

Hotel robe upgrades making the stay more worthwhile

By Abha Bhattarai, Washington Post

Most hotel rooms are a blur, says Maxwell Young. But there is one part of his stay at the Hotel Palomar in Northwest Washington that he will always remember: the leopard- and zebra-print robes hanging in his room.

“It was like I opened the closet and rays of sunshine poured out,” he said of the bathrobes, which he later raved about on Twitter. (“Snow may have put a crimp in our DC plans, but this zebra robe at @Kimpton Palomar Hotel is really lifting my mood.”)

Young, who works in marketing, spent the rest of his business trip working in his animal print robes. By checkout time, he’d made plans to buy a similar robe for a friend.

As hotel chains look for new ways to attract younger travelers, bathrobes have become one more way to add pizzazz to an otherwise predictable stay. Gone are the one-size-fits-all robes of earlier decades. In their place: Seersucker, houndstooth and periwinkle blue, all perfectly suited for sharing on social media.

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