

newsworthy trends

Getting The Feeling Of “Home” While On The Road

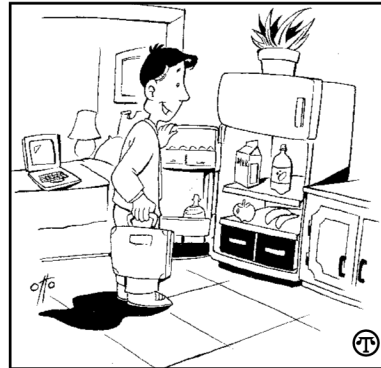
(NAPS)—Having to hang your hat in Tulsa one week, Tucson the next week and Tallahassee two days later—may be less stressful for frequent business travelers if they find a hotel with an atmosphere that feels more like home.

With business travel on the rise, Americans are seeking solutions to help combine the elements of travel, work and home more comfortably. For example, a third of business travelers, 36 to 54, said that they have taken their spouses or children on business trips. In addition, 43.2 percent said they bring their work on vacation, while 68.6 percent bring their work home.

“What was once considered taboo—mixing work, family and pleasure—has become quite normal for many of us,” says Dr. Christena E. Nippert-Eng, author of *Home and Work*. “People are increasingly comfortable conducting their personal business from the workplace, too. In fact, 60 percent of respondents in a survey conducted by Homewood Suites by Hilton said they spend up to 25 percent of each workday attending to personal business.”

When traveling, approximately half of all men and women surveyed said they prefer hotels that feel like home. Some even make hotels feel more like home by bringing family photos, a plant or—in the case of 25 percent of women—a favorite pillow.

“This American lifestyle trend means that today, when people travel for business, they want a hotel with a home-like feel, which is only natural given the fact the lines between business and fam-



Traveling is easier when your hotel room feels more like home.

ily time are so blurred,” said Jim Holthouser, senior vice president of brand management for Homewood Suites by Hilton. “We designed our Homewood Suites hotels for travelers who need space to maintain their same personal and work routines while on the road.”

Beyond its in-suite amenities of a full-size kitchen, separate sleeping and living areas, guests at Homewood Suites can take advantage of each property’s on-site convenience store, exercise facility and guest laundry. Homewood Suites by Hilton also provides a daily complimentary breakfast and weekday evening manager’s reception in the hotel’s lodge. Additional guest services include a complimentary grocery shopping service and a complete business center. Most Homewood Suites by Hilton hotels also feature a swimming pool and outdoor sports court.

To learn more or to make reservations, call 1-800-CALL-HOME or visit the Web site at www.homewood-suites.com.