

Consider the linen type for proper care and laundering.



The Barclay Butera Landon Collection is inspired by the mountain vistas in Park City, UT. The duvet and shams are 100% brushed cotton, designed for a cashmere-like feel that is machine washable.

Use a platform with a mattress for an updated look.

Tips & Trends

Make bedding elements available at retail to guests.

Ease of care and sense of luxury are top of mind in bedding

The hallmark of a truly memorable and comfortable hotel stay is a good night's sleep, which is why bedding and its many components are paramount to the overall experience. "It says, you care about the guests," shared Marji Waldman, president, The Stroud Group.

"No matter what sector—luxury, boutique, flagship, limited-service—you want to provide a place to relax. The majority of Americans don't get enough rest. Our goal is to provide bedding that can offer a good night's sleep and productive day," concurred Linsey Forni-Pullan, EVP, Pacific Inns.

Simplification, cost effectiveness and implied luxury seem to be benchmarks for all sectors in bedding, according to Waldman. "When possible, platforms with a mattress only are used in lieu of the traditional mattress or box spring, frame and either box spring cover or dust skirt," she said. "This accomplishes three objectives: First, it provides an updated look without compromise to the sleep experience. Second, there is generally no impact to the overall cost and, in some cases, may provide a savings. Third, housekeeping will spend less time in the room because there are no dust skirts to fuss with or clean, and guests can't mistakenly leave items under the bed."

If you think guests are too bleary-eyed to notice the quality of the linens, think again, as

the industry begins to shift its focus to the proper care and laundering of linens and reap the benefits. "For our portfolio, we are moving to a cold-water linen program, and we've been testing it for a year now. There's been a 52% cost savings and 45% energy savings. It gives us a product that costs less and is fresh, clean and bright," said Pullan. "It's less energy, less water and uses a program that doesn't have harsh chemicals that doesn't deteriorate products, so it's a win-win for everyone."

Hospitality designers, owners and procurement specialists alike agree that operability is one of the main drivers in the decision-making process for guestroom bedding. Plus, will it endure?

"There was a huge move in upgrading linen to all cotton and higher thread counts. Properties had issues with laundering the higher thread count and more expensive linen. Some of the higher-count linen and bamboo sheets didn't last as long or weren't always the most luxurious," said Waldman. "A number of properties have recently elected to go with a 300-350 thread count as a general rule and, in many cases, with a little poly so the sheet is easier to iron and also more durable. Many luxury properties still use high-end brands to promote their property, and that brand's level of luxury."

Aesthetics and how the elements of a room

come together can also enhance the sleep experience. Designers are trending toward bigger headboards; nightstands built within the headboard as one piece; and using the height of the bed as way to evoke a sense of luxury. In selecting furnishings to elevate the look and of the space, Waldman advises addressing the following questions: "Is the nightstand the right height for the bed? Is the bed the proper height? Is the lighting sufficient? Are there enough sheets and blankets?"

More hotel brands are seeing retail opportunities through the sale of in-room bedding such as high-tech mattresses, luxury linens and hotel-branded pillows. Wynn Las Vegas launched a new line of luxury bedding in standard rooms, available for purchase on-site.

"Many of the brands now have the option for guests to purchase the linens and a major brand wouldn't roll out the program unless it's a superior product. For a guest to wake up and say, 'I want these for our home,' is the biggest compliment," said Pullan.

For every hotel, it's all about providing the basics—comfortable and clean bedding—and then reaching beyond those baseline standards in unexpected ways to remain competitive and exceed guest satisfaction.

"Whether it's the Ritz or a Holiday Inn, if you have a good quality sheet and pillow, you'll get that guest to return again," said Pullan. "When you turn the lights off, no matter what chain or property, you feel and experience nothing else but the bed. We must ensure an excellent sleep experience for guests."

—Corris Little