

Women-Friendly Hotel Floors Return, With Modern Twists

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Women-only floors in hotels are palatable once again - after a roughly 25-year drought.

But the floors are a variation on the originals - which were intended to provide a safe haven for women traveling alone on business but ended up being considered 'a kind of sexist thing,' as one hotel analyst put it.

Instead, the new Crowne Plaza Milwaukee-Wauwatosa says it has set up a 'female-friendly' enclave. Anyone booking a room on the Women's Executive Level - the seventh floor - has access to a variety of amenities like a Victoria's Secret robe, a blow dryer and vanity mirrors. But, and here is the difference, male guests can book a room on the floor, too.

The strategy is sort of the same on the King Executive Level one floor above, what most hotels refer to as the concierge or club floor. Guests receive perks including free cocktails and concierge services, like making reservations at restaurants. But while those services have traditionally been aimed at men, women can book a room on that floor and relax in the lounge.

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