

These Rooms Are Just for the Ladies



For too long, women have been forced to endure the tyranny of hotel rooms that were not designed specifically to meet their needs. But good news: our collective suffering is over because there is a new trend of hotels creating rooms that are just for women. What, exactly does this mean? Well, at the Dukes London, it means "fresh flowers, women's magazines and size-appropriate slippers and robes and female staff members who are escorts at check-in." Vancouver's Georgian Court Hotel has the Orchid Floor, a special women's only floor where the rooms are equipped flat irons, yoga mats and beauty products. A hotel in Copenhagen also has a floor that's only accessible to female guests using a key card.

So basically, what it comes down to is that these are special floors where you'll feel safer? That's a perfectly acceptable service to offer—though hopefully they're not charging extra for the privilege. It seems like a bit of overkill to invoke women's stereotypical love of robes, flowers, and scented lotions, but at least they haven't doused the rooms in Pepto pink. Still, maybe spare us the yoga mats? The last thing anyone, ladies included, wants to do when they are ordering a mediocre burger from room service at midnight and trying desperately to finish that presentation for tomorrow's meeting is have a yoga mat whispering from the corner of the room, "You should really work out more."

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[Hotels Create Rooms and Floors Just for Women](#) [New York Times]

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Hotels Create Rooms and Floors Just for Women

By [ELAINE GLUSAC](#)



DUKES LONDON

The [Dukes London](#) hotel has created several initiatives catering to women, including 19 new Dutchess Rooms (right) with fresh flowers, women's magazines and size-appropriate slippers and robes and female staff members who are escorts at check-in. As a result, the hotel says, bookings by women have surged 30 percent in the last two months.

The program is part of a trend. The 180-room [Georgian Court Hotel](#) Downtown Vancouver has created an Orchid Floor — a women-only floor of 18 rooms with flat irons, yoga mats and beauty products. In Copenhagen at the 814-room [Bella Sky Comwell](#), the 20-room Bella Donna floor is available to female guests by an elevator key card.

“This is an old concept once dismissed as sexist that’s having a resurgence primarily as a result of more women traveling solo on business,” said Ann Mack, director of trend spotting at the marketing communications firm JWT, who said that she had tried a women’s floor and liked the extra security and smart décor. “If it had been all pink and frilly, I would not have enjoyed it.”