

Hampton Hotels Introduces Enhanced Internet Tools for Guests

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Hampton Launches On-the-Road Resource at the Click of a Mouse

Trying to find the closest services and conveniences when away from home has never been easy. Now, Hampton Hotels (www.hampton.com), the first hotel brand to guarantee complimentary high-speed Internet access back in 2004, is taking the guesswork out of traveling with an online resource entitled 'My Hampton,' a new Internet feature for guests. My Hampton is the new property-specific default home page served up when guests log on to high-speed Internet service at every one of the more than 1,350 Hampton properties. This resource provides local restaurants, maps and directions and news at guests' fingertips.

'Once again, Hampton is providing the best interactive technology for its guests to ensure a great stay,' said Judy Christa-Cathey, vice president - Hampton brand marketing. 'My Hampton will bring another element of convenience and service to the Hampton experience, emphasizing once again the Hampton dedication to 100% guest satisfaction.'

Questions like: How far is it? Will I get lost? What's the number? and What's the weather going to look like? are answered conveniently with My Hampton, allowing business and leisure travelers to work or explore their host cities with confidence, all on one convenient web page and at the click of a mouse. My Hampton includes items such as:

- œ Real-time news headlines
- œ Local weather with the option of displaying the current two-day or five-day forecast
- œ Local maps and directions to guide guests on the next step of their journeys
- œ Local restaurants in the hotel's vicinity
- œ Contact information for the local hotel

My Hampton is an extension of the Make It Hampton initiative, which since January 2004 has introduced new products and services ranging from a new complimentary On the House(R) hot breakfast and On the Run breakfast bags(TM) to Purity Basics(R) bath products and a curved shower rod, complimentary high-speed Internet access and the industry's easiest-to-set alarm clock/radio. Make It Hampton is the single largest and fastest transformation ever undertaken by a hotel brand to dramatically enhance the guest experience at each of its hotels. Make It Hampton will be responsible for more than nine million individual upgrades at Hampton Inn and Hampton Inn & Suites hotels designed to meet the needs of busy business and leisure travelers today.

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