

KEY FACTORS TO KEEPING HOTELS COOL

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Catering to Market Segments

According to Gallup's 2014 Hospitality Industry Study, hotel customers value location, price and quality above everything else when choosing a hotel. Each of the six distinct segments of the hotel market -- luxury, upper upscale, upscale, upper midscale, midscale, and economy -- are different, and to truly create long lasting relationships, hotels must cater to the preferences of guests in their respective market segments. This becomes especially important in the luxury and upscale divisions where guests value the look and feel of a property. Understanding what is important to customers, offering products and services that matter most to guests, and ensuring that staff members can deliver on guest preferences are key factors to boosting a hotel's business growth. Furthermore, Gallup's study highlights that guests are willing to pay more for significantly improved services.



Guest Well-being

Understanding what is important to customers is a key step to creating a sense of well-being. Many hotels have begun to embrace guest well-being as a cornerstone of their efforts to make their hotels luxurious and comfortable. From offering yoga classes to complimentary in-room cucumber water, hotels are finding new ways to ensure guest comfort. Gallup's study also suggests that there is a strong link between guests' feelings of well-being and customer engagement. Customer engagement refers to the emotional link between your hotel and a guest, which can only be fostered through a sense of being cared for. Engagement is a huge predictor of business growth. Gallup reports that 79% of guests who feel a sense of well-being at a hotel also report feeling engaged, which ultimately leads to greater spending during a stay and booking more nights at the hotel. A guest that has no engagement will typically spend about \$403 during a stay, while a highly engaged guest spends an average of \$588.

How it Works

A high-pressure misting system is one of the most effective and efficient methods for cooling hotel spaces. The process is this. Operating at pressures of 1000 psi+ Koolfog produces micron-sized water droplets that, while evaporating and turning to vapor, remove heat from the air, cooling the surrounding area. The dry fog produced by a Koolfog system reduces outdoor temperatures by as much as 35 degrees Fahrenheit, which makes even 100+ degree days comfortable. This ensures that outdoor spaces are comfortable, guests are catered to, and the attention to guest well-being is a recognized priority of the hotel or resort revenue. Let's take the example of a hotel with poolside cabanas. Guests come to the pool area because they want to relax and cool off during hot summer months. However, remaining poolside is another question, especially when the weather is extreme. One way to ensure that clients are comfortable in and out of the water is to add misting to the cabana experience. The cooling effects assures that they are more likely to spend time by the pool and enjoy poolside services.

Standing Out

While any hotel can have comfortable beds or offer massages in their spa, each hotel owner needs to find a way to stand out. Customers report wanting a "distinct" experience at a hotel—something that sets their stay apart from every other. It's worth it to challenge legacy luxury products and services that add cost, but not value such as cable TV and complimentary coffee in the lobby. The best hotels not only place major focus on customer service, but also think outside the box. One area where hotels can create a unique and favorable experience is by ensuring that hotel lounging spaces, dining and poolside areas are cool and comfortable by including a misting system.



Increase Revenues Too!

Cabana misting can add revenue in two ways; one, by increasing the likelihood that guests will spend more to rent out or reserve a cabana and two, by making it more likely for guests to order food and drink service. At upscale hotels, cabanas may range from \$100-\$300 per day, depending on extra services added. A sandwich or pizza ordered to the pool ranges from \$12 to \$20, and drinks \$3 to \$12. A family of 4 might leave with an average ticket of \$100 or more after enjoying a few hours poolside.

A Happy Customer is a Repeat Customer

It is also important to note the fact that comfortable customers are repeat customers. According to Deloitte, only 8% of people stay at the same brand of hotel when they travel, so guest comfort is clearly very important to bring customers back. Adding misting amenities in reserved cabanas is one strategy, but a hotel can also incorporate them into poolside common areas, outdoor dining patios or even private patios in upgraded suites. This signals an overall concern for the guest experience and is certain to play into repeat stays.



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