

# The Three Pillars of In-Room Luxury: How Luxury Hoteliers Can Create Unique Amenities That Exceed Expectations

## Consider your guests

Their most intimate moments are in the shower, or time spent wrapped in a towel or robe. These are the moments when they should feel most comfortable and pampered. Moments where the concept of luxury hospitality can truly stand above the pack, where your guests' every expectation can be exceeded. These are sensory touchpoints that connect your guest to your hotel and brand on a physical level.

How do you best elevate these moments to something worthy of the luxury label? How do you align these sensory experiences with your brand? With the global luxury hotel market expected to reach **\$194.63 billion** by 2021, growing at a CAGR of around **3.5%** between 2016 and 2021 (Zion Market Research, 2017), smart hoteliers are always on the lookout for new and better ways to innovate (and elevate) their brand and guest experience. And whether your guest is a first-timer or someone who stays with you five or six times a year, these intimate connection points can and should be the next area of focus for luxury hoteliers.

## Be Brave

Look at what you're doing now. Is it working? Are your guests name-dropping your bath products online or raving about out-of-this-world textiles at checkout? If not, consider redefining what 'working' means. 'Working' can more realistically mean you're stuck in a rut, or you've held on to one set idea for too long. Meanwhile, the luxury threshold is always evolving. Familiarity breeds contempt, even among your most loyal guests. They will stop paying attention to the little touches—or even the big statement pieces—once it's clear they aren't changing anytime soon. Instead, build a brand that reinvents, experiments and disrupts. Your guests are in your space vs. their homes, and in your shower/bed/textiles vs. their own clothes; make it even more luxurious than they were expecting. According to Zion Market Research, the expected surge in the luxury hotel market is a result of ever more people looking for hotels that materialize their aspirations of luxury living. Aim to fulfill those aspirations, and then exceed them with every return visit.

Be aware of the long-term trends currently shaping the industry — but also know that insight into tomorrow's trends can be just as valuable. When building an amenities strategy, find a partner who understands not just your local market, but also has global

reach and forward-looking understanding so they can bring that perspective to the conversation and decision-making process. What delights in North America might not work in Asia, but perhaps there's something happening in Tokyo that could very well be the "next big thing." That's what you want at your hotel. When it comes to planning room changes, consider seasonality (already a big trend in food and dining that's not going anywhere soon). Offer different skin products for cold, harsh weather vs. summer. Provide different weights of linens and robes, even changing colors/scents to reflect what's in season. This level of attention to detail is key to delighting the guest who stays with you perhaps four or five times a year. It will keep them coming back to see what's new and what's next.

*“Luxury hotels have become the epicenter of revenues earned by the overall hospitality industry.”*

Zion Market  
Research, 2017

## Tell a Story

Your guests probably want to know exactly where their food, wine and even coffee come from. Extend the same concepts you're applying to your food and beverage—be it organic, fair trade, over-the-top decadence, etc. – to in-room amenities that also have a unique cachet, origin or sourcing story. Spark your guests' curiosity: Where did that brand come from and where is it made? How is it made? Why does this soap smell so good? What makes this robe so soft?

If you align yourself with a unique luxury brand for these items, choose a brand that also aligns with your brand, and tells a similar story. The world's most successful brands all have a clear vision and compelling story; you should too, and everything your guests interact with should tell that story. Going further, you can take the bespoke approach and tell your own story, no brand synergy needed.

Consider an iconic name, an emblematic number, a special date, a treasured memory, a faded picture— the sky is the limit when it comes to evoking emotions that create a compelling scent, bespoke packaging and a unique experience for your guests.

## Elevate Everything

The key to succeeding in the luxury space is to continually raise a high standard. Again, one of the biggest challenges for the luxury market is simply holding on to one idea for far too long. Look at every item in your rooms with a critical, unflinching eye. How can you do better?

Consider the rise of the signature bed and the resulting "Hotel Bed Wars" among competing chains. And while the bed wars may be considered over there is little doubt that hotel guests are now trained to expect a wonderful, elevated

sleep experience. Think of those intimate moments when your guest slides between the sheets at the end of a long, possibly exhausting day. Their body will certainly sink into the mattress; their skin will touch the linens. Their brain will reflexively compare both touchpoints with what they experience at home. The last thing you want is for them to wish they were back in their own bed!

Many luxury hoteliers spend the least on bath products, despite their comparatively high return on investment. Consider the fact that your guests interact with the products and packaging visually, olfactorily and sensuously on their skin and hair. That's a three-fold point of interaction and a huge opportunity to pamper, delight and create brand loyalty.

Female guests are a growing demographic for luxury, meaning there's a real need for emphasis on quality haircare products. Is your product safe for color-treated hair? Do you have an option for natural hair? Consider the exploding popularity of beards and facial hair among men, and then consider providing specific products. Do you provide options for different facial skin types or something for guests with allergies?

Now consider adding in a retail component. This all no longer sounds like overkill. You've done the work to go above and beyond with your product offerings, and can now develop a secondary revenue stream. Even better, retail offerings allow your guests to carry the intimate memories of their hotel stay into their everyday lives.

*One of the biggest challenges for the luxury market is simply holding on to one idea for far too long.*

# LABOTTEGA®

### ABOUT LA BOTTEGA

La Bottega, the market leader in the cosmetic amenities industry, was established in 1981. Growth since then has been exponential. La Bottega's founder Umberto Pacini foresaw the importance of diversification in the hotelier business at a time when no one else was diversifying.

This pioneering approach has resonated with our customers who appreciate the mix of raw creativity and cutting-edge technology that make our company unique. The label of "Made in Italy," along with our international reputation for excellence and artisanal savoir-faire, makes La Bottega stand out in the hospitality world. It is a creative laboratory and an incubator of innovative products, fragrances, concepts and design. The DNA and energy of the company's soul fuels the passion for storytelling through scents and emotions.

# AVENDRA®

### ABOUT AVENDRA

Avendra is North America's leading hospitality procurement services provider. Our supply chain management solutions are tailored to our clients' business strategies and deliver benefits beyond great savings. We combine years of hospitality expertise, purchasing power, services and software to help customers impact the bottom line, improve operational performance and better serve guests. More than 8,000 customers rely on Avendra as a trusted partner. Avendra is headquartered in Rockville, Maryland and has regional offices throughout North America.