

THE GUEST BATHROOM EVOLUTION: FROM NECESSITY TO OASIS



Today's guests desire hotels that are more than rest spots so suites have become personal spaces with style and functionality. Accordingly, hotel bathrooms have evolved over the years from functional spaces that meet guests' basic needs to a luxurious haven that provides a place to escape our modern stresses, relax and unwind. It is becoming more of an experience than a necessity. Guests are seeking comforting environments – a personal oasis from the pressure of their day-to-day lives.

The bathroom is one of the most important elements in a hotel guestroom and more hotels are investing in upgraded bathroom amenities to appeal to guests' desires.

When bathrooms are designed well and offer luxurious elements, it feels special. More and more modern-day bathroom designs and renovations in hotels strive to create a spa-like atmosphere in guestrooms. From rain showers and lighting to aromatherapy and body sprays, the space is being designed to create a multi-sensory experience.

"Guests often have set expectations for their hotel experience and a guest bathroom can either enhance or diminish that experience," explains Dave Ronald, Director Western Region and National Sales Development, Kruger Products, Away From Home Division.

Make your guests feel pampered in their rooms with soft, strong and absorbent tissue products, such as Kruger Products' Embassy Supreme line. Top-of-the-line textiles have become standard with terrycloth robes and towels sporting high-thread counts in guest bathrooms.

Old showers are out, and body jet and steam showers are in, along with heated floors and towel racks (that deliver toasty towels after a shower) and oversized bathtubs that ooze luxury. Kruger Products' premium tissue products – facial and bathroom – further enhance this spa-like environment operators are striving to create.

Since space is at a premium for many hotels across all segments of lodging, designs that maximize space and emphasize luxury are key. Clutter-free vanities, under- or above-the-sink shelving that gives amenities and toiletries their place, uninterrupted wall surfaces and expansive mirrors turn even the smallest bathrooms into inviting spaces.

While modern-day bathrooms can be upgraded with the latest designs and technologies, they still need to fit with the overall experience of the hotel. With all its luxury, bathrooms need to remain functional and easy to use for true art of living.

To stay on budget while providing your guests premium tissue products, Kruger Products has an exclusive Cost-In-Use business solutions tool to identify returns across your business including reduced overall product consumption, increased labour savings and brand image support.