

Bedroom eyes



What makes your guests want to get into bed?

Not everyone has a huge budget to tackle the need to refurbish their hotels on a regular basis, so when you plan the refurbishing of your bedrooms, what are the first steps you take? With your eye on the décor of the walls and the colour scheme of the bedclothes, it's easy to forget

to ask questions like: would it be better to bring in a project manager or manage the project yourself?

How can you spend your pounds wisely and what innovation can you bring to your rooms – with the beds themselves, the furniture and the in-room entertainment.

Why should customer reviews stop at hotels?

From the smallest boutique guest house to the large exclusive hotel, customers are always willing to pass opinion on regarding their overnight experiences through travel review sites like TripAdvisor as well as hotel social media channels that have exploded onto the scene in the last decade. While these feedback sites are still very popular ways of submitting individual reviews, they are extremely time consuming and expensive to manage and coordinate, so The Fine Bedding Company Hotel Division has launched an easy-to-use way for customers to review their bedding while in situ and even request to purchase it. And they have seen unprecedented positive feedback.

With the introduction of its 'Boost Your Budget' scheme, hoteliers can tap into a captive audience within their hotel rooms. For every guest purchase, hoteliers are able to benefit financially which in turn leads to a direct saving for their Housekeeping budget. As more guests buy the products online, duvets & pillow purchases become self-funding for the hotel or guest house.

From the lone traveller who stayed in a hotel in Scotland who said "omg the pillows were out of this world! So I had to see where they were from" to the family holiday to Jersey where they "all had the best sleep ever due to the Fine Bedding Company Hotel Division's pillow", and to the family who "recently stayed at a hotel in Quinta do Lago in Algarve and they had your duck feather & down pillows which where sublime", these reviews have added a new angle to the company's approach to offering hoteliers the best in bedding. By responding to customer's reviews, businesses are better able to serve the evolving needs of consumer.

Dan Fido, head of hotel projects, The Fine Bedding Company Hotel Division, said: "This report concluded that a huge proportion of those surveyed (82%) said

that feedback has been beneficial for their business and two thirds (68%) think it has been beneficial for the sector as a whole. This reinforces our belief in listening to our customers and gives us peace of mind that we are exceeding the industry standard and the needs of customers."

An innovator when it comes to technologically advanced products, spanning duvets, pillows, protectors, mattress toppers and enhancers, The Fine Bedding Company Hotel Division's range of synthetic and natural hotel bedding allows hoteliers to offer luxurious bedding to enhance the guest experience and leave a lasting positive impression. The company's synthetic hotel range features Smartfil® and Smartfil® Air, a unique next generation fibre that offers superior thermal performance and maximum air flow, keeping guests warm and comfortable as they sleep. Furthermore, being washable at 60°C, the temperature that kills dust mites, it creates a more allergy friendly sleep environment.

Further information: www.finebeddinghotels.co.uk



Keeping costs under control

Refurbishment shouldn't have to cost the earth, says Andrew Scott, MD of Victus Consultancy

One question that arises when thinking about refurbishing bedrooms is whether to employ a Project Manager (PM) or tackle the project yourself. You need to consider how to best use of your time and that, whilst a PM may charge up to 12% of the cost, they could potentially negotiate a saving of up to 15% on contractor costs, effectively paying their own way.

To understand the cost of refurbishment, one must begin with the end in mind, and recognize how long the newly refurbished room will last.

All operators have to understand the time frame for the return on their investment regarding room and hotel refurbishments. To fully appreciate that time scale, one has to look at the client mix of the hotel. For example, the total revenue per available room (trevpar) is far higher from spa related guests than corporate clientele. The spa guest have a knock on spend in your food and beverages, treatments and additional products. An investment in spa rooms will therefore have a quicker return than that of a corporate double for single occupancy.

Operators must also understand the time scale for depreciation. It is said that a bespoke refurbishment will have a life span of three to five years whereas a neutral general refurbishment may last between five and seven; at a push you might even get ten years.

There are many effective and inexpensive way to refurbish, including paint over wallpaper, a neutral base in bathrooms enhanced with borders, mirrors, perhaps a new sink on an existing pedestal or simply changing of taps on the existing sink. An absolute winner is to invest in a shower screen over instead of a shower curtain.

All of these steps add quality. It is essential to maximise light and allow light to bounce around the room. Techniques such as building a neutral palette and enhancing using cushions and soft furnishings all add to the refurbishment whilst keeping costs under control.

Effective marketing will aid in establishing a client base post refurbishment. A family staying in a hotel will use the room less than a couple away on a romantic break, for instance. Meanwhile, a corporate guest with a break out room may invite colleagues back for post dinner drinks. Establishing who your clients will be can be paramount when you are considering refurbishment.

If the budget allows then I recommend spending money on the quality of the bed and pressure of the shower and great Wi-Fi is paramount.



Long-lasting flooring for short stays

Sleeperdorm UK has chosen luxury vinyl flooring from Moduleo for its recent renovation, due to its outstanding benefits and stylish contemporary design.

The modern budget hotel, which is based in the heart of Newcastle, offers contemporary low-cost accommodation and has selected Moduleo's Baltic Maple and Verdon Oak for a recent renovation.

Mr Khan, owner of Sleeperdorm, explains: "We were really keen to create the look of natural wood but with enhanced durability, so Moduleo was the ideal choice. Obviously the hotel is extremely busy, so we are thrilled that this new flooring not only

looks great but is easy to clean and exceptionally hardwearing!"

Neil Wilson, owner of Neil Wilson Design who designed the new concept for Sleeperdorm, adds: "We chose Moduleo, as the product was the perfect fit for the concept we wanted to go for. We used light floors for the bedrooms and selected a dark product for spaces such as the reception area, to really accentuate the space."

The products selected for this project were Verdon oak 24117 and Baltic maple 28976, both of which are from the manufacturer's Transform range.

David Bigland, managing director of Moduleo UK and Eire, comments:

"We have provided flooring for both communal areas and the hotel's bedrooms. The minimalist effect of our products has added to the contemporary style of the hotel, while the acoustic properties of Moduleo will no doubt help guests to enjoy a comfortable night's sleep too."

"We think that the end result looks fantastic, and we have had some great feedback from our guests too," adds Mr Khan. "We are delighted that we chose Moduleo flooring, and would certainly work with them again as the Sleeperdorm business continues to grow!"

Further information: 01332 851 500; www.moduleo.co.uk

