Brondell

Enhancing Luxury Hotel Room Offerings with Premium Bidet Upgrades

ABOUT BRONDELL

Is anything more important than the air you breathe, the water you drink, and your personal hygiene? Brondell doesn't think so. The company created several award-winning product lines to significantly improve your health and wellness in your home and office. From bidets to air purifiers to water filters, Brondell has it all.

Brondell is committed to improving the spaces and routines you engage with every day for a healthier, happier you. The team members at Brondell believe you and your family deserve the best: the best water, the best air, and the best hygiene. And that's why they leverage the best science and tech available to create modern devices for better living.

ABOUT THE CLIENT

Auberge Saint-Antione is a luxury hotel in the Quebec City area. With a mission to make connections between the rich history of the city and modernity, the 95-room boutique hotel offers a unique and high-quality luxury hotel experience. Auberge Saint-Antione has been part of the Relais et Chateaux Association since 2005.

GOALS

In 2015, the Auberge Saint-Antoine marketing team was exploring how to remain competitive and stand out in the boutique hotel industry. They were looking to add to the luxury experience at the hotel and considered adding new luxury bidets to selected rooms in the hotel. After researching different models and suppliers, they contacted Brondell to learn more.

"We are a luxury hotel, and we seek to surpass guest expectations by offering a unique product and exceptional service. The addition of the Brondell bidets helped add to a superior experience for our guests."

- Joannie Marcoux, Room Division Manager at Auberge Saint-Antoine

SOLUTION

Brondell recommended the Swash 1000 and Swash 1400 luxury bidet models. The sales team shared that Swash 1000 offered both comfort and hygiene, including a pulsating massage wash and warm air dryer. They also presented the Swash 1400 ultra-premium model, which had been designed with extensive customer research. This model included a nightlight, programmable settings, and adjustable nozzle positions.

The hotel marketing team saw that these two modern bidet models would add to the luxury look and feel of the rooms and would match Auberge Saint-Antione's goal of providing room upgrades that added to the customer experience. Additionally, the hotel was committed to being an eco-friendly establishment. By offering a hygiene solution that that did not use toilet tissue, the hotel was able to support the reduction of paper waste.

RESULTS

The Auberge Saint-Antione ordered a total of 28 bidet seats using a combination of Swash 1000 and Swash 1400 models, which were installed in 2015. After installing the seats, the was hotel able to provide an additional benefit for their luxury category rooms and suites. Guest could now select rooms that had this option, improving the value of rooms for the hotel and its guests.

Since few establishments in the region offered luxury bidets, these additions added to the hotel's competitive advantage. The hotel management team has been pleased by the Brondell's commitment to quality and service.

> *"The Brondell bidet products are effective, simple, and elegant. The installation was easy to do. The products also offer different options that satisfy a variety of needs."*
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> - Joannie Marcoux, Room Division Manager at Auberge Saint-Antoine