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## **The Honeymoon Suite Is Changing The Face Of The Tourism Industry In Toronto**

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When searching for a honeymoon suite in Toronto, people will find that Airbnb, the renting site, has over 90 full home luxury properties in Toronto listed; perfect for that special time together. In Toronto, short term rentals for Luxury Condos are in high demand with high profile executives on the go and Metropolitan Honeymooners.

"People are happy having a full kitchen, dining room and tons of living space to celebrate their time together," says Karen Lourdes, an Airbnb 'million dollar property' host. "You can't get this type of luxury in a hotel unless you go somewhere like Dubai."

The Toronto luxury suites are also in high demand with business travelers. "When you are doing business in a restaurant, you have to try to close the deal," says Maher, Airbnb host and jeweler in Toronto. "But when you move the meeting to a million dollar property, the deal closes itself. A business meeting in a luxury hotel is not as credible as one in a luxury home or condo. A hotel is obviously rented, but when someone attends a meeting in an actual home, their perception is instantly more favorable. The property exponentially increases your influence, basically."

Properties rented through Airbnb can also include cooking and other services. "Chefs, butler service and prestocked groceries are all things that can be arranged to ensure our guests are truly being pampered in luxury during their stay," adds Karen. "It's not about the price, it's about giving them the experience that they want."

Karen also has personal experience catering for people with alternative diets through her husband and child. "If we try to tweak the meals from the restaurant, sometimes we end up with just dry lettuce. That's why I teamed up with the chefs so guests who are not on the standard diet can also enjoy good food that they won't regret later."

Luxury hotels have noticed the effect of Airbnb's work, as they are now targeting both the average and the luxury traveler. According to Toronto Tourism, the area has 25 million tourists visiting every year, accounting for \$1 billion in revenue for the accommodations industry. This means that luxury hotels have to change their offerings to continue to keep their share in the market. The Four Seasons is being proactive with features such as an 'app that will soon let guests log customized personal preferences, from room temperature to pillow firmness.'

But pillow customization may not be enough to check guests into the hotels. Airbnb hosts also have some customizations available for their guests. "In certain properties, our guests can choose their sleeping surface on both sides of the bed," explains Karen. "Water, Pocket Coil, or Memory Foam. Then they can adjust their firmness as they desire to fit their bodies."

Rentals for Luxury Suites in Toronto are still a fairly new game in a growing luxury travel market. Some hotel companies have opted to invest in home sharing companies, even building and acquiring single family dwellings to compete.

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## Karen Lourdes

*Karen Lourdes is the founder of the ComponentBed and a million dollar Airbnb host. As a sleep enthusiast, her goal is to change the way people sleep in order to improve the way they live.*

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