

The Lowest-Cost  
Way to Offer  
Your Guests  
Allergy-Friendly  
Hotel Rooms

# HOTEL ROOMS

Allergy-Friendly Rooms Boost Reservations and Loyalty!

**Boost reservations and customer loyalty by offering allergy-friendly rooms!** Did you know 83% of hotel shoppers said they would prefer an allergy friendly room if it was offered? Did you know 59% said they would choose their hotel based on this amenity, and would even pay more.

**The Purifan Clean Air System is easy to install in any room.** Purifans make no noise, produce ceiling fan airflow while filtering the air in a 20 x 20 x 8 foot area 40 times per hour. Purifans make any room healthier and smell better. Purifans are the lowest cost way for hotels to offer this amenity and boost occupancy.

## Why Offer Allergy-Friendly Rooms

Allergy-Friendly hotel rooms attract more reservations and generate higher levels of customer loyalty. Respiratory related illnesses are the number one cause of illness for many travelers. Odors in rooms are also a top complaint.

Convert only 5-10% of your rooms until you need more to meet requested reservations, then you convert more rooms to meet growing demand. Great for smoking rooms too.

Simply promote "Allergy-Friendly Rooms" in normal advertising, online listings, street signs, counter displays & in-room displays.

Surveys show 83% of all hotel guests would prefer allergy-friendly hotel rooms. Among regular business travelers it was preferred by 90% of respondents.

In choosing a hotel, 59% said they would choose a hotel because it offered allergy-friendly rooms. Build loyalty.

Purifans can pay for themselves in just a few months, with just a few extra reservations from guests who choose your hotel because you offer Allergy-Friendly Hotel Rooms.

When asked, 58% of travelers stated they would be willing to pay more for an Allergy-Friendly room, and 65% of those thought 10% more was about the right amount.

Purifan does such a great job that customers will refer your hotel to friends, colleagues and family members.

Families and business travelers really appreciate fewer odors and allergy problems. Every region has unique types of pollen and mold in the air that can trigger allergies and asthma problems for travelers.

Purifans give your hotel a competitive advantage.

Offer room upgrades at the check-in desk.

ReOrder Form HRSS - 042407



## What The Industry is Saying About Allergy-Friendly

**Thayer Lodging is converting about 10 percent** of the rooms at each of its 13 hotels into Allergy-Friendly rooms by the end of this year. "We have encasements over our pillows and mattresses. The natural human body sheds 150,000 cells a day. After a year or so it gets — you know. We're trying to cut down on breathing in other people's stuff. The concept isn't aimed just at the allergic, but

also at guests who are concerned with what might be called the ick factor. When they think, 'What about the guy before me?'"

**Tom Kammerer, Managing Director  
Thayer Lodging**

**"Hotels say it's not uncommon to get special requests** from guests with allergies. We get a lot of requests for special blankets, special pillows, no spray in the rooms. We converted three floors to Allergy-Friendly rooms this year."

**Maureen O'Brien, Director of Sales  
Premier, a Millennium Hotel**

**Hotels see the creation of super-clean rooms as a way to gain an edge.**

More hotels may be creating hypoallergenic hotel rooms in the future. In Connecticut, Representative Claire Janowski introduced a bill in this year's General Assembly session to require hotels to offer allergy-friendly rooms. It was stalled this year, but she plans to propose it again in 2008.

**Practical Traveler | Hotel Trends  
The Latest Amenity: A Hypoallergenic Room  
By MICHELLE HIGGINS**

**"Our goal is to help hotels boost occupancy** by attracting guests who will select a hotel based on this amenity. We offer hotels a low-cost way to offer this concept in their own rooms."

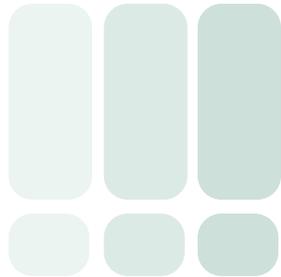
**Stan Brannan, CEO, Purifan, Inc.**

**Call 800-686-6131 for more info or  
find a local dealer on our website**





Your Indoor Air Pollution Solution



Matching ceiling fan motor and light kits are available. Many existing ceiling fan motors are compatible with Purifan.

Color Shown: Ivory. Also available in Bronze, Pewter and Black

### 5-Stage Advanced Filtering System

Helps remove smoke, odors, dust, pollen, mold spores, pet dander and other allergen particles.

Advanced Filters tuck snugly inside the Purifan and are easily replaced.



PurusAire I - Allergy and Odor Filter - For Allergy, Asthma and removing airborne allergens. Filter life depends facility situation.

The Purifan Clean Air System is the ideal indoor air pollution solution for homes, schools, day care centers, nursing homes, offices and smoke removal applications, delivering volumes of clean, odor-free air to any room. The Purifan installs easily just like a ceiling fan. The Purifan still circulates the air providing cooling and heating benefits for your facility. The only difference is... **THE PURIFAN SYSTEM FILTERS THE AIR** through the hidden Advanced Filter System trapping millions of floating allergen particles, releasing over 2,000 CFM of fresh, clean breathable air. The whole-room air flow pattern cleans every corner of a typical 20 x 20 foot room 40 times per hour. This is 20 to 100 times more clean air than popular floor or shelf models.

A Purifan is quiet, out-of-the-way, uses only 60 watts of electricity and requires little maintenance. It can be installed on most 4 or 5-bladed 52-inch ceiling fans, with or without a light kit. It comes with the first set of filters and a lifetime limited warranty if only Purifan filters are used. Purifans are the lowest cost solution that really works. Our local Purifan Product Specialists are trained to install and service your Purifans.

Call Us For Question, Pricing or to Place an Order

**Purifan, Inc.**  
[www.purifan.com](http://www.purifan.com)

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#### THE PURIFAN AIR PATH

