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Bowling Alleys, Karaoke and Cocktail Lounges Will Define Amenity Trends as Developers Look to Sell Community

High-end developments in the U.S. are betting on social sports, live entertainment spaces and exclusive restaurant access to attract luxury buyers

By: Rebecca Bratburd

Impressions: 1,350,604

Luxury developers are rethinking amenity strategies for 2026 as buyer priorities evolve from the solitary wellness floors and quiet lounges that defined recent years.

In addition to spaces designed for retreat, the latest high-end residential buildings are investing in amenities that encourage interaction, signaling a growing belief that social engagement has become a key component of luxury living.

From bowling alleys that recall a night out to padel courts riding the sport's rapid ascent and exclusive access to marquee chefs, these features are framed as defining elements of a building's lifestyle rather than passive perks. Music and entertainment spaces, including karaoke rooms, vinyl listening lounges and performance venues, are also gaining traction.

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For today's affluent buyers, the appeal lies not only in comfort and convenience, but in the social capital that comes with living in a building designed to connect people.

Here's a look at the amenity trends shaping luxury residential developments in the year ahead.

A Space to Make Some Noise:

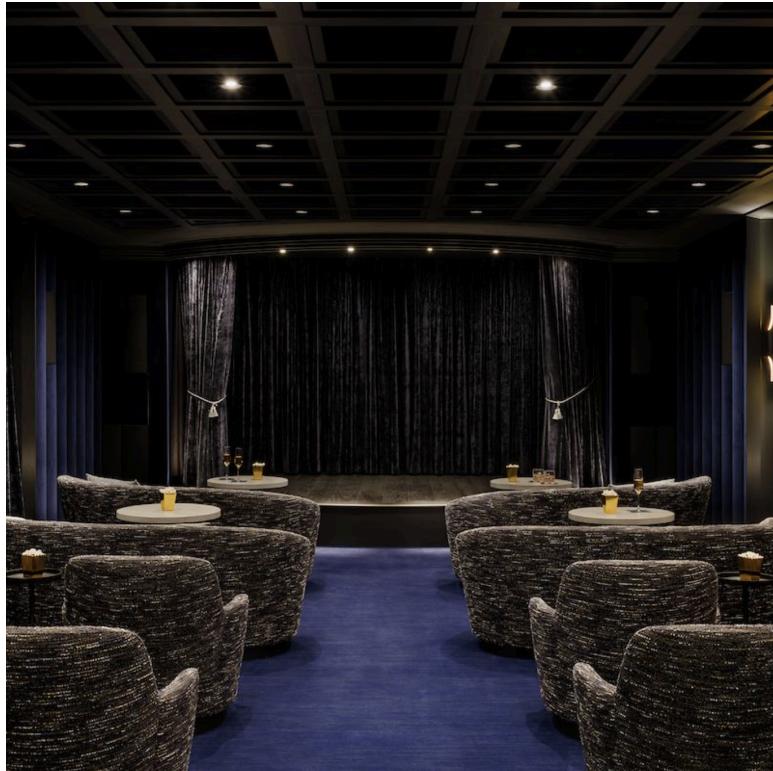
Developers are carving out room for residents to indulge their musical sides, whether that means belting out karaoke favorites, playing vinyl records or taking the stage for a live performance.

At Viceroy Residences Fort Lauderdale (starting at \$700,000), expected to open in 2029, a karaoke lounge and a wine and sound bar will offer residents a place to unwind or host friends.

"Our karaoke room is crafted as a warm, spirited space to enjoy with friends and family, and is designed by Rockwell Group, the visionary team behind some of the most iconic Broadway sets," said Danielle Naftali, executive vice president of marketing, sales and design at Naftali Group.

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Credit: Colin Miller

The Residences at 1428 Brickell (\$4.4 million to \$60 million), opening in 2028, combines karaoke with a theater room, where a theater-sized screen will display lyrics.

For more polished performances, the Waldorf Astoria Residences New York (\$1.87 million to \$16.87 million), which welcomed new residents over the summer, takes the concept further with its stage screen and theater for residents who wish to play their own music. The elegant venue, part of over 50,000 square feet of amenities, features plush seating, a piano, a movie screen, a stage and a green room.

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