

NYC hotel guarantees good night's sleep, uses sleep concierge

NEW YORK (AP) _ A New York City hotel is so determined to make sure its customers get a good night's rest that it's got its own sleep concierge.

"I've learned a lot about sleep since I started this job," said Anya Orlanska, who four months ago took the job at The Benjamin, a hotel in midtown Manhattan. "There are so many things that can be done."

The hotel, which created the position several years ago, is serious about its mission, offering customers a mattress specifically created for the hotel and a menu of over a dozen different pillows including one with a speaker built into it and a cord that plugs into an iPod.

Guests also have the option of a before-bedtime massage and snacks believed to make you sleepy _ for an extra charge.

"We've done a lot of research regarding sleeping, how to make people comfortable," Orlanska said in an interview Monday.

She said she's taken the hotel's different types of pillows _ some made with buckwheat, others with down _ home with her to try them out for a couple of days.

"You have to experience it yourself to actually sell the product," she said.

The hotel guarantees customers will sleep as well at the hotel as they do at home, or they get a free night's stay. Room rates vary depending on the day of the week and the time of year, anywhere from a couple to at least several hundred dollars a night. In the time Orlanska has been there, no one's taken them up on it.

The reaction tends to be more like the one she got from a woman whose husband was a hardcore snorer. The pillow they used was so effective at quieting him down, Orlanska said, that the woman wanted to buy it and take it home with her.