

Hampton Rings in the New Year with Promise to Deliver the Ultimate Sleep Experience to Guests

2007-01-04

Dramatically Improved and Consistent Beds Are Outfitted in Hampton Guestrooms

Out with the old, and in with the new. So the saying goes as we bid the old adieu and look forward to the New Year. Like billions around the world making New Years' resolutions, Hampton Hotels is resolving to help guests get a better sleep while away from home. To that end, Hampton Hotels announced today that the hotel chain's guestrooms -- equaling more than 140,000 rooms and approximately 210,000 beds -- in more than 1,400 hotels now feature its new superior bed. As part of the \$100 million Make It Hampton initiative, the rollout occurred with unprecedented speed -- it was just over a year ago that Hampton pledged full implementation of the new bed before the dawn of 2007.

'Our commitment to innovation and 100 percent satisfaction guarantee drove us to reach this goal,' said Phil Cordell, senior vice-president, Hampton Brand Management. 'We are committed to deliver a great sleep experience to our guests, and we are delighted to say that we can finally rest comfortably knowing that our guests will too.'

Delivery of this promise was a mammoth endeavor with a radical timeline. To meet the self-imposed deadline, over 680 looms around the world ran 24 hours a day, seven days a week for seven months. The fresh, white duvets alone were fashioned from approximately 3.3 million linear yards of fabric, which placed end to end would span 1,875 miles -- more than the distance from Los Angeles to Chicago.

Hampton conducted extensive research in developing a bed that delivers the ultimate sleep experience to guests. 'Cloud Nine. The new Hampton bed experience' is the culmination of this research, resulting in the selection of the most comfortable bedding combination possible. An inviting, high-quality, raised mattress is complemented by smooth, 200-thread count white sheets that rest beneath a fluffy, down-like comforter enclosed in a crisp, white duvet cover. Resting against the residential headboard, three or four pillows (depending on room type) give guests a choice in firmness (some filled with soft down, some with firmer foam), and a lumbar pillow help offer back support to guests who choose to read, watch television or use the Hampton lap desk to work while resting in bed.

The bed is the most recent innovation in the Make It Hampton initiative, which -- at its culmination -- will incorporate four million system-wide upgrades designed to meet the changing needs of busy business and leisure travelers. Since January 2004, Make It Hampton has debuted new products and services ranging from a new complimentary On the House(R) hot breakfast and On the Run breakfast bags(TM), Purity Basics(R) bath products and a curved shower rod, complimentary high-speed Internet access and the industry's easiest-to-set alarm clock/radio. Make It Hampton is the single most rapid, most extensive transformation ever undertaken by a hotel brand, dramatically enhancing the guest experience across all of its hotels.

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