

LODGING

[Home](#) / [Industry News](#) / [Brand News](#) / [Wyndham Hotels Expands Stay Well Rooms Across U.S. Brand Portfolio](#)



Wyndham Hotels Expands Stay Well Rooms Across U.S. Brand Portfolio

Posted by: [Lodging Staff](#) in [Brand News](#), [Design](#), [Design Trends](#), [Industry News](#) May 24, 2018

PARSIPPANY, N.J.—Wyndham Hotels and Resorts is engineering its hotel rooms around an elusive concept in travel: a really great night’s sleep. The brand is teaming up with wellness innovator Delos and famous designer Jeffrey Beers to outfit rooms that inspire rest, comfort, and relaxation. The upscale hotel brand launched a new room design prototype with plans to rollout the Stay Well rooms across its U.S. portfolio by 2019.

As many as 47 million U.S. adults do not get a restorative night’s sleep on a daily basis daily. For travelers, it’s worse. Evidence shows jet lag, unfamiliar routine, and the general stress of travel contribute to poor sleep and post-travel illness.

“It’s simple: sleep is one of the most critical things we offer our guests,” Kate Ashton, senior vice president, Wyndham Hotels and Resorts, says. “Every traveler should be able to wake up ready to conquer the day, so we’re engineering our entire guestroom experience around rest—from wellness-focused environments and calming atmospheres to the simple comforts of a stylish space.” Wyndham is the first upscale hotel brand committed to offering guests the Stay Well experience at every hotel across its U.S. portfolio by 2019. Endorsed by Dr. Deepak Chopra, founder of The Chopra

<http://lodgingmagazine.com/wyndham-hotels-expands-stay-well-rooms-across-brand-portfolio/>

Foundation and a Delos Advisory Board member, the evidence-based Stay Well rooms by Delos infuse wellness into the room with features that minimize the impact of travel on the body and enhance sleep.

“Travel is stressful on the mind and body, making the hotel room—the space we spend the most time in during our travels—a critical environment for our wellbeing,” notes Chopra. “By making wellness a priority in the makeup of every Wyndham hotel, the Stay Well experience is fundamentally changing the way we travel—for the better.”


Wellness Technologies & Amenities

Stay Well rooms incorporate wellness technologies to help improve indoor air quality, sleep patterns, and physical comfort, as well as reduce exposure to germs and allergens. Wyndham Hotels and Resorts’ wellness experience will include the following:

- An **air purification** system, which circulates filtered air in the guestroom to reduce pollen, odors, allergens, toxins, and other pollutants from the air;
- **Aromatherapy** with optional scents to improve ambiance and mood while promoting relaxation;
- **Circadian lighting** that allows a personalized room light environment that emulates the color of natural outdoor light to enhance sleep quality, energy levels, and productivity with settings like circadian, energize, relax, and play;
- A **dawn simulator** alarm clock that simulates a sunrise, allowing for a more natural waking process through the use of gradual increasing light;
- A **Stay Well natural memory foam mattress** derived from organic cotton, pure hevea milk, and essential oils; and
- **Guided meditation** by Deepak Chopra, integrative medicine and wellness pioneer.

Room Design

The move comes coupled with a complete redesign for the brand’s interior by renowned interior architecture and design firm Jeffrey Beers International (JBI). By leveraging soothing blues and muted grays, balancing clean lines and soft curves, and centralizing the room around the bed, the room is designed to promote comfort. 

“At JBI we always think first about the guest experience: how people feel when they enter a space,” says Architect Jeffrey Beers, founder and CEO of Jeffrey Beers International (JBI). “We’ve designed with this in mind—how the room balances between clean, modern lines and soft curves. This balance creates a feeling of tranquility and invites you to breathe a sigh of relief when you close the door behind you.” 


Modern elements include magnetic charging stations by the bed and noise-reducing fabric panels, while design contributions like serene abstract wall art and carpet weaving both color and texture like ocean waves create an atmosphere of overall calm. The layout of the room itself, with the bed as its central focus, supplements its most important function: a space for sleep. 

Photo: Wyndham's new prototype room incorporates calming design elements to promote comfort and is enhanced by scientific applications from Delos to influence wellness and encourage natural sleep rhythms.