

VanRooy Announces Enhanced Hospitality Interior Designer Services for Evolving Guest Expectations

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SANTA ANA, CA - December 17, 2025 -
VANROOY Design, a Santa Ana-based hospitality design firm, announces the expansion of its design psychology services to address shifting guest expectations in the post-pandemic hospitality landscape. The firm has refined its approach to creating immersive environments that balance operational efficiency with memorable guest experiences across resorts, hotels, restaurants, and bars.

The hospitality industry continues to navigate changing consumer behaviors that prioritize authentic, meaningful experiences over traditional luxury markers. Recent industry data indicates that 73 percent of travelers now seek accommodations that offer unique, locally-inspired design elements that tell a story. This shift has prompted hospitality brands to reimagine their spaces as destinations rather than mere stopping points.

VANROOY Design has responded to these evolving demands by integrating advanced design psychology principles into its project methodology. The firm's approach examines how environmental elements influence

guest behavior, from color psychology that affects mood to spatial layouts that encourage social interaction or provide intimate retreat spaces. This scientific approach to design helps hospitality brands create environments that resonate emotionally with guests while supporting operational goals.

"The hospitality industry has fundamentally changed in how it approaches guest experience," said Christine van Rooy, co-founder of the firm. "Design is no longer about aesthetics alone. Every element must serve a strategic purpose, whether that's increasing dwell time in restaurant spaces or creating Instagram-worthy moments that guests want to share. Our role is to translate these business objectives into environments that feel effortless and authentic."

The firm's portfolio includes work with major hospitality brands including Westin, Marriott, Sheraton, and Hilton, as well as boutique hotels and flagship restaurants nationwide. Each project demonstrates the firm's commitment to technical precision, ensuring designs meet stringent industry standards for durability, maintenance, and compliance while maintaining visual impact.

Recent projects have incorporated biophilic design elements, responding to growing guest demand for wellness-focused spaces. Natural materials, living walls, and daylight optimization have become integral components of the firm's design solutions. These elements address both aesthetic preferences and documented psychological benefits, including reduced stress and improved cognitive function.

For those interested in learning more about current hospitality design trends, Follow VANROOY Design on Instagram where the firm shares insights into ongoing projects and industry developments.

The company's project management expertise addresses common industry challenges including compressed timelines and budget constraints. By understanding construction logistics specific to hospitality projects, the firm helps clients navigate renovations while minimizing operational disruption.

"Hospitality design must anticipate future needs while solving immediate challenges," noted Jerry van Rooy, co-founder. "We're seeing increased demand for flexible spaces that can adapt to multiple uses throughout the day. A hotel lobby might function as a co-working space in the morning, a social hub in the afternoon, and an entertainment venue in the evening. This versatility requires thoughtful planning and precise execution."

VANROOY Design specializes in creating strategic, guest-centric environments for the hospitality industry. Based in Santa Ana, California, the firm provides comprehensive interior design, design psychology, and project management services to resorts, hotels, restaurants, and bars nationwide.

Visit us at the VANROOY Design website to explore the complete portfolio of hospitality design solutions.

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Vanrooy Design

We help bring your brand to life by designing purposeful, guest-focused spaces that blend psychology and aesthetics. Every detail is intentionally crafted to inspire interaction, strengthen loyalty, reflect your values, and support your operational goals.

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