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Post-Covid Cultural Tourists' Preference of Hotels in Coventry

Research
Report

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Part I:

Abstract

1.1 Introduction

As a design student at Coventry University, I had a module related to Coventry's history, culture and future goals. In my opinion, Coventry is an attractive and worth-traveling city, which consisted of historical buildings, museums, cultural events and fascinating parks. Before the pandemic, the number of Coventry visitors was increasing. In 2021, Coventry was chosen as the city of culture, so tourists are expected to come back after lockdown. However, less good quality and unique hotels were found near the city center. That is hotels in the future will be in short supply. I wonder how can interior design contribute to the post-covid revival of hotels in Coventry for cultural tourists? How to implement city cultural elements in hotels' interior design?

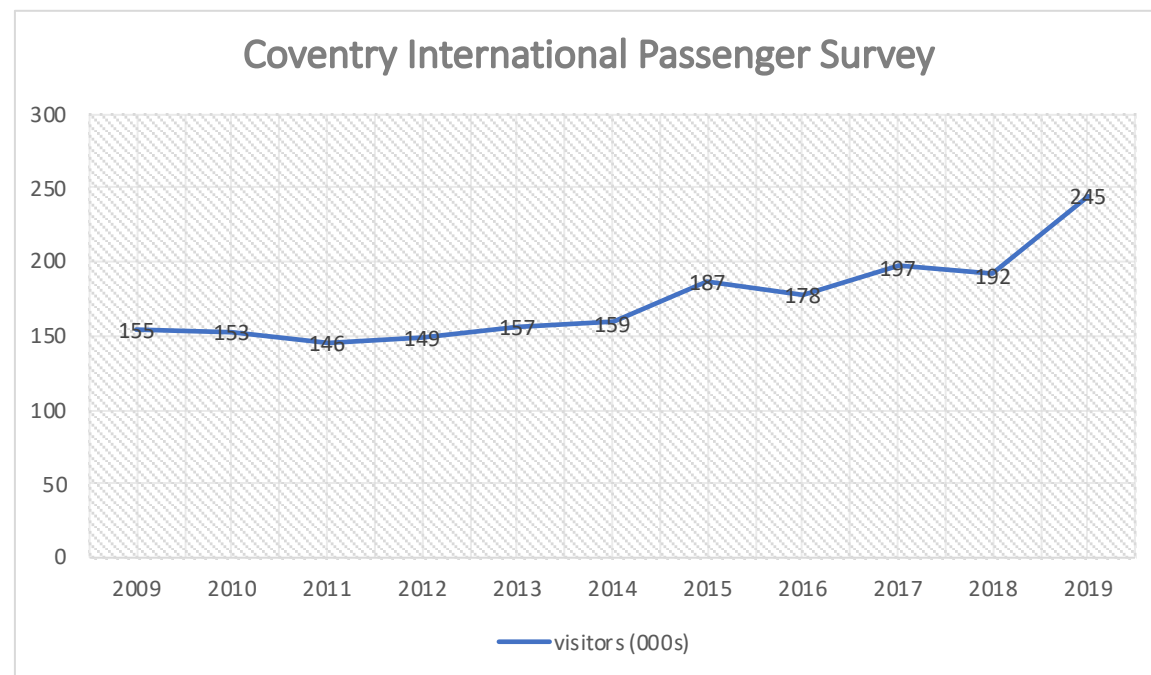
1.2 Research Direction

My research focuses on two aspects. First of all, I did some research to understand Coventry tourism background and future to know what appeals to them the most. As the result shows, the majority of them are cultural tourists of different ages, who want to visit the Cathedral and other buildings, and know more about culture and history through walking around the city or chatting with local people. It is said that people will focus on domestic travel or short-distance travel in recent years, so my research will be based on European cultural visitors' preferences. Secondly, the hotel design trend after the pandemic will be discussed. Hoteliers are trying to let people being willing to stay overnight in hotels after the pandemic. As the case study shows, guests care more about cleanliness and health when they decide on the hotel these days. Therefore, several aspects include cleanliness, technology, interior design, well-being and food services are going to change with time. My aim is to find out a design direction for a post-covid Coventry city cultural hotel to boost tourism. The resources in this report are second hand include online articles, data and thesis.

Part II: Research Stage

2.1 Past and Future

As the statistic from Coventry city council showed, the number of Coventry tourists, including domestic and overseas, is increasing every year. In 2019, dramatic growth in the number of people visiting the city happened. There were over 10 million visitors compared to 8.9 million in 2016, which brought great benefits to the economy.



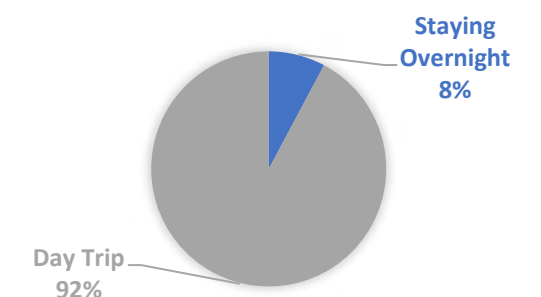
However, due to the Covid-19, the hospitality and the food sector faced a big challenge, since they have to follow the social distancing guidance. Nevertheless, the pandemic was stabilizing during the spring of 2021. UK City of Culture, which is a competition run by the Department of Digital, Culture, Media and Sport (DCMS) every four years. This time, it started in May 2021 in Coventry. Chances are, more and more visitors will come back to Coventry, as people traveled to visit all of the incredible events that the teams had organized (City of Culture Team, n.d.). Local businesses and companies play important roles to attract people to visit Coventry and stay overnight (Hunt, 2020). Also, more investors opening new businesses and more opportunities to support the local community, not just for the year but with a legacy that took on the challenge of "what happens next?" (City of Culture Team, n.d.). Therefore, 2021 is an important year for Coventry tourism.



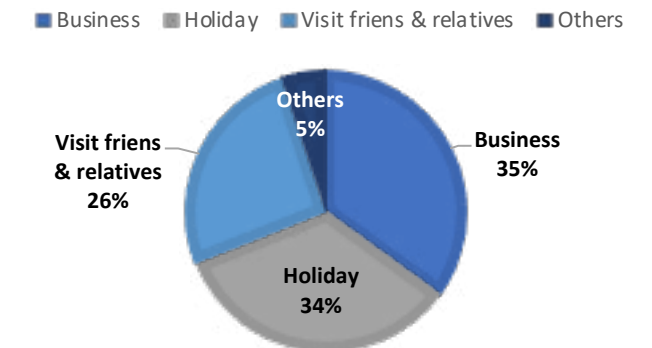
2.2 Coventry Tourism

Report from Coventry city council illustrated the economic impact of tourism. In 2015, about 7.8% of trips in Coventry were staying overnight, while others are day trips. The total staying spend of staying trips was £163,263,000, which accounted for 42% of total visitor spend. We can assume that their activities were near the city center most of the time. Speaking of the type of accommodation for visitors, over half of the accommodations are paid for, while others stayed in friends' or relatives' houses or second homes. Tourists had different purposes for visiting Coventry. The three majority purposes were business (35%), holiday (34%) and visiting friends and relatives (26%). There was no obvious travel seasonality of overnight visits in Coventry. Fewer visitors stayed during January only (King, 2015)

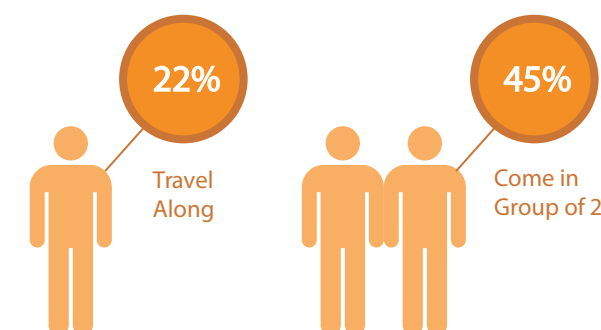
Coventry Visitors (2015)



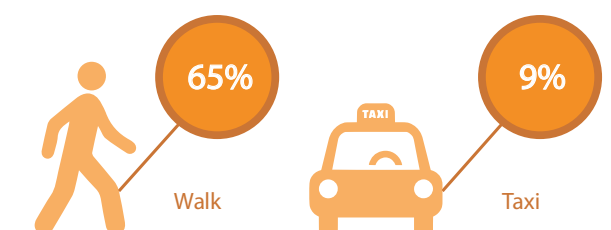
Purpose of Visit (2015)



Visitors to Coventry tend to come in groups of 2 with traveling alone.



The majority of them don't use public transport, while 9% of visitors use taxis (Robles, 2017).



There were not so many tourists stay in Coventry compare with some other cities. The average stay is 3 days. (including visiting friends and relatives data) One of the reason is that people do not know what Coventry offer. Regularly, advice was from friends and relatives, only 16% of Coventry visitors got the information from the website in advance, which means companies and governments can try to understand the potential market and work hard on marketing. Furthermore, the city's hotel stock has seen recent improvements but needs to grow its capacity and improve the range of quality and brands on offer if it is to realize its visitor potential. Research shows external perceptions of a limited range of hotel accommodation and the shortage of self-catering facilities (Neelands et al., 2017).

We can learn from Hull and East Yorkshire, the host of the UK City of Culture in 2017. There were 6.5 million tourists in 2019, which increased 15% from 2016. Compared to 2015 and 2017, the number of day trips has significantly risen 23%. There were 416000 overnight trips in 2017, which increased by 11% (Jones, 2018). We can expect that the number of Coventry visitors will gradually grow after 2021.

2.3 Accommodations in Coventry

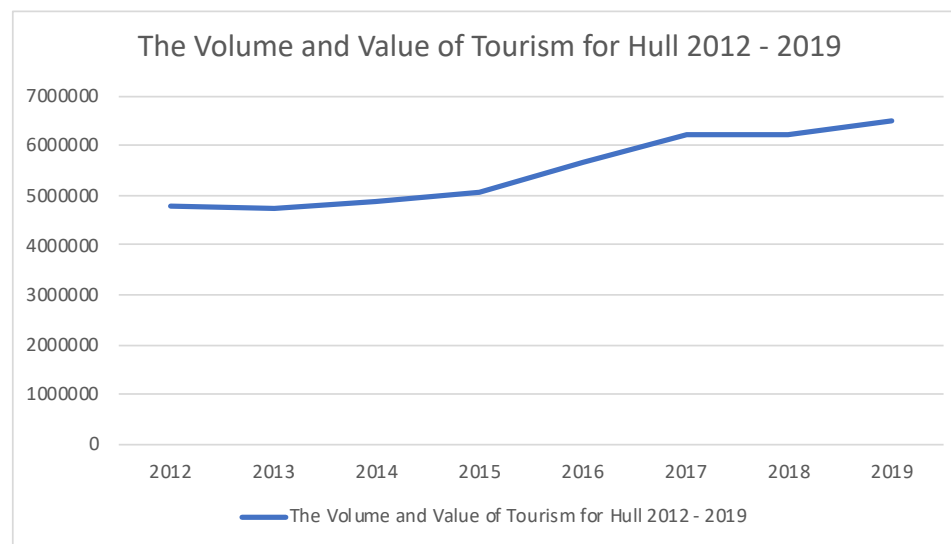
There are approximately 4700 rooms in the city of which 3500 are in hotels. Those accommodations include commercial hotels, resident hotels or apartment hotels, chain hotels, resort hotels and B&B. Although there are many accommodations in different types in Coventry, which still can't meet the demand. Before the pandemic, CoventryLive reported that it will need hundreds of more rooms due to the UK City of Culture in 2021. The research has revealed Coventry would need at least 250 new hotel beds. In 2021, a new four-star 100-bed themed hotel was open in the city center, which was the former Coventry telegraphy building (Mullen, 2017). In my study of hotels near the city center, several facts were found. Many of them are three-star hotels that offered basic services. However, they seldom do regular refurbishment, so some guests were not satisfied with the cleanliness and facilities. Last, few of the hotels are theme hotels or owned swimming pools. Overall, the quality of Coventry's hotels needs to be improved, and some more distinctive hotels should be built to attract upcoming tourists



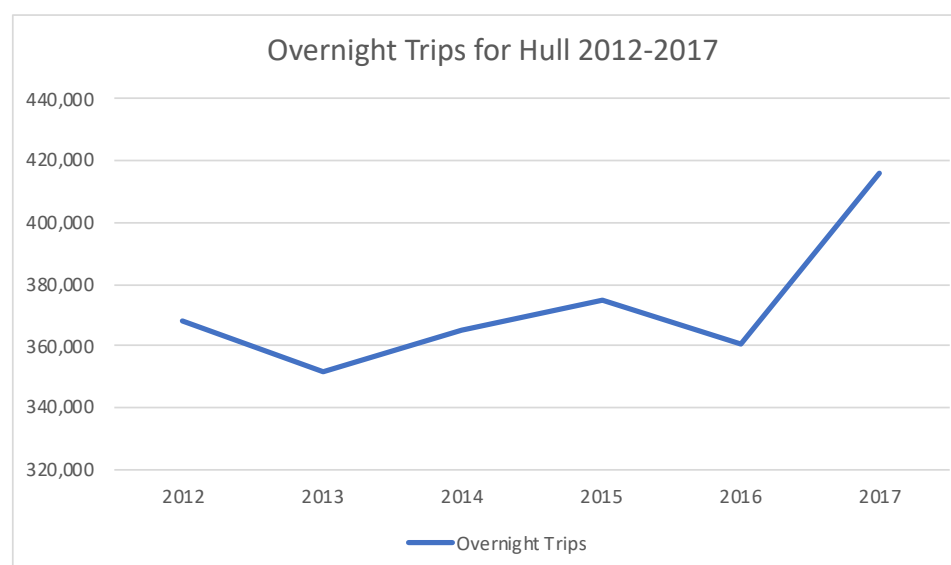
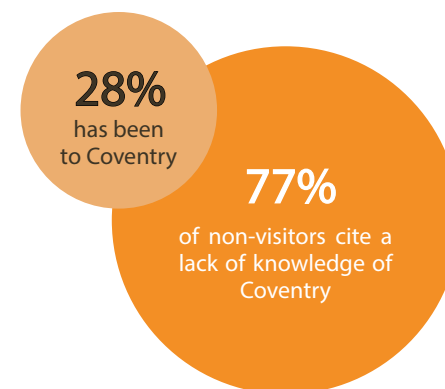
2.4 Tourist's Preferences

In total 51% of current visitors' main reason for a visit is cultural to an arts event, exhibition, or heritage attraction. National awareness of arts venues was low 11% Warwick Arts Center, 8% Herbert Art Gallery and 7% Belgrade Theater but they highly focus on the Cathedral (83%) and Transport Museum (19%) (Robles, 2017).

Cathedral	♥♥♥♥♥
Transport Museum	♥♥
Warwick Arts Center	♥
Herbert Art Gallery	♥
Belgrade Theater	♥



Early output from Coventry cultural strategy in 2017 has highlighted that:

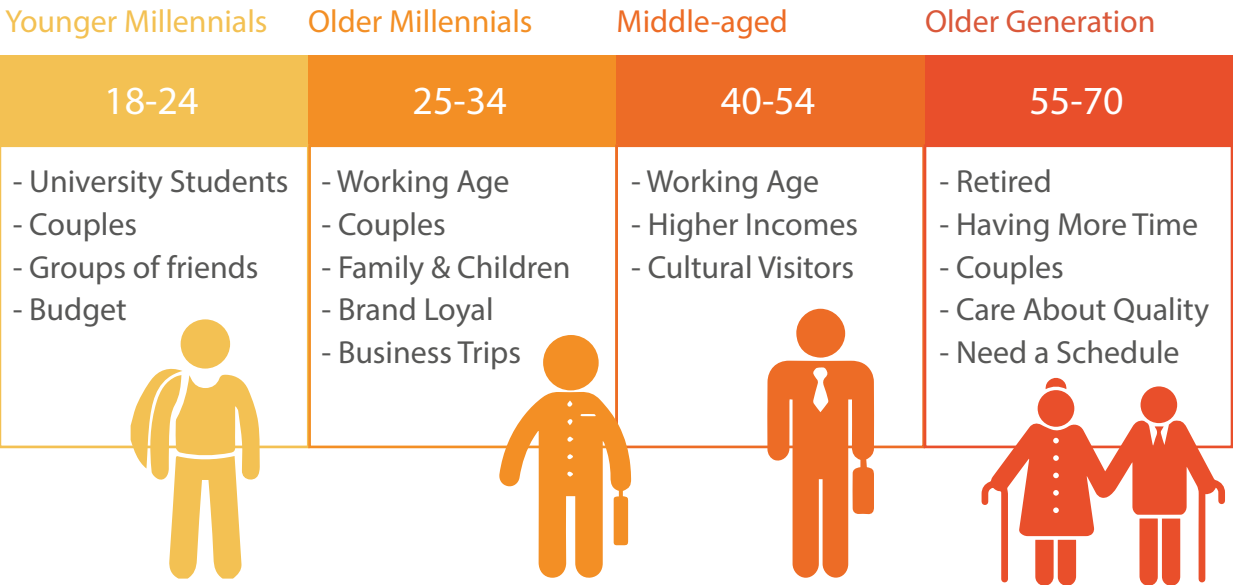


16% of Coventry visitors got the information from the website in advance



The average stay in Coventry is 3 days





Cultural visitors' preferences vary from age to age. Four age groups are going to be discussed. The first one is the younger millennials, 18-24 years old, possibly university students. This segment mainly consists of couples and groups of friends. They prefer hostels and budget accommodation close to bars and public transport (Tatti, 2015). Nighttime entertainment, sun and beach holidays might attract them (CBI, 2018). This group accounts for 18% of visitors in Coventry (Robles, 2017).

The second group is the older millennials, 25-34 years old, in the working age. This segment mainly consists of couples, family and children. They tend to spend more on travel and accommodation and have more brand loyal compare with younger millennials – 41% belong to a hotel loyalty program. Furthermore, they take significantly more business trips than younger millennials (Tatti, 2015). This group accounts for over 25% of visitors in Coventry. Around a third of millennials are interested in holidays with an emphasis on culture.

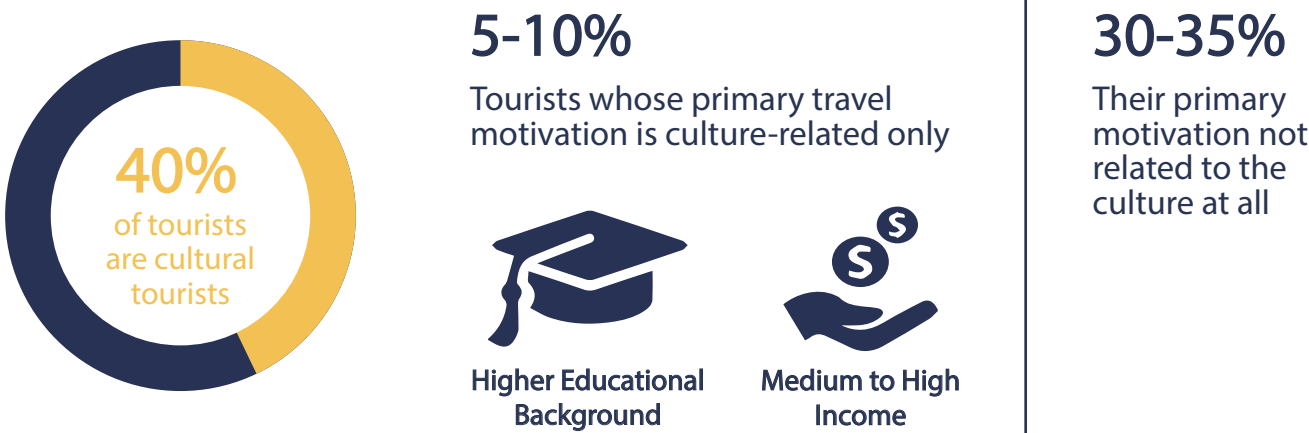
Third, the middle-aged, 40-54 years old, in the working-age with higher incomes. This is the largest segment of cultural visitors. Many members of this group are motivated, cultural tourists.



The last group is the older generation, 55-70 years old, retired. This generation generally has more time and money available than other groups. Due to the aging population, more and more people are in the segment. They value their annual long holiday and mostly travel in couples, with a full schedule of cultural activities. Quality is important to them. They look for comfort more than the other age segments. Hence, comfortable, high-quality (though not necessarily luxury) and quiet accommodations with sufficient medical support should be available. It is not convenient for them to move from places to places, so they prefer to live near the tourism sites, and they have wanted to achieve their "bucket-list travel". Older generation tourists also like to know what to expect during their holidays and be provided a detailed day-to-day schedule (CBI, 2018).

2.5 European Cultural Tourists

Cultural tourism is a huge opportunity and a growing trend. At least 40% of all tourists worldwide can be considered cultural tourists, and they tend to stay longer than regular tourists. The UK is the second-largest market for cultural tourism in Europe. Nevertheless, the COVID-19 pandemic caused a serious decline in international tourism. In the World Tourism Barometer and Statistical Annex 2021, recently published by the UNWTO in January of this year, most panel experts expect a rebound of international tourism in Europe in the third quarter of 2021, or by 2022. The cultural tourism market can be divided into two major groups. Tourists whose primary travel motivation is culture-related only makeup about 5-10% of all cultural tourists. These tourists are eager to learn, discover or experience local culture, social and environmental issues. They also might have a higher educational background, medium to high income. However, for the majority of cultural tourists, their primary motivation not related to the culture at all. They simply like to visit cultural attractions or enjoy culture as one of the activities they undertake to complement their trip (Molgo & ETFI, 2021).





Nowadays, cultural tourism is slowly changing into creative tourism. This means tourists expect more various cultural activities. They still want to see architectural and archaeological treasures, historic or heritage sites, monuments, landmarks, museums, exhibitions, national parks, wildlife sanctuaries, religious venues, temples and mosques. However, they won't focus on famous cultural attractions only (CBI, 2018). Instead, they prefer more personal, small-scale and authentic aspects of culture. For example, they can learn to cook local foods, craft their own souvenirs, learn cultural dances, walk around local farmers' markets or join festivals and events. Meanwhile, it offers cultural tourists the opportunity to get in touch with local people, which is important to European cultural tourists. They are interested in locals' ideas and opinions about everyday topics. Besides, local businesses can earn some money and learn about the market (Molgo & ETFI, 2021).

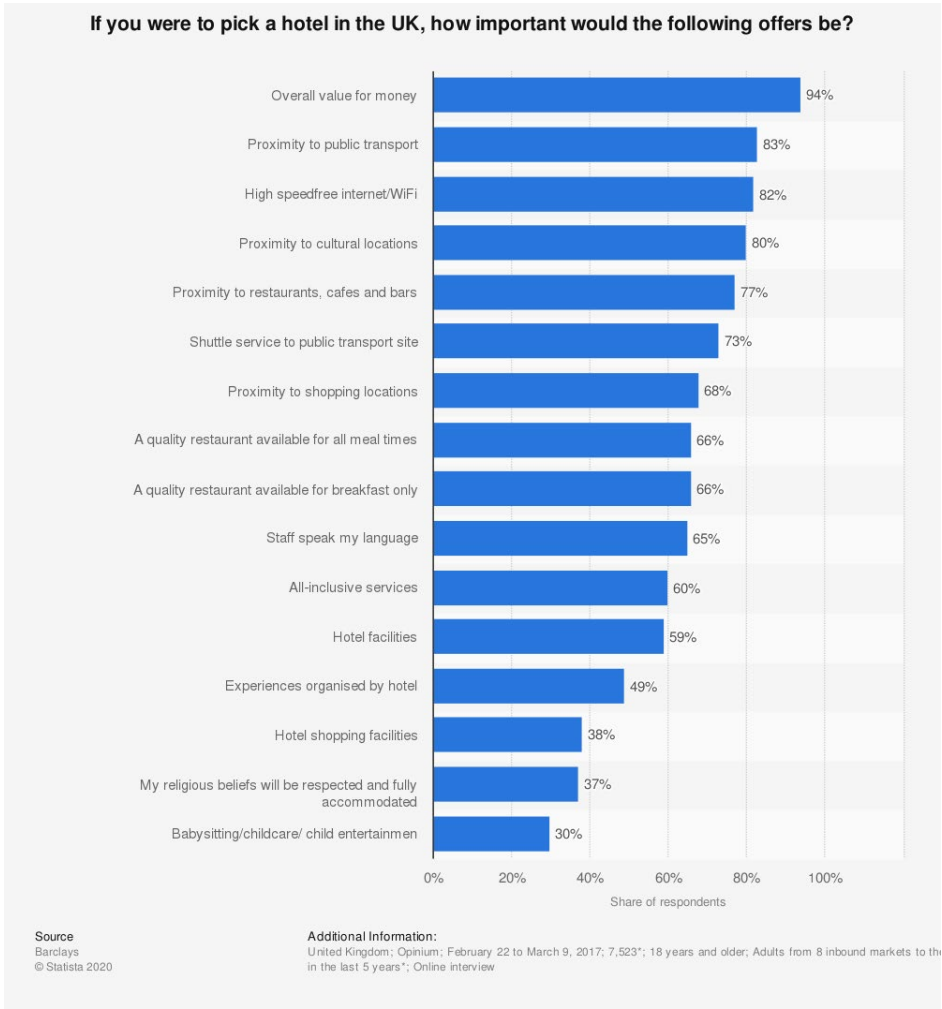
Take Revival Hotel for example, which is a historic cultural hotel based in Baltimore, US. It collaborates with local businesses and offers different kinds of packages. Visitors can find local arts in the guest rooms and public spaces. They can also enjoy local food at the harbor or a local neighborhood park. Furthermore, Revival Hotel offers spaces to local businesses in order to raise money for nonprofits. Meanwhile, guests can learn more about this community through the services and products (Downtown Baltimore Boutique Hotel | Hotel Revival | Hotels Near Johns Hopkins Hospital, n.d.).

2.6 Factors Influencing Selection of Hotel

When visitors decide to stay overnight in other cities, they might need accommodation. There are several factors influencing their selection of hotels. According to the survey in 2017, the factors international respondents are most concerned with when choosing a hotel to stay in the UK include the overall value for money (94 percent) and proximity to public transport (83 percent). The availability of a high-speed free WiFi connection was also a major factor for 82 percent of respondents. Other factors such as proximity to cultural locations, services, hotel facilities and experiences organized by hotels are also mentioned (S. Lock, 2020). It is said that visitors care more about hygiene (social distancing policy), privacy, location and level of services after the pandemic. Wellness and health will be more crucial than promotion and price for them. Therefore, hoteliers should pay more attention to these aspects to make consumers more confident (Lertsansern, 2020).

2.7 Future of Hotel Design

As the significant impact on the tourism and hospitality industry due to the pandemic, people started to think about how can hotel design contribute to the post-covid revival of hotels. Hotel-related operators have listed several latest trends in the hotel industry.



Cleanliness

It is mentioned in the previous paragraph, that cleanliness will be the key point of visitors concerning when choosing the hotel after the pandemic. Knowing a room is clean is no longer enough for guests. Knowing it is cleaned, sanitized and disinfected is the new expectation. Guestrooms and public areas will be cleaned, sanitized and disinfected with hospital grade chemicals, and electrostatic cleaning regimes. Seals will be applied to guestroom doors, displaying a tangible reminder of the new cleaning regime for the guest. Housekeeping teams will be more vital and aim to make hotels safer and more reliable (Mooney, 2020). Besides, UV-C disinfection is predicted to be used more often in hotels, which can destroy up to 99.99% of the surface and airborne pathogens, including the virus that causes COVID-19 (Harker, 2021).

Technology

To achieve the goal of facilitating the immediate focus on cleanliness and hygiene, the essential hotel amenities in a guestroom are becoming increasingly digital. Guests want concierge services or temperature controls at the push of a button (or tap of a finger), and voice-activated controls are expanding (Hollander, 2021). Room collateral will disappear in favor of digital apps. High touch areas such as door handles, elevator buttons, toilet flushes and light switches will be replaced by a sensor or gesture-operated tech (Mooney, 2020). These innovations can be implemented in rooms to give guests a better experience, also reduce the chances of physical contact with devices. For example, digital controls for temperature, light, and power, that can be adjusted and programmed with the tap of a finger from a smartphone or other device. Moreover, self-service markets and check-in pods allow guests to quickly purchase necessities and check-in, which save on staffing costs and remain socially distant (Hollander, 2021). This will give people more confidence to travel after covid.



Sensor



Digital Control



Self-service

Interior design

The disease has a habit of impacting architecture and design through the ages. Covid-19 is likely to have a similar impact on the design of hotels for the 21st century. Because of the social distancing guidelines during the pandemic, some changes might happen through interior design. The density in the hotels will be lower, and circulation space



In 2015, CHASE Walker Hotel is the first unmanned self-service hotel in Taiwan, which is located near Fengjia Night Market. This hotel pioneered a fully automatic check-in service. Guests can make their own reservation, accommodation or check-out at the machine on the ground floor. And there are 24-hour remote customer service, security management and Taiwan tourist attractions consultation. There is a robotic deposit luggage system that allows people to store luggage before check-in. As long as customers order night market food with their mobile phone, a robot will help deliver the food to the door of the room (CHASE Walker Hotel, n.d.). Before the epidemic, the housing rate was as high as 90%, and even during the epidemic, it could be maintained at 60%. It is said that "unmanned hotel" predicts the future business model of small and medium-sized hotels (Wang, 2020).

will increase. Furthermore, biophilic design, acoustics and sensory experiences will be taken into consideration to benefit people's mental health. Guests expect more connections with outdoor nature to feel psychologically safer (Mooney, 2020). For example, lobbies filled with plants and guestrooms with floor-to-ceiling windows (Hollander, 2021). A significant increase in outdoor, natural space, whether open terraces on the ground floor or rooftop lounges and bars will become a necessity in redesigning hotels post-Covid-19 (Mooney, 2020).

Wellbeing

Nowadays, there is a significant growth in awareness about the benefits of health & exercise around the world, which will lead to a greater demand for fitness space and wellbeing facilities in hotels of the future (Mooney, 2020). Besides, travelers prefer having wellness goals, booking experiences that include healthy meals, fitness classes, meditation courses, or lifestyle coaching while traveling, rather than doing it before vacation (Hollander, 2021).

Food services

Food is always a key point in hotels. People tend to choose healthy food and sanitary surroundings. In the past, buffets are one of the biggest attractions of many hotels worldwide. However, visitors might not feel safe and secure after the pandemic, so buffets will gradually be replaced by new serving ways. Here are the solutions. Customers can order room services by apps or other devices, so they can enjoy meals without walking into the public space. Plus, pre-packaged individual meals and coffee-shop grab-and-go solutions can be implemented. Bars and restaurants can include some outdoor seats for the social-distanced reason (Mooney, 2020).



Part III:

CONCLUSION

The tourism industry is gradually recovering after lockdown. Coventry hoteliers should get ready for the upcoming travelers. In this study, we know that Coventry can be a popular sightseeing spot through Internet promotion. We can anticipate that the number of tourists increasing after the event "UK City of Culture" begins. More hotels are needed to meet the need. In the past, the majority of visitors only stayed in Coventry for a day visiting the hottest tourist attraction include the Cathedral and Transport Museum. They tended not to stay too far away from the city center. Therefore, my project is designing a cultural city hotel near the city center. My aim is to provide an economic boost to the city, attract new visitors to Coventry and let people learn the story of Coventry.

In order to attract more people to spend the night in Coventry, it is crucial to hear the voices of customers and consider changes in travel demand (Ivanova et al., 2020). According to the study, Coventry mainly attracts cultural tourists, who are interested in arts events, exhibitions, or heritage attractions. As the times evolve, visitors prefer in-depth travel more. Such as learning to cook local foods or crafting their own souvenirs that offer an opportunity to meet local people who will catch their eyes. As I concerned, designing a well-prepared activity plan for hotel guests is vital. What do people do and how do they use the space will affect the planning of the hotel. Furthermore, part of the space in the hotel will be open to the locals to give people more opportunities to communicate.

Tourists of different ages have different concerns. Very likely, the older generation is willing to spend more on travel compare with the younger generation. They also have more interest in culture. On the other hand, young people prefer water sport or night entertainment more. For the hotel facilities, the elderly require high quality, comfortable and quiet rooms with sufficient services. Hence, if the hotel is for the older generation, it can be luxurious, classic, customized, high-qualified and spacious. Activities that can be provided to them are small group tours, exhibitions and reading. While if it's for the younger generation, it might be modern, cheerful, stylish, technological and lively. Their favorite activities can be parties or dining with friends.

Last, cleanliness, technology, interior design, wellbeing and food services will be taken into consideration. Sanitized equipment and self-service devices can be implemented in my project. For the public space, density will be lower, and more biophilic design and outdoor nature. About the restaurant and other dining areas, seats and pick-up areas need to be rearranged according to the service way.

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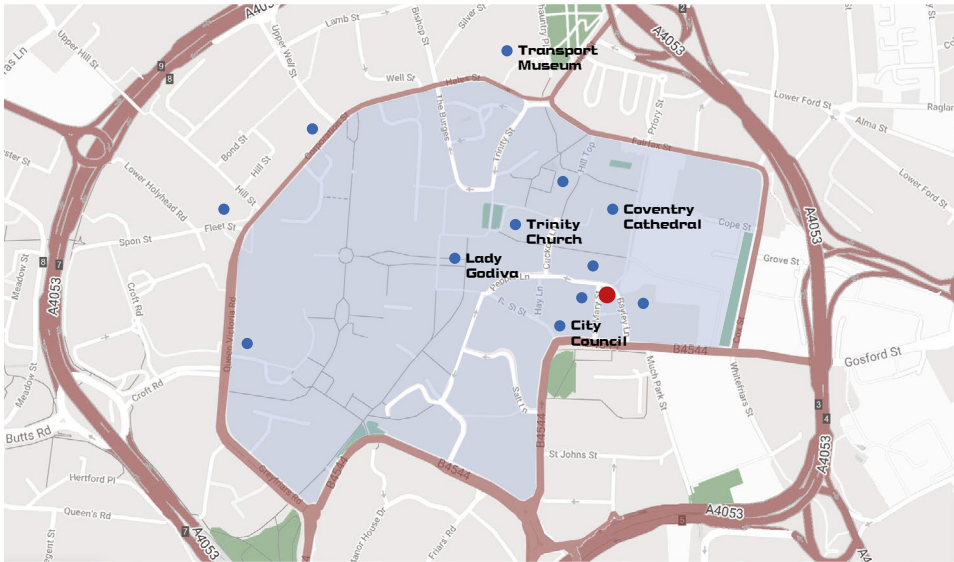
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DESIGN BRIEF

Project Title
Time Capsule Hotel

Location
Drapers' Hall, next to the Coventry Cathedral Ruins, near city center



- Attractions
- City Center (Pedestrian Only)
- Draper Hall
- Green Area
- Main Road

Building Background
Drapers' Hall is a Grade II* listed building, which is in the heart of Coventry's cathedral quarter, with the medieval St Mary's Guildhall adjacent and the iconic Cathedral Ruins opposite. It was built for the Drapers' Guild in 1832 by the Drapers' Company. The basement of the building was used as an air raid shelter for 200 people during the Second World War. Historic Coventry Trust plans to restore and adapt the hall to create a classical music education and performance venue, primarily for young people (The Prince's Foundation, n.d.). The total area is 1340 m2.



Existing Building Features
This building is in Greek Revival style. The undercrofts contain cellars and wonderful Victorian kitchens. There is a lovely ballroom with orchestra balcony and mirrored walls. There are some stunning ceiling lights. Due to diligent maintenance, it remains intact and almost unaltered from its Victorian heyday – a time capsule to the past (Coventry Society, n.d.).

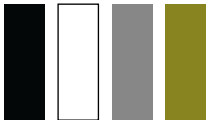
Existing Building Interior Color
Brown, pink, pink blue



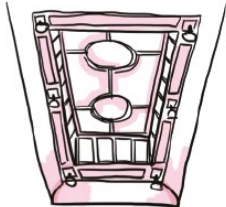
Existing Building Exterior Material
Red bricks, white cement

Branding Story
During the World War II, this is a shelter for people to avoid bombing. Nowadays, people also bombarded by many annoying things. We offer a shelter with capsule for those who want to escape from hustle and bustle. As time goes by faster and faster. This is also a place to forget about time and immerse yourself in a different world to learn new things or make new friends.

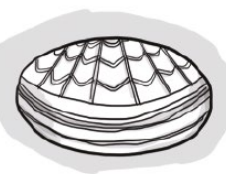
Branding Color
Black, white, gray and gold



Branding Texture
Transparent, matte, silver



Ceiling Light



DESIGN BRIEF

End-User

1. Target Users:

25-39 European come in 2 or more, including male and female. They are interested in Coventry culture and listed building.

- Schedule:

Check-in -> Put the luggage -> Walk around the city -> Cooking Class -> Drink in the bar -> Shower -> Sleep -> Breakfast -> Check out



2. Staff members: 6

(1 Reception staff, 2 housekeepers, 1 bartender, 2 cooks)

3. Locals:

Local people can come and enjoy the drinks in the bar or join the baking lesson.

Clients:

Drapers’s Hall belongs to Coventry City Council. The renovation scheme including Drapers Bar is under Historic Coventry Trust. This project is supported by funding from Alan Edward Higgs Charity, Arts Council England, Coventry City Council Cultural Capital Fund, Coventry Drapers, Foyle Foundation, Garfield Weston, London Drapers, The Prince’s Foundation, Swire Charitable Trust and Wolfson Foundation.



Goal:

- Provide an economic boost to the city and create an exceptional hotel with national appeal
- Offer unique experience to explore the culture in different ways
- Attract new visitors to Coventry and encourage guests to stay a bit longer
- Let people learn the story of Coventry by staying in the hotel
- Exhibit different kinds of Coventry art

Facilities

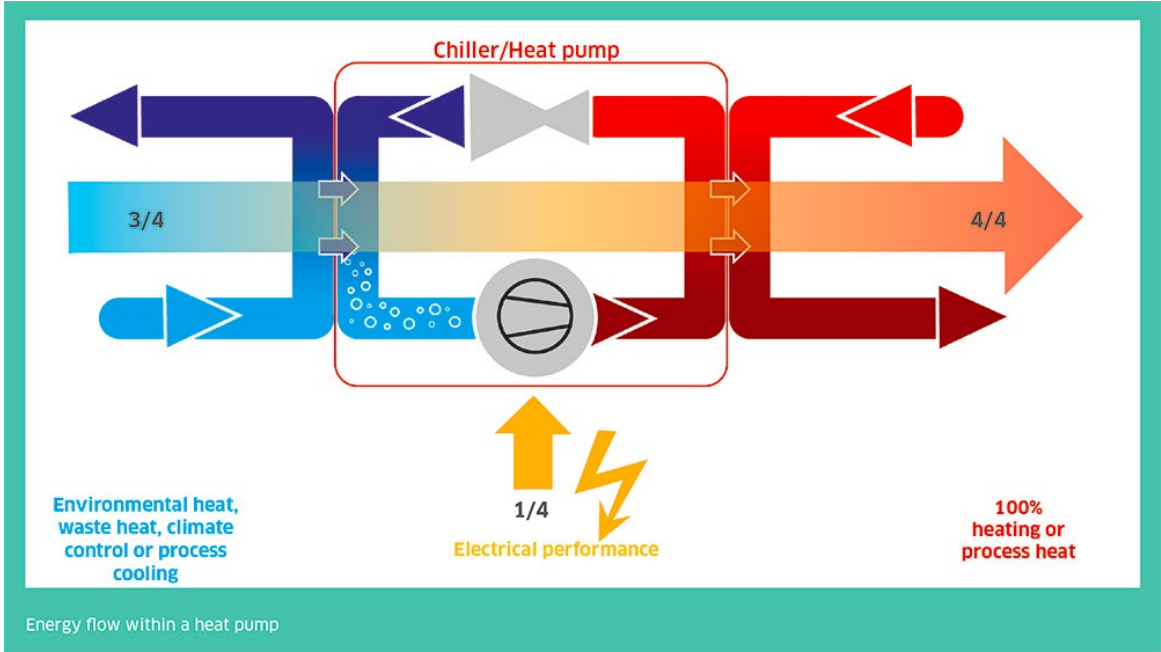
Space	Number/ Area	Capacity	Activities	Facilities
Lobby/ Locker/ Self-check in area	70.2m ²	15	Waiting, relax Check-in	Lounge Check-in machine
Reception	6m ²	3	Serving disabled Emergency case solving	Telephone
Restaurant/ Toilet	84.1m ²	18	Dining	Seats
Baking Room/ Dining Room	53.6m ²	30	Baking	Oven, table, storage
Kitchen/ Staff Room/ Toilet	28.1m ²	5	Serving Food	Stove, oven, meal outlet, storage
Café/ Bar	33.6m ²	10	Serving Drinks	Coffee machine, storage, refrigerator
Office/ Engine room	16.1m ²	3	Rest, administer	CCTV minitor, computer, security system, power control system
Toilet for Public	Male rooms Female room Disabled Storage Total: 31.4m ²	11	Toilet	Toilet, washbasin
Capsule Room*2	166.6m ² +89.3m ²	14	Sleeping	Bed, heater, TV
Shower Room/ Toilet	Toilet: 4.4m ² Male: 13.4m ² Female: 16.9m ²	Male: 3 Female: 2	Shower, make up, dressing	Washbasin, hairdryer, shower head
Lift/ Stairs	20.9m ²	12	Move between GF and 1F	
Guestrooms	Deluxe Suite: 3 (Disabled available: 1) Double Room: 4 (Disabled available: 1) Single Room: 1 Adjoining Rooms: 1 (3 Double Room) Total: 11 rooms	21		
Green Area/ Square/ Out-door dining area	880m ²		Walking, dining	Dining table, staircase, slope
Service Room*2	7.1m ²	2	Arrange	Shelf
Lounge	62.3m ²	10	Chatting, drinking	Armchair, table

DESIGN BRIEF

Other Facilities

1. Heating system

“All in one” CO2 heat pump will be implemented in the hotel, which has both cooling and heating functions. It can reduce greenhouse gas emissions, operational costs and the environmental impact (Smitt, 2020).



2. Ventilation system strategy

There will be the combination of natural and mechanical ventilation. The original windows will be remained, and more windows will be added to the expanded building and the ceiling.

3. Smart Device



Self check-in machine



Deliver robot



Fever detection machine



UV-C disinfection



Smart mirror

4. Circadian Light

Circadian lighting is a type of lighting system that mimics real sunlight down to the color, angle, and position, thus staying in tune with our natural circadian rhythms.



Design Objective

- Aesthetics
- Historic preservation
- Environment friendly, sustainability
- Biophilic

Design Look and Feel:

- Modern, excited, cheerful, stylish, futuristic
- Concise, streamlined, linear lights, black and white, geometric, organic curve



DESIGN BRIEF

Material

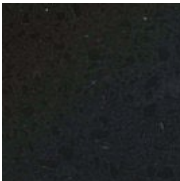
- Original bricks
- White: Artificial quartz slabs, white coated glass, porcelain tile, WBP plywood core wall panel, polished plaster, metal paint
- Black: Coating-Plaster, artificial quartz slab, quartz tile, PVC panel, laminate flooring, square steel
- Gray: Porcelain tile
- Transparent: Toughened glass panel
- Furniture: Veneered MDF, fiberglass, woven, velvet, lora fabric
- Acoustic: Absorption panel



Black Sparkle Quartz Tile
Size: 10mm x 300mm x 300cm
Finish: Gloss



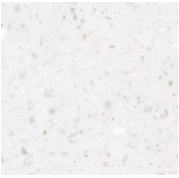
Wall Coatings-Plaster
Manufacturer: FRESCOLORI®
Color: Matt Black



Artificial Quartz Stone Slab
Color: Black Mirror
Brand Name: LIXIN



Veneered MDF
19mm Black Walnut



White Quartz Stone
Matt Chamomile Stone effect
Size: 3M x 600 x 6mm



WBP Plywood Core Wall Panel
Color: Natural White
Finish: Gloss



Black Laminate Flooring
FAUS Stone Effects
Finish: Ultra Matt



White Porcelain Tile
Size: 446 x 446mm
With a gloss finish and a marble effect

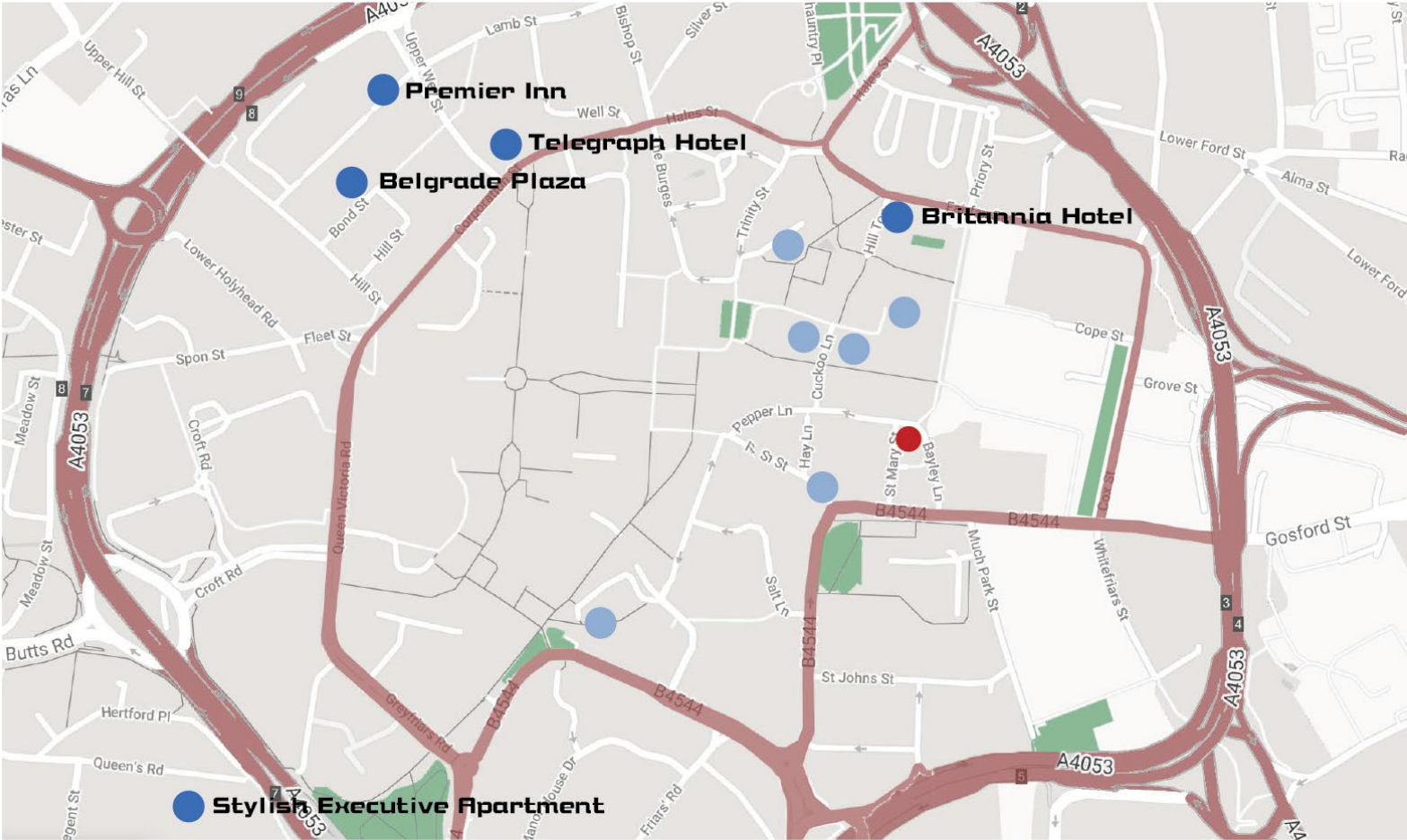
Indoor and Outdoor Environment

- Nature light and wind from the window
- Heating and ventilation system will keep the interior comfortable
- In Coventry, the summers are short, comfortable, and partly cloudy and the winters are long, very cold, windy, and mostly cloudy. Over the course of the year, the temperature typically varies from 2°C to 21°C and is rarely below -4°C or above 27°C.
- Next to the building is a green area, which offer a place for people to enjoy sunlight

User Experience

- The concept of “contrast” is implemented in the space. For example, old building against new materials, rough against smoothness, light against dark.
- People can see the original structure and materials combine with the new, bright and clear materials and furnitures.
- Fun and curve elements can bring out a joyful ambiance. Perspectives at different heights can bring out excitement.

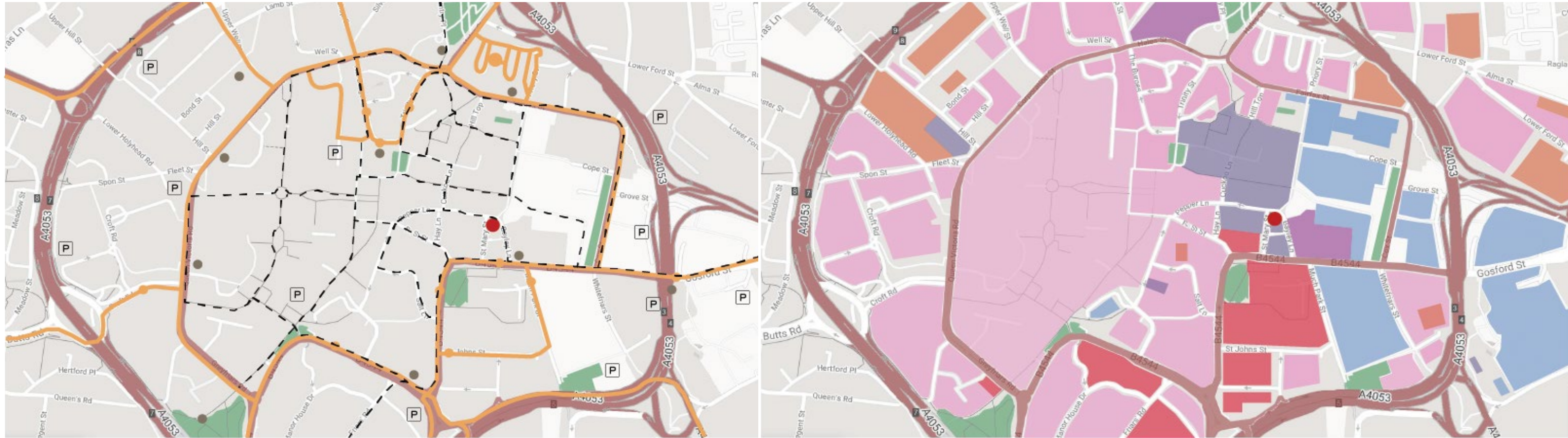
LOCATION ANALYSIS



Hotels

- Attractions
- Rir B&B
- Draper Hall
- Green Area
- Main Road

LOCATION ANALYSIS



Transportation

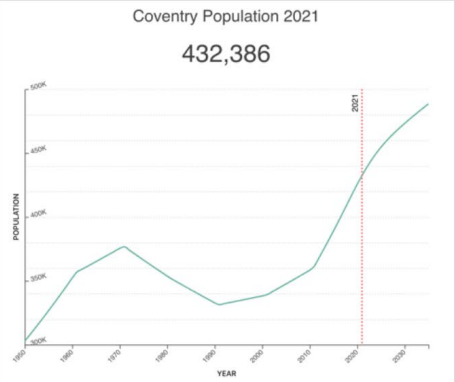
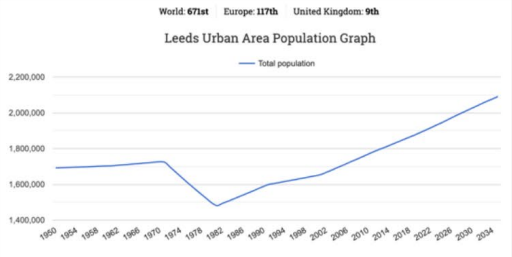
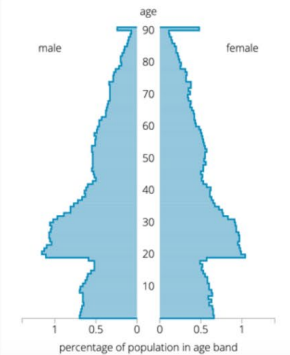
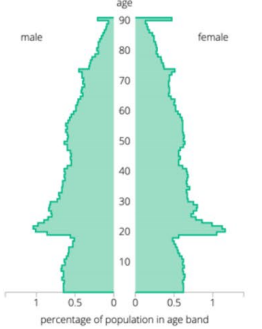


Functional Division

COMPETITORS

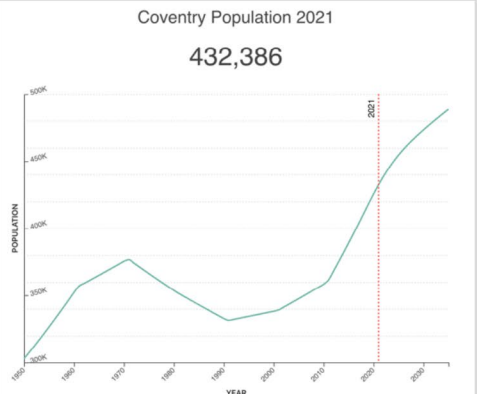
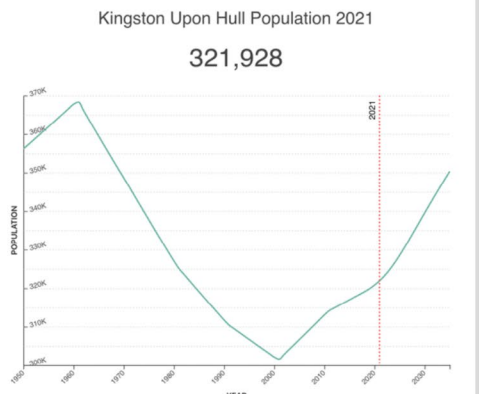
Competitors	Museum	Train Station	Price	Offer	Target Users
Canal View Homestay ★★★	13 mins walk	6 mins by car	£55	Parking lot Kitchen	Short stay Travelers
Britannia ★★★	3 mins walk	6 mins by car	£28	24H Reception / Pets allowed Barrier Free / Meeting room Restaurant & Bar / Room service	Low budget
Telegraph Hotel (2020 newest)	4 mins walk	15 mins walk	£57	Rooftop bar / Flexible events space Restaurant / 24H Room service Forme & Chase all-day dining / Accessible rooms	Young people looking for nightlife Higher budget
Hotel ibis Coventry Centre ★★★ (Chain)	15 mins walk	10 mins walk	£44	Parking lot / Restaurant & Bar 24H Reception / Children friendly Laundry / Barrier Free Pets allowed / Meeting room	Young people Loyal to the brand
Premier Inn Coventry City Centre ★★★ (Chain)	17 mins walk	14 mins walk	£63	Parking lot / Children friendly 24H Reception / Barrier Free Restaurant & Bar	Business Loyal to the brand Higher budget
Belgrade Plaza ★★★	7 mins walk	4 mins by car	£79	Restaurant / Bar	Business Short stay

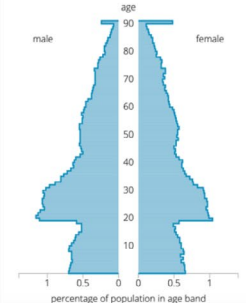
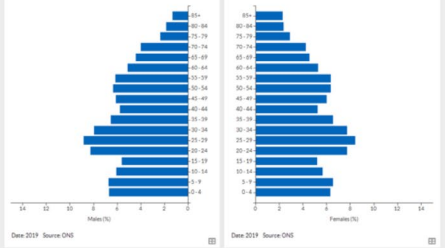
CITY COMPARISON

	Coventry	Leeds
Population	425566 (2020), 418347 (2019) Male: 50.8% / Female: 49.2% 	824466 (2020), 818085 (2019), Male: 49.1% Female: 50.9% 
Student Number	8.1 percent of the total population (2019) =33886	70000 (2018)
Area	98.65km ²	551.7km ²
Ethnic group	White: 73.83% Asian: 16.29% Black: 5.61% Mixed race: 2.6% Arab: 0.64% Other ethnic groups: 1.05%	White: 85.0% Asian: 7.7% Black: 3.5% Mixed race: 2.7% Arab: 0.5% Other ethnic groups: 0.6%
Religion	Christian (53%) Sikh (5%) Muslims (7.5%) Hindu (3.5%) no religion (23.2%)	Christian (55.9%) Muslims (5.4%) no religion (28.2%)
Age Group	 0-19 (23.5%) 20-59 (54.9%) 60+ (20.8%) Average Age:39	 0-19 (24.3%) 20-59 (55.7%) 60+ (20%) Average Age: 38.1

CITY COMPARISON

Number of tourists	10m (2019)	30.42 m (2019)
Tourism industry jobs	9284 (2015)	20000 full time (2017)
Listed buildings	400	3300
Number of hotels	4700 rooms	105 hotels 10074 beds

	Coventry	Hull
Population	425566 (2020), 418347 (2019) Male: 50.8% / Female: 49.2% Coventry Population 2021 432,386  Growth: 1.60%	320825(2020), 319883 (2019), Male: 50.5% Female: 49.6% Kingston Upon Hull Population 2021 321,928 
Student Number	8.1 percent of the total population (2019) =33886	20000 (2018)
Area	98.65km2	71.45km2
Ethnic group	White: 73.83% Asian: 16.29% Black: 5.61% Mixed race: 2.6% Arab: 0.64% Other ethnic groups: 1.05%	White: 94.1% Asian: 2.5% Black: 1.2% Mixed race: 1.3% Minority Ethnic: 10.3% Other ethnic groups: 0.8%
Religion	Christian: 53% Sikh: 5% Muslims: 7.5% Hindu: 3.5% no religion: 23.2%	Christian: 54.9% Sikh: 0.1% Buddhist: 0.3% Muslims: 2.1% Hindu: 0.2% Jewish: 0.1%

		Other: 0.3% no religion: 34.8%
Age Group	 0-19: 23.5% 20-59: 54.9% 60+: 20.8% Average Age:39	 0-19: 24.4% 20-59: 55.2% 60+: 20.3% Average Age: 41.2
Number of tourists	10m (2019)	6.5 m (2019)
tourism industry jobs	9284 (2015)	7529 (2020)
Listed buildings	400	473

ETHICAL APPROVAL

How can interior design contribute to post-covid revival of hotels in Coventry for cultural tourists?

P119896



Certificate of Ethical Approval

Applicant: Chang-Shing Li
Project Title: How can interior design contribute to post-covid revival of hotels in Coventry for cultural tourists?

This is to certify that the above named applicant has completed the Coventry University Ethical Approval process and their project has been confirmed and approved as Low Risk

Date of approval: 22 Feb 2021
Project Reference Number: P119896