

# Hotel Business Review

MIDDLE EAST

## CONSTANTLY CHANGING MARKETS

"At Velecta Paramount we are constantly changing and upgrading our formats to meet the requests of our hotel clients and their changing markets," said Joanne Kramer, International Marketing Manager of Velecta Paramount. "At the moment we are adding some new features to the design of DIX, our most compact wall mount format."

She continues: "As most of our formats are quite new, although we have been supplying the hotel sector for over 12 years, our most popular format remains CAPRI, which has an integrated shaver plug and an RCD. ESCA comes a very close second due to its power and extremely unobtrusive design."

"CAPRI's popularity is due to its outstanding performance, unique design, and the fact of its being the blow-dryer of choice of four- and five-star properties for some years, such as Sofitels and the Lutetia in Paris."

For the future, Velecta Paramount sees their clients becoming more and more attuned to their guests' feedback. The biggest complaint, Kramer states, comes from female guests who complain about the lack of power of the hairdryer provided in the room. "Our clients are making the shift in moving the hairdryer from the bathroom to the bedroom, using ESCA in a drawer in a desk in order to provide a 'formidable' blow-dryer to the guest and to ensure more space in the bathroom when two people are sharing the space," she said.

In terms of criteria for hotels, Kramer said: "We're finding that the main criteria a potential hotel client looks for is moving from

  
VELECTA PARAMOUNT®  
PARIS



merely cost to performance, unique design, and ease of use. For example, clients need something lightweight and powerful enough to dry one's hair quickly and completely. Velecta Paramount Paris started to design and create the most lightweight and most powerful blow dryers in the world over four years ago. More and more, four- and five-star properties are concerned with more than cost to ensure the complete satisfaction of their guests."

## contact file

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