



LG Brings a
New Style to the
Hospitality Industry

LG styler | Steam Clothing
Care System

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INTRODUCTION

In the competitive and ever-evolving world of hospitality, it's always been a top priority for hotels to stay attuned to the demands of the marketplace. That's more important than ever as the last few years have brought about seismic shifts in consumer expectations. The taste of the modern traveler is changing and hotels must be more vigilant than ever in knowing the value of what they're offering to consumers or risk falling behind.



NEW CHALLENGES AND NEW OPPORTUNITIES

A New Consumer

A number of factors have contributed to the change, each presenting new challenges and offering new opportunities. But possibly the single biggest change in the hospitality landscape has been the rise of Millennials as an economic force. According to the US Census Bureau, Millennials have recently surpassed Baby Boomers as the largest living generation and in 2015, they've become the largest share of the American workforce according to Pew Research Center analysis. Clearly it's becoming smart business for hotels to start addressing the demands of millennials. But catering to them is a challenge unto itself. Unlike previous generations, they're not merely content with having a nice place to stay and premium cable channels to flip through. They want a unique experience. They're more likely to be impressed by the interesting art in their room than getting room service. It's no longer enough to be a place worth staying, hotels now have to provide an experience worth sharing.

More Ways to Stay

The desire for a distinct, local experience is not limited to Millennials. That mindset has spread to consumers of every generation and has given rise to another major industry disruption. Airbnb, and sites like it, offer vacation home and room rentals that let customers feel like they're living life as a local, and at reasonably priced rates. It's not just a place to stay but a sample of a lifestyle. And while Airbnb isn't going to single-handedly take down the hotel industry, it is indicative

of a change in consumer preference. Modern travelers want to make the most out of the locale and in turn, are spending less time in their rooms. With guests being on the go more than ever, convenience is placed at a premium.

A Change in the Air

Not only are the lodging habits of consumers changing but how they travel is as well. Since airlines began charging for the first checked bag in 2008, travelers have been more conscious than ever of how much they travel with. A quick internet search on baggage fees brings up an endless host of articles offering tips on how to avoid them, meaning consumers are making a concerted effort to travel lighter. In doing so, they often are only bringing what they deem as essentials, especially when it comes to clothing.

An Unconventional Amenity

Modern travelers are as savvy as ever. Only by understanding their needs and behaviors can the hotel industry offer anything of value to them. No longer are travelers looking for extravagant frills but rather amenities that are both functional and unique.

LG Electronics, with these travelers in mind, offers a completely new way to care for road-wearied clothes. Introducing the LG Styler, an innovative product that breathes life into garments with the delicate power of steam in as little as 20 minutes.

OFFERING STYLE AND SUBSTANCE

With just the touch of a button, the LG Styler will have any garment looking fresh and ready to go so guests can be on their way and explore their locale the way it was meant to be experienced. It's uniquely designed with an array of features, ones not found in traditional washing machines, to safely and efficiently refresh and revitalize any piece of clothing.

- TrueSteam technology delivers steam of 100% water with no chemical additives.
- TrueSteam also sanitizes difficult or impossible to wash items and in the process, reduces allergens and bacteria by up to 99%.
- The Moving Hanger system gently vibrates approximately 180 times per minute to shakes out wrinkles.
- The Odor Removal feature reduces odors caused by everyday wear to keep clothes smelling fresh.
- The Gentle Dry feature uses a built-in heat pump to keep warm air circulating during the drying process, making it ideal for fabrics that require gentle, waterless treatment to keep clothes from shrinking or being damaged.
- A pants press creates creases and keeps them crisp.

CONCLUSION

The LG Styler offers the convenience and functionality that compliments the lifestyle of modern travelers. And that has changed quickly. What they need and are looking for from a lodging experience has changed and hotels must find new solutions to satisfy them rather than rely on what worked in the past. Only then can hotels stay competitive, relevant, and, ultimately, profitable.

To learn more about the LG Styler, [click here](#) or [contact us today](#).

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