

Strength in Numbers

2009-07-29

FreshStay.com will celebrate the addition of its 4,000th certified smoke-free member August 4 at the Comfort Suites in St. Charles, Mo

As the most comprehensive on-line directory of smoke-free lodging properties in the world, it's fitting that FreshStay.com gets to celebrate a major milestone by blowing out the candles right in its own hometown.

FreshStay.com will commemorate the addition of its 4,000th certified smoke-free member with a celebration at the St. Charles Comfort Suites at 3 p.m. (CST) on Tuesday, August 4. The team from FreshStay.com, as well as a number of local dignitaries, hotel managers and staff and FreshStay personnel will be on hand to mark the occasion.

The St. Charles Comfort Suites joins 3,999 other 100 percent nonsmoking hotels that have reached out to health-minded travelers through FreshStay.com's simple-to-navigate search function and integrated online booking option.

"We're proud to join the growing ranks of FreshStay.com and excited to host a smokefree celebration marking the milestone," says Natalee Keathley, General Manager of the St. Charles Comfort Suites. "We believe that a healthy, 100 percent smoke-free hotel experience is good for our guests, our employees, and also our business. Teaming up with FreshStay.com will help us connect with the millions of travelers who prefer to stay in clean, comfortable guestrooms free of the danger, and smell, that comes from secondhand smoke."

The growth of FreshStay.com to 4,000 members in just a few short years mirrors the tremendous increase in socially responsible travel throughout the hospitality industry. Last year, the American Automobile Association (AAA) reported there were more than 8,000 smoke-free lodging properties in the United States, and that number continues to climb this year. FreshStay.com provides those hotels focused on healthier travel the best way to reach those customers who share their values.

'Studies have found that nearly 90 percent of travelers now prefer a smoke-free hotel,' says Dave Janicke, FreshStay.com's CBO - Chief Breathing Officer. 'For some it's just a preference. But for others, allergies or medical conditions require them to avoid the dangers of secondhand smoke. That is why all FreshStay.com properties are certified to ensure smoking is not allowed anywhere in the property.'

'We at FreshStay.com envision a day when all hotels are completely smoke-free. But until then, we will continue to add to our growing roster of hotels, motels and B&B's that have made the choice to ban smoking throughout their properties,' Janicke says.

'Reaching 4,000 members is important to us because it demonstrates our wide-range of coverage over all 50 U.S. states, Canada and around the world,' adds Ray Burger, President of Pineapple Hospitality, which operates FreshStay.com. 'It's just a bonus that our 4,000th member happens to hail from our hometown of St. Charles, Missouri.'

'There is strength in numbers, and together, FreshStay.com's members are proving the difference they can make in presenting a cleaner, healthier future for the hospitality industry,' he adds.

Top 5 Reasons to Go Smoke-Free

Members of FreshStay.com have found a number of benefits from kicking their smoking habit. Here are the top 5 reasons they've found to go smoke-free:

1. Guest satisfaction - No more complaints about rooms that reek of smoke, whether lingering from previous guests or wafting in from nearby smoking rooms.
2. Save your staff - Not only is a non-smoking workplace better for your staff, but it certainly make their lives easier, too, by not having to take the time and effort to clean up ashtrays and cigarette butts.
3. Protect your property - Members of FreshStay.com have found that furnishings, linens, carpets and other amenities are lasting longer because they are not being damaged by smoke or cigarette burns.
4. Better business - Smoking rooms that used to go unoccupied or discounted now can serve guests 365 days/year.
5. The prestige - A smoke-free environment creates the right 'atmosphere' that encourages repeat customers. The sense of smell is strong, and as more restaurants, office buildings and public places ban smoking, those places that still allow it are all the more noticeable. For those travelers concerned about their personal health, it is essential to go smoke-free to protect your property's image.

For more information on the 4,000th member celebration, please contact Ray Burger at 636-922-2285 or Dave Janicke at 314-550-7904. The invitation to event can be [downloaded here](#).

About Pineapple Hospitality

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is an EPA ENERGY STAR(TM) partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(R) (www.freshstay.com), EcoRooms & EcoSuites (www.EcoRooms.com) Environmentally Sensitive Amenities(TM), EO(R), Neutrogena(R), Earth Perfect and greenSPA(TM) amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Key Cards, Green Earth Key Cards, Energy Management Systems and Controls, High Performance showerheads, the Nature's Mist(TM) deodorization system, Zero Odor, and dozens of other products and programs. For more information, please visit www.pineapplehospitality.net, or call us at 636-922-2285.

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This article comes from Hotel News Resource

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