



Hampton updates Clean & Fresh Bed

Hampton's updated Clean & Fresh Hampton Bed includes new duvet inserts, as well as covers with streamlined bottom corners.

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By: Matthew Marin

MCLEAN, VA – Hilton Worldwide's Hampton brand recently upgraded its Clean and fresh Hampton bed® concept in an attempt to enhance the guest experience, while offering increased operational efficiencies and cost savings for owners, according to the brand.

Hampton's new Clean and fresh Hampton bed started rolling out in April at all of the brand's properties throughout the world. The bed now includes new duvet inserts, as well as covers with streamlined bottom corners. Four pillows per bed are the new standard for two-bed guestrooms – up from three – and at least one of those pillows must be the Down Dreams Soft pillow. Individual hotel owners are responsible for the costs.

Following extensive research into the overall bedding experience for guests in 2005, Hampton Hotels started the Clean and fresh Hampton bed program the following year. The brand collected feedback from guests who agreed that a clean bed and bathroom are indicative of the cleanliness and comfort of a guestroom.

“The intent of the program was to ensure that anything that touches the guest, whether it's the duvet covers or the sheets, is clean and fresh,” said Kurt Smith, VP, product quality and innovation, focused service brands, Hilton Worldwide. “We stayed down that path and we haven't put anything on the bed that isn't white. We started this initiative to ensure that the most important component of the room is truly comfortable and clean, and our guests will get a good night's sleep.”

Over the years, Hampton Hotels made slight alterations to its bedding initiative, such as tweaking the types of pillows on the bed and changing the construction of the duvet insert, which started to roll out last year. “We changed the constructions of the duvet and duvet cover in a couple of different ways,” said Smith. “We changed the corners at the foot of the bed and added a border around the edges. It now has a more residential, finished look.”

From an operational standpoint, Hampton changed the design of the duvet insert in an attempt to lower laundry costs as well. As an alternative to washing a heavy bedspread on a daily basis, which would lead to gradual wear and tear, the brand conceived a duvet insert, which includes a gartered fabric. The duvet insert increases durability during multiple wash cycles, according to the brand.

In addition to the changes to the duvet, all Hampton guestrooms now offer two feather and two synthetic pillows, similar to the king rooms, allowing guests to choose their own bedtime preferences. One of the four pillows is Hampton's Down Dreams Soft pillow, which has been the brand's signature feather pillow for the past several years. “We've done a lot of research on bedding and you need to offer a variety of pillows,” said Smith.

Note that it's clean

Attempting to communicate the brand's commitment to providing a clean bed, the brand's Hampton Post-It was refreshed with three new messages starting April 2014, each rotating on the headboard of the freshly laundered bed. The Post-Its, printed on recycled paper, indicate that the bedding has been cleaned completely for each Hampton Hotels guest.

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“There’s still a concern among guests about the cleanliness of the bedspread,” said Smith. Maybe not all our guests would understand that it’s laundered fresh, so we think of new ways to further communicate our message. Once you put a note on the bed, guests will read it. It is an easy, affordable attention grabber and the response has been overwhelmingly favorable.”

Based on Hampton Hotels’ research, hotel guests would feel more relaxed, comfortable and assured if they know that the bed is clean, according to Smith. Additionally, the brand’s guests prefer Hampton’s revamped bedding experience: “We get a lot of feedback from guests who said they don’t want to get out of bed in the morning,” said Smith. “The Hampton bed offers a soft, cushy, comfortable experience. The underside of the duvet, which comes into contact with the guest, is made from soft materials. They have said that they like to snuggle and wrap themselves inside.”

While some of Hampton’s competitors also offer a clean, white bed, the brand prides itself on attempting to stay ahead of the curve. “We were the first, and we made some good traction,” said Smith. “What sets us apart is the quality of the product. Our duvet covers feel more upscale and offer a soft, fluffy feel.”

The success of Hampton Hotels’ updated Clean & Fresh Hampton Bed is influencing other aspects of the guestrooms. “We’re using different textures but it doesn’t look sterile and has an inviting feel,” said Smith. “Something as simple as making sure the bed is white and crisp is translating into the brand’s next generation of the Hampton bathroom.”

Bed & Breakfast

Aside from the update to its bedding program, Hampton’s signature breakfast offering – On the House breakfast – underwent a change at the same time. Named the Breakfast Remix, this program has rolled out across all 1,900-plus properties and includes the introduction of new products, including locally sourced and inspired fare, supported by new breakfast presentation and branding.

Since 2004, Hampton Hotels’ free, hot daily breakfast menu has featured a line-up of staples such as scrambled eggs, sausage, pancakes, waffles, fresh fruit, biscuits and gravy, cereal, yogurt and oatmeal.

As part of the Breakfast Remix, offerings will be expanded to include turkey sausage, shelled hardboiled eggs, breakfast wraps with salsa and sliced fruit. Hampton properties have also been encouraged to introduce locally sourced offerings, with fresh regional signature items. For example, Hampton Inn Bennington offers guest New England seasonal refreshments, such as hot cider or a freshly baked cookie. ■