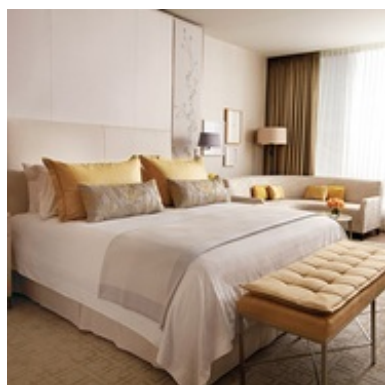


IN-STORE

Four Seasons pursues sleep sanctuary with customizable beds

March 3, 2014



By JOE MCCARTHY

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

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The hotel chain enlisted research group Ipsos to gain a better understanding of consumers' sleep preferences and patterns. Furthermore, the brand will host Twitter chats on World Sleep Day March 14 with a number of sleep experts.

"Four Seasons has been revolutionizing sleep with constant innovations for more than five decades, and we have always believed that understanding our guests' personal preferences through highly customized products and service creates the kind of experience our guests want and value," said Chris Hunsberger, executive vice president of product and innovation at **Four Seasons**, Washington.

"Over the years, we've personalized the sleep experiences across our properties through a variety of sleep amenities, from sleep menus to selections of herbal teas to offering different pillows," he said. "We wanted to offer greater personalization with the sleep experience, and developed a customized bed that can meet the unique preference of every hotel guest."

"After an extensive search, we decided to partner with leading bed manufacturer Simmons' because of their technical expertise to create a fully customizable bed."

Ipsos surveyed 3,418 former Four Seasons guests Dec. 4 - 18, 2013 in the United States, Britain, Russia and China.

Soporific atmosphere

Fifty percent of respondents expressed a preference for medium firmness in a mattress, while 28 percent favored firm and 14 percent favored soft.

To reflect this variety, the Four Seasons customizable mattress offers three different levels of firmness: Signature, Signature Firm and Signature Plush.

Pillows of various plushness will also be on hand.



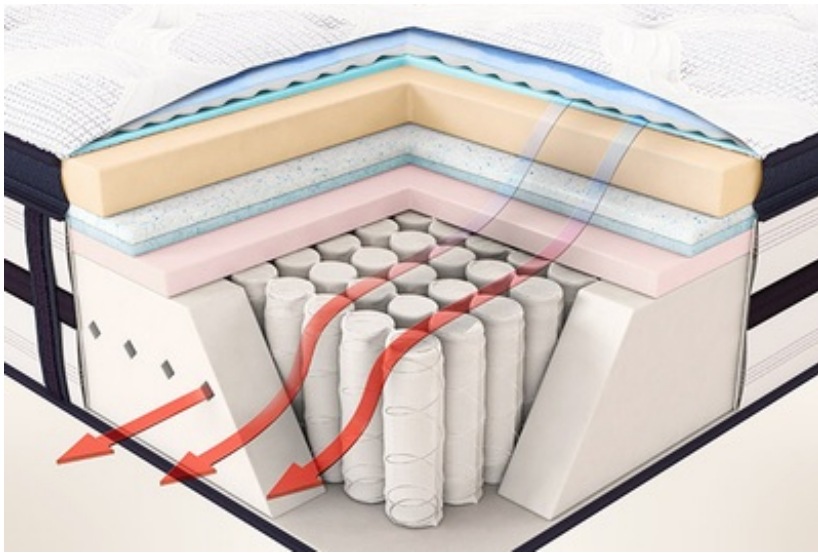
Different toppers available

Thirty percent of former guests said they have requested a room change or taken other action when their hotel bed did not suit their needs.

Ipsos found that travelers under 35 are most likely to demand adjustments, which suggests a rising push for customization.

Four Seasons met this desire for swift adjustments by promising topper changes in minutes. Guests will have preferences saved in their profiles so that the right topper is in place when they return.

The beds feature Patented GelTouch Foam Center heat-absorption technology that keeps guests cool and pocketed coil motion separation that optimizes support and minimizes motion between partners.



A closer look

Guests who want to take home the bed or linens found at a Four Seasons property can make arrangements.

Four Seasons claims that tens of thousands of its guests have requested to bring the hotel's sleeping arrangement into their own homes.



Four Seasons promotional image

The main takeaway of the sleep survey is that people differ dramatically right before they slip into sleep. Many explanations abound for the myriad nighttime rituals and habits.

All guest rooms feature soundproofing design and temperature controls. Rooms all include lights that adhere to circadian schedules, and serene art to induce peace.

Russian and Chinese respondents enjoy a hot shower or bath, the British like a good book and more than half of Americans responded that they like to flip on the television.

Rather than picking apart cultural and psychological nuances, Four Seasons is offering a various amenities such as bath salts and oils, room scents and herbal teas to let guests get in the right state of mind before sleep.

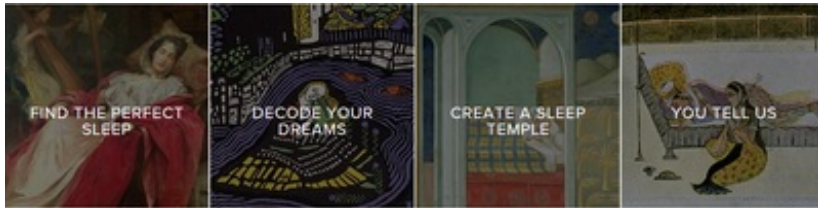
Four Seasons Santa Barbara, CA, and Four Seasons Jackson Hole, WY, will be among the

first to feature the beds.

By 2016, the brand plans to implement the new sleep program in all of its properties.

During World Sleep Day, sleep expert Dr. Carol Ash, dream guru Kelly Sullivan Walden, Four Seasons vice president of design Dana Kalczak and others will chat with guests via Twitter from 9 a.m. - 3 p.m EST. Fans can participate with the hashtag #InBedWithFS.

Four Seasons will also expand its sleep advocacy with a **new section in its magazine** that verifies or debunks sleep beliefs and offers a number of tips for creating a profitable sleep environment.



From Four Seasons Magazine

Healthful living

The sleep deprived are a shadow of their well-rested selves, and Four Seasons tries to construct an environment conducive to restoration. The brand is active in other regions of health and wellness as well.

For example, Four Seasons Hotel Westlake Village, CA, is launching a triathlon program to give aspiring triathletes the guidance needed to continue and veteran triathletes new ways of perceiving challenges.

The "Ultimate Performance Triathlon Training Camp" is helmed by professional coaches and the on-site California Health and Longevity Institute team and features extensive training and educational components. The growing interest in extreme obstacle courses and other stamina-testing trials combined with a lack of adequate resources gives savvy hotel brands an easy opportunity to align themselves with the movement (**see story**).

"Comfort is integral to experience," said Chris Ramey, president of **Affluent Insights**, Miami, FL. "Managing potentially annoying details is essential.

"There is a direct relationship between customer satisfaction and the number of details managed," he said. "Mastering service means managing comfort, and comfort is personal. What the Four Seasons Hotel innovates today will become standard operating procedure in hospitality tomorrow. An excellent example of raising the bar and separating luxury from mass.

"Creating a process to manage the myriad of ways a guest may define comfort is a Herculean task. The finest marketers and merchants, across all luxury categories, continuously search the unexplored to find better strategies to connect with clients."

Final Take

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