



## **A Breath of Fresher Air**

Date: 2010-11-08

Awareness of indoor air quality in hotels reaches new heights as FreshStay.com members add Pure hypo-allergenic guestrooms.

Most travelers are satisfied with a nice, clean hotel room when they are out on the road. But for many allergy sufferers, the dust, lingering smell of smoke and other allergens found in a typical hotel room can make their stay anything but refreshing.

Members of FreshStay.com – the largest on-line directory of 100% [smoke-free hotels](#) in the world – have demonstrated their commitment to improving indoor air quality by completely eliminating smoking from their premises. But a growing number of properties are now offering indoor air quality room enhancements for their guests who suffer from allergies, asthma, and/or chemical sensitivities.

Due to guest demand, the Doubletree Hotel Tulsa-Downtown in Tulsa, Okla., went 100% smoke-free in December 2009, joined FreshStay.com soon after, and in April 2010 converted an entire floor to PURE allergy-friendly guestrooms.

“We have a large number of guests that are allergy sensitive or have allergies to feathers, smoke or pet dander that are elated to find that we offer this service to them,” says Kecia Holloway, Director of Sales & Marketing for the Doubletree Hotel Tulsa-Downtown. “A Pure Room is a healthy alternative for every guest even those not suffering from allergies or asthma. And guests report to us that their stay in a PURE room is the best night’s sleep they have ever experienced.”

Powered by FreshStay.com partner PURE Solutions NA, a Pure Room goes through a comprehensive 7-step process to dramatically improve the air quality and nearly eliminate most irritants that keep guests from resting comfortably.

Each hotel room is treated comprehensively to minimize allergens and irritants from all surfaces and fabrics. Additionally, all mattresses and pillows are encased in a protective hypo-allergenic covering. The air in the room is continuously circulated through a medical grade purifier, filtering out up to 99 percent of impurities. The room is maintained and re-certified every six months.

“The Pure Rooms process took about a week to convert the 10 standard guestrooms, the one deluxe king and one parlor on our 14th floor,” says Holloway. “The PURE floor here is serving as a test hotel for our owners at USAA, which are now looking at installing them in their other properties due to our success.”

### **Striking a Chord**

“Many members of FreshStay.com are working with our friends at Pure Solutions to bring guests the cleanest, most refreshing accommodations in the industry today,” says Ray Burger, President of Pineapple Hospitality, which operates FreshStay.com. “There has been a tremendous growth in awareness toward indoor air quality in hotels, starting with going smoke-free and continuing with enhancements like Pure Rooms. The Pure Rooms is a godsend to the one-third of travelers who report having allergies or travel with family members who have allergies.”

The Seaport Hotel in Boston, smoke-free since opening in 1998, added four Pure Rooms in 2007, and another 12 in 2008 to keep up with guest demand.

“We have seen a number of guests returning and selecting these rooms every few weeks or months,” said Matthew V. Moore, Director of Rooms and Environmental Programs for the Seaport. “Guests who have allergies will often remark that they have had one of their best nights of sleep while staying in a Pure Room. I think the concept continues to gain momentum, especially with so much of the population affected by allergens or respiratory problems.”



### **Growing Market**

Pure Solutions reports that nearly 9,000 travelers stay in its allergen-free rooms every week, and that number is about to increase dramatically.

Hyatt Hotels & Resorts recently announced plans to purify approximately 2,000 [hypo-allergenic rooms](#) at 125 full-service properties in the U.S., Canada, and the Caribbean. Branded as “Respire by Hyatt,” these hypo-allergenic rooms powered by PURE Solutions are designed to eliminate up to 98 percent of airborne viruses and bacteria, as well as pollen and other irritants commonly found in indoor environments.

"The decision by Hyatt to offer hypo-allergenic rooms across all of its full-service brands sets a new standard for hospitality that we are proud to stand behind," said Brian Brault, CEO, PURE Solutions NA. "We are delighted to be a part of this impressive effort that allows us to create a unique clean air environment for guests without sacrificing the comfort of the hotel room."

More than 70 Hyatt hotels currently offer Respire by Hyatt rooms in cities such as New York, Los Angeles, Chicago, San Francisco, Orlando, Atlanta, and Washington, D.C. All Hyatt Resort, Park Hyatt, Grand Hyatt, Hyatt Regency, Hyatt, and Andaz properties across the U.S., Canada, and the Caribbean will have Respire by Hyatt rooms, with most of them available to reserve by the end of 2010.

### **Solid Returns**

"Catering to the allergy and asthma market not only encourages healthy travel, but it makes great business sense," says Dave Janicke, the CBO (Chief Breathing Officer) for FreshStay.com. "Time and time again, we've heard from our FreshStay members how important a clean, smoke-free environment is to their guests. Especially as we move through allergy season and into cold and flu season, Pure Rooms is the next step in promoting better indoor air quality."

Brault says that hotels implementing PURE have enjoyed solid, positive returns on their investment by selling the hypoallergenic rooms at premium rates, helping hotels improve their brand image and build market share. While each Pure Rooms does go through the extensive 7-step process, there is no need for major room renovations. Carpets, furnishings and upholstery will be sanitized, but do not need to be replaced.

Pure Rooms also suits the growing market for socially responsible travel. In addition to revenue-generating benefits, the Pure process actually can actually save a property money and bring other "green" benefits, such as:

- Reducing energy costs by increasing the efficiency of air handling units by 17%-25% due to regular coil cleanings.
- Extending the life of capital goods such as air handling units and carpets through regular cleaning.
- Extending bedding life, as the hypoallergenic mattress and pillow encasements can withstand at least 80 washes, increasing mattress life and performance.

Check with FreshStay.com for complete listings of [non smoking hotels](#), motels, inns, and B & B's. Be sure to check with properties to see if they offer Air Quality Initiatives for the benefit of guests that suffer from Allergies, Asthma, and/or Chemical Sensitivities.

### **About Pineapple Hospitality**

*Headquartered in Saint Charles, Missouri, Pineapple Hospitality™ brings fresh ideas to hospitality guests' doors and owner/operators' bottom lines — including FreshStay® ([www.freshstay.com](http://www.freshstay.com)), EcoRooms & EcoSuites ([www.EcoRooms.com](http://www.EcoRooms.com)), and GreenerHotels ([www.GreenerHotels.com](http://www.GreenerHotels.com)) Amenity programs include Eco.Fresh, Ecosential Elements, Environmentally Sensitive Amenities™, EO®, Earth Perfect, Earth Simple, Pharmacopia, Save Your World, Sonoma Soap Co. and greenSPA™ amenities. Pineapple also provides AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Earth Key Cards, Energy Management Systems and Controls, High Performance showerheads, , Zero Odor, and dozens of other products and programs. For more information, please visit [www.pineapplehospitality.net](http://www.pineapplehospitality.net), or call us at 636-922-2285.*

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