

TRAVEL AND HOSPITALITY

## Luxury hotels help guests unwind with snooze-worthy experiences

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*Mandarin Oriental Geneva is delving into the science of sleep. Image credit: Mandarin Oriental*

By KATIE TAMOLA

Some might argue that a good night's sleep is the ultimate luxury and hospitality brands are ready to help.

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As the COVID-19 pandemic, global unrest, burnout culture and general malaise have exhausted consumers in recent years past, luxury hospitality brands are curating thoughtful amenities and packages to help people rest and restart. Luxury hospitality groups including Four Seasons, Mandarin Oriental and Rosewood Hotels & Resorts are offering thoughtful sleep-oriented packages and amenities, attracting guests who are looking for a much-needed respite.

"One reason why luxury hotel brands might be offering sleep packages is because good sleep is seen as a status symbol nowadays," said Robert Pagano, certified sleep science coach and cofounder at sleep resource platform [Sleepline](#), Las Vegas, NV.

"That is, if you can afford to stay in a luxury hotel and get a good night's rest, it shows that you are able to prioritize your health," he said. "Sleep packages can include things like comfortable beds, white noise machines and even aromatherapy devices that can help create a relaxing environment."

### Luxe snoozing

Four Seasons is promoting several sleep-based packages, having tapped Robert Michael deStefano, sleep wellness expert and cofounder of wellness company Longeva for a treatment offered at The Spa at Four Seasons Resort Orlando at Walt Disney World Resort and the Center for Health & Wellbeing at Four Seasons Hotel at Westlake Village in California.

This treatment utilizes breathing techniques that focus on several somatic zones, a combination of relaxing and sleep-inducing botanical scents and touch therapies that are designed to eliminate stress and get visitors in the perfect state for sleep. There is also a massage treatment with guided music, aiming to complete the package as the ultimate stress-reliever.



*Four Seasons Hotel St. Louis has a Deep Sleep Restorative Massage. Image credit: Four Seasons*

"The ultimate goal for us is to positively impact the wellbeing of our guests," said Derek Hofmann, senior director of spa at Four Seasons Resort Orlando. "We strive to create effective therapies in our spa that address the concerns of our guests.

"Sleep, in particular, affects us all," he said. "To take this a step further, we have since introduced Vibrational Sound therapies, group sound baths, IV Vitamin therapies, Ayurvedic treatments including Shirodhara and SomaDome, a personal meditation chamber all with the purpose of promoting balance and restorative rest for our guests."

Four Seasons Hotel Atlanta is highlighting its new Wellness Immersion concept, where any of the hotel's guest rooms or suites can be transformed into the ultimate restful haven. Features include customizable sleep-optimizing enhancement amenities complete with a silk eye pillow and sound machine, and an option to add a humidifier and Dyson air purifier to their room.

Four Seasons Hotel St. Louis has a Deep Sleep Restorative Massage offering that implements techniques to release tension along energy pathways and increase circulation, leaving guests with a feeling of lightness. The thorough massage concludes with a 20-minute nap under a weighted blanket and a gift set with a pillow mist and eucalyptus salt soak for guests to take home.

Meanwhile, Mandarin Oriental Geneva launched its Check-Up with CENAS Sleep Clinic package in 2021.

The package is a minimum three-night stay aiming to improve guests' quality of sleep. Accommodations include a three-night stay for two people in a spacious room at Mandarin Oriental Geneva; a daily credit of 150 Swiss francs, or \$162 at the current exchange; complimentary access to the hotel's wellness areas; daily breakfast for two in the restaurant or private room, herbal tea amenity and pillow menu, access to Mandarin Oriental's Wellness on the Road program and additional features.



*Rosewood Hotel Georgia is offering sleep transformation treatments. Image credit: Rosewood Hotels & Resorts*

The second night of the package entails a VIP suite at CENAS for one person, with a polysomnographic night test, a full diagnosis and a written report by a CENAS-accredited pneumologist with a specialty in sleep pathologies.

Rosewood is aiming to help consumers have the best sleep of their lives with its Alchemy of Sleep packages, available at 20 properties. The global collection of immersive retreats offers movement-driven activities; relaxing, sleep-inducing treatments and other amenities ([see story](#)).

Bringing luxury relaxation home

Hospitality groups are also bringing luxurious sleep offerings home as both brands and consumers recognize the importance of investing in products that ensure a good rest.

Both Four Seasons and Hilton's Waldorf Astoria Hotels & Resorts offer at-home amenities for a good night's rest, with Four Seasons' state-of-the-art mattresses and the Waldorf Astoria bed. Four Seasons even has an entire website dedicated to helping consumers create ideal sleeping conditions at home, along with facts and myths about sleep ([see story](#)).

Last year, sleep technology company Bryte partnered 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.

Bryte is looking to bring 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 ([see story](#)).

Hotels can earn guests' return business if they deliver an elevated sleeping experience, but a 2019 report 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. While luxury hotel brands often emphasize factors such as on-property amenities and service, setting guests up for a restful night can have one of the greatest impacts on their attitudes ([see story](#)).

Above all, luxury hospitality brands are looking to offer experiences to guests that help them to leave feeling better than they did when they first arrived.

"At its core, Four Seasons embraces the golden rule and taking care of each other," said Erin Stewart, spa director at Four Seasons Hotel St. Louis. "Offering wellness treatments, guidance and education are just a few of the many ways we look after and serve our guests. "

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