

TRAVEL AND HOSPITALITY

Ritz-Carlton Dallas promotes restful night with sleep-inducing services

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Promotional image for Ritz-Carlton Dallas 'Suite Sleep package

By STAFF REPORTS

The Ritz-Carlton, Dallas is making guests' sleep quality its top priority with a new room package.

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Suite Sleep is designed to help travelers get some shuteye, with eye masks, herbal tea, soothing music and a discount on a relaxing spa treatment. While hotels frequently tout their activities as a differentiator, guests' top concern is often centered on a good night's sleep.

Sweet dreams

Suite Sleep is available for guests who book all levels of suites at the Uptown Dallas property through Dec. 31.

Within the guest's room are noise-cancelling ear plugs, an herbal or unscented eye mask and a collection of bedside reading materials. Guests also have the option to have cool temp pillows for their bed.

The hotel will provide a pre-sleep stretching tutorial and herbal tea to help achieve relaxation. A lavender mist on the bed linens and a CD of soothing music help to set the tone for a restful night.



Suite at The Ritz-Carlton, Dallas

Guests will also get 20 percent off the hotel spa's Drift to Sleep treatment. The ritual includes an aromatherapy bath, which is followed by an herbal tea infused with essential oils.

After a 30-minute massage, the sleep coaches will help guests settle in for a 30-minute power nap atop a massage table covered in a warmed duvet.

"Many of our guests require a relaxing escape where sleep will truly enhance their health and well-being," said Roberto van Geenen, general manager of The Ritz-Carlton, Dallas, in a brand statement. "Tapping into the senses to bring this dream within reach is at the heart of our exciting new Suite Sleep experience."

While an often overlooked part of the luxury hotel experience when it comes to marketing, some hotels have made sleep quality the main event.

In 2014, Four Seasons Hotels and Resorts teamed up with mattress manufacturer Simmons to bolster a dream-friendly reputation by introducing customizable beds into its portfolio.

The hotel chain enlisted research group Ipsos to gain a better understanding of consumers' sleep preferences and patterns. Furthermore, the brand hosted Twitter chats on World Sleep Day March 14 with a number of sleep experts ([see story](#)).

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