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Travel

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THE FAMILY ISSUE | HOTEL ROUNDUP

Days at the Pool, Nights at the Zoo, Rooms of Their Own

By ELAINE GLUSAC

American hotels have long appealed to families with children's play areas and special menus, but then suggested accommodations in grand suites or adjoining rooms to handle the clan. Now the hospitality industry is catching up to family demand, as well as to European resorts where triple or quad rooms, often booked by families, are common.

"Today, the amenity war between hotel brands is being fought in the configuration of the guest rooms," said Chekitan Dev, a marketing professor at the Cornell University School of Hotel Administration.

The just-opened Asbury hotel in Asbury Park, N.J., offers family rooms with tents children can sleep in and bunk rooms accommodating up to eight. Renovated in late 2014, the Garland hotel in

North Hollywood, in Los Angeles, added four family suites with nooks for bunk beds, TVs and DVD players. And the water park chain Great Wolf Lodge offers a variety of family rooms, from those stocked with Diaper Genies, Pack 'n Plays and swim diapers to bunk beds in wolf-themed dens.

In urban areas, the rise of cheap-chic hostels, such as Freehand in Chicago and Miami or Safestay in Edinburgh and other cities in Britain, present af-

fordable options, including rooms with multiple bunks. Even the Linq Hotel & Casino in Las Vegas has added 12 rooms with bunk beds, starting at \$69 a night.

Whether your family plans to travel domestically this summer or further afield, the following new and improved hotels and resorts offer more than just shelter. You might find a lion next door, your own horse or s'mores at evening bonfires.

Château St. Pierre de Serjac

Languedoc Region, in France

Thoughts of a family vacation don't usually bring a French wine estate to mind. But the Château St. Pierre de Serjac in the Languedoc region, fresh from a two-year, \$31 million renovation, caters to families with a heated pool, loaner bikes and, in July and August, a kids' club and supervised children's dinners. The 19th-century chateau, on 200 acres with vineyards and orchards, houses eight guest rooms. Several outbuildings, including the stables and barns, have been repurposed to host 36 apartments with two to four bedrooms or stand-alone homes with private pools. The larger accommodations include full kitchens, but the property also offers a restaurant and bar. Rooms from 295 euros (about \$325); serjac.com.



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