

Behind Every Perfect Stay

At the APAC Housekeeping Summit in Thailand, the spotlight shifted to the people, practices and technology transforming one of hospitality's most essential, yet often overlooked, functions.

A perfectly made bed. Immaculate linen. A towel that feels just right. For a hotel guest, these are the little things that make a stay memorable. For the people behind them, they represent hours of planning, precision, coordination and care.

Housekeeping is often judged by what guests see. Its real story, however, lies in everything they don't: the people managing operations, the laundry teams keeping linen moving, and the countless decisions that make excellence appear effortless.

This invisible world took centre stage at the APAC Housekeeping Summit by Electrolux Professional, held in Thailand in association with SOHO, (Syndicate of Housekeeping Professionals and QuickClean Laundry Systems. Bringing together around 50 professionals from Thailand, Vietnam and other markets, the summit created a space for the industry to exchange ideas, challenge familiar practices and rethink the future of housekeeping.

For Meenakshi Agarwal Shroff, Founder of SOHO (Syndicate of Housekeeping Professionals) the gathering was as much about people as it was about professional learning.

> **"We are proud to have brought 25 of India's leading housekeeping professionals to Thailand to experience global laundry excellence. They return with fresh perspectives and a shared commitment to inspire the next generation. Our heartfelt thanks to QuickClean and Electrolux Professional for making this journey possible."**
>
> **MEENAKSHI AGARWAL SHROFF,** Founder of SOHO (Syndicate of Housekeeping Professionals)

BEYOND THE LAUNDRY ROOM

Across markets, housekeeping leaders face familiar pressures: rising operating costs, manpower challenges, sustainability commitments and the growing need to do more with technology. Yet the summit made one thing clear: the future of housekeeping cannot be defined by equipment alone. It depends on how intelligently the entire operation works.

That was a central thread in the presentation by Anshul Gupta, Founder of QuickClean Laundry Systems, who brought attention to the business realities behind professional laundry. From linen volumes and planning to productivity, processes and service, laundry is a complex operation in which every decision affects performance. The opportunity lies in moving beyond simply processing linen and understanding the value of every resource invested in it.

The summit's panel discussions brought further depth to the conversation. Archana Prashar, Vice President Brand Strategy & Communications, explored the evolving talent landscape and the need to rethink how the industry attracts, develops and retains people. Meanwhile, Sheetal Sadana, Group Publishing Director, Hotelier India, put a question at the heart of laundry economics through The Laundry Cost Nobody Owns: when laundry costs rise, who is truly accountable? The discussion challenged delegates to look beyond laundry bills and recognise the hidden costs and shared responsibilities within linen management.



Electrolux plant in Rayong, Thailand

