

Westin Hotels & Resorts Debuts Custom In-Room Spa Experience

2007-09-18

Westin Hotels & Resorts today announced a new in-room spa program that will bring the personalized luxury and comfort of a full-service spa to the privacy of the hotel room.

The hotel industry's first global in-room spa program, the experience was developed by the Westin spa team and includes a luxurious yet portable spa bed and a spa basket filled with sensory items to be enjoyed before, during and after the massage.

The specially designed in-room spa bed, the Heavenly Spa by Westin Nova, was inspired by the iconic all-white ten layer Westin Heavenly Bed. Designed to provide the ultimate in-room spa experience, the luxurious all-white spa bed is 31 inches wide - larger than typical portable massage tables - and is outfitted with heated AeroCel padding topped by plush double fleecing and the Westin signature Heavenly Bed linens. A fully padded face cradle completes the feeling of full-body comfort. Just below the face rest, Westin installed a small shelf, designed to hold a bowl of flowers and soothing aromatherapy oil. The Heavenly Spa by Westin Nova is adjustable and includes a special trolley for easy handling and was designed by the Westin spa team in partnership with leading manufacturer Oakworks.

The Westin in-room spa experience is customized from start to finish-beginning with booking, when a staff member collects information about the guest's history and preferences. Approximately 40 minutes before the massage appointment, Westin staff delivers a spa basket holding water, a flower, a CD containing customized relaxation music, a healthful treat such as dark chocolate and a letter explaining what to expect from the treatment along with tips for ultimate relaxation and enjoyment. The basket also contains a selection of plant-based aromatherapy oils and room sprays, allowing the guest to choose a scent for the treatment.

'We designed our new in-room spa experience to appeal to the growing segment of travelers who expect uncompromised luxury, but may prefer the comfort and privacy of their room over a communal spa,' said Sue Brush, senior vice president of Westin Hotels & Resorts. 'This program is also ideal for business travelers, who often have a small window of time for relaxation and pampering.'

'Historically, hotels offering in-room massage have used equipment and methods that were designed for function, not comfort,' added Jeremy McCarthy, director of spa development, operations and marketing for Starwood Hotels & Resorts. 'The new Westin initiative brings the spa experience to the guest room by incorporating all five senses-the bowl of flowers, for example, helps guests focus and unwind in an organic way.'

Westin's in-room spa experience is currently available at 64 properties and continues to be rolled out worldwide. The Heavenly Spa by Westin Nova and custom in-room spa services join a host of initiatives aimed at personal renewal recently introduced by the company. The Westin Renewal Council, a panel of six lifestyle experts-including trainer to the stars David Kirsch and renowned psychologist Dr. Dale V. Atkins-dispense lifestyle advice via a newly launched website, www.findrenewal.com. Additionally, Westin properties across the globe host Unwind evening rituals-mini lessons, tastings and art installments that help guests connect with each other and the culture of their surroundings.

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