

Hotels realize that if guests can't snooze, they lose

2008-05-27

Ericka Nelson, whose husband is a thunderous snorer, knows from personal experience that it can be hard to get a good night's rest.

The general manager of Kimpton's 70 park avenue hotel found an anti-snore pillow in a store. It worked for her hubby, and in March she rolled out a pillowmenu at 70 park avenue, including a PillowPositive model. It props up the neck, she says, and allows users to sleep on their backs or sides with airways open to promote peaceful rest.

"A hotel can have all these great amenities, and everyone (in the industry) keeps trying to find the latest thing. But when it comes down to it, what we're really about is a great night's sleep," Nelson says.

The pillow menu, which has been dreamed up by other hotels as well, is just one way lodgings are helping guests get their zzz's. Counting sheep is so yesterday: In this restless age, sleep aids and enhancement programs are hot amenities at a growing number of hotels, resorts and spas, including W Hotels and Hilton's Conrad Hotels & Resorts.

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Source - USATODAY

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