



Hotels: nice amenities equal happy guests!

Hotels that offer a variety of amenities have a higher chance of attracting and retaining guests. In a recent Expedia study, attractive amenities were the *third most important factor to guests*, close behind cleanliness and flexible cancellation policies¹. So, what do we mean by amenities and what are some of the most useful or interesting ones offered by the Hotel Industry?

What are amenities²?

An amenity is defined as "a desirable or useful feature or facility of a building or place". Amenities go a long way in making a guest's stay more enjoyable. Not only can they contribute to favorably impress guests, but they can also shape a portion of hotels' marketing strategies.

¹ <https://welcome.expediagroup.com/en/resources/improve-hotel-guest-experience-resources-tips/hotel-amenities-attract-travelers-increase-reviews>

² <https://www.cvent.com/en/blog/hospitality/hotel-amenity-ideas>

Must haves^{3,4,5}

Some amenities are considered essential by guests. Among others:

- *Charging stations.* Nowadays, everybody brings electronic devices on vacation or on a business trip (cell phone, laptop, tablet, etc.). It is therefore essential that hotels offer many power outlets to charge them, as well as USB ports (preferably, near beds).
- *Free and fast WiFi.* How many times have you encountered slow or faulty connection when staying at an hotel? With the widespread use of internet, it's essential for guests to have access to a good network.
- *Blackout drapes.* The main purpose of a hotel room is to offer guests a good night's sleep. Having a nice dark room greatly contributes to achieving this goal!
- *Everyday products* (e.g., a toothbrush, toothpaste, soap, and shampoo). If you are like me, you likely forgot one of those products when packing your suitcase at one point or another, so what a relief to find them in your hotel room after landing!

Nice to haves^{6,7,8,9}

Some amenities add comfort, fun, or a touch of 'wow' to guests stay. Here are a few examples:

- According to a 2019 Orbitz survey, almost two-thirds of millennials said the amenity they would most like to see in their hotel room is **plants**. The *Kimpton Gray* hotel in Chicago partnered with the city's conservatory to offer a few rooms filled with indoor plants. For a limited time, guests could book one of those rooms.
- At the *Edgewater* in Seattle guests of *The Beatles Suite* can enjoy a modern stereo system and listen to Beatles CDs. Those booking the *Pearl Jam Suite* have free use of a Fender guitar and amp, a record player and a rare collection of vinyl.
- Guests who stay at select *White Elephant Properties* in Nantucket get access to its fleet of BMW SUVs. The brand's *Palm Beach resort* in Florida offer the same perk.
- The *Drake Hotel* (Toronto, Canada) offers a 'pleasure menu' that includes posh condoms, bondage tape, silk blindfolds and a 24 Carat gold dildo 😊.

³ <https://thepointsguy.com/2013/10/top-12-things-that-should-be-in-every-hotel-room/>

⁴ <https://www.thebarefootnomad.com/travel-tips/29-things-we-love-in-a-hotel-room/>

⁵ <https://welcome.expediagroup.com/en/resources/improve-hotel-guest-experience-resources-tips/hotel-amenities-attract-travelers-increase-reviews>

⁶ <https://www.cvent.com/en/blog/hospitality/hotel-amenity-ideas>

⁷ <https://www.travelandleisure.com/hotels-resorts/cool-hotel-amenities>

⁸ <https://blog.guestrevu.com/10-weird-and-wonderful-in-room-hotel-amenities>

⁹ <https://www.nerdwallet.com/article/travel/quirky-hotel-amenities-you-have-to-see-to-believe>

- *Le Chateau Frontenac* (Quebec City, Canada) offers 3D cocktails. Once you add liquor, a small model made of sugar and natural flavors shaped like the hotel melts into your drink!

It would be easy to keep going but my team and I are really busy launching our e-commerce platform and **Tip&Go USA**, so stay tuned!

Note: Tip&Go Canada has just celebrated its first anniversary and is present from coast to coast



Francis Léonard CEO



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