

TRAVEL WEEKLY

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HOTELS AND RESORTS

5-star hotels selling style-to-go

By Linda Humphrey

LOS ANGELES -- When you spend much of your time hopping from one luxury hotel to the next, how do you choose from the hundreds of five-star properties? The best hotels, according to NBC's *Today* show travel editor Peter Greenberg, each tout at least one signature item that sets them apart.

In London, for instance, the Savoy offers gigantic showerheads. "It's not a shower; it's a 15-minute, total-immersion experience," said Greenberg, who also hosts the Travel Channel's *Travel Daily* show. When Greenberg checked out, he took one of the Savoy showerheads with him.

He also bought a bed from the Four Seasons in New York, a bathtub from the Peninsula in Hong Kong, an entertainment center from Caesar's Palace in Las Vegas and sconces from the Park Hyatt in Sydney.

"Hotels are getting smart," Greenberg said. "They're realizing that if they exceed the experience that someone has in his own home, the guest will not only want to come back, he will want to buy something."

Greenberg did not stop with a few souvenirs. He furnished his entire home with items from the world's grand hotels. The journalist built the house after the 1995 Los Angeles earthquake leveled his home.

"I started making a list of where I had stayed that had an impact on me because of a particular thing in the hotel or in the room," he said. "I knew each hotel for one thing."

A perk of the travel-host lifestyle? "Nobody did this just for me," Greenberg added. Every item he bought is available to anyone. Hundreds of Four Seasons guests have taken home the hotel's signature bed. Greenberg

topped his Four Seasons bed with a comforter from Shutters on the Beach in Santa Monica, Calif., and pillows from the Athenaeum in London. The Regent in Bangkok supplied the teak furniture. Grand hotels inspired the flooring, as well: Swedish hardwood maple from the Sheraton in Stockholm; tiles from the Four Seasons in Maui, Hawaii, and granite from the Grand Hyatt in Jakarta, Indonesia. Greenberg's new swimming pool, "outlined with a strip of fiber optics that glow an intense dark green," recalls the Westin St. John's pool in the Virgin Islands.

A toilet arrived from the Rihga Royal in New York. Perhaps the only thing missing from the Greenberg residence is "a check-in desk and a bellhop," he joked, adding, "I fully intend on charging \$1.25 for local calls."