



What Female Travelers Seek In A Guestroom

2014 was the year of travel for me. I made 13 trips and stayed in a variety of hotels nationwide. Every hotel was different as well as the amenities they provided in the guestroom. What I realized is that overall many independent boutique and lifestyle hotels need to take into consideration their female traveler.

According to research conducted by Judi Brownell, Ph.D., and professor at Cornell University in the Management & Organizational Behavior Program, shows that women are the fastest growing market of business travelers in the United States and account for nearly half of all business travelers.

In addition, her research uncovered that only 27 percent of hotel managers surveyed indicated that their business made accommodations for women travelers, while 60 percent of respondents indicated that this was of burgeoning importance in the travel industry.

Hotels are constantly fretting over operating costs. What they do not realize is that while they may be cutting corners, these cost measures may cost occupancy and loyalty. If you fall into the premium/luxury segment or an independent operator, I recommend that you consider the suggestions below for this are what I look for when I check into a hotel:

1. **Feeling Safe in the Hotel:** This is the most important item. We want to feel safe when travelling. There have been many occasions when I was given a room with an adjoining door – a complete no –no! Or when the front desk agent says, “You are in Room 123”, loud enough for others in the area to hear. **Research directly from a study of 13,000 women from Fortune 1,000 companies confirmed that women wanted to know how hotels were concerned with their safety while away from home.** Specifically: covered parking, deadbolts on doors, thoughtful room location and well-lit hallways are of extreme importance.
2. **Ample and dedicated workspace area:** The first thing I do is check the workspace area to see if there are enough electrical outlets for all of my devices while also accommodating my laptop.
3. **Well-made bed:** Is the bed well-made and the sheets clean? I have ample stories to share, where the sheets were not long enough for the bed; there were hairs inside the bed etc. You get the picture.
4. **Well planned bathroom:** I check the bathroom to see how well lit it is. It has to pass the makeup test. I have been in many hotels in which the rooms were beautiful, but the bathrooms lacked the lighting for me to put on my face!
5. **Are the bathroom amenities of good quality?** Select bathroom amenities carefully. Gone are the days of no name brands where the soap leaves your skin itchy and dry and shampoos where you have use the entire bottle to lather your hair. Great brand names are not privately labeled they don't have to be! Brands like LATHER or Molton Brown charge more for their amenity programs because they provide instant recognition. Also size does count. A 30 ml (1.0 oz.) bottle should be the minimum along with bar soap that is 42 mg (1.7oz.).

6. **Ample closet space and hangers:** Women tend to travel with more clothes than needed on a trip. For a recent weekend trip, I had five outfits – two of which I did not touch. There are never enough hangers in closet. It is easy to make sure there are enough hangers. On side note, make sure there is quality iron/ironing board for us to ‘erase’ the folds in our shirts and skirts.
7. **Bathrobes that fit:** I am always amazed how big these robes are. I am only 5’ 3” and the robes generally ‘swallow’ me. You may want to contemplate having two sizes per rooms or have smaller sizes available upon request.
8. **Nice towels:** Make sure that towels are plush and soft. We all know that towels have a limited ‘shelf’ life and need to be replenished. I hate it when I use a towel that feels like sandpaper! Simply replace it – please.