

What everyone should know about giving pleasure with towels!

Giving pleasure is a success package in its own right. The more you give, the more you'll receive, and I wanted to find ways of giving extra pleasure to people.

I was recently paid a compliment that I'd like to tell you about. A guest responded to our enquiry asking how they had enjoyed their stay in our accommodation. I'd like to quote it here;

"On a par with top hotels....."

Little touches like the presentation of the towels in the bedroom and the towel seal on the toilet are things I have not come across in a vacation home before."

(Mr. and Mrs. Ken Vickers, England)

The future of the hospitality industry depends on maintaining the pleasure and enjoyment of our guests' experiences with excellent service. If our guests do not enjoy their stay they will vote with their feet, and not bother to return to our accommodation. We all want our guests to return year after year, and we want to show them that we care enough to take the extra steps that give them the service that they deserve.

I wanted to give our guests an extra feeling of personal caring; any one of us can be too busy, too tired, too frustrated to provide that little bit of additional service. The towel display shows that you do care for your guests, and that you want them to start their vacation with a little bit of fun and a great big smile.

9 Easy Ways to improve your bathroom and bedroom décor

It doesn't take a lot of time, and it doesn't take a lot of expense. Most homes have the supplies you will need, and the small amount of extra "stuff" is easily bought from local stores.

What it takes is the knowledge of how to fold towels into various designs, how to present them and how to accessorize them.....

Everyone tells me they know how to fold a swan so why should they bother to learn any other designs – well, frankly, if everyone knows how to fold a swan then isn't it time to learn something new? If everyone displays a swan (and not everyone can do it beautifully!) on their beds, then where's the additional pleasure and fun for the guests who have returned for their second or third visit to your accommodation.

Towel Origami to Impress your Guests!

What makes your homes different from everyone else's? Do your guests still feel the **WOW!** factor when they arrive?

How can you make those arrivals even more interesting for your guests, without creating a lot of additional work and expense for yourself or your owners?

These items are already in the closets! You may need to have some small accessories with you, but.....



We're talking about towels and facecloths – everyone has some of those!

Your bathrooms and bedrooms will take on a totally personal look when you or your staff place one of these amusing designs on the bathroom counter or the beds. And you place as many or a few as you like. You have control over where and when you place them, and how you want to use the designs to emphasize a special room. Perhaps the kid's bedroom could be personalized with a puppy dog. A fish could be swimming on the bathroom counter. A palm tree could be displayed on the master bed. Your skills and imagination are the only restriction...

Consider, though, the difference that having this skill at your fingertips will make; for an extra 10 minutes on the cleaning time, your home could be transformed into a toweling wonderland!



The Towel Studio

Impress your guests like the Cruise Ships do

How many times have you heard someone who has come back from a cruise tell you about the towels they found displayed on the beds in their cabin? What did they feel about that extra service? Were they bored by it? Did they ignore it? Was it just something they fully expected to be done?

No, of course not – it was totally unexpected for them to arrive in their cabin and see a smiling puppy dog wearing sunglasses, sitting on their bed.

It made them smile; it made them feel happy; it made them aware that their cabin steward had gone the extra mile to make them feel welcome. It was an enjoyable beginning to their vacation, and would remain as one of their memories and talking points for a long time to come. Many guests even take photos of the towel display to show family and friends back home.

Nothing except your own creativity and imagination can stop you giving that same welcome to **your** guests.

“The Towel Studio class is very informative. It teaches you to take pride in your work and how you can share it with others. The little accents you add to your towel folding can brighten up some-one’s day! I recommend that every vacation home company and hotel take this class. It can help bring a new level of guests! Have a wonderful day”

Kim D

“What a wonderful way for a guest to start off their stay, and help make them feel like the fun of their vacation has already begun! I can highly recommend the Towel Studio class and personally hope to learn even more. What a fun class to take, you learn something new and have a great time too!

We have already started using the Seal design in our vacation homes. This is a quick and easy way to brighten up some-one’s day!”

Tracey W

Towel creations

The Towel Studio offers classes ranging from Basic to Advanced in Towel Creations for those who prefer to have a “**hands on**” learning experience, or you can purchase our DVD and watch how to make your basic designs in your own time.

Whichever experience you decide to take, you can be sure of having a different skill at your fingertips and a new ability to give your guests extra pleasure.

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www.thetowelstudio.com