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HOTEL BUSINESS® Bedding & Linens



The new Hotel Fifty in Portland is the product of a conversion from a former Four Points by Sheraton. Entirely new bedding packages in each of the hotel's 140 guestrooms were a key part of a recent \$7-million renovation.

## Bedding upgrade plays key role in creation of Portland's Hotel Fifty

BY LAUREN ESPOSITO

PORTLAND, OR—When Coastal Hotel Group decided to turn a former Four Points by Sheraton here into the hip boutique Hotel Fifty, a thorough upgrade of the property was required for

the transformation. When it came to the guestrooms, the company zeroed in on reinventing not just the overall interior design, but the sleep experience by selecting a completely new bedding package.

When a \$7-million conversion project began to create the independent Hotel

Fifty in March of last year, the overall goal was to distance the 140-room hotel from its former identity as a Four Points, according to the property's general manager Terry Hanley. "Going from a select-service brand, which comes with a more traditional look, to a more upscale independent boutique property we wanted everything to be different. We even used an interior designer that had never done a hotel before to ensure nothing would be cookie cutter," he said.

When it came to the beds, the decision on the mattress came straight from Coastal's president and CEO, Yogi Hutson. "I'm an old Starwood guy so I was thinking of something along the lines of the Westin Heavenly Bed," Hanley said. "But our president absolutely insisted we go with one particular very high-end mattress that he had used in another property. When we put everything for the renovation down on paper and began costing it out and determining what could be cut if needed, he was adamant that we not cut the mattress from the budget."

That mattress was the Beautyrest Black Beverly Hills mattress from Simmons Hospitality. Part of the company's luxury collection, it incorporates high-end materials such as cashmere and modal yarn, memory foam and pocketed coil technology. "It's about an inch or two higher than the typical pillow-top mattress, and with the memory foam it is perfect—neither too firm nor too soft," Hanley commented. "They are very plush and comfortable."

For the top of the bed, Hotel Fifty

selected linens from Koni Corp. The 320-thread count sheets are made from Egyptian cotton and are white with a tone-on-tone wide striped pattern. "There is a bottom sheet, then sort of a mini-duvet. It's a duvet sheet with an insert. It's a little different from the more common triple sheeting," Hanley explained.

A top duvet finishes off the bedding ensemble. To create a stark contrast with the white linens and reflect Hotel Fifty's neutral, yet modern color scheme, both the bedskirt and top duvet are a deep shade of espresso that is also carried through in the guestroom carpets.

Hanley noted the hotel also decided to select larger pillows for the new beds that are comprised of a feather and polyester mix. A decorative accent pillow with a geometric pattern and an ivory woven throw across the foot of each bed completes the ensemble.

Although the complete bedding upgrade, particularly the mattress, represented a sizeable investment, it is one that is already paying off in the form of higher guest satisfaction scores and the elevation of the hotel to a more high-end boutique property that is stylish, but also focused on comfort. "The beds are the number one thing that we receive positive feedback on from our guests," Hanley said. "Everyone comments on how comfortable the beds are and how well they slept during their stay. We've even had some people say they were the best beds they have ever slept in. That is the ultimate compliment." **HB**

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