

New Article Shows Why Hotel Concepts Should Start With Data, Not Instinct

Human Centric Group explains how hotels can build sharper concepts by combining data, psychographics, fieldwork and execution.

LONDON, GREATER LONDON, UNITED KINGDOM, June 2, 2026

/EINPresswire.com/ -- [Human Centric Group](#) has published a new article by Matteo Rinaldi, adjunct professor at Luiss Business School and co-owner of the London-based boutique branding agency, exploring why successful hotel concept development must begin with rigorous analysis, not creative instinct alone.



Human Centric Group's new article by Matteo Rinaldi explains why successful hotel concepts should be built through data, psychographic insight and market immersion, not instinct alone.

The article, titled "[How to Create a New Hotel Concept](#)," argues that the hospitality industry is moving beyond rooms, rates, and amenities. Travellers are increasingly looking for experiences that feel meaningful, memorable, and emotionally precise. For hotels, this means that concept development can no longer rely only on location, design taste, or founder intuition.

“

Great hotel concepts are not born from instinct alone. They come from understanding people deeply, then turning that insight into decisions.”

Matteo Rinaldi

According to Rinaldi, the starting point should be a more practical business question: where is the money? In other words, which types of guests offer the strongest commercial potential for a specific destination, property, and positioning?

The article shows how large-scale data sources, such as [GlobalWebIndex](#), can help developers and operators understand who travels to a destination, who could be persuaded to travel there, what they value, how they spend, and how they can be reached. This allows hotel brands to move from generic audience assumptions to sharper, evidence-based choices.

However, the article also warns against reducing travellers to demographics. Age, income, and nationality may describe people, but they do not explain why they travel or what they want to feel. This is why Human Centric Group's methodology places strong emphasis on psychographic segmentation: grouping people by motivations, values, emotional needs, and behavioural patterns.

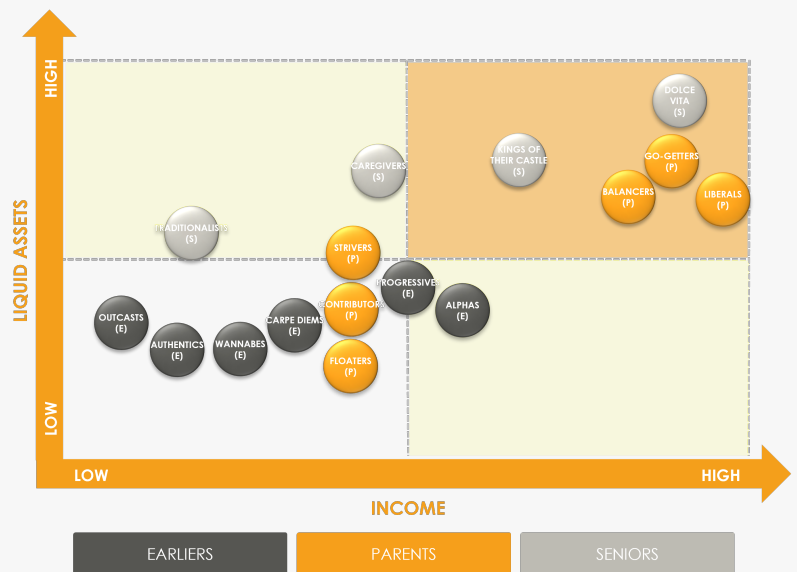
The result is not abstract data. It is a clearer understanding of human demand. One guest may seek status and visibility. Another may seek restoration and privacy. Another may want social energy, local discovery, or creative inspiration. Hotels that treat these needs as interchangeable often create concepts that look attractive but fail to feel distinctive.

The article also stresses the importance of combining data with field immersion. Competitive visits, guest observation, staff conversations, and destination experience help identify not only what is already available, but where the real opportunity for differentiation lies. In Rinaldi's view, the strongest concepts emerge when quantitative evidence and lived insight are brought together.



Matteo Rinaldi, co-founder of Human Centric Group, adjunct professor at Luiss Business School, and author of two bestselling books on marketing.

 Who has the highest financial means?



Mapping US traveller segments by income and liquid assets helps identify which audiences offer the strongest commercial potential for a new hotel concept.

From there, the article outlines a practical framework for translating insight into a hotel concept. This includes defining what the hotel stands for, what it does not stand for, which experience territories it should own, and how these territories can shape everything from spaces and services to rituals, communication, and staff behaviour.

For journalists and industry readers, the key takeaway is clear: a hotel concept is not a

moodboard or a marketing slogan. It is a decision-making system. When built properly, it helps investors, developers, and operators decide who to attract, what to design, how to communicate, how to train staff, and why guests should return.

The article identifies three critical areas where a concept must come to life:

First, the digital presence, where the story must be coherent before the guest arrives.

Second, the on-property experience, where every detail should reinforce the same narrative.

Third, the people, because the staff is not simply delivering service. They are the most powerful expression of the brand.

Rinaldi's perspective is especially relevant at a time when many hospitality projects compete through visual style, luxury cues, or "Instagrammable" features. The article suggests that these elements can be valuable, but only when they are rooted in a clear understanding of the people the property is designed to attract.

A successful hotel concept, the article concludes, is not created by chasing trends. It is created by identifying demand, understanding people deeply, finding a distinctive market space, and translating that insight into consistent execution.

The full article is available on the Human Centric Group website.

About The Author

Matteo Rinaldi is a Senior Marketing Strategy Consultant and Co-Founder of Human Centric

BALANCERS
"Finding stability while enjoying life without excess"

DEMOGRAPHICS

- Balanced gender distribution (Male 48%; Female 52%)
- Strong presence of **full-time workers** (62% vs 39% pop average)
- Over-indexed in **high income** (42% vs 29%) and liquid assets (high savings / investments 35% vs 25%)
- Reflect a **stable, financially** established and working population profile.

VALUES

- Interest towards the environment** is above average (50% vs 40%), although it does not always translate into action ("I always try to recycle" 44% vs. 46%)
- Creative** and **very fashion-conscious** (40% vs. 18%), they love to **stand out with their look**
- Believe more in **personal success and meritocracy** than **equity** and unscrupulous welcoming of all, despite not dramatically below average

SEGMENTS INSIGHTS

- Combine a strong orientation toward taking risks (46% vs 25%) with a need for structure and predictability.
- Show **above-average** potential to become ambassadors, with higher incidence of opinion leaders (38% vs 20%) and content sharing (36% vs 24%)
- Love being the **first to try new things** (54% vs. 23%) and often **buy things impulsively** (40% vs. 30%)
- Very **modern and up-to-date** with the latest technology trends and news (55% vs. 25%)
- The most **social and outgoing** segment of the parents life-stage (62% vs. 37%)

TRAVEL

- Almost 30% of them takes **3 international vacations per year**, of which at least one overseas (long-haul flight of minimum 6 hours)
- Differently from the British "cousins", American Balancers are, among **modern parents**, the ones who are **more willing to travel (also) without kids**, taking the time for a romantic escape with the partner
- Prefer quality hotels and are willing to pay extra for both the accommodation (40% vs. 21%) and all the services they can enjoy there (25% vs. 15%)
- Only a quarter of them enjoys coming back to the same place, while the vast majority changes destination every year.

EXPERIENCE TERRITORIES

- CURATIVE WELLNESS**: A destination primarily focused on therapeutic benefits, where the stay plays a central role in enhancing health and wellbeing.
- FUN TOGETHER**: Whether with family, friends, or as a couple, the hotel facilities become a vibrant setting for shared, dynamic, and enjoyable experiences.
- INSTAGRAMMABLE COOLNESS**: A visually striking destination designed for memorable, shareable moments, where every corner becomes part of a curated social narrative.
- COWORKING & NETWORKING**: A dynamic space where professionals and creatives connect, collaborate, and inspire each other, blending productivity with the energy of a destination that fuels ideas and meaningful relationships.
- PAMPERING & RELAXING**: A sanctuary for deep relaxation and indulgence, offering premium experiences that leave guests feeling renewed, cared for, and reconnected.
- AUTHENTICITY**: The harmony of authentic products, genuine human connection, and a place true to its essence.
- COUPLE ROMANCE**: An intimate escape designed for couples to rediscover connection and create meaningful moments, from quiet retreats to unforgettable proposals.
- ART**: A living canvas where creativity and culture merge, offering guests an immersive encounter with artistic expression, from local craftsmanship to curated installations that tell the story of a place.
- MIND & BODY WELLNESS**: A holistic space dedicated to restoring balance between body and mind, helping guests reconnect with their inner wellbeing beyond daily routines.
- EXCLUSIVE LUXURY**: A refined and elevated experience where every detail is designed to make guests feel unique — from bespoke services to seamless, high-end comfort.
- FINE DINING**: An elevated culinary experience where refinement, creativity, and attention to detail define a sophisticated and memorable dining journey.
- MUSIC**: A soulful dimension where rhythm and melody become part of the stay, creating moments of pure emotion through live performances, local sounds, and an atmosphere that resonates long after checkout.

Experience territories translate traveller insights into clear hospitality directions, from wellness and authenticity to fine dining, romance, music and social connection.

Group, with global experience driving double-digit growth for brands like Danone, Carlsberg, Revlon, PepsiCo, and Visa. Having worked across multiple continents, he specializes in leveraging cultural insights for impactful brand strategies. A passionate educator, Matteo teaches marketing worldwide, shaping future industry leaders. Previously, he worked with L'Oréal and Coca-Cola HBC. He is also a best-selling author in marketing.

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