



SLEEP LIKE A BABY

Hoteliers are consciously working on 'Sleep Solutions' as an offering to make sure that guests have a good night of sleep.

BY BINDU GOPAL RAO

Pillow menus are passe. Hoteliers are now upping the ante as far as giving guests good quality sleep which has progressed beyond pillows to include everything from food to spa rituals and more.

REST AND REJUVENATE

Good, undisturbed sleep and rest are part of the experience that hoteliers today intend to give their guests. The reason is simple. Well-rested guests are more likely to be satisfied with their stay. Prioritising good sleep for the guests has a ripple effect of driving loyalty, referrals and ultimately revenue.

Janet Thadou, Room Division Manager, Grand Hyatt Kochi Bolgatty, says, "We offer turn-down services on demand by focusing on foods and ingredients that induce sleep. Our mattress is chosen so that it creates a comfortable sleep environment, and practices relaxation techniques. We use a mattress that typically falls in the medium-firm range and can regulate your temperature and relieve pressure points. It uses a series of coils to provide support, bounce,



Janet Thadou, Room Division Manager, Grand Hyatt Kochi Bolgatty

and proper ventilation so that guests sleep cool throughout the night. The mattresses come with a combination of foam and coils as it allows for the maximum amount of heat dissipation and ventilation to help regulate body temperature. The pillows are firm, light, and soft which makes it a great companion for your sleep. The all-white goose soft feathers in them, keeps the pillow neither too warm nor too cold. The duvets are generously sized, providing ample coverage on the bed. This ensures that you can fully wrap yourself in the duvet, enhancing the feeling of security and warmth, which can contribute to a better night's sleep."

AYURVEDA CALLING

As part of holistic wellness, conscientious hoteliers are now also offering sleep solutions as part of their packages.

Nishant Taneja, Head of Marketing, Moksha Himalaya Spa Resort, explains, "Our approach to sleep solutions is rooted in the ancient wisdom of Ayurveda and the balancing principles of yoga. Our team of experienced Ayurvedic and Naturopathy experts work closely with our guests to identify any underlying factors that may be affecting the quality of their sleep. Whether it is stress, an imbalance in the body's doshas, or other issues, we offer personalized guidance and techniques to help reset the sleep-wake cycle and establish healthy sleeping habits."

It also helps that their guest rooms are furnished with high-quality 10-inch snoozer mattresses that feature pocket springs and are complemented by a mattress protector to ensure hygiene and comfort. "Furthermore, our 600 thread count bed sheets, made from 100% pure cotton, add to the luxurious sleep experience for our guests. To create the ideal sleep environment, all our rooms are equipped with blackout curtains. These curtains effectively block out external light, allowing guests to enjoy uninterrupted sleep and making it possible to rest comfortably at any time of day," adds Taneja.

SCIENCE OF SLEEP

There is also some tech help that the concept is receiving courtesy, sensor-activated and soundproof rooms that ensures that the room senses activity and regulates the temperature accordingly. Facilities are motorised, so you need not get out of the bed for most



Nishant Taneja, Head of Marketing, Moksha Himalaya Spa Resort



Deepak Menezes, General Manager, ITC Windsor

things like closing blinds or turning the lights off. With sustainability and environment at its core, ITC Hotels are constantly evolving and adapting to new trends to fulfil the needs of their guests and create exclusive experiences. They have a concept called SLEEEP boutique, which is a one stop solution for a good night's rest. All suites have a Sleep box.

"With aromatic mists and oils to relieve stress, ear plugs and eye masks the sleep box makes us an ideal fit in the trend of sleep tourism. From an extensive research laboratory to determine how a guest room at ITC Hotels is designed today, the bed and bedding in the guest rooms to blackout curtains to the air conditioning and other room equipment and fittings that ensures low decibel level to even a food menu specially designed to enhance a good night sleep," says Deepak Menezes, General Manager, ITC Windsor. Interestingly, SLEEEP boutique by ITC Hotels is open at six different locations in India where

guests can walk in to experience the products and buy them during their stay or place their orders online through the website.

HOLISTIC SOLUTIONS

The Westin Goa, for instance, offers a signature sleep solution that revolves around the iconic Westin Heavenly Bed, meticulously designed to blend plush comfort with optimal support.

“This unique bed features a pillow-top construction that invites guests to experience truly divine and restorative sleep. Our exclusive Westin Heavenly mattress takes this commitment a step further, combining a soft padded structure with individual pocket springs for an unparalleled sleep experience. Additionally, we offer a Sleep Well menu curated by our talented chefs to enhance our guests’ sleep quality through thoughtfully selected culinary choices,” says Farhan Hamidani, Director of Sales & Marketing, Westin Goa.

The Westin Heavenly Bed and mattress were crafted with the intention to offer a haven of comfort that supports the body and mind. The Sleep Well menu, along with amenities like the Sleep Well Lavender Balm, was designed to complement the comfort of their



Farhan Hamidani, Director of Sales & Marketing, Westin Goa

beds and enhance the entire sleep journey.

SLEEP TOURISM

One of the recent trends that is ruling the hospitality space is ‘sleep tourism’ and hoteliers are gearing up to make the most of this. There is a growing trend of travellers seeking accommodations that prioritise well-being, and sleep is a significant component of the same.

Hashan Cooray, Director Marketing & Development, Jetwing Hotels, explains, “Our suites are designed and have been recently upgraded with the contemporary traveller in mind, catering to those who seek a distinctive and revitalising sleep tourism ex-



Heavenly Bed at Westin Goa



➔ SLEEEP Boutique at ITC Windsor

perience. In today's rapidly evolving world, an increasing number of tourists are seeking more than just accommodation; they yearn for a haven in which they can unwind, re-energize, and genuinely break free from the relentless pace of modern life."

Guests have particularly cherished the enchanting aspects of the sleep solutions at Jetwing Saman Villas. "The mood lighting and automatic sun blind control have garnered special appreciation, enhancing the ambience according to their desires. The serene experience facilitated by our soundless air conditioning has left a lasting impression. Additionally, our Ayurvedic treatments have received commendation, underscoring our commitment to offering a holistic and rejuvenating sleep encounter. Indulging in low-caffeine beverages extends sleep quality as well. Our extended selection of Sri Lankan artisanal tisanes, which includes blue butterfly pea flower and herbal options like mint and lemongrass, are perfect post-dinner choices to enhance relaxation and promote better sleep," adds Cooray.

TREND CHECK

Sleep solutions are not merely a luxury but a strategic investment for hotels. This is also why hoteliers are looking at minute details when it comes to the same.

At Jetwing Saman Villas, for instance, the suites feature soundless air conditioning technology. "You will experience the benefits of optimal climate control without the typical humming or noise asso-



➔ Hashan Cooray, Director Marketing & Development, Jetwing Hotels

ciated with traditional AC units. This technology contributes to a serene atmosphere, helping you drift off to sleep undisturbed," says Cooray.

There is also a growing interest in the practice of spending 15 minutes in a sauna before bedtime. This approach is based on the theory that lowering the body's core temperature slightly, about two to three degrees lower than the outside temperature, can promote better sleep. "We offer our guests access to saunas and steam rooms as part of our spa services, encouraging them to use these facilities before bedtime to maximize the benefits," says Taneja.

As sleep solutions evolve, there is a rising demand for personalised experiences. In a highly competitive industry, prioritising sleep solutions is a wise decision that benefits both guests and the hotel's bottom line. Ready for a nap? 