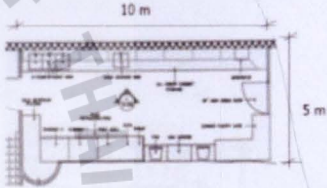
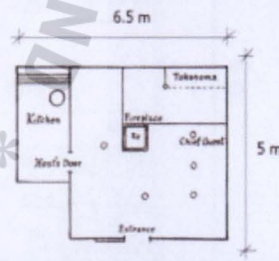
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Cafe						
Kitchen	Including: - Gas Range - Sink - Preparing Table - Refrigerator - Washing Area - Oven	8	1	50 sq.m. per 1 Unit $50 \times 1 = 50 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Tea Room (with kitchen)	Including: - Gas Range - Sink - Preparing Table - Refrigerator - Washing Area - Oven - Tea Pot	5	1	30 sq.m. per 1 Unit $30 \times 1 = 30 \text{ sq.m.}$		
				Total Furniture	166 sq.m	
				Circulation 30 %	49.8 sq.m	
				Total Area	215.8 sq.m	

Table 4.3.14 Area requirements cafe

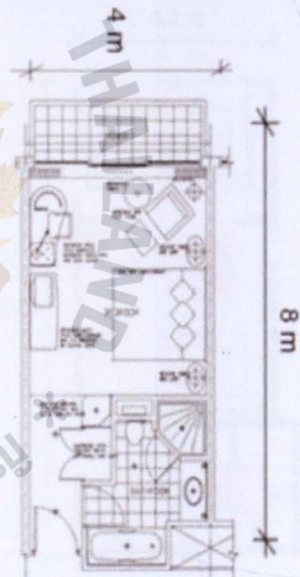
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Guest Room						
Superior	Including: - Side Table - Dressing Table Set - Working Table Set - Closet - Cabinet - Flat screen TV 32" - Refrigerator - Jacuzzi Area - Mini bar - Safe box - Lamp	160	80	32 sq.m. per 1 Unit $32 \times 85 = 2720$ sq.m.		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.

Table 4.3.15 Area requirements guest room

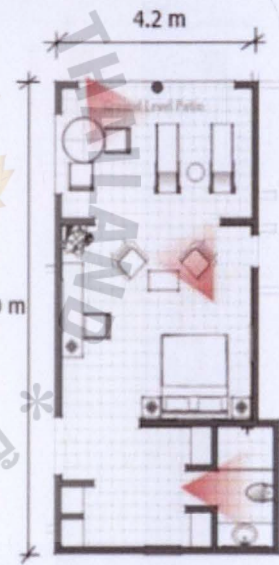
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Guest Room						
Premium Room	Including: - Side Table - Dressing Table Set - Working Table Set - Closet - Cabinet - Flat screen TV 32" - Refrigerator - Jacuzzi Area - Mini bar - Safe box - Lamp	100	50	42 sq.m. per 1 Unit $42 \times 50 = 2100 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.

Table 4.3.16 Area requirements guest room

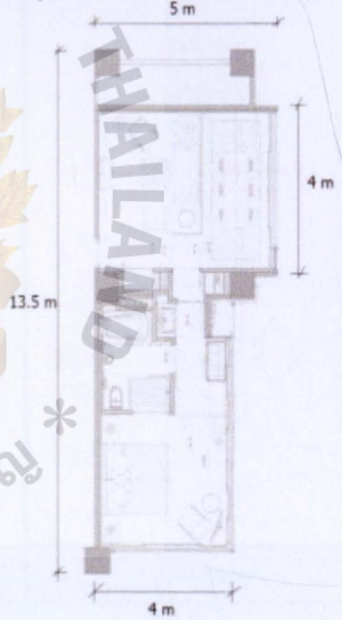
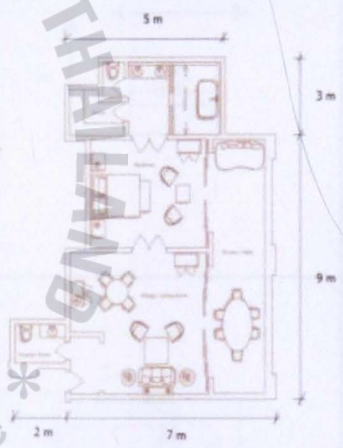
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Guest Room						
Buiness Suite	Including: - Side Table - Dressing Table Set - Mini Office - Closet - Cabinet - Interactive, 42inch flat screen television - Refrigerator - Jacuzzi Area - Mini bar - Safe box - Lamp - iPod/iPhone dock station -Cozy seating and work areas	80	30	60 sq.m. per 1 Unit 60 x 30 = 1800 sq.m.		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiemment book as the standard size.

Table 4.3.17 Area requirements guest room

Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Guest Room						
Luxury Suite	Including: - Side Table - Dressing Table Set - Working Table Set - Closet - Cabinet - Interactive, 42inch flat screen television - Refrigerator - Jacuzzi Area - Mini bar - Safe box - Lamp - iPod/iPhone dock station -Cozy seating and work areas	20	10	82 sq.m. per 1 Unit $82 \times 10 = 820 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
				Total Furniture	7440 sq.m	
				Circulation 20 %	1488 sq.m	
				Total Area	8928 sq.m	

1.The unit is reference from the case study: Sofitel So Bangkok.
 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.

Table 4.3.18 Area requirements guest room

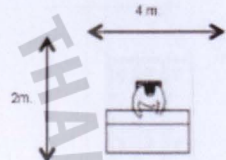
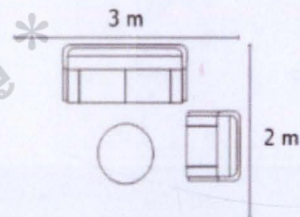
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Spa						
Reception	Including: - Counter - Chair - Computer	1	1	8 sq.m. per 1 Unit 8 x 1 = 8 sq.m.		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Waiting Area	Including: - Banquette Seat - Coffee Table	12	2	6 sq.m. per 1 Unit 6 x 2 = 12 sq.m.		

Table 4.3.19 Area requirements spa

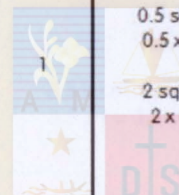
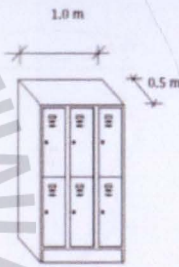
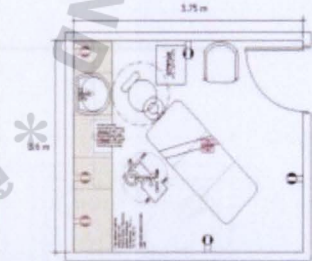
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Spa						
Locker	Including: - Locker Cabinet - Dressing Room	1		0.5 sq.m. per 1 Unit $0.5 \times 12 = 6 \text{ sq.m.}$ + 2 sq.m. per 1 Unit $2 \times 6 = 12 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Spa Room	Including: - Hand Spa Room - Body Spa Room - Restroom.	20	10 	13.5 sq.m. per 1 Unit $13.5 \times 10 = 135 \text{ sq.m.}$		
				Total Furniture	173 sq.m	
				Circulation 30 %	51.9 sq.m	
				Total Area	224.9 sq.m	

Table 4.3.20 Area requirements spa

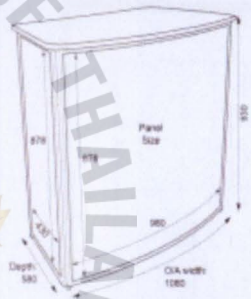
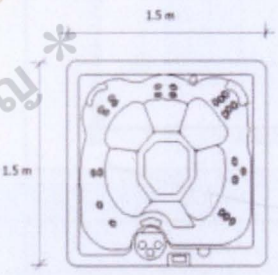
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Swimmig Pool						
Service Counter	Including: - Counter - Chair - Towe Shelf	1	1	3.5 sq.m. per 1 Unit $3.5 \times 1 = 3.5 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some are which not clear to find from case study followed the area requirement book as the standard size.
Outdoor Shower Jacuzzi	Including: - Jacuzzi - Drinking Shelf	4	2	2.25 sq.m. per 1 Unit $2.25 \times 2 = 4.5 \text{ sq.m.}$		

Table 4.3.21 Area requirements swimming pool

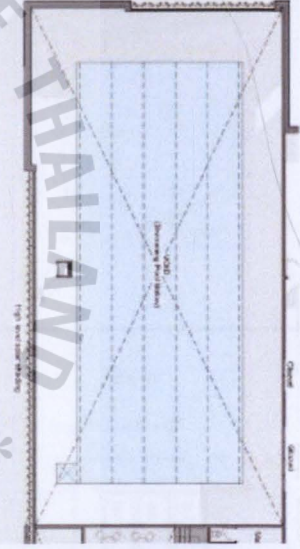
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Swimmig Pool						
Pool	Including: - Pool - Stair - Laying chairs	1	1	70 sq.m. per 1 Unit 70 x 1 = 70 sq.m.		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiement book as the standard size.
				Total Furniture	78 sq.m	
				Circulation 30 %	23.4 sq.m	
				Total Area	101.4 sq.m	

Table 4.3.22 Area requirements swimming pool

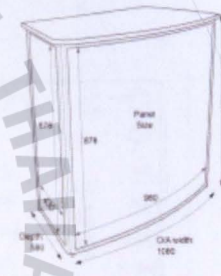
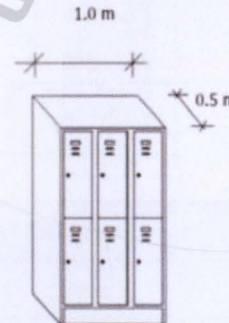
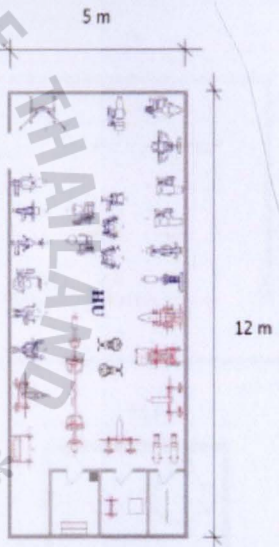
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Gym						
Service Counter	Including: - Counter - Chair - Towel Shelf	1	1	3.5 sq.m. per 1 Unit $3.5 \times 1 = 3.5 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Locker	Including: - Locker Cabinet - Dressing Room	24	12	0.5 sq.m. per 1 Unit $0.5 \times 12 = 6 \text{ sq.m.}$ + 2 sq.m. per 2 Unit $2 \times 6 = 12 \text{ sq.m.}$		

Table 4.3.23 Area requirements gym

Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Gym						
Fitness Area	Including: - Fitness machines	1	1	60 sq.m. per 1 Unit 60 x 1 = 60 sq.m.		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some are which not clear to find from case study followed the area requirement book as the standard size.
				Total Furniture	81.5 sq.m	
				Circulation 50 %	40.75 sq.m	
				Total Area	122.25 sq.m	

- 1.The unit is reference from the case study: Sofitel So Bangkok.
- 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.

Table 4.3.24 Area requirements gym

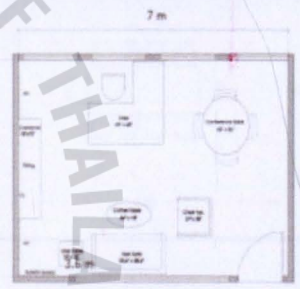
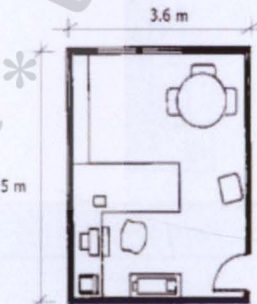
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Office						
Executive Office	Including: - Working Table - Working Chair - Cabinet - Mini Meeting Table - Restroom	1	1	35 sq.m. per 1 Unit $35 \times 1 = 35 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Manager Office	Including: - Working Table - Working Chair - Cabinet - Computer	7	7	18 sq.m. per 1 Unit $18 \times 7 = 126 \text{ sq.m.}$		

Table 4.3.25 Area requirements office

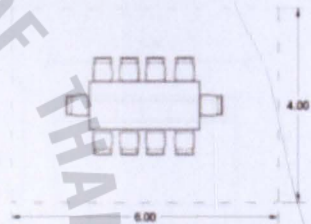

Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Office						
Meeting Room	Including: - Meeting table - 8 Seats of Working Chairs	16	2	24 sq.m. per 1 Unit 24 x 2 = 48 sq.m.		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiemment book as the standard size.
Staff Office	Including: - Working Table - Working Chair - Cabinet - Computer	40	40	6 sq.m. per 1 Unit 6 x 40 = 240 sq.m.		
				Total Furniture	449 sq.m	
				Circulation 50 %	224.5 sq.m	
				Total Area	673.5 sq.m	

Table 4.3.26 Area requirements office

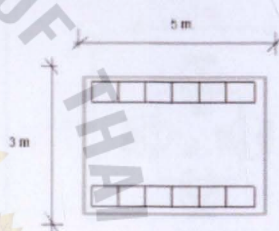
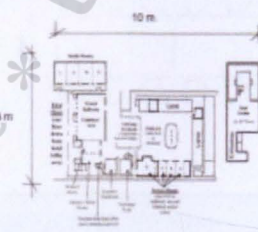
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Back of House						
Housekeeping Room	Including: - Shelf - Storage	24	12	15 sq.m. per 1 Unit $15 \times 12 = 180 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requiement book as the standard size.
Laundry Room	Including: - Washer - Dryer - Storage Closet - Ironing Board		1	150 sq.m. per 1 Unit $150 \times 1 = 150 \text{ sq.m.}$		

Table 4.3.27 Area requirements back of house

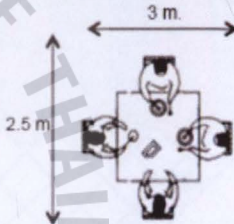
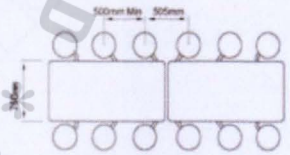
Area Requirement						
Area	Furniture & Equipment	Number of		Area Requirement (sq.m.)	Typical Area Furniture Layout	Remark
		User	Unit			
Back of House						
Staff Lounge	Including: - Armchair Seats - Table - Pantry - Sofa Set - TV Cabinet	80	20	7.5 sq.m. per 1 Unit $7.5 \times 20 = 150 \text{ sq.m.}$		1.The unit is reference from the case study: Sofitel So Bangkok. 2.And also some area which not clear to find from case study followed the area requirement book as the standard size.
Staff Canteen	Including: - Armchair Seats - Table - TV	84	7	20 sq.m. per 1 Unit $20 \times 7 = 140 \text{ sq.m.}$		
				Total Furniture	620 sq.m	
				Circulation 30 %	186 sq.m	
				Total Area	806 sq.m	

Table 4.3.28 Area requirements back of house

4.4 Adjacency Studies and Functional Relationships

4.4.1 Adjacency Charts

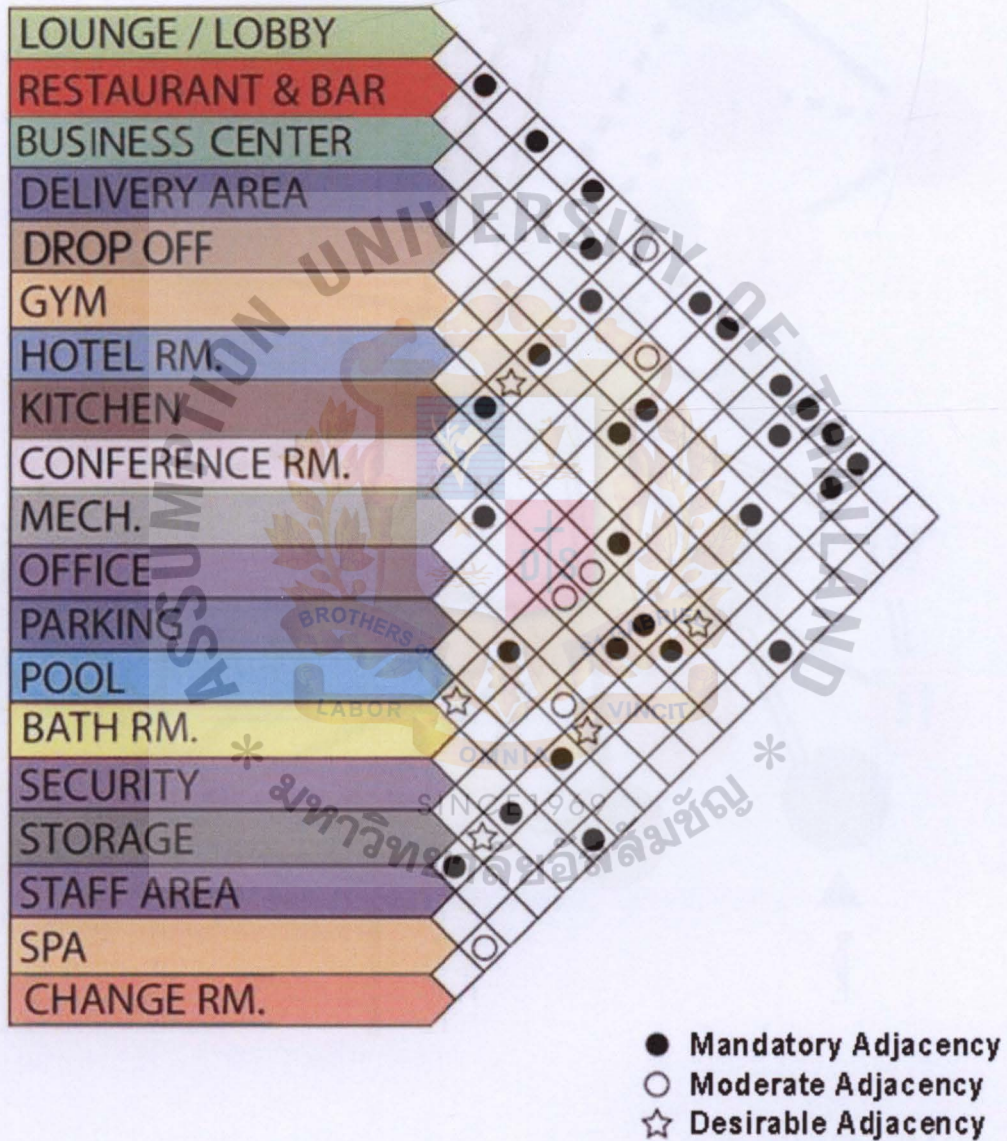


Figure 4.4.1.1 Adjacency charts

Business Center Relation Diagram

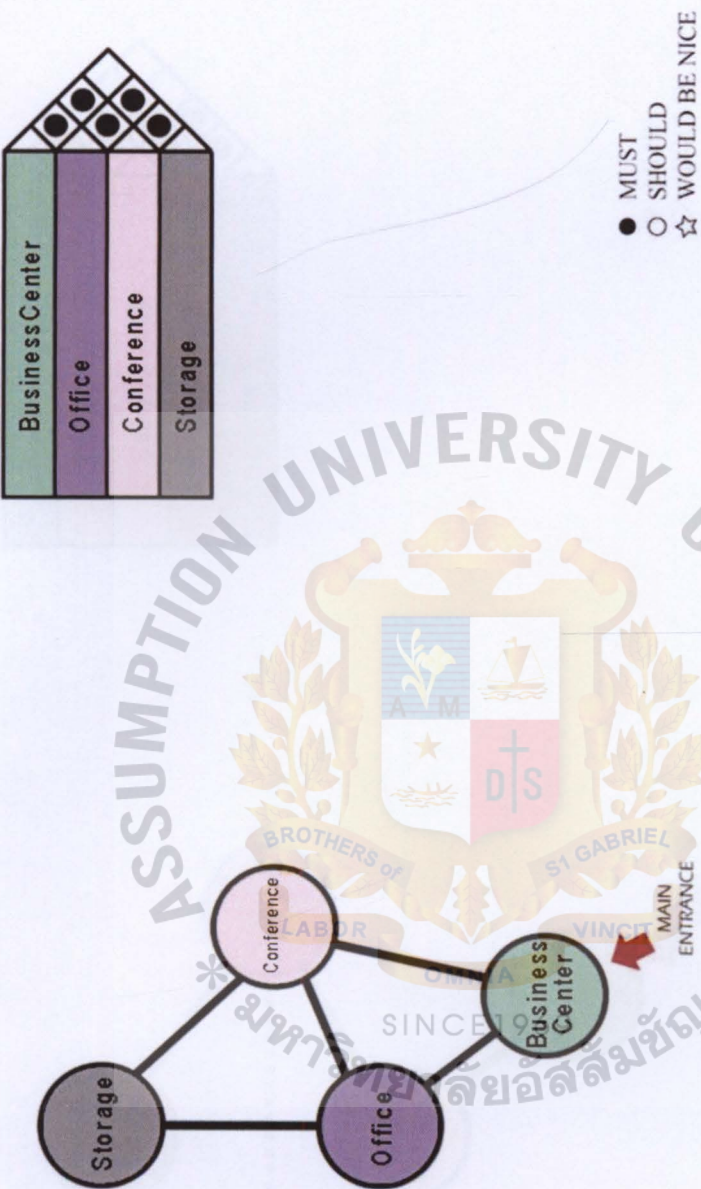


Figure 4.4.1.3 Business Center Relation Diagram

Restaurant Relation Diagram

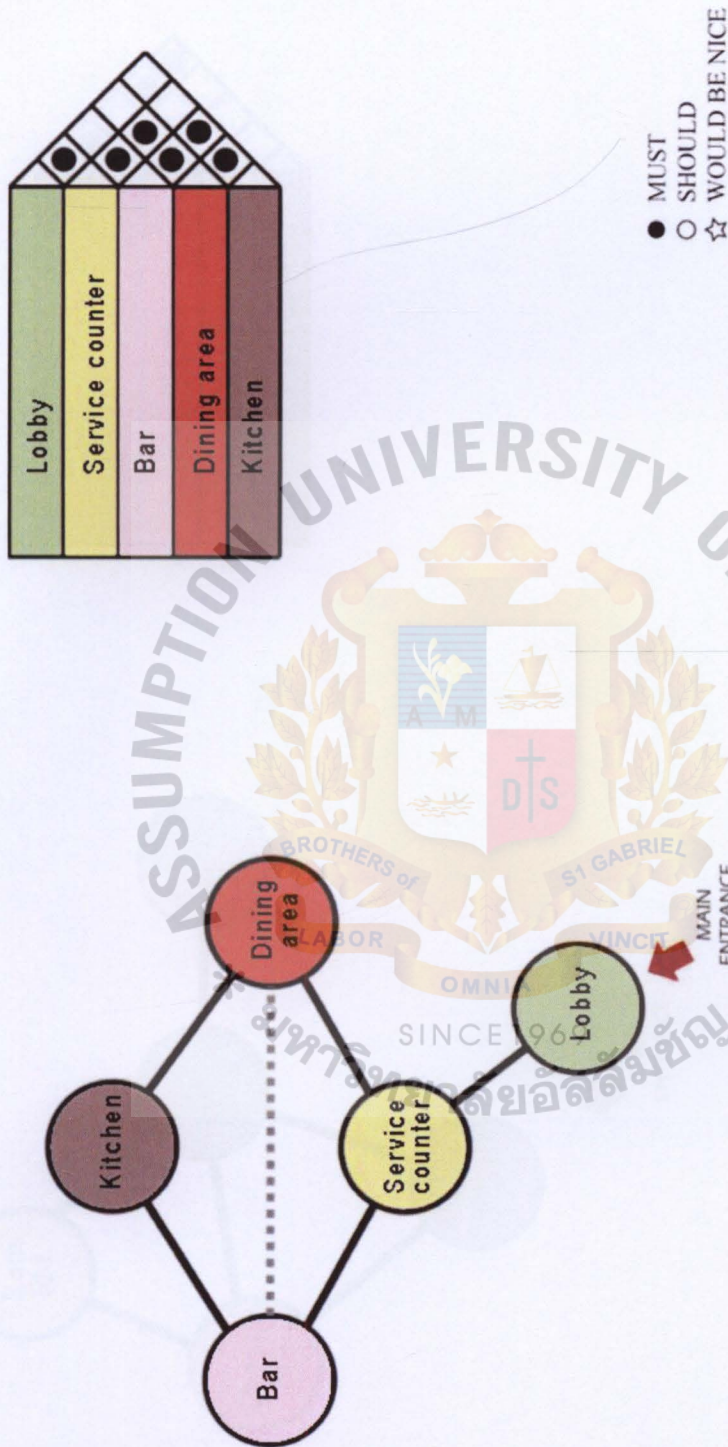


Figure 4.4.1.4 Restaurant Relation Diagram

Back of house Relation Diagram

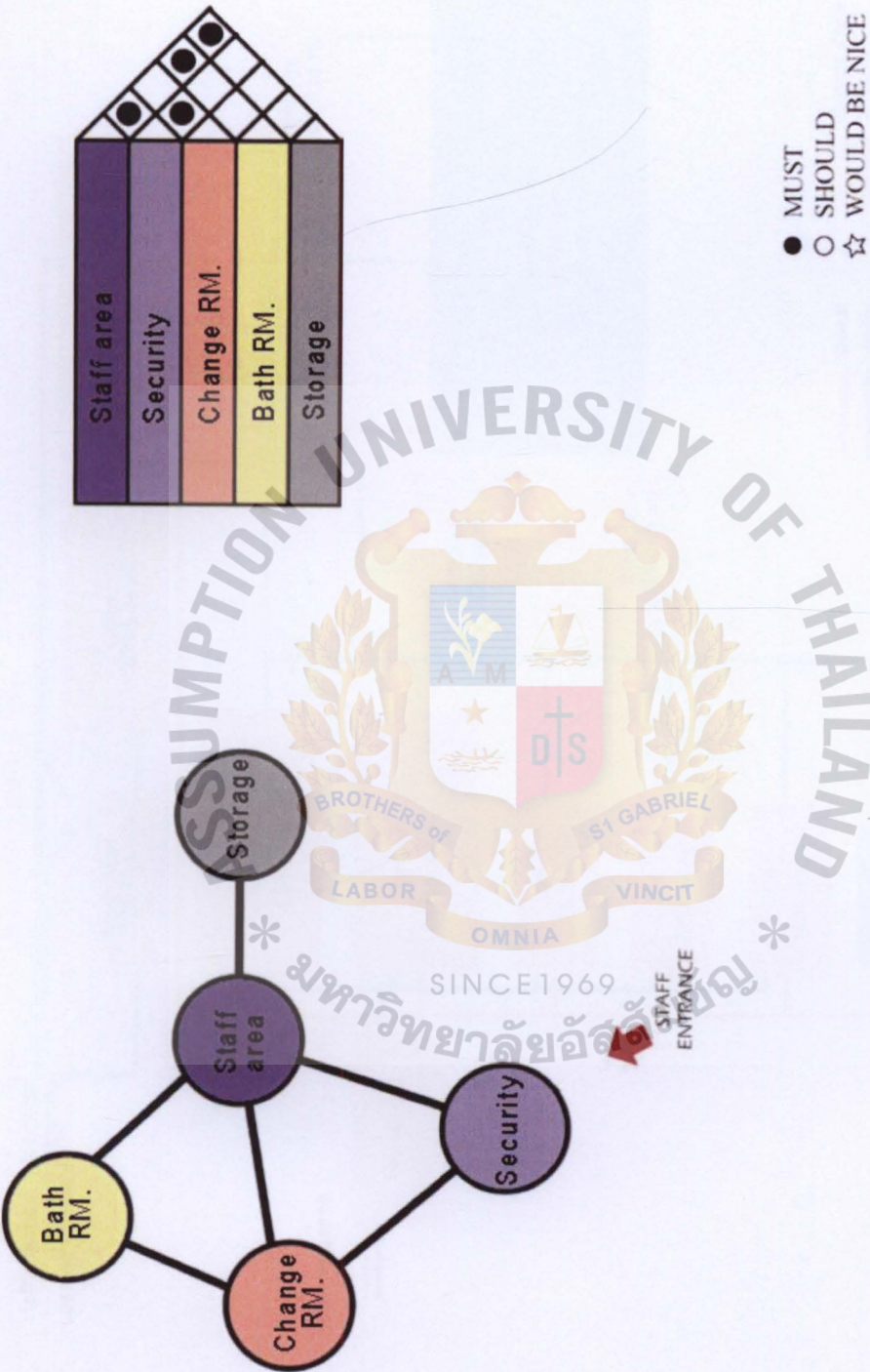


Figure 4.4.1.5 Back of house Relation Diagram

4.4.2 Functional Diagram

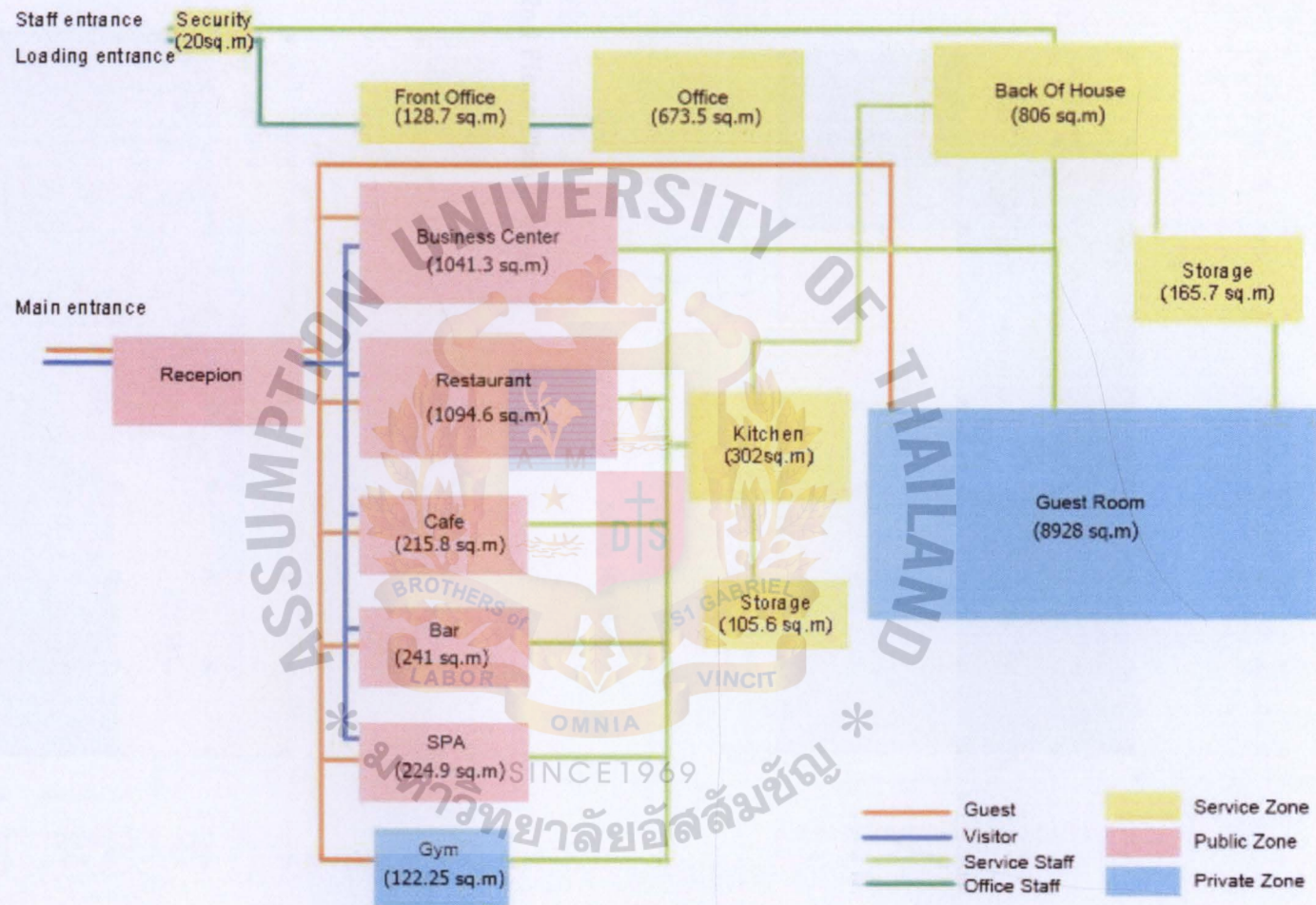


Figure 4.4.2 Functional diagram

4.4.3 Proposed Zonings

1st Floor Plan Zoning

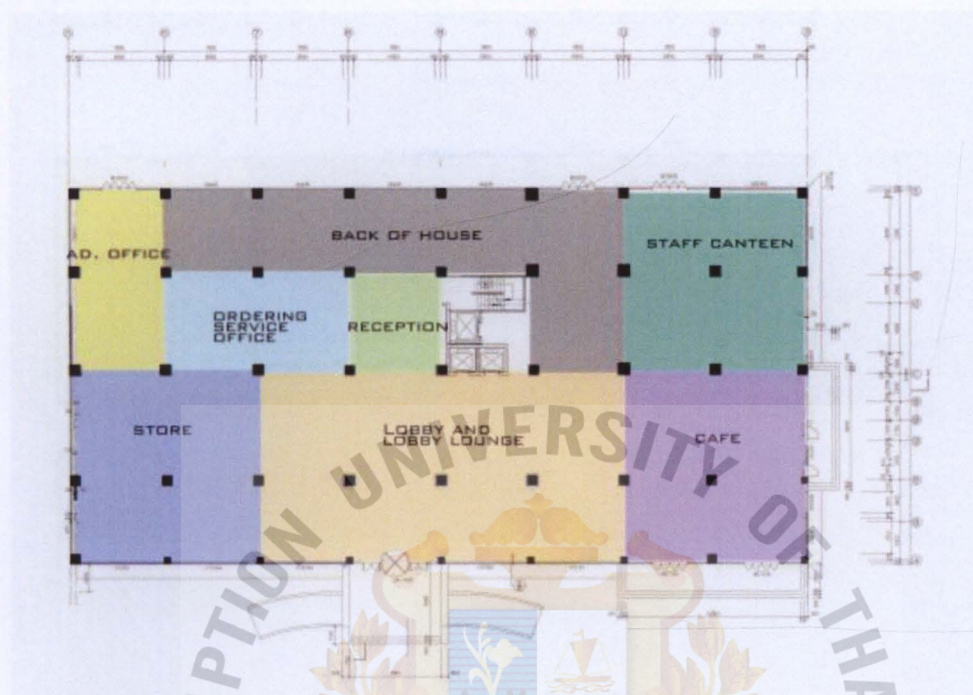


Figure 4.4.3.1 Zoning 1ST floor

2nd Floor Plan Zoning

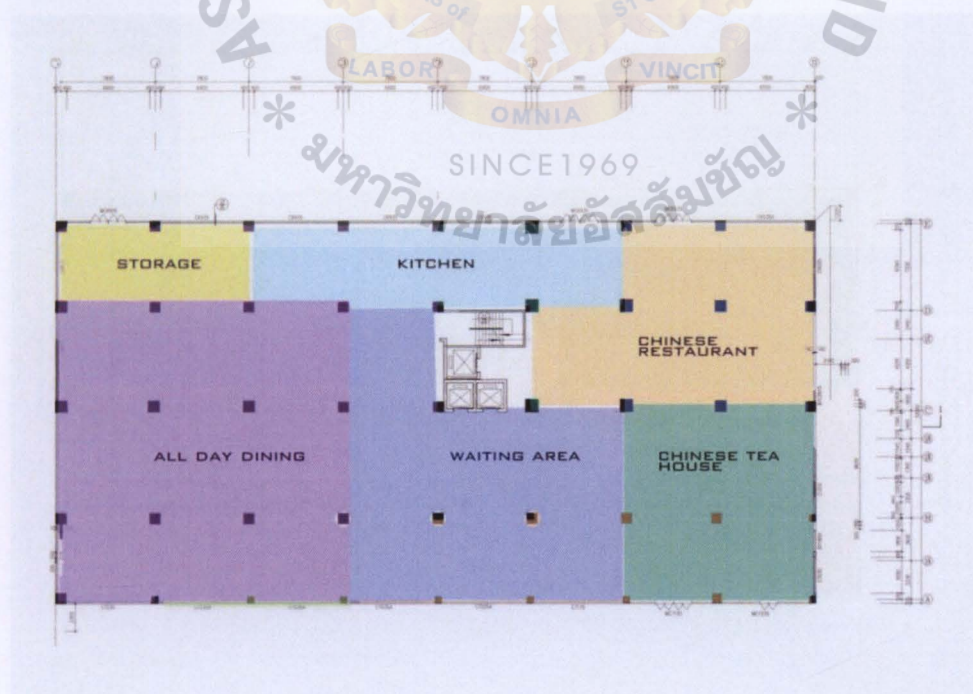


Figure 4.4.3.2 Zoning 2ND floor

3rd Floor Plan Zoning

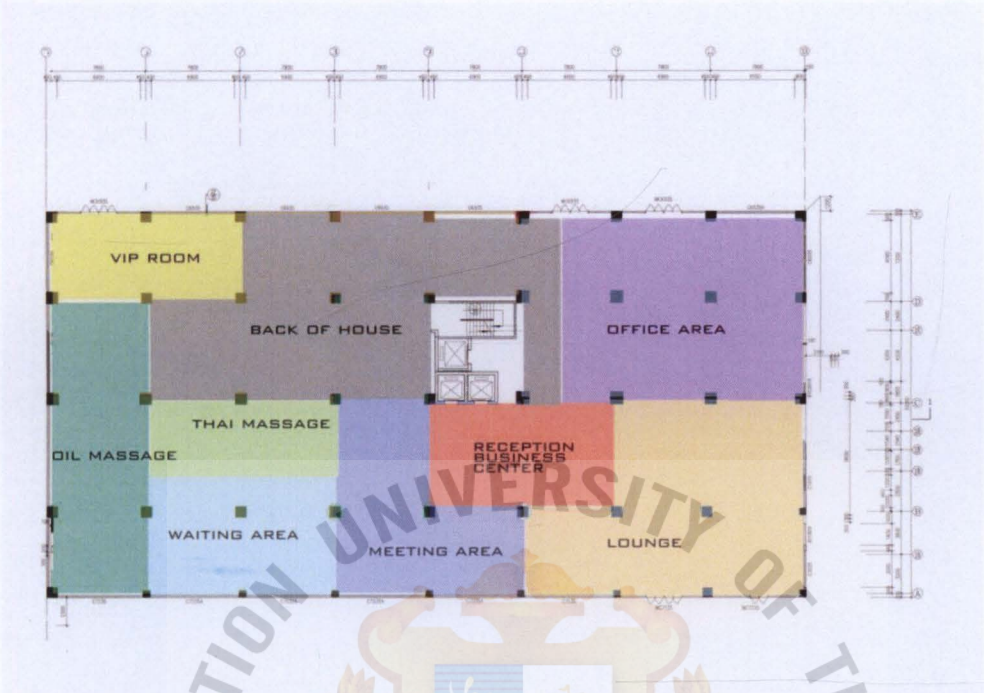


Figure 4.4.3.3 Zoning 3RD floor

4th Floor Plan Zoning

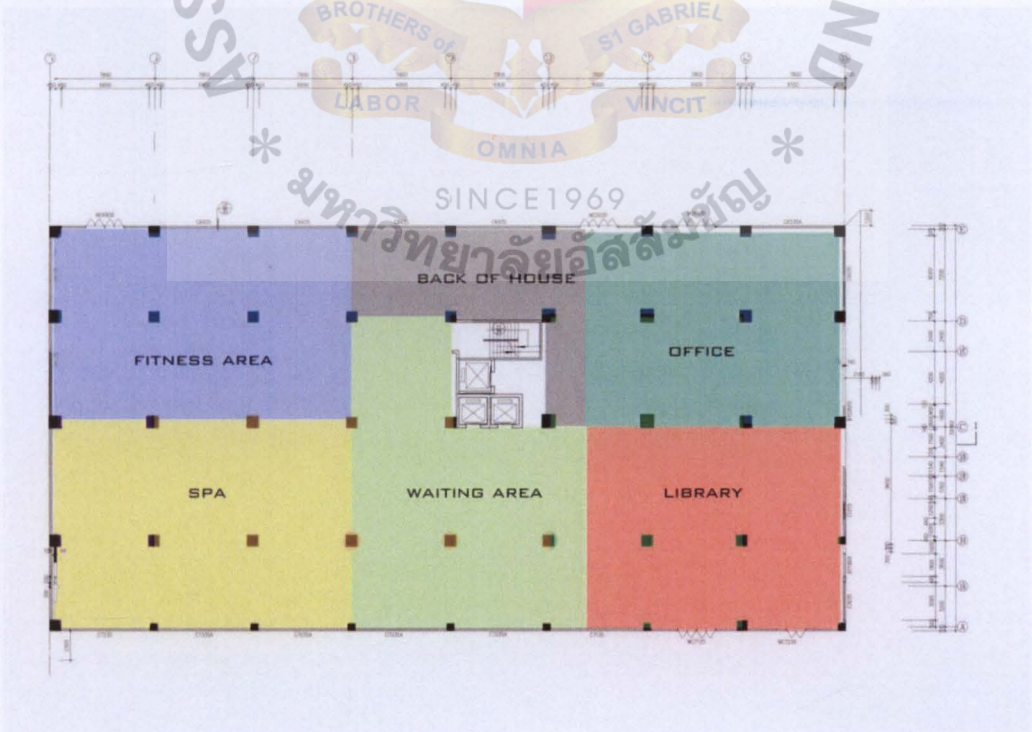


Figure 4.4.3.4 Zoning 4TH floor



Chapter 5: Design Solution

Chapter 5: Design Solution

5.1 Design Concept

5.1.1 Concept Statement

Hat Yai is the biggest railway station of southern Thailand, and mostly foreigners' business travelers have their special feelings towards the railway and junction. The main design ideas will relate to the junction and railways. As we know, train traveling on railway is slow and may be boring sometimes. As a result, how to make the junction more interesting is the first problem.

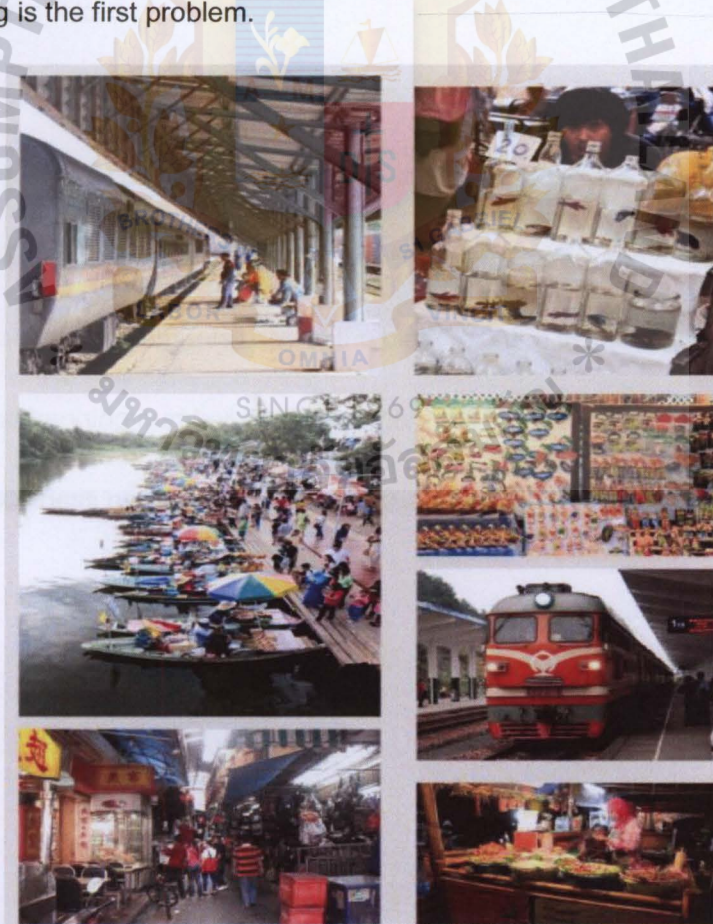


Figure 5.1.1 Concept images

5.1.2 Concept Design Methods

From the conceptual approaching, Hat Yai Junction styles were analyzed into the following ideas. Space and forms have been considered as the main design ornament. To make the function more convenient and interesting is most important focus.

The main elements of Hat Yai junction

“Railway Platform” elements

The element was simple as the half open box, which will not just block people inside on the space. The open part can be anywhere to let people find more experience in more than one choice.

These elements were represented on the main functional space. As the main space concept, used not just the simple space, and also the space which can connect both floors, it will help people find more experiences when they move from one place to other. There are many elements used in the platform such as the metal construction, warming bell and hanging number, etc. All of them will combine with the main concept together to let business people find more experience here.



Figure 5.1.2 Concept images

“Train tracks” elements

The element use the thickness line in “I”, “L” and “S” shape to show the main way of the train tracks, and combine them together in different way of 3D will give the space.

As one of the most important component of the junction, these concepts have been used as the main circulation and connection part for each main space. It also represents space in the main area.



Figure 5.1.3 Concept images

“Staggered” elements

This elements using the thickness line which staggered each other to show the way of crossing train tracks. Normally when we saw it, it may be true that they combine together, but they are staggered and it will move the connection part when the train passes.

This element represented the Secondary space in the main area and circulation either. You can find that it has been used as tortuous stair to connect both floors and some different height of the floor space.



Figure 5.1.4 Concept images

Combine the elements – Concept” railway station”

Combining the elements together as the concept, it will be an interesting relation between the line and space. Space locates in the different level to let people find different experience when they stand in other space. It means that people can get more interesting and different experiences not just in the different spaces but even just in one space.

Development:

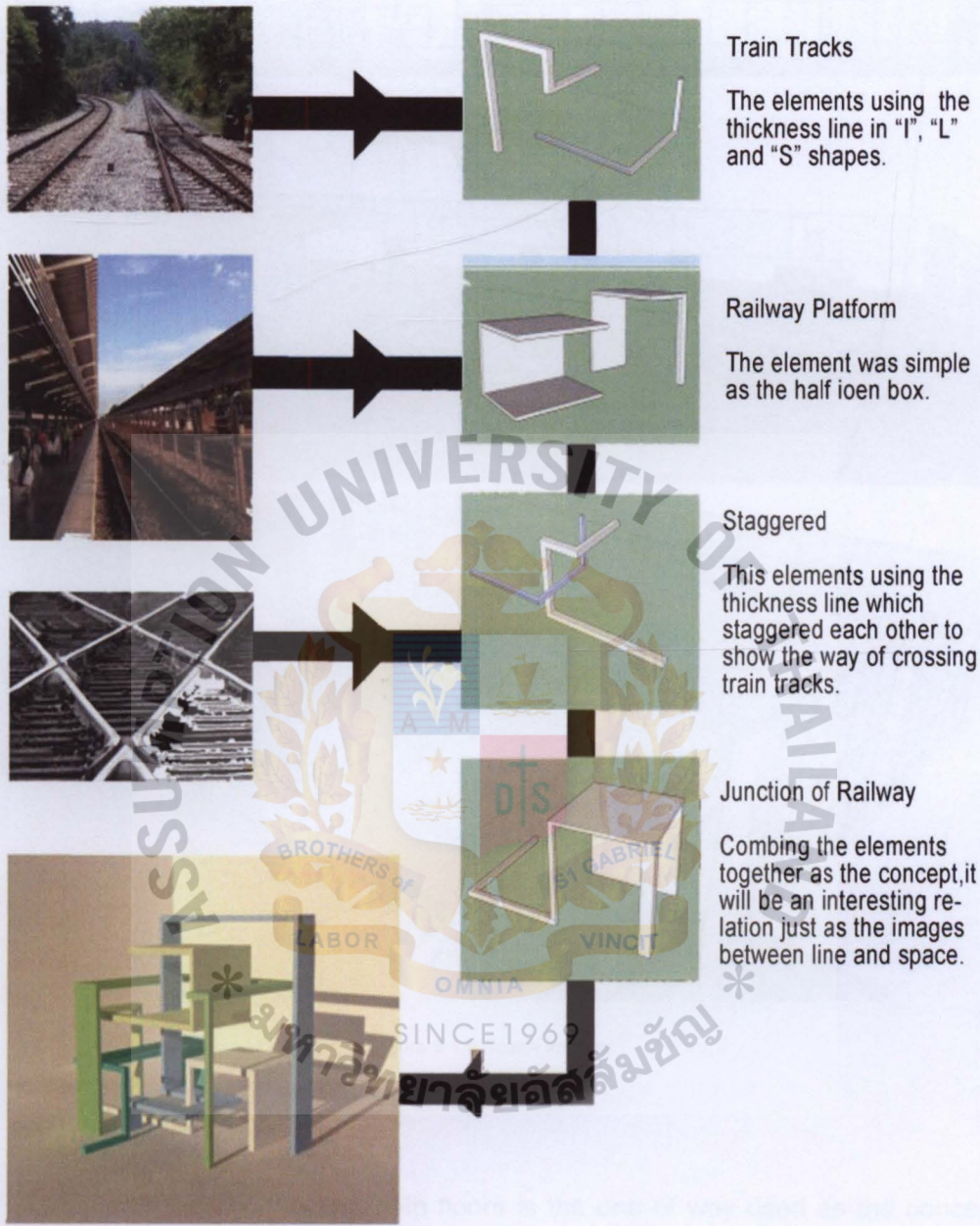


Figure 5.1.5 Concept images

Using in the space

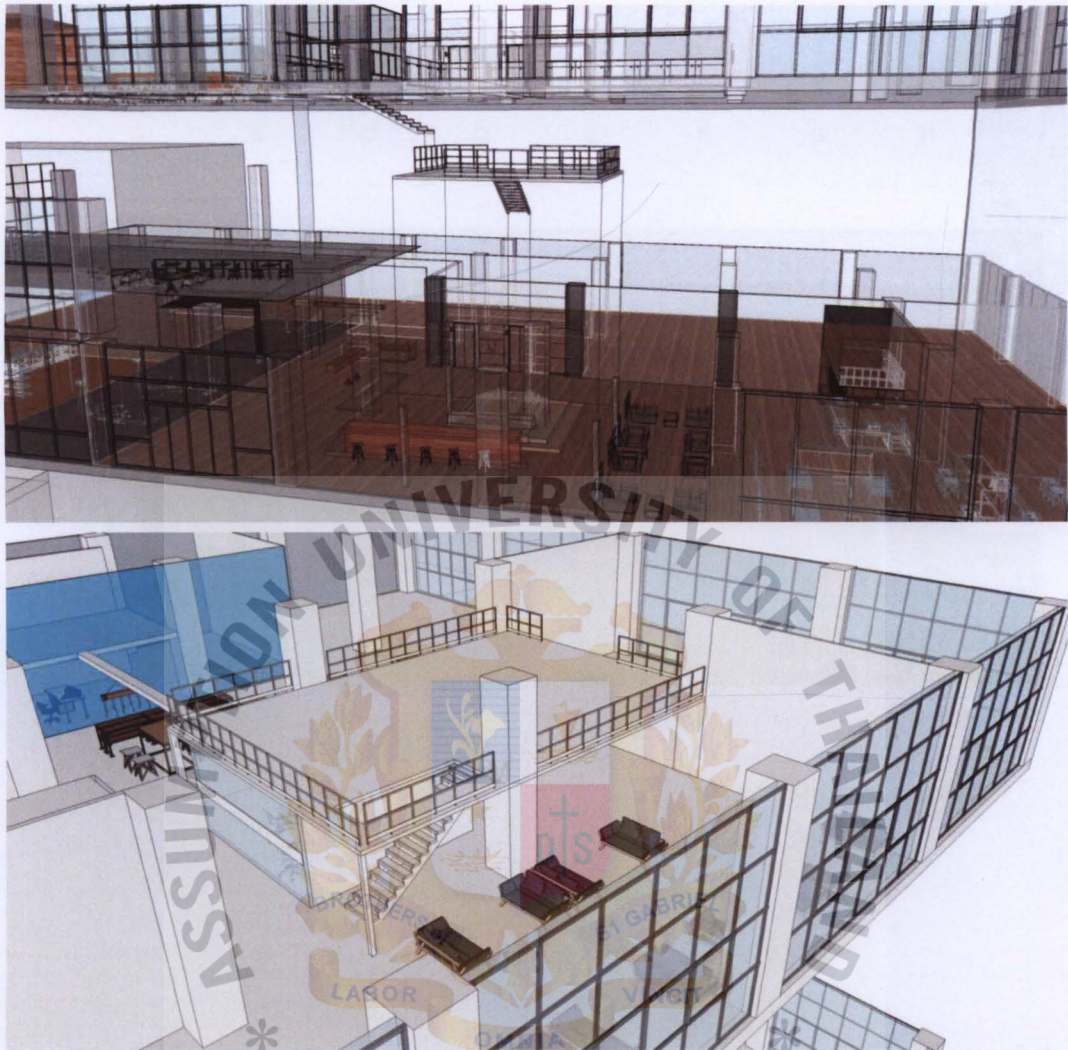


Figure 5.1.6 Space images

The area which connecting both floors is the one of way used as the concept. When people take stairs and stand to look around, they will see more in the different aspects, and it is also convenient to connect the relation functional facilities together.

5.2 Design Development

5.2.1 Space/Planning



Figure 5.2.1.1 Grand Floor Plan

S&GO Hotel has 17 floors in total. The first floor until fourth floor include all the function facilities, and fifth floor are all the back of house functions such as laundry and office, then from sixth until seventeenth are the guest rooms. Lobby, lobby lounge, cafe, store and ordering service office are situated on first floor related to the business people' need and can offer them convenience. For the space, it is related to the design concept as the cross of the railway is separated by floor material. As a result, when people get into the hotel, and see the view, it will give a very special experience to show them the way to the next part.

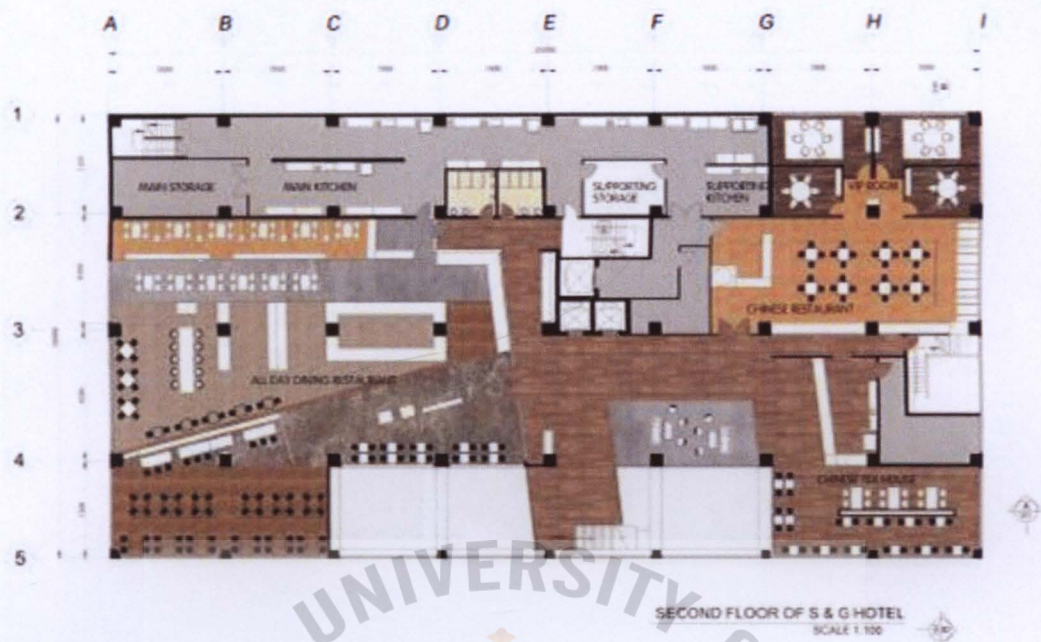


Figure 5.2.1.2 Second Floor Plan

Second floor consists of the all-day dining restaurant, Chinese restaurant and Chinese tea house. There are stairs connecting the first and second floor. As you see in the plan beside the stair, the space of slash are as same as first floor. When people stand on the first floor or second floor, they can see that space are connected together. To follow the concept, all day dining restaurant has been separated by two parts. When people get in, they can find two ways leading them to the place.



Figure 5.2.1.3 Third Floor Plan

On the third floor, the space is separated by two parts of the function: left side spa and right side business center. The entrance of business center will be at third floor and the center has four parts. Meeting area with lounge has four different size of meeting rooms includes one conference room and the main lounge area to support them. Relaxing area with charting area, brain storm, office including the rendering office to attract business travelers' accommodate. The library is at fourth floor. There are other stairs which are as same as first floor, connecting between third and fourth floor. However, the interesting part is each layer of the standing place has the different angle, so when people see it side way, they can feel that the space is different in each layer.

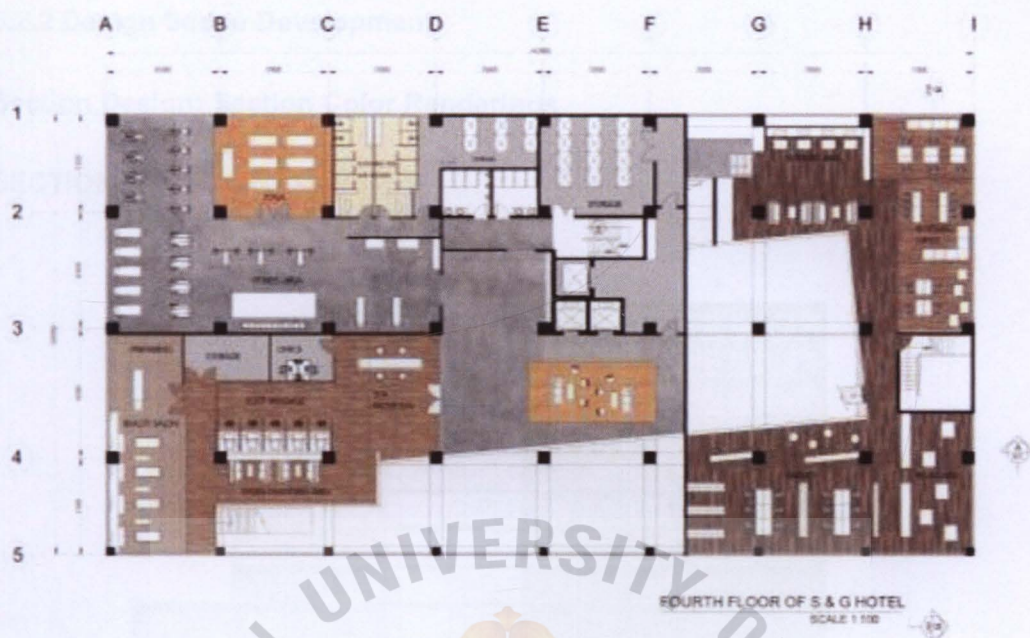


Figure 5.2.1.4 Fourth Floor Plan

Fourth floor is as same as third floor. It has two parts: spa and business center, but the main entrance at fourth floor is spa and fitness. When people get into the spa, they will find the reception area and will go to the waiting area to change their shoes and decide where they are going to go next. The choice include foot massage, beauty salon at fourth floor and body massage, oil massage and VIP room at third floor. In the way to connect these two floors is by the stairs. Another interesting thing is the open floor space into the business center part to connect as one, so when people stand to see the downstairs, they will attract each other.

5.2.2 Design Scope Development

Section Design: Section Color Renderings

SECTION A



Figure 5.2.2.1 Section A

From section we can find that the space from first to fourth floor are connected and has relation with each other, under the first floor there are two floor of loading area and parking area. From sixth to seventeenth, each four floors will be smaller than before.

SECTION B

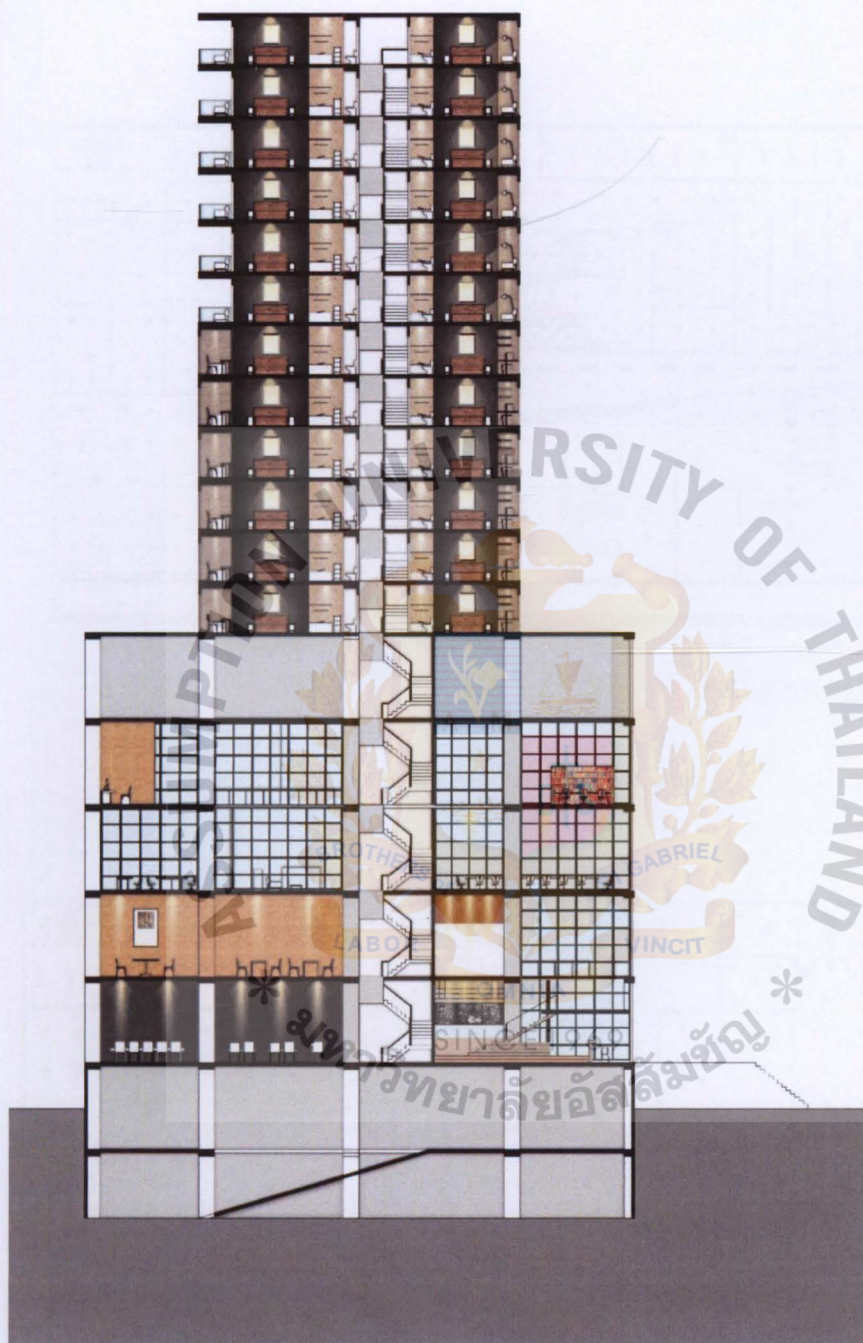


Figure 5.2.2.2 Section B

From this section you can find the relation between the main fire exits in each floor and rephrase.

Planning Design: Reflected Ceiling Plans

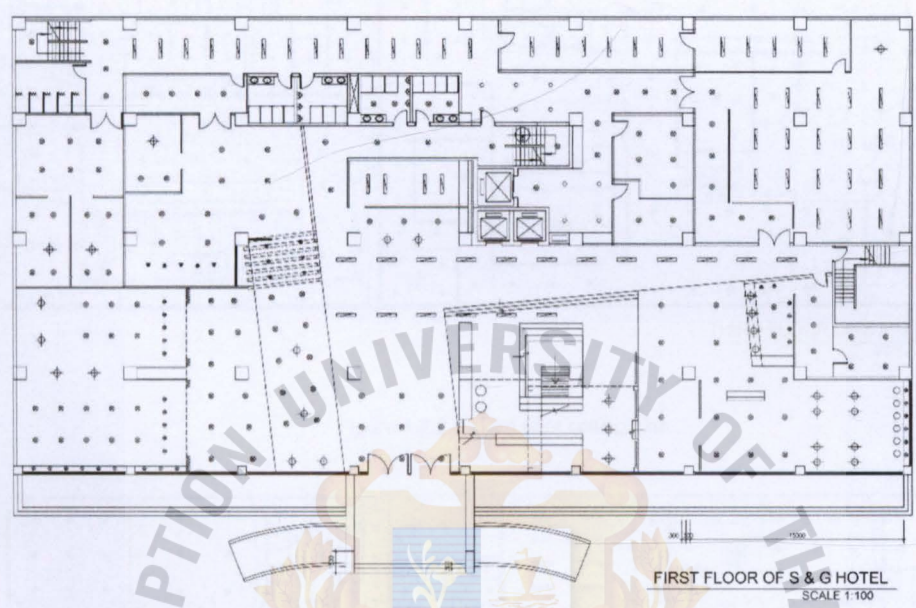


Figure 5.2.2.3 Grand floor ceiling plan

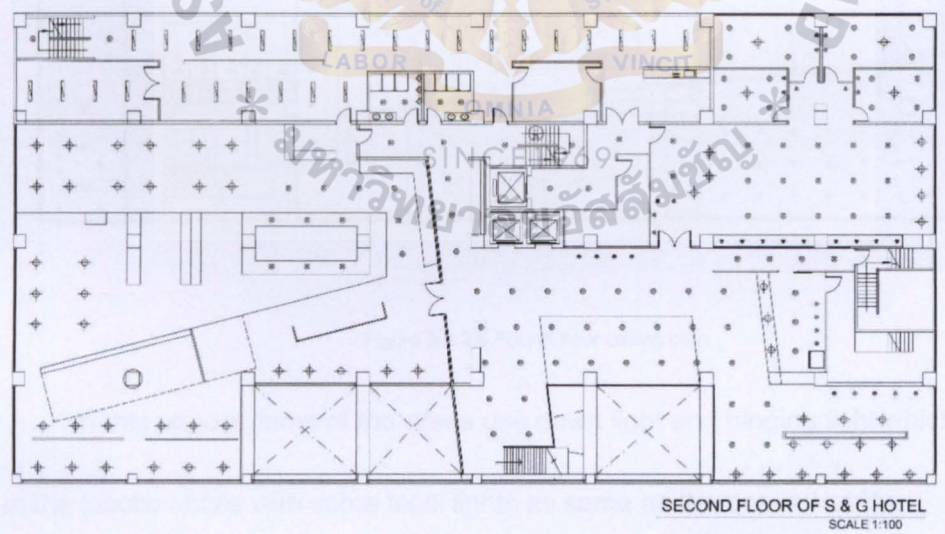


Figure 5.2.2.4 Second floor ceiling plan

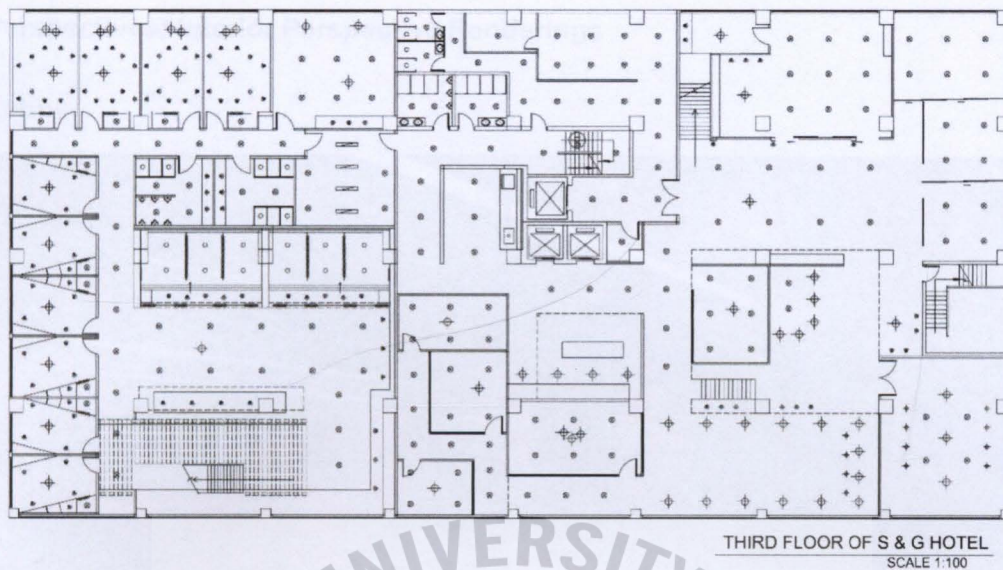


Figure 5.2.2.5 Third floor ceiling plan

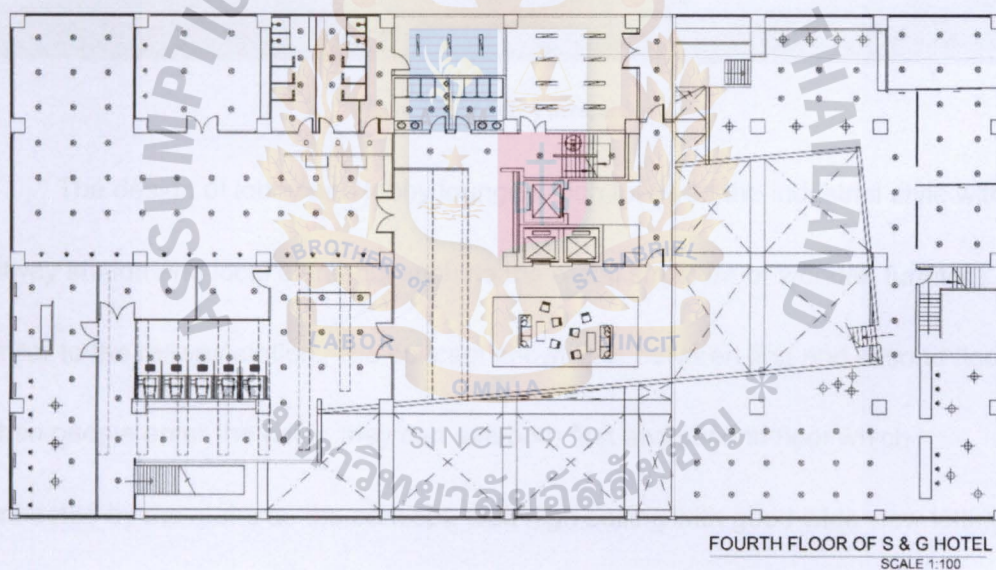


Figure 5.2.2.6 Fourth floor ceiling plan

In this project, most of the areas use down light and hinging light which relating to the junction style with some local lights as same as the one in Hat Yai.

Perspectives: Interior Perspective Renderings

Lobby



Figure 5.2.2.7 Lobby perspective

The design of lobby and lobby lounge which followed the industrial style with railway station and local elements such as the metal structure or wooden furniture is similar to the railway station. The concept showing is between first and second floor. When people enter the hotel, they can see both first and second floor which connected by the stairs as the concept. Quite high ceiling with good wide view letting people easy to find the facilities they need. Concrete and metal columns such as the columns normally can be found in the railway station. The color chosen are light brown wood color with the original color of the building.

Cafe R Junction (Sitting area)



Figure 5.2.2.8 Cafe perspective A

Cafe R Junction (Bar)



Figure 5.2.2.9 Cafe perspective B

Same as lobby, Coffee area applied industrial style, and easy to see the local elements from the fabric and poster of Hat Yai. People will be attracted to read them when they sit in cafe area. In the middle, the centerpiece is the antique clock that make the guest feel reminiscent and timely attracted. Floor and column material are as same as lobby, but ceiling has three types there: wooden frame with local poster, wood connecting with lobby and small wood piece to separate between lobby lounge and cafe. Main color chosen were the light brown and light yellow wood color with the original color of the building.

Restaurant R&JOIN (Dining area)

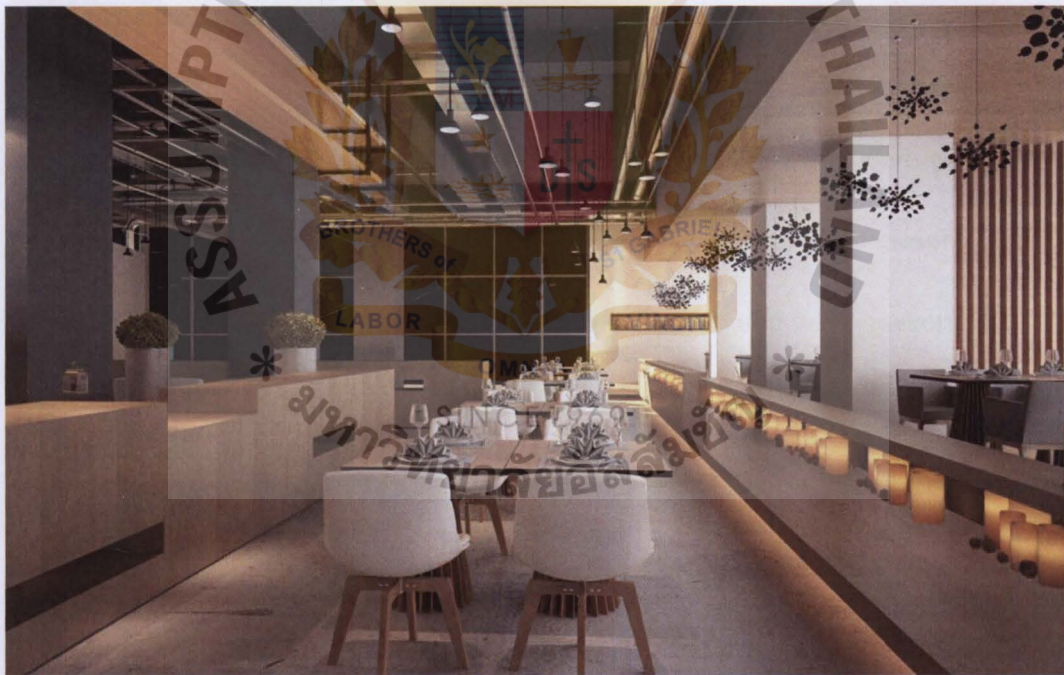


Figure 5.2.2.10 Restaurant perspective A

Restaurant R&JOIN (Bar)



Figure 5.2.2.11 Restaurant perspective B

Modern industrial style with metal pipeline in the open ceiling were applied in this room. Modern industrial style can give people different feelings between spaces, and make the rank looks higher. It can also give the clean and fresh environment. The high ceiling with display following the concept will layer spaces. As a result, when people pass through outside, they will feel different. Inside dining area gives more simple design separated by stairs follow the concept either. Floor totally used three types of materials. Concrete leads people to outdoor area, light wood floor leads people into the dining area and the yellow wood floor in bar area separates the two sides.

Business Center



Figure 5.2.2.12 Business center A perspective



Figure 5.2.2.13 Business Center B perspective

Industrial style uses lots of the reinforced construction, and the wall give some frame design following the construction shape of Hat Yat railway. The pipeline crossing the whole space guide people to other areas. The Column inside follows the concept of space separation. The interesting part, between the third and fourth floor, is a mezzanine and it does not follow the open space shape in the fourth floor, so when people stay in each floor can see the different shapes. Concrete was used as floor as same as column with the metal color giving a kind of calm and efficient feeling towards their works, but the furniture gives more colors for people relaxation.

Guest Room (Business Standard)



Figure 5.2.2.14 Guestroom A perspective

Guest Room (Business Suits)



Figure 5.2.2.15 Guestroom B perspective

Modern industrial style but a little bit different as the restaurant, gives more relaxing feeling in the space. The frame of metal, used as the shelf, separates the public (living area, working area) and private space (bedroom), but people can see through making the room larger and whole. Each type provides a working area, but facilities and size are different. Floors using the dark brown wood floor separated by the white wood at the middle. This white part follows the concept to make the whole space looks tilt. The colors chosen were yellow, white and dark brown to make the whole space livelier.

SPA



Figure 5.2.2.16 SPA perspective

Design based on the Chinese local elements which Malaysia people like and use it. Local industrial style is used. It let people get into a warm and relaxing space because of the color and mood design. Whole space used the warm colors, natural materials and warming lights relaxing business people relax. The facilities will help to lift their cheerfulness.

Selected Design: Materials, Furniture Selections and Color Schematic

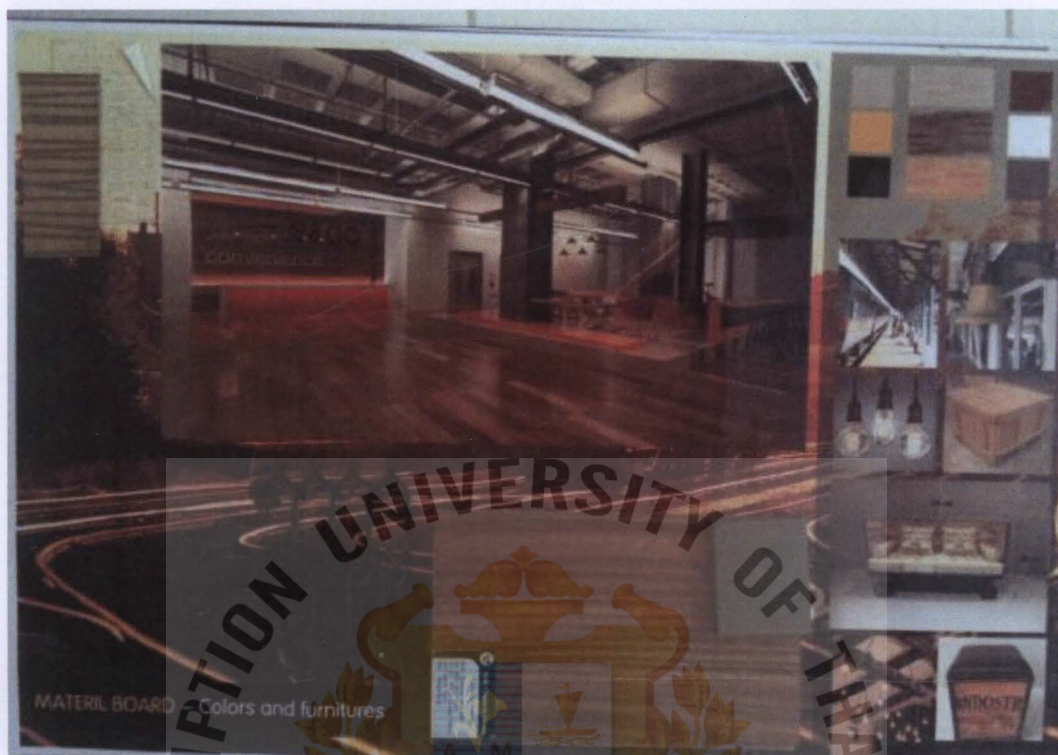


Figure 5.2.2.17 Material board (Lobby)



Figure 5.2.2.18 Material board (Business center)



Figure 5.2.2.19 Material board (SPA)



Figure 5.2.2.20 Material board (Guest room)

5.3 Thesis Final Presentation

5.3.1 Thesis Final Presentation Board

The presentation board gives clear and simple design. It would be easy to let people see each part of work step by step, giving the businessman smooth information.

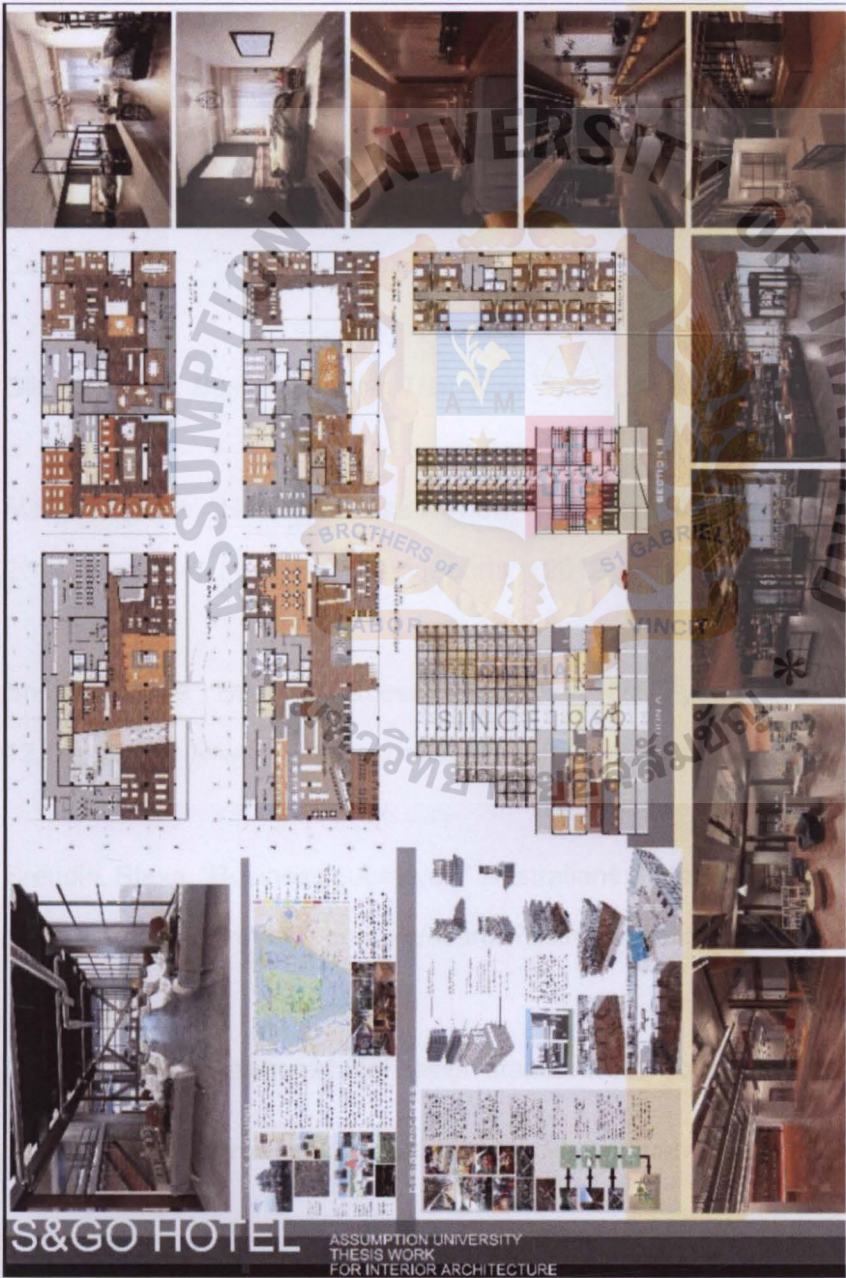


Figure 5.3.1 Presentation Board

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Appendix A

Title: Business Travel Trend 2015

Author: Premier Inn

Study: Major target of the hotel



CONTENTS

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Welcome to the inaugural Premier Inn Business Travel Report 2015, highlighting the latest business travel trends across the UK.

Premier Inn has conducted an independent survey to establish the latest trends in business travel. Though sample sizes varied, the survey included 1,000 business travellers who use a number of different hotel brands and who were based in 12 UK regions:

East Anglia
 East Midlands
 London
 North East
 North West
 Northern Ireland
 Scotland
 South East
 South West
 Wales
 West Midlands
 Yorkshire & Humberside



WELCOME



Premier Inn

Over the past 30 years, Premier Inn has grown to become the UK's biggest hotel brand, with over 700 hotels and more than 60,000 rooms. We offer quality accommodation, a great night's sleep and we are consistently rated the UK's best value hotel chain.

With ever-changing market conditions and traveller requirements, in July of 2015, we commissioned a survey of 1,000 UK

business travellers to gather a detailed picture of individual requirements and regional variations, to ensure we capture any emerging trends so we do all we can to help our guests 'wake up wonderful'.

While some of the findings confirmed what we already knew, we are always striving to understand our business users better and we hope that you find the results in this report interesting.

WHO WE HAVE SURVEYED

1,000 business travellers who stay in a range of hotels from budget to full service.

Recommended Provider, Which? UK Hotel Chains

Recommended Provider
Which?

BUSINESS TRAVEL

1

How far do you typically need to be travelling for business to make the decision to stay in a hotel? And why?

The answers to both of these questions were remarkably consistent across the country. The average distance was a journey of around 140 miles, with the main reason for staying in a hotel being the obvious one, that it is easier to stay overnight than it is to do a lot of travelling in a short space of time.

However, a considerable number of those surveyed (38%) said they enjoyed the peace and quiet away from home that a hotel offers, while even more saw it as a treat as their company was paying for their business stay (42%). Surprisingly, the fact that it is possible to get lots of work done when working from a hotel was only rated as important by 19% of participants.

SINCE 1969

มหาวิทยาลัยอัสสัมชัญ



55%

of people said that they use their personal car to get to business meetings.



140

the average miles travelled for business before staying in a hotel



Find out more about
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www.premierinn.com

BUSINESS TRAVEL CONTINUED



65%

of people said that they travel by train to get to business meetings.

2

What forms of transport do you use to get to business meetings/for other business-related travel (excluding your commute)?

There was a time when the company car might have been the typical mode of business travel but it now comes in fourth behind rail (with more than twice as many people using the train), personal car use and flying.

There are probably many reasons for this, ranging from the cost of maintaining a corporate car fleet to changes in personal taxation rules. It is also a fact that it is possible to work on a train using mobile technologies.

Regionally, the use of air travel for business is highest in Scotland, and the findings suggest that Aberdeen is the city with the highest use of air transport, followed by Edinburgh.

But while this probably represents travel from the north to the south, the next highest incidence of air travel is in the other direction from Portsmouth and from Brighton.

Air travel is also significant from London, 42% of business travellers enjoy getting on a plane to travel around the UK.

SINCE 1969

DID YOU KNOW?

The use of cars, personal and company, is the highest in the East and West Midlands. Car use is lowest in Scotland, while train use is highest in East Anglia.

PRICE AND PAYMENT

3

How do you usually pay for your business travel?

In our survey, company credit cards are three times more common among travellers from East Anglia than from the South West, where the proportion of people who claim back payments from their company (62%) is well above the figure for the North West (39%) and higher than average (55%).

I pay for it myself then claim it back from my company	51
I have a company credit card	23
Other method	23
I am self-employed so pay for it myself	8
We have no policy on this	6

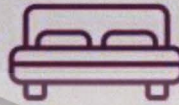


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TRAVEL AND CHOICE

4

Do you ever get to choose the hotels you stay in on business trips?



61%

of people said that having a comfy bed and pillows is the most important aspect when selecting a hotel for business purposes.

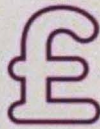
Generally, the answer is 'yes, sometimes', though around a third of people always get to choose.

In fact, there are considerable regional variations in the degree of flexibility that travellers have. While travellers based in three of the regions have the decision made for them on around 15% of occasions, the equivalent figure in Northern Ireland is 50%.

Percentage of business travellers in each region who never get to choose which hotel to stay in:

	%
Northern Ireland	50
East Midlands	35
South West	31
South East	30
Wales	29
North West	24
Scotland	22
East Anglia	18
North East	17
London	15
West Midlands	15
Yorkshire & Humberside	15

TRAVEL
AND CHOICE
CONTINUED



59%

of people said that price is the most important aspect when selecting a hotel for business purposes.

5

If you choose your own hotels for business purposes, which of the following are most important to you?



38%

of people said that having a good restaurant is the most important aspect when selecting a hotel for business purposes.

Choice	61
Comfy bed and pillows	60
Fast Wi-Fi	59
Price	54
Proximity to your office / venue you need to attend	52
An en-suite bathroom	51
Breakfast included	38
Good restaurant	36
Near to city centre	16
A desk area to work from	15
Gym / pool	1
Other	1

The survey offered travellers a range of options. Top of the list – perhaps unsurprisingly – were the comfort of the bed and pillows, and price, followed by more than a third of people looking for a good restaurant and proximity to a city centre. Other factors of importance was fast Wi-Fi, which would not have featured a decade ago. The demand for Wi-Fi was higher in London and the South East than in many other regions. On average, all three of these factors were deemed important by around 60% of respondents.

The second set of requirements – rated by more than half of people surveyed – was the availability of an en-suite bathroom and the inclusion of breakfast in the overall price. A more specific business

requirement was that the hotel should be close to the office or venue that the traveller needed to visit.

But some factors were considered to be important by fewer than a quarter of those surveyed. One of them was the requirements for a desk area to work from, perhaps because new technology means that desks are no longer as important as they once were, and finally the availability of a gym or pool were irrelevant to most business users.



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HOME COMFORTS



6

Which of the following things from home do you miss when staying away for business?

What travellers miss most is their partner (67%) – which sadly no hotel can do much about – though they are happy to go without home cooking with a whopping 86% stating they don't miss it when working away! They also miss their own bed, which is an area that a hotel can definitely help – 60% also reflected that a comfy bed and pillows are a important when selecting a hotel.

Interestingly, in the South West, almost 10% of business travellers didn't miss much when staying away from home, they actually enjoyed it! It goes without saying business users are concerned about the availability of Wi-Fi during business travel. Following customer feedback, Premier Inn not only offers Wi-Fi throughout all hotels in the UK but it is completely free.

Choice	%
My partner	67
My bed	50
My children	41
My pets	26
My sofa	16
Home cooking	30
Other things	11
None of the above / Nothing - I love staying away from home	6
None of the above / Nothing - other	4



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TIPS AND ADVICE

We asked our surveyed business travellers to tell us their top tips and advice for staying away from home on business and here's what they said...

Some of the most frequently mentioned tips have already been touched on in this report, particularly the need for nice pillows – though what a nice pillow is, is much harder to pin down and a matter of personal taste. According to our business travellers it could be soft or it could be hard, flat or bulky, providing back support or it could also be anti-allergenic. Surprisingly plenty of people take their own pillows on their business trip.

A few also mentioned using the internet both to check out bedrooms online and read reviews.

Treating staff with respect and not expecting too much from them was considered to be a good policy, especially if you visit a hotel often – then “they will always look after you.”

Things you miss also featured in the advice that people gave. Several suggested taking creature comforts from home, or “a recording of your partner and kids so they can still say ‘goodnight’ to you”, and one respondent always packed “a picture of my family in my wallet and a pair of cashmere socks”!

However, more than one person advised fellow travellers to focus on enjoying the time away and not thinking about people back home.

In order to avoid noise, those surveyed recommended taking ear plugs, requesting rooms far from the bar or reception or rooms on the top floor. Guests bringing their own eye masks and temperature controls within the room were other tips for a good night's sleep.



SUMMARY

Premier Inn wants to make business travel as enjoyable as possible. This is why we offer free Wi-Fi, convenient locations and great value rooms.

We recognise that a good night's sleep is particularly important for the business market, setting travellers up for the day ahead. Premier Inn prides itself on the quality of its pillows and beds, and is the only hotel chain in the UK to offer a 100% money-back guarantee of a 'great night's sleep'. We want our guests to 'wake up wonderful'!

To ensure that our Business travellers wake up ready for that important meeting, we have drop down seals on all doors to reduce corridor noise transfer and our plug/socket fixtures and TVs are not attached directly to walls to reduce noise levels between bedrooms. We also have blackout curtains and pelmets to minimise the amount of light that gets into the rooms.

With train and car being the main modes of business travel it is important that a hotel be located conveniently for road and railway access. Many of our hotels have ample parking and with over 700 hotels across the UK, we have unrivalled coverage.

People naturally look at sites such as TripAdvisor to check reviews and make sure that they stay at the best hotels. This year, over 80% of Premier Inn hotels achieved a TripAdvisor Certificate of Excellence – topping the economy to mid-range hotel category. Over 120 of these 596 hotels have achieved the Certificate of Excellence for five consecutive years.

Although we can't make up for business travellers leaving their loved ones and creature comforts, Premier Inn can certainly ensure that their stay is affordable, comfortable and convenient for wherever they are working!



Find out more about
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Title: Business Travel by Business Traveler

Author: EGENCIA

Study: Major target of the hotel

Key Findings

- **Friendliest Airports:** Respondents identified Paris Charles de Gaulle as the airport that's the friendliest to corporate travellers, followed by Amsterdam Schiphol Airport and Munich Airport.
- **Most Important Air Travel Extras:** To improve their air travel experience, corporate travellers cited more leg-room, avoiding the middle seat, and moving to the front of the security line as the most desirable extras.
- **In-Flight Conversations:** The most common tactic used to avoid unwanted in-flight conversations is to read a book or magazine.
- **Condensed Travel:** 48% of respondents condense their travel time into a single day to avoid hotel charges.
- **Desired Standard Amenities:** When travellers were asked what they wished hotels would provide as a standard amenity for corporate travellers, they identified mobile/MP3/computer chargers (59%) as the number one item followed by toothpaste (50%), voltage converters (44%) and slippers (32%).
- **Little Luxuries:** 40% of respondents identified use of the swimming pool as the one little luxury they take advantage of during their hotel stay, as well as the use of the spa and fitness centre. Using the in-room coffee/tea maker and sightseeing are also little luxuries that make a difference.
- **Travel Pet Peeves:** Respondents identified airport security restrictions and procedures (60%) as the number one pet peeve, followed by time away from their home and family (48%), carrying/packing business equipment (laptop, chargers, folders, etc.) (31%), and filing expense reports afterwards (26%).
- **Mixing Business With Pleasure:** 50% of business travellers take time to sightsee when they travel.



Top 5 Wants For Flight Comfort and Convenience

Top five things business travellers want to improve their flight:

- 1. Extra leg room (70%)
- 2. Avoiding the middle seat (61%)
- 3. Jumping to the front of the security queue (59%)
- 4. Jumping to the front of the boarding queue (47%)
- 5. Wi-Fi (43%)

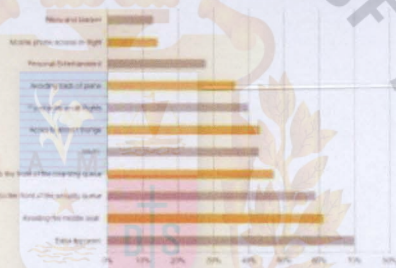
Other notable responses include access to the airport lounge and food/drink on all flights.

Friendliest Airports for Corporate Travellers

Travellers identified the following as the top five friendliest airports for corporate travellers:

- 1. Paris Charles de Gaulle Airport (40%)
- 2. Amsterdam Schiphol Airport (23%)
- 3. Munich Airport (20%)
- 4. London Heathrow (19%)
- 5. Frankfurt Airport (18%)

Top 5 Wants For Flight Comfort and Convenience



You Still Take It With You

Respondents were asked 'as mobile phones and devices improve in sophistication and connectivity, do you take your laptop on business trips':

- More frequently: 10%
- Less frequently: 15%
- About the same: 75%

Mixing Business with Pleasure

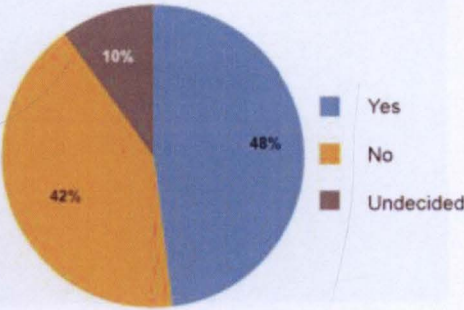
Nearly 40% of business travellers mix business with pleasure while on the road for work. Of those respondents:

- 50% took time to sightsee
- 22% visited friends
- 16% extended their stay

Condensed Travel: Hotel Charge Avoidance

- 48% of respondents said that when possible they condense their travel into a single day to avoid hotel stays/charges.
- 42% said they do not condense their travel to avoid hotel stays/charges.
- 10% said "I don't know."

Condensed Travel: Hotel Fee Avoidance



About Egencia, an Expedia, Inc. Company

Egencia is the fifth largest travel management company in the world. As part of Expedia, Inc. (NASDAQ: EXPE), the world's largest travel marketplace, Egencia helps businesses get ahead by offering the only truly integrated corporate travel service. Egencia's industry expertise helps drive results that matter, delivering meaningful advancements that have a real impact. By combining a powerful offline and online service, Egencia delivers a complete corporate travel offering supported by global market expertise and a best-in-class technology platform.

For more information, go to www.egencia.co.uk.

For more information,
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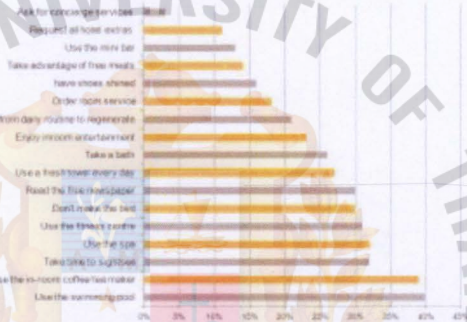
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Little Luxuries

Travellers identified the following as the little luxuries they most frequently take advantage of during their hotel stay:

- 1. Use of swimming pool (40%)
- 2. In-room coffee/tea-maker (39%)
- 3. Sightseeing (32%),
- 4. Use of spa/fitness center (32/31%)
- 5. Don't make the bed (30%)

Little Luxuries



Desired Standard Amenities

When asked what they wished hotels would provide as a standard amenity that they wouldn't need to pack, travellers identified the following as the most important:

- 1. Mobile/MP3/computer chargers (59%)
- 2. Toothpaste (50%)
- 3. Voltage converters (44%)
- 4. Slippers (32%)

Other notable responses include cotton pads, shaving cream, and plush robes.

