

The Hotel Door Revolution: Smart, Sustainable & Safe

How smart locks, sustainability mandates, and evolving safety codes are reshaping hospitality door procurement — and what it means for regional suppliers like CMF Doors.

MARCH 2026

Commercial Doors & Hardware Sector

\$15.3BHOSPITALITY DOOR MARKET
Global 2026**754**NEW HOTELS OPENING
U.S. forecast 2026**728,416**ROOMS IN PIPELINE
U.S. construction pipeline**\$12–15B**DEFERRED CAPEX
PIPs & renovations

SECTION 1

State of the Hotel Industry in 2026

A record construction pipeline, a brand conversion boom, and billions in deferred capital expenditures are creating the largest door procurement cycle in a generation.

The Construction Surge

The U.S. hotel industry is entering 2026 with one of the most aggressive construction pipelines in its history. Lodging Econometrics reports 6,205 active projects totaling 728,416 rooms, with 754 new hotels and 83,118 rooms forecast to open this year alone. Each new hotel represents a door procurement event averaging 300 to 500 doors per 100-room property, translating to package values between \$150,000 and \$750,000 depending on brand tier and fire-rating requirements.

The pipeline is not uniformly distributed. Extended-stay brands now represent 40% of all projects under construction, a reflection of how investor preference has shifted toward the reliable occupancy patterns these properties deliver. For door suppliers, extended-stay construction means higher-STC-rated doors (guests stay weeks, not nights, demanding better acoustic isolation) and more durable hardware that can withstand daily residential-style use.

The Brand Conversion Boom

Perhaps the most significant pipeline trend for door suppliers is the record 1,497 brand conversion projects currently underway, up 18% year-over-year. Brand conversions are former independents or properties switching flags, and each conversion triggers a Property Improvement Plan (PIP) that mandates updated doors, frames, and hardware to meet the new brand standard.

Unlike new builds where the general contractor controls procurement, conversion PIPs give more influence to the hotel owner and their preferred local vendors. This creates a direct-sales opportunity for regional suppliers who can provide consultation, supply, and installation as a single package — exactly the kind of turnkey service that CMF Doors delivers.

Capital Expenditure Context

An estimated \$12 to \$15 billion in hotel CapEx and PIPs has been deferred since 2020, now accelerating into a compressed renovation timeline. Major hotel chains require property renovations every 5 to 7 years, and the post-pandemic backlog means thousands of properties are overdue for upgrades simultaneously.

6,205

ACTIVE U.S. HOTEL PROJECTS

1,497BRAND CONVERSION PROJECTS
Up 18% YoY**83,118**

ROOMS OPENING IN 2026

Every brand conversion triggers a mandatory Property Improvement Plan — and every PIP requires updated doors, frames, and hardware to meet the new brand standard. This is the largest mandatory procurement cycle in a decade.

SECTION 2

The 7 Door Trends Transforming Hotels

From smart locks to fire code revisions, seven converging trends are fundamentally reshaping what hotels expect from their door and hardware suppliers.

1 Smart Locks & Mobile Key Access

70%+ ADOPTION

Smart lock technology has crossed the tipping point. Over 70% of major hotel chains now deploy or are piloting mobile key entry systems, with ASSA ABLOY leading

the installed base. The \$3.8 billion smart lock market is projected to reach \$12.3 billion by 2033, representing a 16% compound annual growth rate. For door suppliers, this means every new door installation must account for smart lock compatibility: reinforced prep locations, integrated cable pathways, and coordination with the electronic access control vendor. The door is no longer just a physical barrier; it is a technology platform.

Supplier Impact

Door suppliers must pre-prepare doors for electronic lock hardware (ASSA ABLOY VingCard, Dormakaba Saflok, Allegion LenelS2). This requires precise mortise routing, cable channels, and reinforced edge strips. Suppliers who offer pre-prepped doors eliminate on-site coordination and reduce installation time by 30 to 40%.

Market Opportunity

The smart lock market is growing at 16% CAGR. Door hardware market overall exceeds \$25 billion by 2030. Suppliers who integrate electronic access consulting into their service offering capture higher-value projects.

2 Sustainability & ESG Mandates

4,407 LEED HOTELS

Sustainability has evolved from a marketing differentiator to a procurement prerequisite. With 4,407 LEED-certified hotel projects worldwide, major chains now include environmental compliance as a baseline requirement in vendor qualification. Marriott's Serve 360 program, Hilton's Travel with Purpose initiative, and IHG's Journey to Tomorrow all impose supply chain requirements that flow directly to door and hardware vendors.

The practical implications for door suppliers are material-specific: FSC-certified wood sourcing, low-VOC finishes and adhesives, recycled steel content documentation, and end-of-life recyclability statements. Suppliers who cannot produce Environmental Product Declarations (EPDs) or document their supply chain sustainability are increasingly excluded from approved vendor lists.

Certification Advantage

Suppliers with FSC Chain of Custody certification, documented recycled content percentages, and EPDs gain preferred status in hotel chain procurement. While CMF Doors currently operates as a distributor/installer (not a manufacturer), partnering with certified manufacturers and documenting the full supply chain sustainability story becomes a competitive differentiator.

3 Acoustic Performance Elevation

STC 50+ STANDARD

Guest expectations for acoustic privacy have risen dramatically, driven by the quality comparison effect: guests who work from hotel rooms compare their experience to home offices. The minimum acceptable Sound Transmission Class (STC) for hotel guest room doors has shifted from STC 30 to STC 50 in full-service brands, with luxury properties targeting STC 60. This is a transformative change for door procurement because achieving STC 50+ requires engineered door assemblies with specific core compositions, sealing systems, and threshold treatments — not just a thicker slab.

The acoustic performance gap creates a tiered market: economy hotels at STC 30 to 35, midscale at STC 35 to 45, upscale at STC 45 to 55, and luxury at STC 55 to 60. Each tier requires different door constructions, and suppliers who can specify the correct assembly for each brand tier add genuine technical value to the procurement process.

4 Design Premiumization

LIFESTYLE BRANDS

The proliferation of lifestyle and boutique hotel brands has elevated door aesthetics from an afterthought to a design feature. Properties under flags like Marriott's Autograph Collection, Hilton's Canopy, and Hyatt's Thompson demand custom finishes, minimalist hardware profiles, and door designs that reinforce the property's visual identity. Hotel designers now specify doors as interior design elements, not just functional components.

For suppliers, this means maintaining capability across a broader range of finishes, materials, and hardware styles. The ability to source custom wood veneers, powder-coated metal frames in non-standard colors, and designer lever sets from multiple manufacturers becomes a competitive advantage. CMF Doors' in-house metal shop gives it unique capability to fabricate custom frames and specialized metalwork that standard distributors cannot match.

5 Touchless & Hands-Free Entry

POST-COVID PERMANENT

What began as a pandemic-era precaution has become a permanent guest expectation. Touchless entry systems, automatic doors in public areas, and hands-free openers for back-of-house corridors are now specified in new builds and major renovations across all chain scales. The technology ranges from simple wave-to-open sensors on lobby doors to fully integrated systems that use the guest's mobile device as a room key.

This trend directly expands the addressable market for suppliers with automatic door capabilities. Hotels are retrofitting existing properties with automatic operators on lobby entrances, restaurant doors, fitness center access points, and ADA-accessible pathways. CMF Doors' automatic door installation and AAADM inspection capabilities position it to capture both new installation and ongoing inspection/maintenance contracts.

6 Extended-Stay & Brand Conversion Surge

40% OF PIPELINE

Extended-stay hotels now constitute 40% of the U.S. construction pipeline, fundamentally shifting door specification requirements. These properties function as temporary apartments rather than traditional hotels, meaning doors face residential-level daily cycling (20 to 30 opens per day versus 8 to 12 in transient hotels). This demands heavier-duty hinges, higher-cycle lock mechanisms, and more durable door slab constructions.

Additionally, extended-stay kitchenette areas require doors with specific fire-rating considerations that differ from standard guest room corridors. The brand conversion boom — 1,497 projects converting from independent to branded properties — creates parallel demand as each conversion requires doors and hardware that meet the acquiring brand's current standards, which have universally tightened since the last PIP cycle.

7 Fire Safety Regulation Tightening

NFPA 2025 EDITION

The 2025 edition of NFPA 80 (Standard for Fire Doors and Other Opening Protective) introduces stricter inspection requirements, documentation standards, and

The 2025 edition of NFPA 80 (Standard for Fire Doors and Other Opening Protectives) introduces stricter inspection requirements, documentation standards, and assembly testing protocols. Hotels must demonstrate compliance during brand audits and insurance inspections, creating ongoing demand for fire-rated door consultation, annual inspection services, and replacement of non-compliant assemblies.

Fire-rating requirements in hotels are non-negotiable: minimum 20-minute ratings for guest room corridor doors, 45-minute ratings for 1-hour fire partitions, and 90-minute ratings for stairwell enclosures per IBC and local authority having jurisdiction. Suppliers who provide fire-rated door consultation, proper labeling, and inspection documentation become compliance partners, not just vendors.

Compliance Opportunity

Annual fire door inspections are now a code requirement in most jurisdictions. A single 200-room hotel requires inspection of 400 to 600 fire-rated openings. At typical inspection rates, this represents \$3,000 to \$8,000 per property per year in recurring revenue for qualified inspection providers. CMF Doors' in-house AAADM inspector and fire-rated door expertise position it to capture this recurring compliance revenue stream.

SECTION 3

What Hotels Really Want From Door Suppliers

Beyond price, hotel procurement decision-makers evaluate suppliers on five critical dimensions that determine long-term vendor relationships.

Interviews with hotel procurement professionals and analysis of vendor qualification criteria reveal that cost is rarely the primary selection factor for door suppliers. Instead, hotels evaluate suppliers on a composite score that weights reliability and service capability as heavily as pricing. The reason is structural: a door failure in a hotel is not a minor inconvenience — it is a fire code violation, an ADA compliance risk, a guest safety issue, and a brand standard deficiency simultaneously. The cost of a single non-compliant fire door assembly discovered during a brand audit can exceed the cost of the door itself in remediation, re-inspection, and potential fines.

Procurement Decision Factors

Ranked by importance in hotel chain vendor selection processes.



The 5 Non-Negotiables

Supply Reliability & Lead Times

Hotels cannot delay openings or renovations waiting for doors. Suppliers who guarantee delivery within specified windows and maintain safety stock for emergency replacements earn procurement preference. A missed delivery date can cascade into \$10,000+ daily construction delay costs.

Code Compliance Expertise

Fire ratings, ADA clearances (32-inch minimum clear opening, maximum force limits, lever hardware), acoustic STC requirements, and local building code variations. Hotels need suppliers who can navigate the compliance landscape, not just fulfill orders.

Design Range & Flexibility

Lifestyle and boutique brands require custom finishes, non-standard sizes, and design-forward hardware. Suppliers limited to stock catalogs cannot serve the upper segments of the market where margins are highest.

Lifecycle Cost Transparency

Procurement teams increasingly evaluate total cost of ownership: initial purchase plus installation plus maintenance plus replacement cycle. Suppliers who provide lifecycle cost modeling demonstrate consultative value and justify premium positioning.

The Service Multiplier

Hotels report that they pay 10 to 20% premiums for suppliers who provide turnkey service: consultation, supply, installation, hardware integration, and ongoing maintenance under a single contract. The value is not in cheaper doors — it is in eliminating the coordination cost of managing separate consultants, suppliers, installers, and maintenance providers. This is the precise service model that full-service regional suppliers like CMF Doors deliver.

SECTION 4

The Opportunity for Regional Suppliers

In an industry dominated by overseas manufacturers and national distributors, regional full-service suppliers hold a structural advantage that is difficult to replicate at scale.

The hotel door supply chain is bifurcated. On one side, manufacturers like Forest Bright (China) offer massive capacity at lowest cost but zero local service. On the other, large distributors like Specialty Product Hardware cover broad territories but spread their service teams thin across provinces. In the middle sits an opportunity for regional suppliers who combine product breadth with localized service — the ability to respond to an emergency lockout at 2 AM, dispatch a technician for a fire door inspection within 24 hours, or fabricate a custom metal frame in-house when the specified product is on a 16-week backorder.



Response Time Advantage

Regional suppliers within a 1 to 2 hour drive radius



Relationship Continuity

Hotel facilities directors build relationships with the



Turnkey Simplicity

When a hotel works with a full-service regional

can provide same-day emergency service. When a fire door fails inspection during a brand audit, the hotel needs a replacement within hours, not weeks. This is service that overseas manufacturers and distant distributors cannot deliver.

technicians who service their properties. Regional suppliers provide the same team repeatedly, building institutional knowledge about the property's door inventory, maintenance history, and compliance status. National distributors rotate personnel across territories, losing this continuity.

supplier, a single phone call activates consultation, product selection, ordering, fabrication, installation, hardware programming, and inspection. The alternative is coordinating 4 to 6 separate vendors, each with different timelines, contracts, and accountability structures.

Regional vs. National vs. Overseas: Competitive Comparison

CAPABILITY	REGIONAL FULL-SERVICE	NATIONAL DISTRIBUTOR	OVERSEAS MANUFACTURER
Emergency Response	Same-day	1 to 3 days	Not available
Custom Fabrication	In-house, 1 to 2 weeks	Outsourced, 4 to 8 weeks	In-house, 8 to 16 weeks
Installation	Included	Subcontracted	Not available
Fire Door Inspection	In-house certified	Some locations	Not available
Locksmith Service	In-house	Not available	Not available
Unit Cost	Mid-range	Mid-range	Lowest
Total Cost of Ownership	Lowest (turnkey)	Moderate	Highest (logistics + local install)

The cheapest door is not the cheapest solution. When you factor in coordination costs, installation quality, ongoing maintenance, and emergency response, a regional full-service supplier often delivers the lowest total cost of ownership — while providing the highest service level.

SECTION 5

CMF Doors' Strategic Position

Located in the heart of the Niagara tourism corridor, CMF Doors operates with a unique combination of capabilities that align precisely with what hotel procurement demands.

CMF Doors, headquartered at 23A Hiscott Street in St. Catharines, Ontario, sits within the Niagara Region — a tourism corridor with over 13,000 hotel rooms serving Niagara Falls visitors, wine country tourism, and casino resort properties. Under the leadership of Norm Schwenker, an AHC-certified (Architectural Hardware Consultant) professional with over 40 years of industry experience, CMF Doors has built a service portfolio that reads like a hotel procurement wish list:



AHC CERTIFIED

DHI-certified Architectural Hardware Consultant on staff



AAADM INSPECTOR

Certified automatic door inspector for compliance



IN-HOUSE METAL SHOP

Custom frame fabrication without outsourcing



IN-HOUSE LOCKSMITH

Master key systems and emergency response

Full-Service Capability Stack

CMF Doors delivers the complete door lifecycle under one roof: specification writing, product sourcing across six material types (wood, metal, aluminum, stainless steel, fiberglass, specialty), custom fabrication, installation, hardware programming, automatic door systems, locksmith services, fire-rated door inspection, AAADM inspection, and ongoing maintenance contracts. This is the turnkey model that hotel procurement teams pay a premium for.

The company's product range spans custom wood and metal doors, fire-rated assemblies (20-minute through 3-hour ratings), automatic sliding and swing systems, touchless entry solutions, electronic access control, master key systems, and washroom partitions. Through its Yale brand partnership, CMF Doors has access to one of the hospitality industry's most widely specified hardware lines.

The Niagara Corridor Advantage

The Niagara Region represents a concentrated hotel market with unique characteristics for a door supplier. Over 13,000 hotel rooms serve a tourism economy anchored by Niagara Falls, the Niagara wine region, casino resorts, and convention facilities. Many of these properties are aging into PIP cycles, creating a wave of renovation-driven door procurement.

CMF Doors' proximity to this market — same-day response capability across the entire Niagara corridor — is an advantage that no overseas manufacturer or Toronto-based distributor can replicate. For a hotel facilities director facing a fire door failure during a brand audit, having a certified AHC consultant and AAADM inspector within a 30-minute drive radius is not a convenience — it is a compliance lifeline.

Strategic Summary

The hotel industry is entering a multi-year procurement cycle driven by record construction, deferred renovations, brand conversions, and tightening fire safety codes. The seven trends reshaping hotel door procurement — smart locks, sustainability, acoustics, design premiumization, touchless entry, extended-stay growth, and fire code evolution — all favor suppliers who combine product breadth with technical expertise and local service capability. CMF Doors sits at the intersection of these requirements: a full-service, AHC-certified regional supplier with in-house fabrication, locksmith, and inspection capabilities, located in one of Ontario's most concentrated hotel markets. The opportunity is not to compete on unit price against overseas manufacturers, but to compete on total value delivered to hotel operators who need a compliance partner, not just a door vendor.

