



Heated Towel Racks and Hospitality

Americans love to travel. In fact, Deloitte reported that in the past decade, U.S. hotel gross bookings grew 6 percentage points with the U.S. cruise segment just behind at 5.2 percent growth. The hospitality industry shouldn't rest on its laurels, however. Traditional lodging has more competition thanks to home-sharing companies like Airbnb fracturing the market and increasing competition.



According to The Economist, more than 500 million stays have been booked through Airbnb since its inception in 2009, which now boasts 7 million properties (including 4,900 castles and 2,400 tree-houses) in more than 100,000 cities. Many hosts offer additional perks like snacks, authentic home cooked meals and even local excursions. Most hotel chains simply can't offer that level of flexibility and personal attention.



A 2016 J.D. Power survey concluded that as the hospitality industry reaches a customer service plateau, it needs to meet the ever-increasing expectations of today's guests. What was once luxurious

and indulgent is now expected and mundane, so lodging companies are constantly looking for ways in which to compete.

All of these factor boil down to one point: as the hospitality industry looks for ways to entice customers, heated towel racks can be positioned as a way to achieve functionality and luxury with minimal effort—something customers will love.

WHEN TO APPROACH



An ideal time to approach a sale for this industry is at the construction phase. Though hotel renovations happen every three to six years, they entail finishes like carpeting, new paint and furniture. Companies typically want to avoid the cost of cutting into walls to hardwire heated towel racks. Therefore, selling well before drywall is installed is the best route. When approaching the sale, speak with the project interior designer because they are the decision makers. Additionally, building a relationship with the interior designer is beneficial in the long run because even though projects end, they will move onto the next and hopefully bring you with them.

WHERE TO LOOK FOR LODGINGS UNDER CONSTRUCTION



In general, go where the people are. Cities experiencing a population boom have rapidly growing economies – which includes the tourism industry. According to the U.S. Census Bureau, some of the fastest-growing areas are Phoenix, Arizona; Fort Worth, Texas; Seattle, Washington; and Charlotte, North Carolina. Don't limit your outreach to just traditional hotels. Sniff out developments like ski lodges, sports clubs and cruise ships. In fact, 13 new ocean-going ships set sail in 2018. That's a total of over 31,000 passengers.

HAVE YOUR TALKING POINTS



Remember that designers aren't just looking for aesthetics when it comes to the products they use. Make sure to emphasize the functionality and innovation of Amba heated towel racks as well as their beauty. For ski lodges, guests can glide (or stumble) down the slopes and be greeted at the bottom by a hot toddy and a warm towel to dust off the snow. Whether it's at a golf course, tennis complex or athletic gym, members of any sports club will delight in a toasty terry cloth after a cool shower and a hard day of meeting the competition.

Another key point to address is price. Designers often work within a predetermined budget and have to justify some purchases to the owners. Help the designer understand that heated towel racks will not only improve customer satisfaction, but support the company's bottom-line. Hotel guests can dry their bathroom linens on the racks, which use the same amount of energy as a few light bulbs, and prolonging the time between necessary laundering. This means fewer loads of laundry for housekeeping and less money spent on water and electrical costs. Heated towel racks also reduce mold and improve air quality. This is especially useful in cruise ships guest rooms that are constantly damp with sea and pool water. In fact, compact designs like Amba's new Radiant Small make a perfect addition to any tight space, including cruise ships.

Whether you're selling to a snowy ski resort in the Swiss Alps, a fitness gym down the street, or a cruise ship rounding Aruba, when it comes to heated towel racks, the hospitality industry is buying.

**RADIANT SMALL:
NOW AVAILABLE!**



20 3/8" x 21 1/4"
Plug-in with Hard-wiring Kit Included
60-80 watts | 0.50-0.67 amps

LIST PRICE: US\$285

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