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INSPIRATION

At These Hotels, Turndown Service Is an Opportunity for Storytelling

From cowboy poems to handmade crafts, turndown service is leveling up.

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Returning to your room at The Rusty Parrot Lodge & Spa after dinner, you'll find the usual trappings of turndown service—the lights dimmed, the duvet folded back, a piece of homemade chocolate waiting on the nightstand. But beside it sits something less expected: a cowboy poem.

The Rusty Parrot, which started offering poems in 1990, isn't alone in reimagining turndown service. Some hotels have incorporated locally inspired touches for years, but the idea has gained new traction—particularly among properties that have opened since the pandemic, when many brands began emphasizing hyperlocal experiences and partnerships with nearby makers. While the classic bedside chocolate still has its place, a select few hotels are now offering something more rooted in the destination, whether that's local art, a small piece of regional storytelling, or a keepsake guests can tuck into their suitcase.

In some cases, the emphasis shifts toward objects that function as hyperlocal keepsakes guests can bring home and continue using. At Fairmont Jaipur, guests may find a handcrafted diary, wooden coasters made from recycled materials, or a carved bookmark. Meanwhile, Raffles Singapore partners with the Association of People with Special Needs to upcycle nut jars into candles. And at The Point Resort in Saranac Lake, New York, visitors might find balsam pillows or hand-poured candles sourced from a neighboring farm, or maple syrup harvested and bottled from trees on land owned by members of the resort's staff.

Surround yourself with nature at upstate New York's Point Resort. The Point Resort

Past turndown service gifts have included balsam pillows, like the one shown above. Jordan Craig/The Point Resort

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