

TRAVEL AND HOSPITALITY

AI mattress maker partners with luxury hotels, improving sleep experiences

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The Restorative Bed by Bryte at The London West Hollywood at Beverly Hills. Image credit: Bryte

By LUXURY DAILY NEWS SERVICE

Sleep technology company **Bryte** is partnering with luxury hotels and resorts to bring consumers a new and restorative sleeping experience that could help improve stay experience and consumers' willingness to return to certain hotels.

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Bryte is bringing its Restorative Bed to luxury destinations, a bed that utilizes real-time technology that intuitively adjusts to an individual's specific sleep needs and preferences. The partnership comes as an effort to introduce the bed and to help luxury organizations to market a new exclusive yet comforting feature that can be offered in a luxury stay.

"Hotels strive to personalize the guest experience and provide a service level beyond expectations," said Francisco Levine, chief business officer at Bryte, in a statement. "This is exactly what the Bryte Restorative Bed offers, by transforming the overlooked hotel bed into an in-room wellness experience.

"The strong reception from our hotel partners confirms our vision: a personalized, restorative sleep experience will inevitably become the new industry standard for luxury hotels and wellness resorts," he said. "It elevates the whole guest experience and continues the relationship over many visits, as travelers can save their profile, login to any bed on a future visit to retrieve their preferences and effectively "travel with their bed."

Science of sleep

Bryte's in-bed technology measures, learns, tests and applies what each sleeper needs to optimize their restorative sleep through real-time control of temperature, pressure points and room environment, all finely tuned by AI. Users can also download an app for iPhone or Android to observe the sleep technology and personalization at work.

The Restorative Bed is aiming to improve restorative sleep by increasing total sleep time, improving sleep efficiency and optimizing the balance of light, deep and REM sleep for each individual sleeper.

Bryte explains its innovative sleep technology and approach in The Restorative Bed

To alleviate your pressure points, the Restorative Bed's matrix of active coils continually recalibrates the support

your body needs inch by inch, so consumers stay asleep longer and more comfortably.

These kinds of capabilities add a new attraction to the luxury destination experience. Hotels and resorts can now offer an innovative and restorative sleep experience for guests who may be apprehensive about sleeping in unfamiliar places.

Bryte is partnering with the Fairmont Scottsdale Princess, Carillon Miami Wellness Resort, Cavallo Point San Francisco, The London West Hollywood, Park Terrace Hotel and other luxury destinations to introduce its new bed and develop sleep programming for resort guests, including sleep suites and health retreats.

Research and experiences have reflected that positive sleep experiences could influence consumers' decisions to return to a specific hotel or resort.

Hotels can earn guests' return business if they deliver an elevated sleeping experience, but a report from 2019 finds that only 42 percent of luxury hotel guests have had their expectations exceeded. J.D. Power's North America Hotel Guest Satisfaction Index Study found that 71 percent of guests who get a better than expected night's sleep would stay again with the same brand ([see story](#)).

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