

# Tips On Trips

## Eat Up Travelers: Enjoy Breakfast On The Road

(NAPSA)—What makes for a stellar hotel stay? Do you think it is an inviting room, comfy bed, a spacious shower, functional alarm clock or perhaps a delicious breakfast, which can take your entire travel experience to a whole new level? Is it a combination of these things or all of the above? Well, some hotels are getting your message loud and clear and are gearing up with surprises for travelers as they take on these needs, one by one.

Take the breakfast, for instance. Hotels push the envelope by focusing on new amenities such as satellite radio or Internet check-in. However, the 2005 North America Hotel Guest Satisfaction Index, a study by J.D. Power and Associates, finds that improvements on tried-and-true comforts such as a hearty, complimentary breakfast receive considerable boosts in customer satisfaction scores.

The company that introduced the concept of “complimentary continental” more than 20 years ago recently updated it to make the breakfast experience unlike that of other hotels. Its breakfast team tested 60 varieties of eggs, 15 sausage patties and 12 different orange juices and orchestrated more than 175,000 changes in breakfast alone to see that the experience stays consistent, from hotel to hotel, across the country. Here’s what the researchers developed:

**Some like it hot**—A well-bal-



**A guest selects from the options available every day from one hotel chain’s breakfast specifically designed to meet travelers’ needs.**

anced breakfast offering is a necessity for starting your day off right. The On the House™ Hot Breakfast offers hot items, with eight different menus including eggs and breakfast meats, biscuits and gravy, wraps with salsa and more. Seasonal items are also being offered to guests. Menus are selected by individual hotels based on the preferences of their business and leisure travelers. (Low-carb dieters, that includes you!)

**Some like it fast**—With On the Run Breakfast Bags™, there’s no excuse to miss breakfast. Available Monday through Friday mornings, each bag contains an apple, a Kellogg’s® breakfast bar, an Otis Spunkmeyer® Muffin and a bottle of water. In 2005, Hampton Hotels distributed more than three million On the Run Breakfast Bags, making it the largest to-go complimentary breakfast from a hotel.

**Some like it high-octane**—Three blends of coffee have been

specifically created to add a new flavor with a smile to breakfast. The blend is known for its robust taste and is the signature coffee for all 1,330 hotels. A typical Hampton hotel will serve at least 13 gallons of coffee daily—that’s three gas tanker trucks full every day.

**Some like it simple**—The hotel chain has created consistency in the breakfast experience so guests will know what to expect each time they visit a Hampton Inn anywhere in the nation by arranging breakfast by food type into six zones—hot, cold, baked, fresh, coffee and juice—to meet each guest’s needs. Welcoming displays are set up to describe the food and guide guests through an enjoyable experience.

**Some like it served with a smile**—Hampton is not just offering delicious food, but also service and a personal connection to make their breakfast an unforgettable experience. Through a “Hampton Moment,” staff greet and connect with guests and offer an unexpected delight they won’t find at any other hotel.

Even with all the upgrades, the breakfast continues to be complimentary, saving travelers \$5 to \$20 per person and an extra stop in the morning. So whether you are a loungeur who enjoys a leisurely breakfast or your schedule only allows for a coffee and a bagel for the road, Mom was right—breakfast really is the most important meal of the day.