

You Want A Story With That Chocolate?

2008-05-08

French-milled soap, herbal shampoo and lotion, a loofah, perhaps.



And, the ubiquitous edible treat on the down pillow with turn-down service - from a mint to a box of truffles. It all sounds so familiar, because it is virtually a universal 'amenity kit' for luxury hotels, as well as those less pricey.

Recently, several luxury properties, including the prestigious Charles Hotel in Boston's tony Cambridge district, have added something new. What a guest will discover on their pillow-top each night of their stay is TESTIFY, a zero-calorie literary treat that is deeper and every bit as tasty as the darkest chocolate.

The brainchild of Lisa Rehfuss, CEO of Howl Press based in Needham Heights, Massachusetts, TESTIFY is a compendium of quality written offerings by authors known and lesser-known. Their only directive by Rehfuss: their story must be true. As the name implies, these authors are testifying via snapshots from their lives. Humor, pathos and quirkiness all reside in these thought-provoking and engaging tales that beg savoring by savvy guests.

There are five mini-books in each quarterly series issued, ensuring the TESTIFY product is kept fresh and a guest (whose typical stay is less than five days) receives a new experience each night. 'Some of our properties actually re-sell our product, they're so popular with guests,' says Rehfuss. 'So it was a natural adjunct to our service to make available the personalized packaging for them to be able to do so.'

Also available from Howl Press is a children's series, conceived for use by luxury family resorts, and a quarterly mini-book that includes several previously published works, some reprinted from the TESTIFY series.

Individual pricing of the books is consistent with other more typical luxury amenities. Naturally, the resale opportunity is attractive to the management of select hotels. For others, just having something to help differentiate their property in a memorable way in the guest's mind, is the more potent reason for broadening the scope of the amenities they offer.

More information is available on the publisher's website: howlpress.com.

Writer: Kathleen A. Johnston 832.671.7821

This article comes from Hotel News Resource

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The URL for this story is:

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