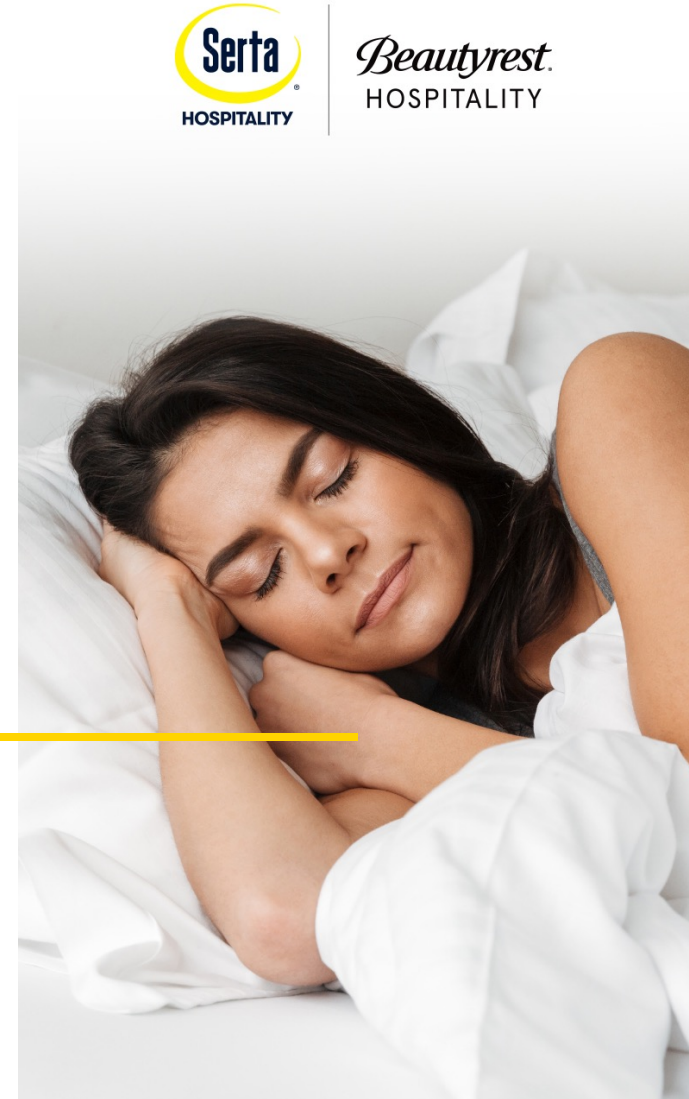




FREQUENT TRAVELERS & GUEST SLEEP HABIT INSIGHTS

Global Wellness Institute Sleep Initiative and Hotel Management's Hotel Guest Sleep Survey Results

April 2025



Guest Sleep Survey Overview

Conducted by the Global Wellness Institute Sleep Initiative and Hotel Management in partnership with Serta Simmons Hospitality Bedding. We surveyed 80 frequent travelers between March 12 – April 21, 2025 on their travel habits and sleep routines on the road.

Survey participants were between the ages of 25 – 74, travel at least a few times a year and stay at hotels at least sometimes.

41% REPORTED TRAVELING MONTHLY, 21% TRAVELING WEEKLY, 38% TRAVELING A FEW TIMES A YEAR AND OF THOSE TRAVELERS:



44% usually stay in hotels, **49%** always stay in hotels, **8%** sometimes stay in hotels



83% are from the United States, **3%** are from Canada, **6%** are from Australia, **9%** reside in another country



64% of respondents are female, **34%** male



10% of those surveyed are ages 25 – 34
16% are ages 35 – 44
25% are between 45 – 54
36% are 55 – 64
13% are 65 – 74

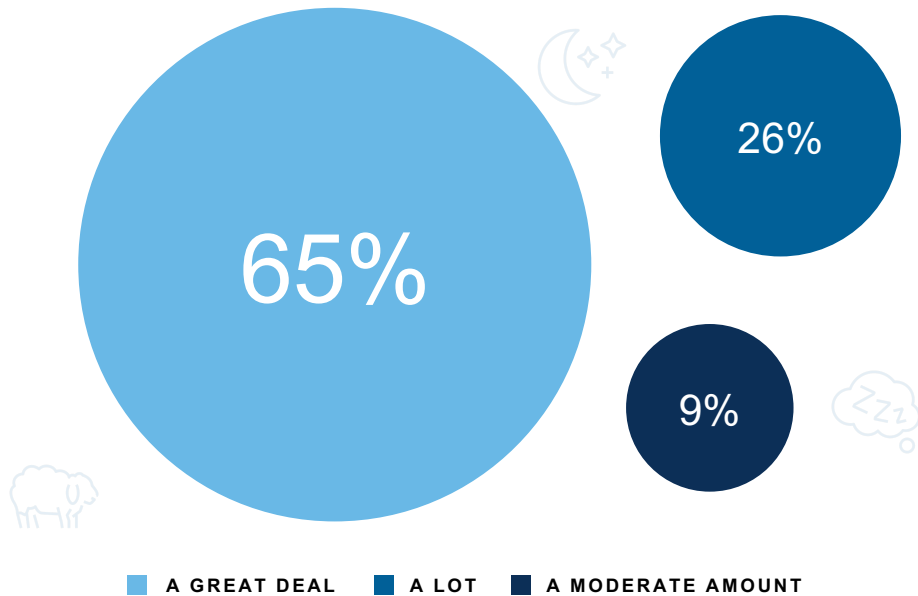


The Majority of Hotel Guests Do Not Report Experiencing a **High Quality of Sleep** When Sleeping Away from Home



Over 91% of Respondents Shared that **Their Quality of Sleep Impacts Their Overall Travel Experience Greatly** When Traveling

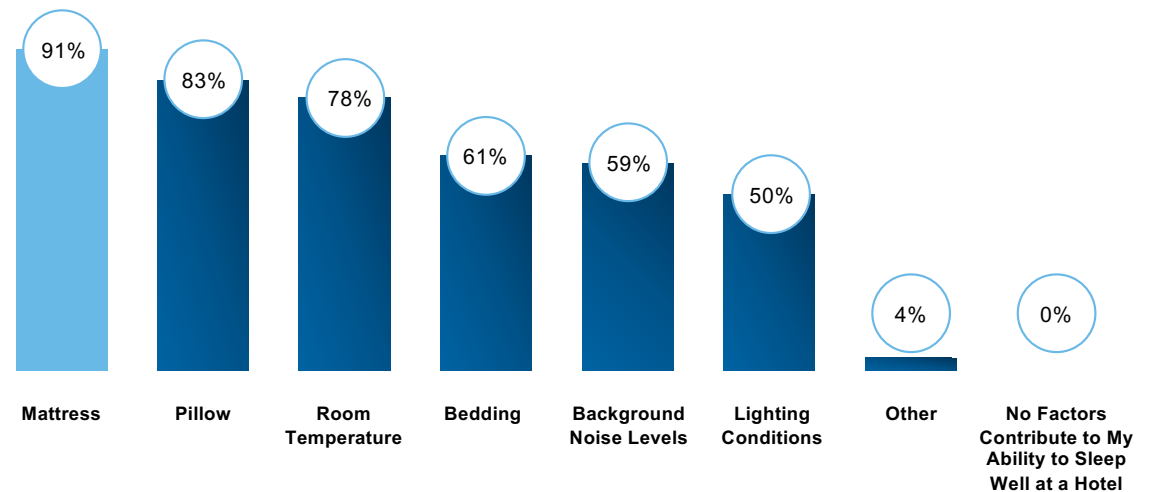
HOW SLEEP QUALITY IMPACTS OVERALL TRAVEL EXPERIENCE



The **Mattress and Pillows** were Cited as the **Top Factors that Contribute to Sleeping Well** at a Hotel While on the Road

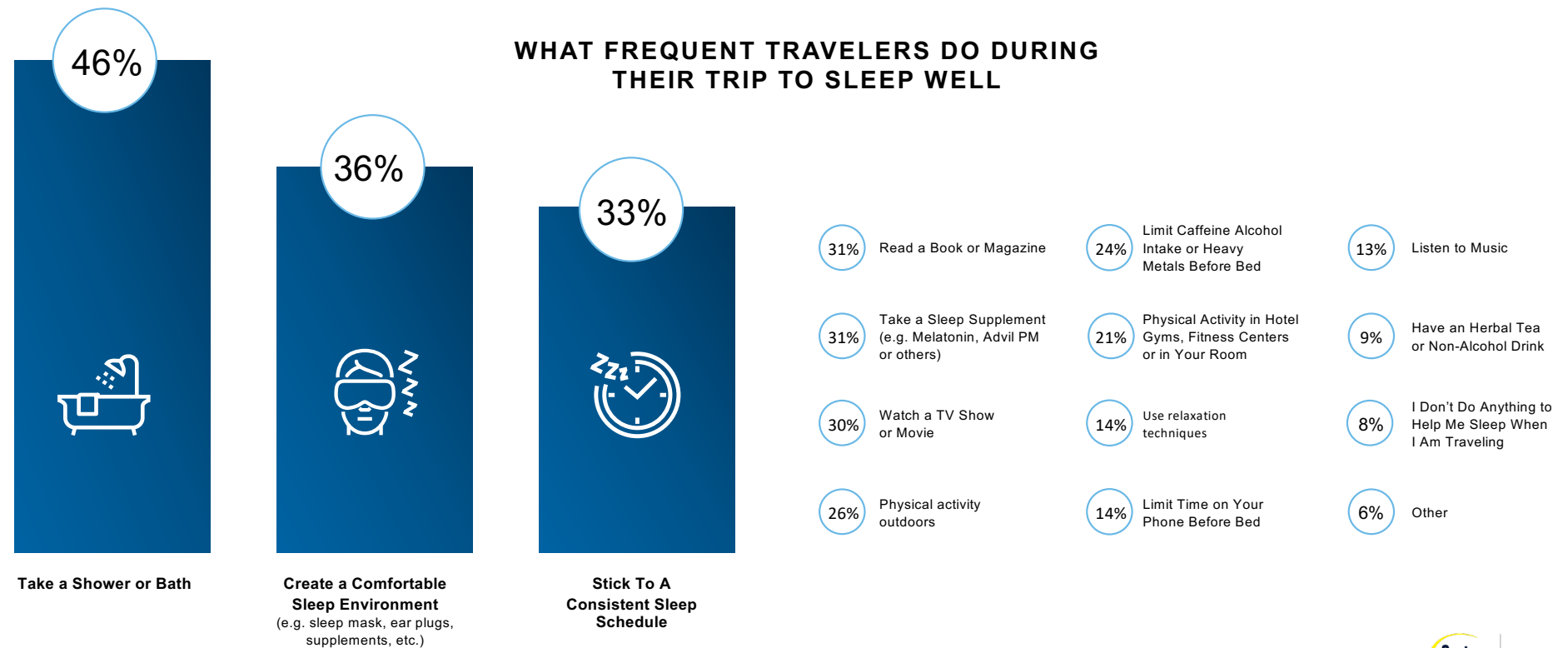
Rounding out the top five contributors to good hotel sleep: **Mattress, Pillow, Room Temperature, Bedding and Background Noise Levels**

FACTORS THAT CONTRIBUTE MOST TO FREQUENT TRAVELERS SLEEPING WELL AT HOTELS



Many Travelers Make Adjustments During Their Trip to Improve Sleep

Take a Shower or Bath, Create a Comfortable Sleep Environment, and Stick to a Consistent Sleep Schedule Were the Top Three Responses

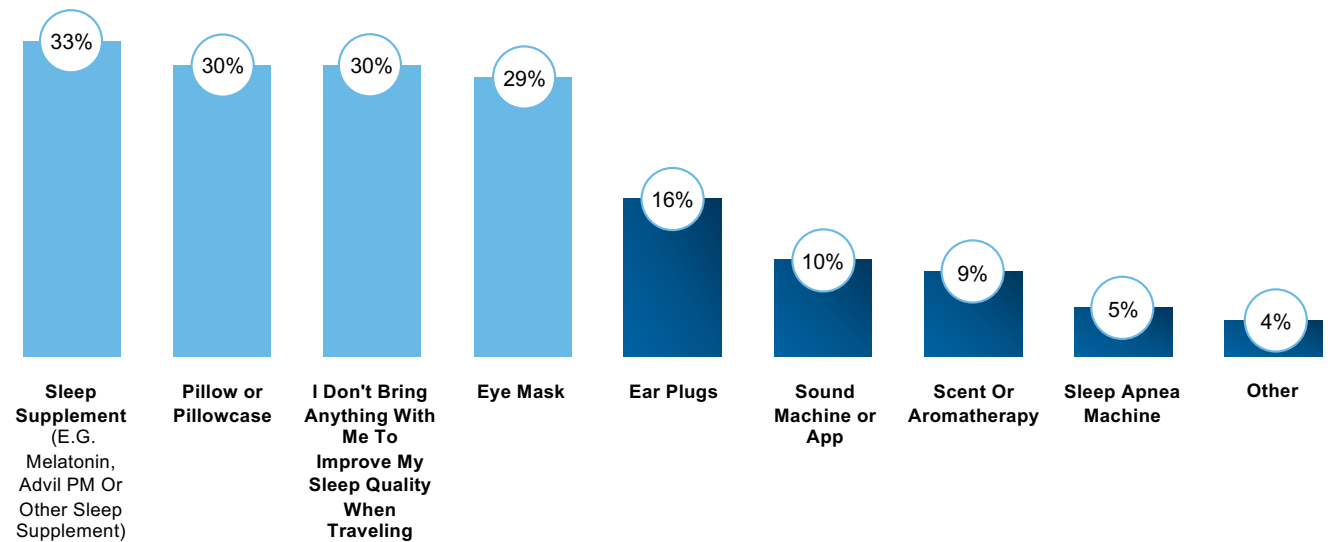


Frequent Travelers' Favorite Items to Improve Sleep Quality on the Road

Sleep supplements, pillow or pillowcase, and eye masks were the top three amenities preferred for a good night's rest.

WHAT FREQUENT TRAVELERS BRING WITH THEM TO SLEEP WELL WHILE TRAVELING

While 30% of frequent travelers reported not bringing anything with them on the road to improve sleep quality – over 91% report that sleep quality impacts their overall travel experience greatly.

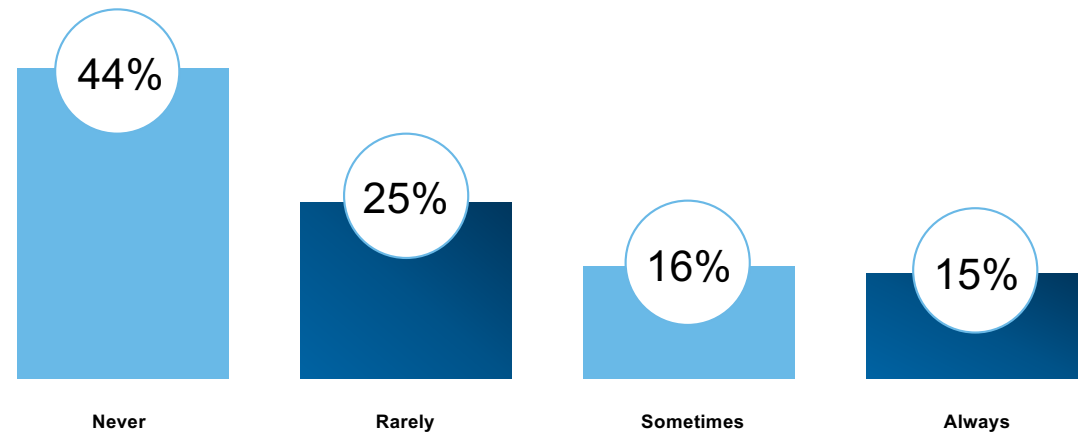


How Important are Sleep-Focused Amenities?

Over 31% of Frequent Travelers **Seek Out Properties with Sleep Amenities**

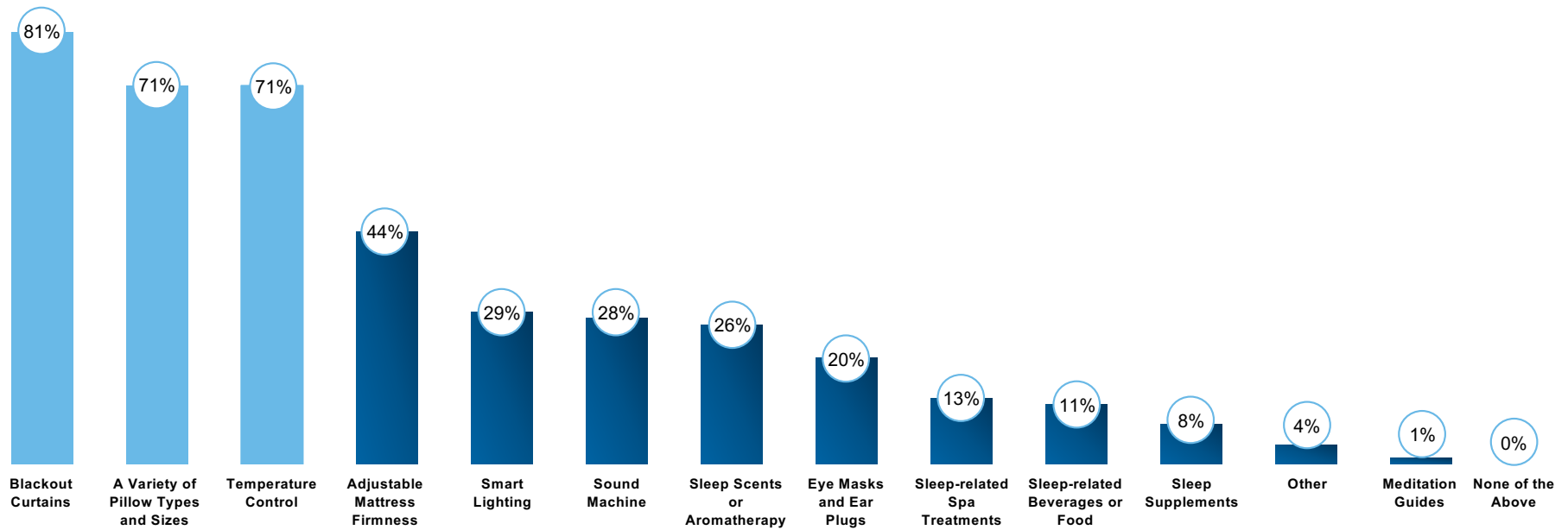
Frequent travelers value sleep amenities such as dedicated sleep programs, specialized beds or other sleep-focused amenities, with over 31% “sometimes” or “always” seeking out properties that offer them.

FREQUENCY OF SEEKING OUT ACCOMMODATIONS WITH SLEEP AMENITIES



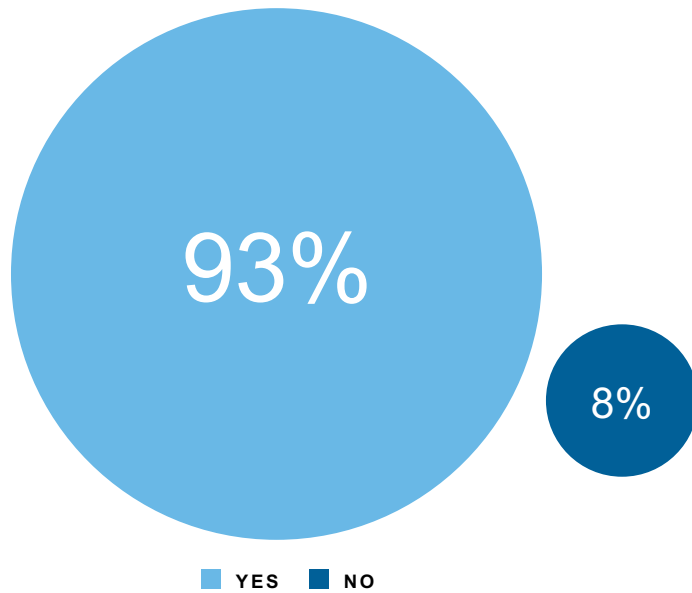
Guests Want Hotels to Offer a Variety of Amenities to Help Them Get Better Sleep

SLEEP AMENITIES HOTELS SHOULD OFFER TO IMPROVE SLEEP



93% of Frequent Travelers Reported Being More Likely to Choose a Hotel if They Offered the Ability to Customize Sleep Amenities PRIOR to Arrival.

LIKELINESS TO CHOOSE A HOTEL IF IT OFFERED THE ABILITY TO CUSTOMIZE SLEEP AMENITIES PRIOR TO ARRIVAL



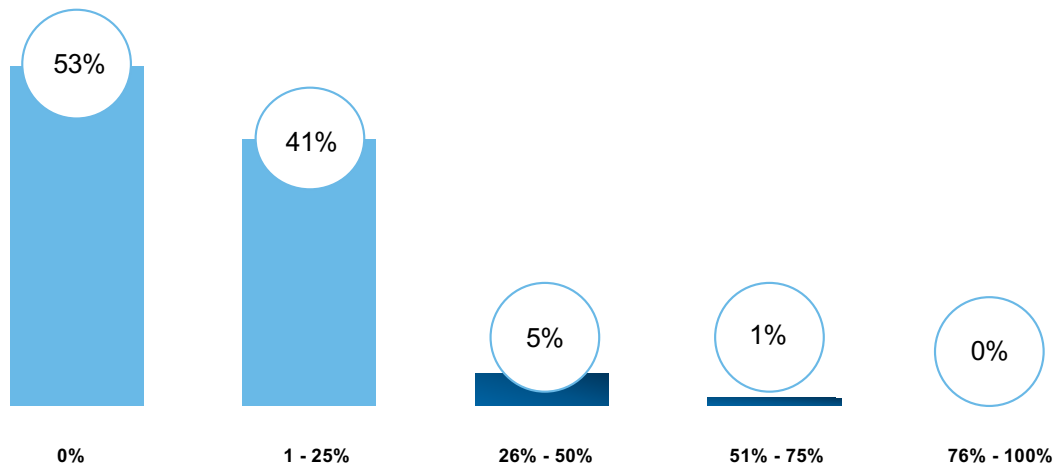
10 Q17: Would you be more likely to choose a hotel if the hotel offered you the ability to customize your room's sleep amenities prior to arrival, such as select your pillow type, bed firmness, in room amenities? n = 80



...But, 41% of Frequent Travelers Reported that NO Hotels that They Stayed at in the Past Year Offered Sleep Amenities

Hotels Have a Significant Opportunity to Improve Guest Sleep

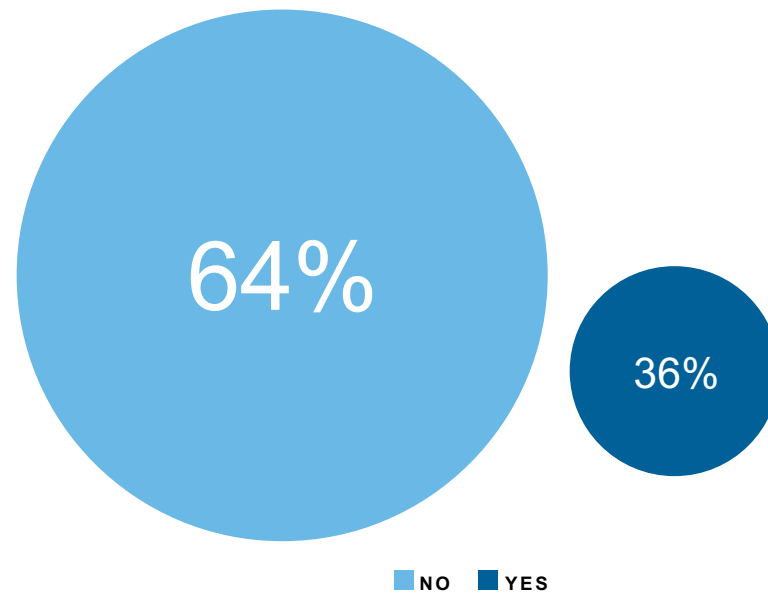
PERCENT OF HOTELS FREQUENT TRAVELERS REPORT OFFERING SLEEP AMENITIES IN THE PAST YEAR



11 Q18: In the past year, what percent of the hotels you have stayed at for business or pleasure offered sleep amenities or services, such as sound machines, eye masks, ear plugs, sleep scents or aromatherapy, sleep supplements or other sleep amenity? n = 80

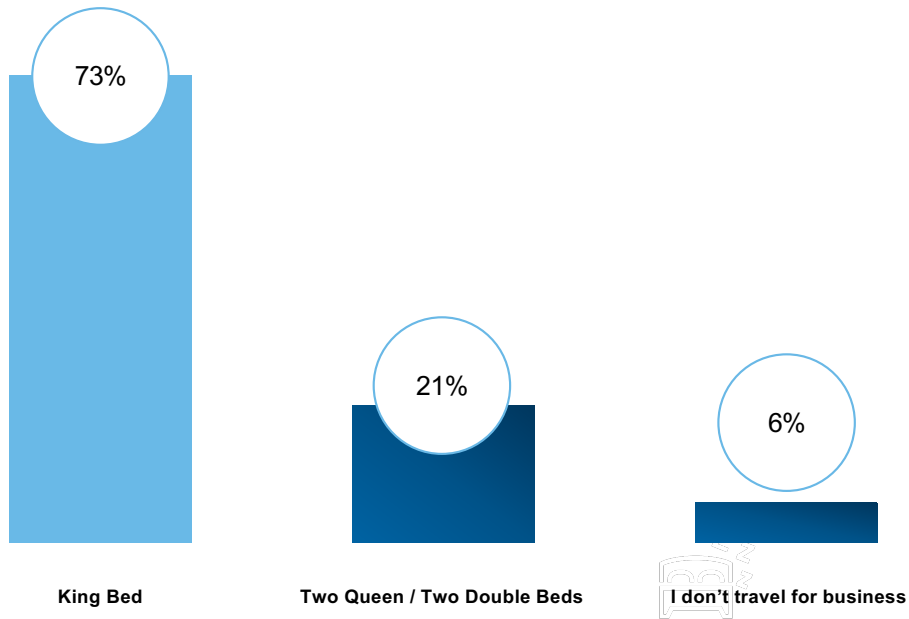
Most Frequent Travelers **Do NOT** Believe Hotels are Investing to Improve Guest Sleep

PERCENT OF HOTELS FREQUENT TRAVELERS
BELIEVE ARE INVESTING TO IMPROVE GUEST SLEEP QUALITY



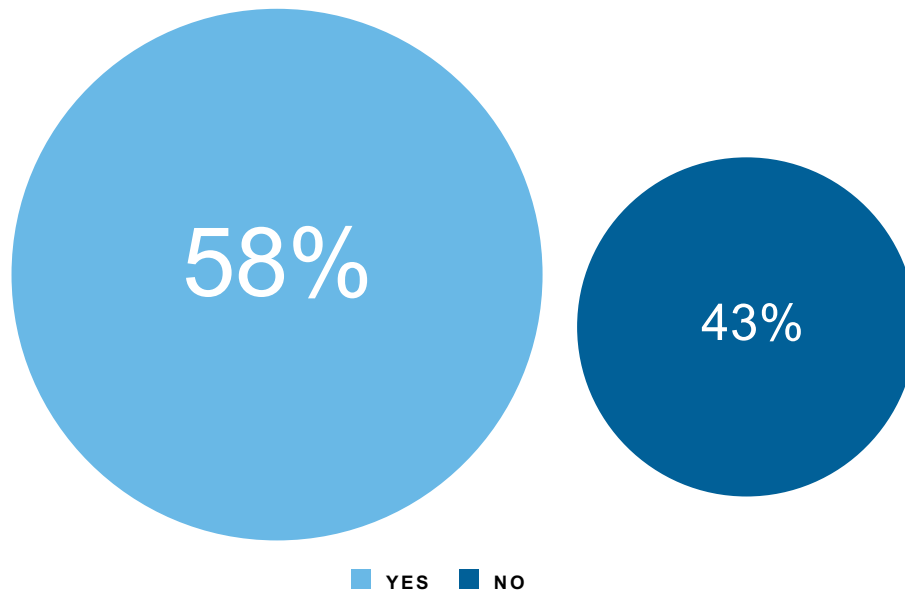
Overwhelmingly, Most Frequent Business Travelers Prefer a **King Bed When Traveling**

TYPE OF BED PREFERRED BY FREQUENT BUSINESS TRAVELERS



58% of Frequent Travelers Reported They are Willing to Pay More for Hotel Accommodations with Sleep-Enhancing Features

WILLINGNESS TO PAY A HIGHER PRICE FOR ACCOMMODATIONS WITH SLEEP-ENHANCING FEATURES



14 Q21: Would you be willing to pay a higher price for hotel accommodations that offer sleep-enhancing amenities or services such as sound machines, eye masks, ear plugs, sleep scents or aromatherapy, sleep supplements or other feature. n = 80

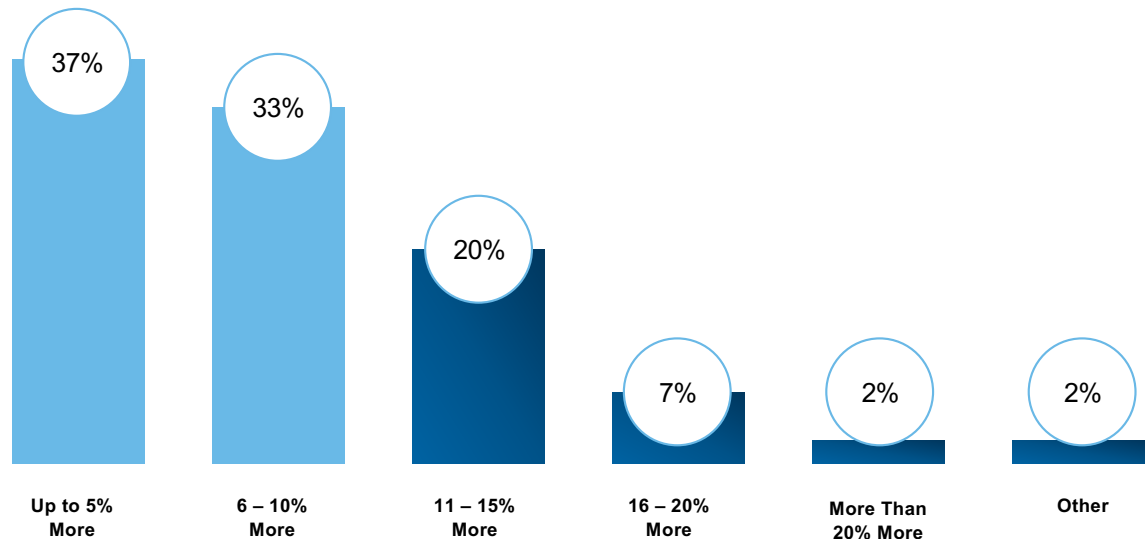


...62% are Willing to Pay Up to 10% MORE for Accommodations With Sleep-Enhancing Features



HOW MUCH MORE FREQUENT TRAVELERS ARE WILLING TO PAY FOR ACCOMMODATIONS WITH SLEEP-ENHANCING FEATURES

That's a significant potential revenue source for your property while giving guests what they want: great sleep on the first night... it's win-win.



Let's Help Guests Get a Better Night's Rest

Ahead of the busy summer travel season, now is a great time to **evaluate guest sleep offerings**.

We have the **sleep expertise** and know-how to help you create the **ideal guest sleep environment** – night after night, stay after stay.

To get started, contact your **sales representative**.

For additional **sleep insights**, contact:

JD Velilla

Global Wellness Institute

jd@designingsleep.com



Appendix: Guest Sleep Survey Questions

Q1: What is your first name?

Q2: What is your last name?

Q3: At what email address would you like to be contacted?

Q4: In what country do you currently reside?

Q5: Which of the following options most closely aligns with your gender?

Q6: Are you a hotel owner, operator or manager?

Q7: What is your age?

Q8: On average, how often do you travel for business or pleasure?

Q9: How often do you stay at hotels when you are traveling for business or pleasure?

Q10: How does the quality of your sleep impact your overall travel experience?

Q11: How would you describe your sleep quality when staying at a hotel?

Q12: Which factors contribute most to your ability to sleep well at a hotel when you are traveling for business or pleasure? Select all that apply.

Q13: What do you do during your trip to help you sleep well when you are traveling for business or pleasure?

Q14: What do you bring with you to improve your sleep quality at a hotel when traveling for business or pleasure? Select all that apply.

Q15: How often do you seek out hotels or accommodations that provide sleep amenities or services such as dedicated sleep programs, specialized beds, or other sleep-focused amenities?

Q16: Which sleep amenities or services would you like hotels to offer to help improve your sleep quality during your stay? Select all that apply.

Q17: Would you be more likely to choose a hotel if the hotel offered you the ability to customize your room's sleep amenities prior to arrival, such as select your pillow type, bed firmness, in room amenities?

Q18: In the past year, what percent of the hotels you have stayed at for business or pleasure offered sleep amenities or services, such as sound machines, eye masks, ear plugs, sleep scents or aromatherapy, sleep supplements or other sleep amenity?

Q19: Based upon your recent hotel stays, do you believe hotels are investing to improve guest sleep quality?

Q20: When traveling for BUSINESS, what size of bed do you prefer?

Q21: Would you be willing to pay a higher price for hotel accommodations that offer sleep-enhancing amenities or services such as sound machines, eye masks, ear plugs, sleep scents or aromatherapy, sleep supplements or other feature.

Q22: How much more would you be willing to pay for hotel accommodations that offer sleep-enhancing amenities or services?

n = 80