



## **Measures of Success**

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FreshStay.com partner Broughton Hospitality counts an improved bottom line, increased guest satisfaction and hotel safety as reasons to go 100% smoke-free.

Broughton Hospitality prides itself on doing things differently. Broughton Hospitality properties are [boutique hotels](#) that cater to couples, families and business travelers. With 13 properties - 10 in California and 3 in Chicago – all are unique in destination and location. From historic to hip, and found along the length of California from Palm Springs to San Francisco, these properties range in size from 23 to 200 rooms.

But there's one way that Broughton Hospitality would like more hotels to be just like them – and that's by eliminating smoking.

"We are fortunate to be in California where this movement toward going smoke-free in public places has been going for some time," says Steve Buckler, Vice President Sales & Marketing, Broughton Hospitality. "We went 100% no-smoking years ago. It's a habit now. It's what people expect."

"It's just great to see all those guest complaints centered around smoking go away. We get a ton of compliments on our cleanliness, the fresh feeling in our rooms."

Broughton Hospitality is dedicated to promoting an active, healthy lifestyle for its guests, which starts with being a smoke-free property and a member of FreshStay.com.

FreshStay.com is the world's leading online directory of smoke-free hotels, now with more than 5,000 hotels, motels, B&Bs and inns in the U.S. and abroad. With an integrated booking system, finding and reserving your room in a [100% non-smoking hotel](#) is as easy as a few clicks of your mouse.

"Several Broughton Hospitality hotels have been members of FreshStay.com since we first launched the site in 2006, and we're proud to be a part of their growth and success since that time," says Ray Burger, President of Pineapple Hospitality and Founder of FreshStay.com. "FreshStay.com and Broughton Hospitality demonstrate how we can work together to cater to promote healthy travel and reach a more socially responsible traveler."

"Because so many hotels have caught on to the fact that eliminating smoking can help increase revenue, cut down costs and increase guest satisfaction, being a smoke-free property isn't as unique as it used to be. We think that is fantastic," Burger adds.

"Working with FreshStay, it reinforces the message – it makes sure that people know these are the kinds of hotel we run," says Buckler. "It's a really positive affiliation for us."

### **Practical Application**

According to a recent poll from Gallup, for the first time ever, a majority of U.S. citizens now supports a comprehensive smoking ban, according to the organization's new poll. 59 percent of respondents favored the ban, nearly doubling the 39% who favored a total public ban on smoking in 2001 when the poll was first taken. The greatest growth in support for a comprehensive public ban has occurred in the past four years, Gallup said.

But it is not just public sentiment that is pushing Broughton Hospitality to go smoke free. Buckler says there are many more practical reasons for hotels to consider.

"For one, not allowing smoking has really helped on maintenance and housekeeping," he says. "It's been a tremendous benefit from a cost and time standpoint not to have to clean up and repair the burns, damage and smell that comes from smoking rooms."

"We do measure productivity on our housekeeping staff and have found that they are way more efficient this way. We see a lot less time being spent on carpet cleaning and drape cleaning than we used to. All those expenses are just taken off the board."

Along with measuring productivity, each year Broughton Hospitality also surveys its team members and guests in terms of job and customer satisfaction. While job satisfaction across the hospitality industry is approximately 80%, job satisfaction among Broughton properties is nearly 86%. Results also show nearly 89.5% customer satisfaction across all Broughton properties, and outpacing the industry satisfaction index of 88%.

And while smoking is obviously not the only factor that comes into play, having improved working and guest

conditions certainly does help.

"The comfort of our guests is of utmost priority to us," says Buckler. "Our average hotel size is about 50-60 rooms. In small hotels like ours, it is almost impossible to have some smoking rooms and some non-smoking. If one room is smoking, the others rooms next door or across the hall are going to know."

"It's just a practical thing – we had guests requesting it way before the laws changed to outlaw smoking."

### **Safety Issues**

The Inn of the Spanish Garden is a little jewel in the heart of downtown Santa Barbara. Operated by Broughton Hospitality, the hotel is set just a few blocks away from fine dining, great shopping and historic sites for guests to visit. All of the spacious rooms face a central courtyard so it is very quiet, and each offer a fireplace and most a deep soaking tub along with luxurious in room amenities.

The goal at the Spanish Garden is for guests to completely relax and enjoy a glass of local wine on their private patio, or take a dip in the pool and be refreshed by their stay. The Inn of the Spanish Garden embraces the California relaxed and healthy lifestyle and being a smoke free hotel is part of that philosophy.

"As we celebrate our tenth anniversary in September, we are proud to say that we have always been a [smoke free hotel!](#)" says Laurie Lawson, General Manager, Inn of the Spanish Garden. "Santa Barbara has a special feel and part of the magic of the area is the fresh, clean, slightly tropical scent that is in the air from the abundance of flowers and fruit trees that are native to the area. Being a smoke free hotel allows guests this experience without interference from smoke."

Lawson says that guests at the hotel comment on a regular basis that they are pleased the property is smoke free, and quite often it is one of the first questions asked when a guest calls for reservations. She believes this is a trend that will continue, as the public has come to accept and respect the fact that most travelers prefer a smoke-free environment.

"Many guests come to California, and especially Santa Barbara to experience the natural beauty of the area and the healthy lifestyle California is known for," Lawson says. "Being a smoke-free hotel assures all of our guests that this experience will not be compromised by unwanted smoke. An added benefit of course is that we do not have the risk of fire caused by cigarettes, and our employees enjoy a smoke free work environment."

Buckler agrees that the safety factor that comes with smoking bans is one that is often overlooked.

"I've worked at several hotels through the years where we've had a couple fires were caused by smoking in bed," Buckler says. "People sleeping in an environment where smoking is going on – that's enough of a reason to ban smoking in hotels across the country."

"I remember smoking on airplanes: you couldn't imagine that today. I think we're headed the same direction with hotels," he adds.

*For more information on Broughton Hospitality contact Steve Buckler at 714-848-2224 or visit [www.broughtonhospitality.com](http://www.broughtonhospitality.com).*

### **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)), Environmentally Sensitive Amenities™, EO®, ecossential elements, Sonoma Soap Co., Earth Perfect, Earth Simple, Save Your World, Pharmacopia, and greenSPA™ amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Earth Key Cards, Sleeves and Folders, 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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