

Starwood Hotels & Resorts and the Travel Channel Enter Marketing Partnership

2007-08-08

Travel Channel to Help Develop New In-Room Channel and Provide Guests with Special Access to Season Previews and Exclusive Content

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and the Travel Channel today announced a two-year strategic marketing partnership that will make the channel available in all Westin, Sheraton, Four Points by Sheraton and W Hotels in the US. As part of this joint venture The Travel Channel will help develop content for two in-room networks that will provide guests with programming created specifically for Starwood Hotels & Resorts.

The first channel to debut will be 'Travel Channel on the Road' featuring themed content developed exclusively for Starwood guests, sneak peeks and access to special programming from the Travel Channel. Programs will be hosted by notable television personalities like Anthony Bourdain and Samantha Brown. Starwood's existing in-room Starwood Preferred Guest (SPG-TV) channel will also reflect the new collaboration with exciting travel news including insider destination features assembled by the Travel Channel.

'Together with the Travel Channel we will curate exclusive destination and lifestyle content that appeals to our guest's interests and passions,' said John Peyton, Senior Vice President, Customer Marketing and Partnerships. 'We will simultaneously inform our guests about new, exciting destinations around the world while offering them a unique and robust in-room entertainment experience,'

'Starwood Hotels & Resorts is an excellent industry partner for us as they offer a broad variety of travel destinations, serving every type of traveler,' said Pat Younge, President and General Manager of the Travel Channel. 'This allows us to expand the consumer touch points for the Travel Channel brand and provide Starwood's guests with entertaining, inspiring, and useful content.'

Both channels will begin rolling out in the U.S. at Westin, Sheraton, Four Points by Sheraton and W Hotels in September.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28744.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html