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OUTLOOK

Signals and emerging patterns for reassessing risk, value, and experience.

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Sources:

Urban Land Institute | PwC — Emerging Trends in Real Estate® 2026;
Point2Homes; The Harvard Joint Center for Housing Studies (JCHS)
MB; Forbes; Twillo Segment; Harmony Healthcare; Nuvoodoo
MPB Health; International Energy Agency; WNS Priceline's 2026 'Where to
Next?' Report; Hotel Yearbook; Capital One Travel; Business Insider, Escalant;
YouGov Survey: Screen Time; Lodging Magazine: Why Travelers Are Craving
Authentic Experiences More Than Ever



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Uncertainty does not
define the future,
our actions do.



We believe the places and experiences we create drive real value, helping clients lead through intentional development that sets direction for the future and adapts over time.

– Scott LaMont, CEO + Principal

2026 will be the year intention replaces reaction. With economic uncertainty, rapid tech change, and evolving expectations, real estate leaders are taking a fresh look at their long-term plans. Instead of putting on the brakes, many are using this moment to think more strategically, focusing on creating places that are resilient, flexible, and genuinely centered on people.

Across all sectors, success will hinge on balancing intelligence with intuition. Data, forecasts, and emerging technologies will continue to shape decision-making, but they are no longer sufficient on their own. In a world defined by volatility, leaders are being asked to respond to change with clarity, judgment, and purpose.

The following perspectives are not predictions of what will happen next. Instead, they are signals and emerging patterns for reassessing risk, value, and experience. Together, they offer practical guidance on how to move forward with intention – shaping strategies that can adapt over time.

Real Estate

Consumer Insight: Living with Intention

For consumers, value is no longer defined solely by ownership or price point, but by flexibility, trust, and long-term quality of life.

Navigating Uncertainty

Currently described by Urban Land Institute as the 'fog', visibility in the real estate market is currently limited. Interest rates, inflation, trade policy, and immigration shifts are all in play, and there's no clear line of sight on what settles first. Rather than retreating, many real estate professionals are using this uncertainty to rethink portfolios and explore opportunities that may have once felt unconventional.

Investors are gravitating toward assets defined less by upside speculation and more by demand drivers. Data centers are becoming core holdings, while senior living, student housing, and medical offices remain reliable anchors. Meanwhile, marinas, education-focused facilities, and adaptive mixed-use spaces are drawing increased attention.

This quiet shift signals a broader lesson: sticking to what's familiar can be riskier than embracing thoughtful innovation in both assets and design.



Lustica Bay | Radovici, Montenegro



8 Vinhomes Central Park | Ho Chi Minh, Vietnam



“Cities that endure aren’t built on static solutions. They’re shaped around systems and spaces that *flex with daily life, adapt to stress, and remain functional and vibrant* through whatever comes.”

– Michael Batts, Principal

Reimagining Livability

In many places, rents and home prices aren’t just creeping up, they’re changing the rules entirely. Cities like Savannah, Kansas City, Colorado Springs and Tucson – once affordable alternatives to major population hubs, are suddenly under new pressure. People are moving differently, and those migration patterns are forcing communities to rethink what livability really means.

The growth of the rental market is meeting this demand head on. Inspired by the 15-minute city, where daily needs are just a short walk or bike ride away, build-to-rent and mixed-use neighborhoods are providing benefits people expect from homeownership. These communities offer walkable streets, amenities, and a sense of belonging while remaining accessible.

In housing, as in cities, success will belong to those who design for daily life and meaningful experiences, not just square footage.

Investing in Urban

Cities are often judged by how well they function under pressure. Growing density and environmental strain expose weaknesses in infrastructure, resource management, and the rhythms of urban life.

Systems and frameworks must be designed to bend without breaking, and it’s essential that public places are planned with purpose, not just efficiency, so that city life continues and improves as conditions change.

We’re seeing this influence shape where cities are investing, with more than 70 percent of U.S. municipalities prioritizing the essentials that allow cities to function, adapt, and endure. This renewed focus centers on the systems that make urban life possible – from streets and mobility networks to water, energy, and public spaces that support connection and comfort.

Technology

Consumer Insight: Seamless Experiences

As intelligent systems become embedded in the built environment, consumers are now judging technology by how seamlessly it enhances the experience. Personalization, responsiveness, and ease are now baseline expectations, but only when they feel intuitive rather than intrusive.

Embedding Intelligence

Intelligence is becoming the backbone of how places function rather than an accessory. As systems scale, from individual buildings to entire neighborhoods, they must anticipate needs in real time and optimize performance in concert with their occupants.

Governments and organizations are already acting on this imperative, with more than 60 countries establishing national AI strategies to guide policy and responsible use.

Predictive maintenance and energy optimization are no longer futuristic experiments. They are shaping infrastructure to enhance the human experience.

For designers, developers and planners, this means treating intelligence as a core foundation rather than an afterthought, embedding it in the very spaces that must sense, learn, and evolve alongside the people who use them.



90%

of mid-to-large scale brands have built data personalization into a long-term strategy.



Evermore Resort | Orlando, Florida

“The most successful places don’t put technology on display but put people first. Intelligence should be felt, not seen – reinforcing presence, balance, and genuine human connection.”

– Kona Gray, Principal



Gore Creek Promenade | Vail, Colorado

Personalizing Design

As intelligence is embedded into nearly every system we interact with, digital platforms have trained users to expect recommendations that anticipate needs and reduce friction. More than 70 percent of consumers now expect individualized interactions, and over 90 percent of mid-to-large scale brands have embedded personalization into their strategies. What’s changing is where and how those expectations are applied.

The logic of personalization is moving beyond screens and into the built environment, forcing a fundamental rethinking of what a ‘smart’ space actually means. This shift raises the bar for design.

Customized service models, data-informed layouts, and seamless digital-to-physical experiences are shaping the core performance of a place. The most successful environments will be those that respond with restraint and intent, balancing intelligence with legibility, and adaptability with trust.

Preserving Humanity

As technology becomes more intelligent and pervasive, there is a parallel desire to reassert the human dimension. A recent YouGov study found that 53 percent of Americans want to reduce their phone usage. In addition, workplaces are increasingly encouraging tech-free collaboration and intentional digital boundaries, showing a growing desire to reset and reclaim more authentic interactions.

This signals an important recalibration. While automation and data can enhance efficiency, over-engineered experiences risk becoming impersonal or disconnected. The principles that have long defined meaningful environments – empathy, comfort, and emotional resonance – remain essential.

In today’s landscape, the challenge is not choosing between technology and humanity, but designing intelligent systems that reinforce intuition, warmth, and human connection rather than compete with it.

Health & Wellness

Consumer Insight: Long-Term Wellness

People are gravitating toward environments they trust to consistently support comfort, health, and daily wellbeing, rather than isolated amenities or short-term solutions.



“Health is influenced by the environments people inhabit every day. The spaces we move through, especially landscapes, play a vital role in supporting healing and strengthening lifelong wellbeing.”

- Devon King, Principal



Integrating Health

Healthcare is continuing its shift toward integrative wellness – an approach that recognizes physical, mental, and emotional health as deeply interconnected. Aligning medical care with nature, prevention, and community well-being, this perspective is gaining momentum as exemplified by initiatives such as the Alice L. Walton Foundation's vision for a whole-health campus in Arkansas.

What's most significant is how such projects reframe the way health-supportive spaces are conceived. Landscapes, public spaces, and building systems are no longer neutral containers. They have become active contributors to the wellness equation, influencing stress levels, movement, social connection, and recovery in ways that clinical interventions alone cannot. This evolution reflects a broader understanding that *wellbeing is shaped not only by intervention, but by the environments people inhabit before, during, and after treatment.*



Pompano Beach Revitalization | Pompano Beach, Florida

Spotlighting Human Comfort

As the definition of wellness expands, 2026 is putting human comfort front and center – not as a luxury, but as an essential driver of wellbeing. True contentment merges from the careful orchestration of acoustics, lighting, air quality, temperature controls, and subtle cues that shape how we feel and function in a space.

Emerging research in environmental psychology and neuroscience shows that these factors influence everything from stress levels to cognitive performance and overall health. Leading design teams are treating the sensory environment as a strategic lever to proactively manage environmental stressors, regulate sensory load, and create conditions that actively support long-term health outcomes and quality of life.



Alice L. Walton Whole Health Campus | Bentonville, Arkansas

Designing for All

Wellness is often a personal choice, be it a yoga studio, boutique gym, or curated amenity package. But increasingly, the environments we inhabit every day – our homes, workplaces, and public spaces – play a central role in shaping health and overall wellbeing. But access to restorative features has been uneven, leaving many daily experiences less supportive than needed.

The next wave of wellness is about designing spaces that deliver positive benefits for everyone, every day.

This means workspaces that accommodate cognitive and sensory needs, housing developments that prioritize recreational opportunities, and public realms with active streets, greenspace networks, and respite nodes for activity, connection, and access to nature.

Travel & Hospitality

Consumer Insight: Identity Shapes Choice

Guests are drawn to destinations that reflect who they are and who they aspire to be. As a result, hospitality environments that celebrate distinct identity and emotional resonance are outperforming models built around uniform luxury or novelty.



“The greatest opportunity in hospitality today lies in *reimagining what already exists*. Thoughtful reinvestment in outdoor spaces and authentic place-making is how destinations evolve without losing their soul.”

- Richard Centolella, Principal

Reconnecting Through Familiar Places

Familiarity is increasingly shaping where people choose to vacation. Strongest among Millennials and Gen Z generations, nearly three-quarters of travelers now seek experiences that reconnect them with formative memories.

This isn't just about nostalgia. It reflects a deeper desire to visit places that anchor them emotionally and evoke personal stories. Family-oriented beaches, legacy resort towns, amusement districts, and long-established hospitality properties are seeing a renewed interest as a result.

Rather than chasing novelty, destinations that stand out are those that honor legacy and identity while providing comfort and contemporary amenities.

By designing experiences that feel familiar yet thoughtfully refreshed, operators can foster stronger emotional connections – turning visits into moments people remember and want to revisit. Ultimately the most compelling travel experiences aren't just about where you go – they are about feeling known, connected and at home.





Experience Over Excess

Luxury hospitality is entering a new era — defined less by standard markers of exclusivity and more by deeply personal, place-driven experiences. Guests are increasingly seeking authenticity through intimate connections to regional culture and culinary narratives that express the character of their surroundings. In fact, Lodging Magazine reports that over 70 percent of luxury travelers now prioritize local experiences over conventional amenities.

In this next chapter, luxury will be measured by emotional resonance. Stand out properties will interpret and elevate their setting with landscape, architecture, and programming that works together to create moments that emerge naturally and have an ‘only happen here’ vibe.

Beyond delighting guests, this approach builds emotional resonance helping distinguish properties in a crowded market.

Connecting to Sports Culture

Sports culture is increasingly influencing travel. Fans are transforming game days into immersive, multi-day excursions that connect them to the character of college towns, regional rivalries, and local traditions.

Recent research shows that nearly two-thirds of travelers are motivated by this kind of interest-driven energy — planning trips that capitalize on local dining, music, arts and nightlife rather than just the event itself.

This signals a new role for hospitality and mixed-use developments to act as extensions of their communities — anchoring visitors in the rhythm and identity of a place.

Looking ahead, properties will continue to blur the lines between private spaces and neighborhoods, offering experiences that make travelers feel a part of something larger than the itinerary itself.



Nekajui, a Ritz-Carlton Reserve | Guanacaste Province, Costa Rica



70+%

of luxury travelers now prioritize local experiences over conventional amenities.

CLOSING PERSPECTIVE:

Designing for What Lasts

As 2026 unfolds, the challenge ahead is not in predicting what comes next, but designing environments that adapt, endure, and evolve as conditions change.

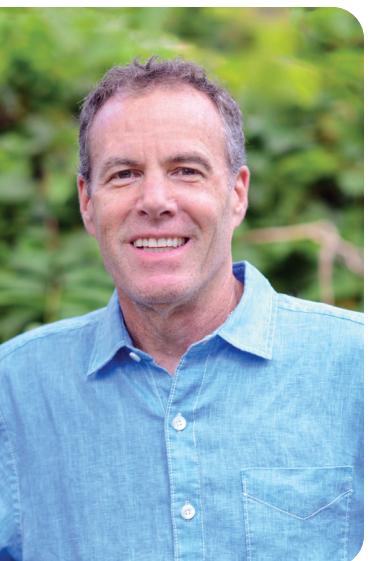
Across real estate, technology, wellness, and travel, one truth is clear: the places that matter most – support people, strengthen community, and remain relevant over time.

Rather than chasing short-term trends, the next generation of environments will balance longevity, flexibility, and human experience with social and environmental realities. Value will be measured not just by what a space offers, but by how it makes people feel, how it brings communities together, and how it evolves with its surroundings. Success will belong to the places where people feel seen, supported, and inspired every time they enter.

“Enduring places are not designed for certainty – *they are designed in anticipation of change.*

When we prioritize adaptability, human experience, and long-term performance, we are able to create environments that remain meaningful no matter what the future brings.”

– Doug Smith, Principal



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