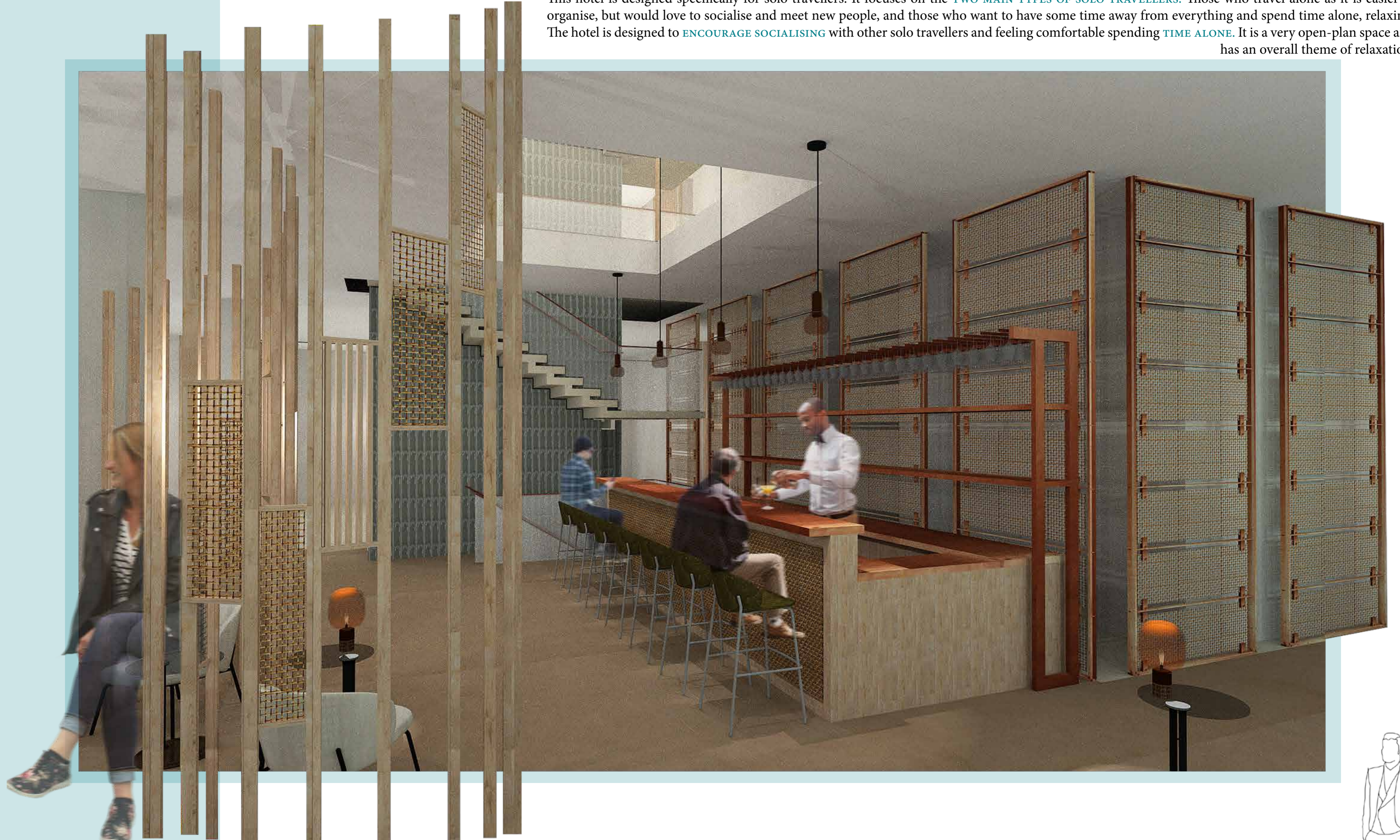# SOLO TRAVEL HOTEL
Project overview

Travelling alone has become INCREASINGLY POPULAR over the last decade, especially since the end of covid-19. However, most hotels are designed for groups of people. London specifically is such a popular tourist destination, yet I couldn't find places that specifically accommodate solo travellers. Having a space where people can stay alone whilst feeling SAFE is essential as travelling alone is less safe, especially considering 85% OF SOLO TRAVELLERS ARE FEMALE.

This hotel is designed specifically for solo travellers. It focuses on the TWO MAIN TYPES OF SOLO TRAVELLERS. Those who travel alone as it is easier to organise, but would love to socialise and meet new people, and those who want to have some time away from everything and spend time alone, relaxing. The hotel is designed to ENCOURAGE SOCIALISING with other solo travellers and feeling comfortable spending TIME ALONE. It is a very open-plan space and has an overall theme of relaxation.

60% of solo travellers believe that the travel industry does not cater enough towards the needs of solo travellers.

SOLO TRAVEL HOTEL

Focusing on the problem

BRIEF

-Statistics show that SOLO TRAVEL HAS RISEN BY OVER 750% SINCE COVID- 19. This proves that there is a market for people travelling alone, especially since there is not much evidence of other hotels being only for people travelling alone in London.

-85% OF SOLO TRAVELLERS TODAY ARE FEMALE, AFTER A 230% INCREASE SINCE 2019. This is important to consider, as travelling alone can be unsafe.

-Since Covid 19, there has also been A RISE IN 'STAYCATIONS' or holidays where you stay local or within the country. Some people may want to go away for a relaxing weekend without having to travel far into the countryside. Having a wellness hotel for solo travellers in London would accommodate this.

-Often, when TRAVELLING ALONE IN PUBLIC, surrounded by groups of people, being alone can be quite nerve-racking. This is especially so when in a restaurant or cafe. People travelling alone might feel more comfortable surrounded by others in the same situation.

INITIAL HOTEL DESIGN THOUGHTS:

-LARGE OPEN SPACES WITH TALL DOUBLE-HEIGHT CIELINGS.

-CONFINED PRIVATE AREAS WITH RESTRICTED VIEWS OF SURROUNDINGS TO ALLOW FOR PRIVACY.

-A MINIMAL CALMING INTERIOR TO MATCH THE OVERALL WELLNESS FEEL OF THE HOTEL.

-OVERALL CONTRASTS BETWEEN LARGE AND SMALL SPACES.

CUSTOMER

THOSE WHO TRAVEL FOR PEACE:

-One of the main reasons for travelling alone is for some PEACE AND QUIET, almost an escape from the business of day-to-day life.

-This type of person visiting will want their space and peace. It could be anyone from a person TRAVELLING ON A BUSINESS TRIP who wants to unwind at the end of the work day, to SOMEONE LOCAL WHO WANTS A BREAK FROM BUSY LONDON without travelling far, to even simply someone visiting London who likes both the busy side of London and a calmer atmosphere.

THOSE WHO TRAVEL BECAUSE ITS EASIER TO PLAN A SOLO TRIP:

-Many people travel alone because IT IS EASIER TO ORGANISE TRIPS, NOT BECAUSE THEY DO NOT ENJOY TRAVELLING WITH OTHERS. A destination/ hotel like this provides the perfect opportunity for people to meet others in the same situation.

-They would book this hotel because other people in similar situations surround them, and they could be LOOKING TO MAKE FRIENDS AND MEET PEOPLE to join them on their holiday.

SITE

-The site is located right in the centre of CENTRAL LONDON. It is a 5-MINUTE WALK AWAY FROM THE THAMES AND SOUTHBANK.

-It is generally surrounded by hotels, food places, London's most famous tourist attractions and busy London life.

-Overall, the site's position is IDEAL FOR A HOTEL because of how many tourists and travellers are in the areas day and night.

-The site is the second building next to Waterloo Station, one of London's busiest and biggest train stations.

-All 5 floors of the site will be used for the hotel.

THE SITE:
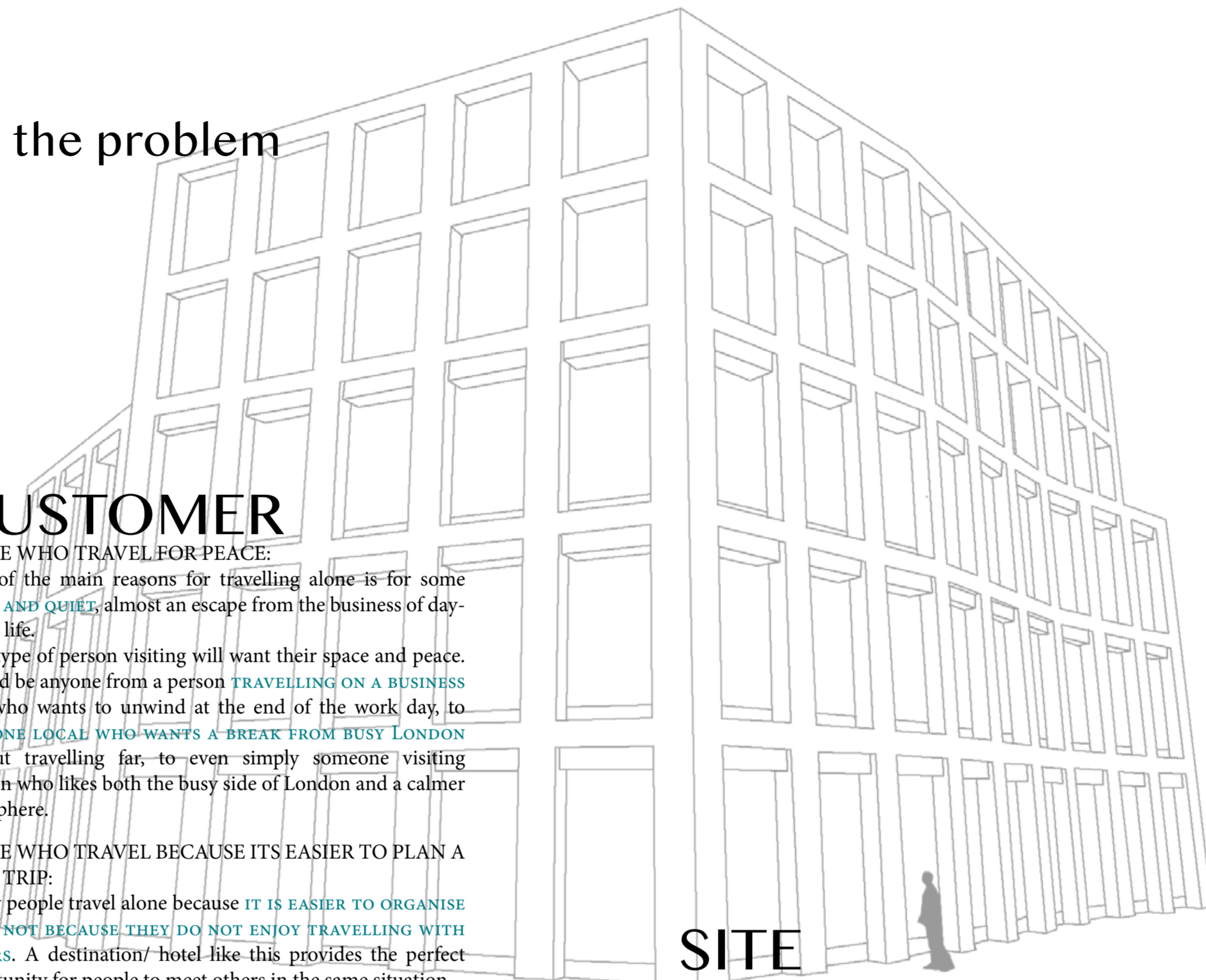
Solo Travel Hotel

CONCEPT
Socialising and privacy

SOLO TRAVEL HOTEL
Final design

FOURTH FLOOR:
Hotel rooms.

THIRD FLOOR:
Spa

SECOND FLOOR:
Hotel rooms.

FIRST FLOOR:
Bar and hotel rooms.

GROUND FLOOR:
Entrance, staff room, restaurant and kitchen.

THE DESIGN SOLUTION FOR THE PROBLEM:

-Each hotel area has a combination of more PRIVATE AND OPEN SPACES.
-There are TRANSLUCENT PANELS THROUGHOUT THE HOTEL instead of the walls most of the time. These separate the more private spaces in a non-claustrophobic way and help the whole space feel more CONNECTED and not like there are always two separate areas on each hotel floor.
-People travelling alone could FEEL MORE COMFORTABLE SITTING PRIVATELY in a corner as it feels less exposed in a room. The more social areas are much more open and flow through the more private areas. People have a choice if they want to socialise or spend time alone.
-The HOTEL ROOMS are designed to look like INDIVIDUAL 'PODS'. Each room is only for one guest, so making them feel more separate and individual makes them feel more private.

ESSENTIAL PLANS FOR THE DESIGN:
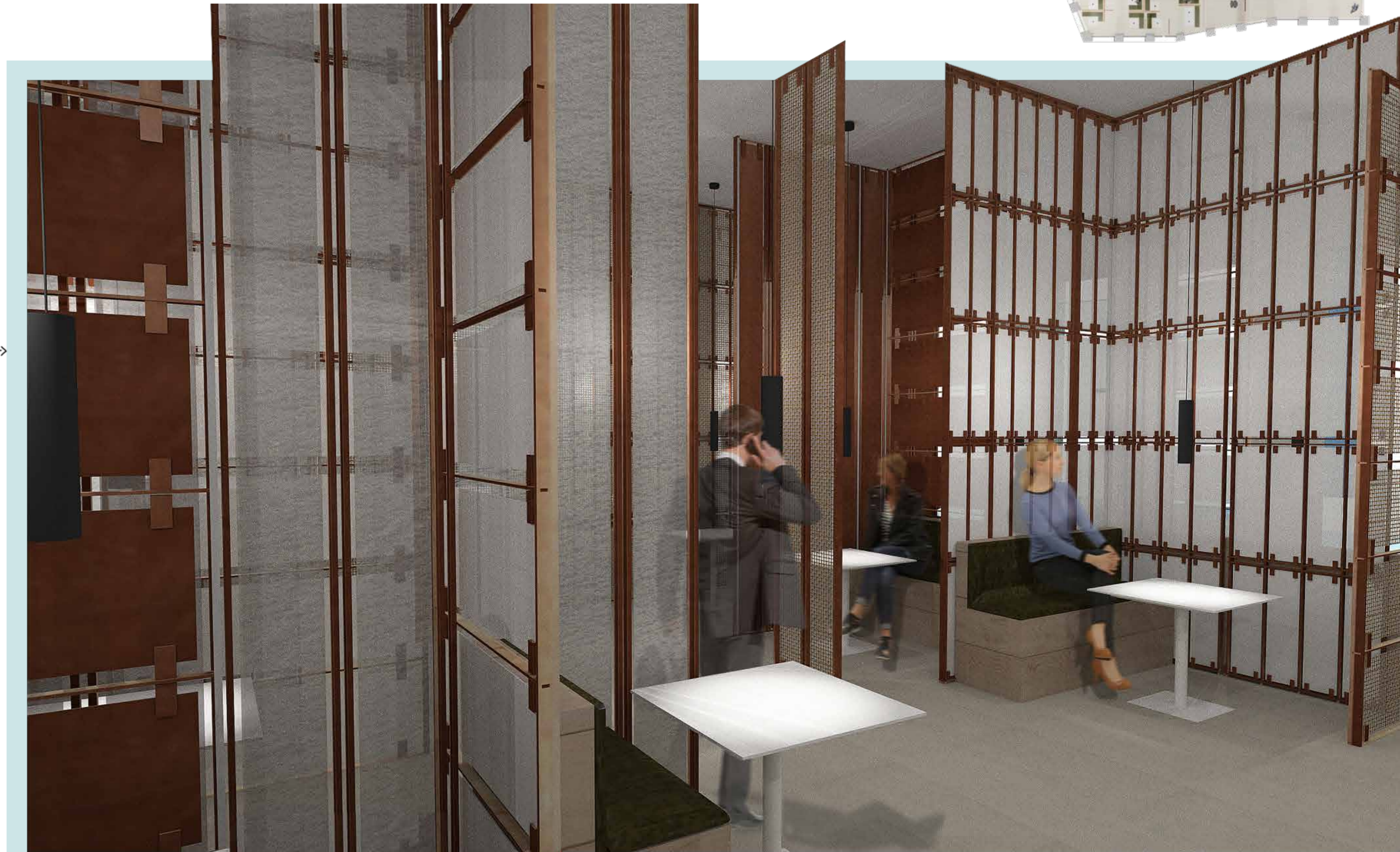
1) RESTAURANT

2) BAR

3) HOTEL ROOMS

4) SPA
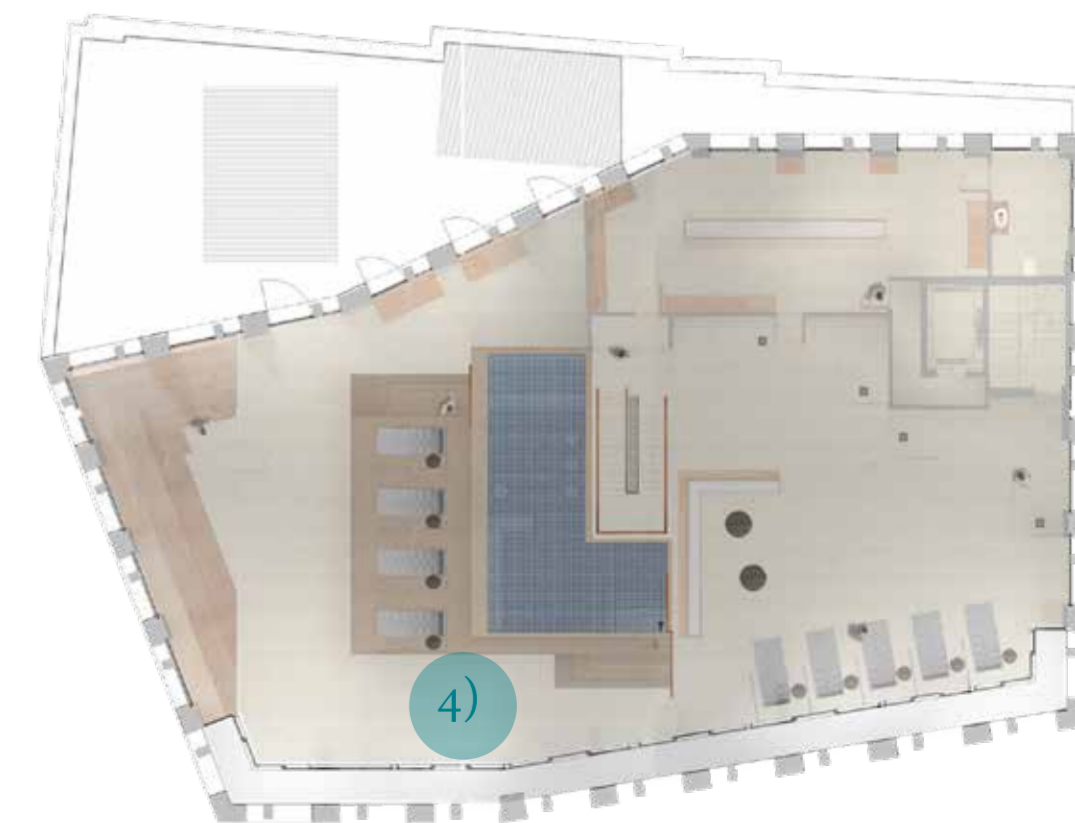
THE BAR:
-The edges have individual seats surrounded by WOODEN PANELLING. In the end, there are booths where business people can work on their laptops. They are also meant for individual people.

THE SPA:
-On the left side of the spa, the day beds are surrounded by TRANSLUCENT CURTAINS for added PRIVACY as spas can be very open spaces.
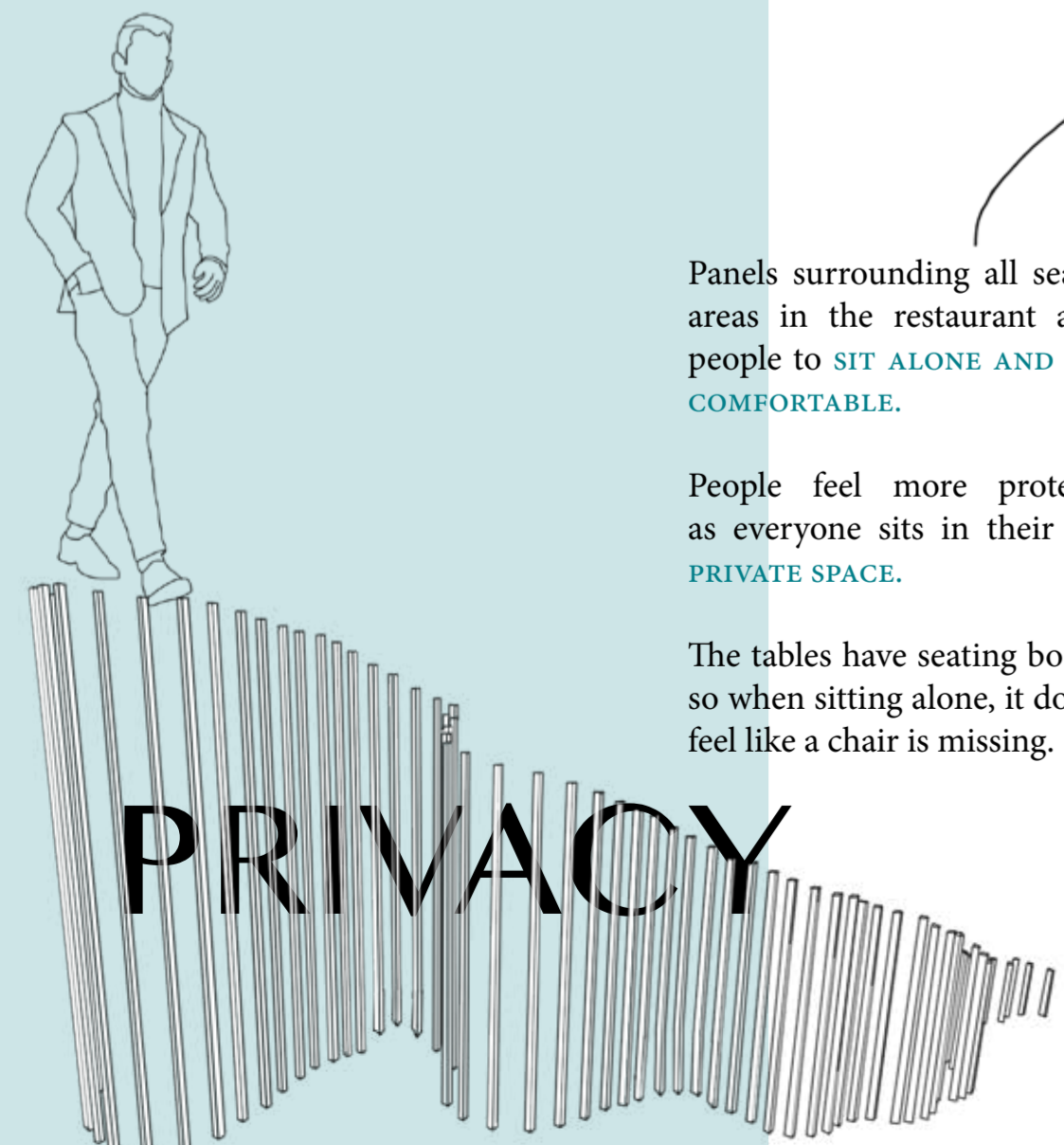
Panels surrounding all seating areas in the restaurant allow people to SIT ALONE AND FEEL COMFORTABLE.

People feel more protected as everyone sits in their own PRIVATE SPACE.

The tables have seating booths, so when sitting alone, it doesn't feel like a chair is missing.

PRIVACY

THE RESTAURANT:
-The booths in the restaurant mean that groups of people CAN SIT ALONE OR IN GROUPS.

THE SPA:
-The right side of the spa is much more open, with GROUP SEATING areas and daybeds, which are much LESS ENCLOSED.

MODULAR FURNITURE IN THE BAR:
-this allows for people to choose to sit FACING ANY DIRECTION.
-They can choose to either sit in groups and SOCIALISE or sit alone.

SOCIAL SPACES