

Sleep in Hotel Style Heavenly Peace



Remember the patterned, nylon bedspreads with lumpy pillows hidden underneath that were once the standard in the North American hotel industry? We were used to the fact that hotel beds were a place to lay our weary heads and we really didn't expect

much comfort to come into the equation. So, after spending time in hotels for business or pleasure we couldn't wait to get back home to the comfort of our own beds.

Just before the turn of the millennium, hotels started to realize that the bed should be the focal point of any room,



especially if they wanted guests to keep coming back. They figured if a business person, who typically doesn't meet the daily sleep requirements, had a great sleep, they would choose that same hotel again. The Westin Hotel (today part of the Starwood chain) was

the first to offer upscale beds billing them as an "oasis for the weary traveller".

It didn't take long for other hotel chains to join in as Westin's occupancy rate significantly increased because of their comfortable

beds.

But what's interesting is how our perception of comforts a hotel should provide has changed over the years. J.D. Power & Associates has been conducting a North American Hotel Guest Satisfaction study for 17 years now. In the first few years bed comfort was not even named by guests as one of the top five necessities they required during their stay.

However a few short years later, mattresses, pillows and bedding

made it into the top five and have remained there ever since.

So now hotels have increased the size of their beds, compete for most comfortable beds and even have pillow menus for guests so ensure that a good night's sleep is had. The hotel industry is spending well over a \$1 billion a year on mattresses and most 4-5 star hotels purchase new mattresses every five to eight years, retire pillows after three-five years and bedding after less than 100 washings.

Because their beds and pillows have become so coveted, many of these hotels have also taken to selling their mattresses and pillows as well. But, there's no need to go through that bother of online ordering and arranging shipping. Sleep Experience carries the mattress brands and models that most upscale hotels use and you can even come in and try them out.

So if you are one of those

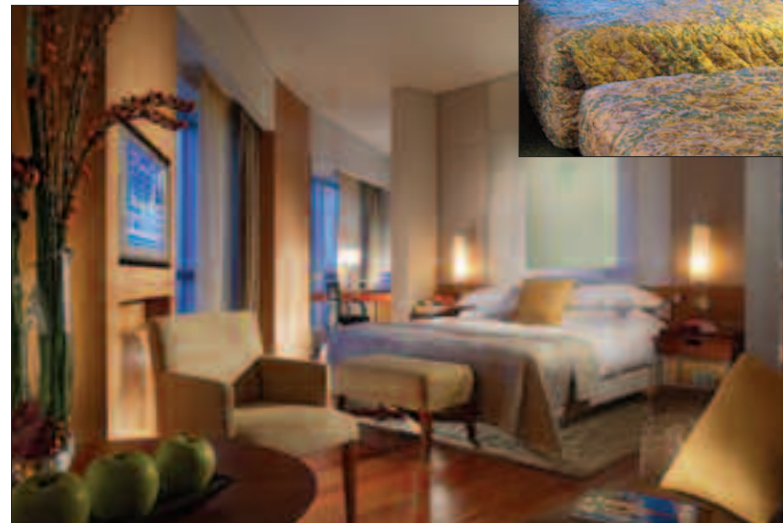
people who are now having a much better sleep in a hotel than in your own bed maybe it's time to look for a solution. If hotels are only keeping mattresses for a maximum of eight years (and theirs are not slept in every night) why are you keeping yours longer?

For your health, both physically and mentally, make your own bedroom the best place to sleep and we can help!

All of us, at Sleep Experience, hope you have a safe, happy and healthy holiday season and that you are sleeping so well you don't even hear Santa when he comes down the chimney or the kids if they get up too early.

*Merry Christmas and
Happy New Year!*

Jim Conlon



Hotel rooms and their mattresses and bedding have changed a lot over the years, has your bedroom kept up with the times?

Sleep Experience

BETTER SLEEP BEGINS WITH YOUR MATTRESS

www.sleepexperiencesudbury.ca

1955 Lasalle Blvd. 705-524-7533

Cedar Point Plaza 705-523-0595

