

Homewood Suites By Hilton Announces Its Latest Extended Stay Innovations

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Homewood Suites by Hilton, the national brand of upscale, all-suite, residential-style hotels, unveiled the brand's core initiatives for 2007 at the Americas Lodging Investment Summit during a breakfast event during ALIS in Century City, Calif.

Brand executives provided an overview of:

- œ The new Suite Selection online reservation tool by allowing event attendees to navigate through a real time demonstration;
- œ Mobile Learning: Homewood Suites will now be training employees through specially designed programs on video iPods in every property;
- œ Updates to the food and beverage phase of the Distinctly Homewood brand enhancement program; and
- œ Milestone openings in Mexico and the 200th Homewood Suites by Hilton

Demonstrating the innovation and evolution of the brand, Homewood Suites prepares to launch the hotel industry's first interactive room selection tool, Suite Selection, which will put HHonors(R) guests in the drivers seat when creating their travel plans. Suite Selection will feature floor plans, photographs and descriptions of every room throughout the entire Homewood Suites catalogue. Guests who are considering booking a stay at any Homewood Suites will be able to make an informed room selection decision prior to check-in by viewing the layouts and actual photos of every room in the property by visiting www.homewoodsuites.com.

Homewood Suites also unveiled a new, innovative approach to the training of its team members. The extended stay brand will launch Mobile Training with video iPods in every Homewood Suites by April 2007 in an effort to improve performance and development in areas such as training, sales communications and brand messaging.

Rebecca Wyatt, senior vice president of brand management, was especially ecstatic to make this announcement. She noted that, "This method of training will allow for continuous, easily adapted and spontaneous training at a comparatively low cost. The video iPods will communicate and reinforce key messages and skills, as well as provide hotel managers the ability to implement continuous coaching in a non-invasive manner. The video iPod's portability and user-friendly technology helps us provide ongoing updates that can be downloaded readily by our hotels."

In another announcement that continues to solidify the innovation and evolution of the brand: enhancements to F&B offerings are underway. In 2004, Homewood Suites began a five-year brand enhancement program called Distinctly Homewood, addressing three areas to ensure the brand remained the leader in the extended stay industry: Relevance, Consistency, and Distinctiveness. In addition to a new bedding program, upgraded baths, updated kitchens, expanded fitness facilities and updated amenities, Distinctly Homewood also features three FF&E phases created to give developers additional design flexibility. The program will now focus on a complete overhaul of the brand's food and beverage offerings. Phase I of the food and beverage enhancements will be completed by March and features "Suite Distinction" displayware enhancements to the Suite Start breakfast and Welcome Home Receptions, including serving on 100 percent china, glassware and flatware in all Homewood Suites properties.

Finally, demonstrating its strong growth pace, Homewood Suites has proclaimed that the 200th property in the Homewood Suites family will open on March 27th, located just outside of Phoenix in Avondale, Ariz. This opening signifies the tremendous growth that Homewood Suites has experienced in recent years and solidifies its position as a leader in the extended stay industry. Following the 200th, Homewood Suites will open its first property in Mexico on June 27, located in Torreon, approximately 277 kilometers west of Saltillo in the state of Coahuila. This hotel signifies the continued international expansion of Homewood Suites, following the brand's foray into Canada with developments in Ontario and Quebec that opened in recent years.

Launched in 1989, the Homewood Suites by Hilton brand today has 193 hotels open with another 122 in the pipeline. Beyond its spacious suites and home-like amenities, Homewood Suites guests can find at each hotel an on-site Suite Shop[®] convenience store, exercise facility and guest laundry at most locations. Guests can also enjoy a daily complimentary Suite Start(R) hot breakfast and a Welcome Home reception featuring a complimentary light meal and beverages Monday-Thursday evenings. Additional guest services at Homewood Suites by Hilton hotels include a complimentary grocery shopping service* and a complete business center at most locations.

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