

Hyatt Place to Offer Guests DIRECTV Football Programming and 42-Inch Guestroom HDTV

2007-10-18

Hyatt Place hotels now offer football fans the ability to follow their favorite college and professional teams while in their hotel room, thanks to exclusive programming from LodgeNet Entertainment Corporation and DIRECTV.

To celebrate football season, Hyatt Place has introduced the Hyatt Place DIRECTV Sports Package offering extra room hours for maximum viewing, a full day of college or professional games and quintessential football fuel. Valid every Saturday and Sunday night through December 30, 2007, the package is available at more than 50 hotels throughout the country.

Hyatt Place's DIRECTV Sports Package offers guests:

Daylong subscription to ESPN GamePLAN or NFL SUNDAY TICKET(TM) - a 42-inch HDTV and eight-foot sofa in every guestroom provides the ultimate viewing experience for college and professional football fans

Early check-in on Saturday or Sunday - an early check-in time ensures guests don't miss a minute of the excitement

A pizza and two 20 oz. beverages - and if that's not enough, additional items are available in the 24-hour Guest Kitchen so guests don't have to leave the hotel on game day

Second only to home, Hyatt Place offers an ideal atmosphere to take in hours of uninterrupted football. Guestrooms are larger than average hotel rooms and offer the Cozy Corner, an eight-foot sectional sofa-sleeper, 42-inch HDTV and free Wi-Fi. A 24/7 Guest Kitchen, available at all Hyatt Place hotels, offers pizzas, chili and sandwiches, along with a bar that serves Starbucks(R) coffee, and premium wine and beer.

'Hyatt Place has given sports fans a new freedom and peace of mind while traveling,' said Alison Kal, vice president, marketing, Hyatt Corporation. 'No more desperate searches for a location that's broadcasting their team's game - now they can watch the game on a 42-inch HDTV from a comfortable couch and check fantasy standings on their laptop thanks to free Wi-Fi. We think this package offers business and leisure travelers one more reason to choose Hyatt Place and get a little more excited about their trip.'

Available at 70 Hyatt Place hotels throughout the country, the Hyatt Place DIRECTV Sports Package is valid Saturday and Sunday nights through December 30, 2007.

This article comes from Hotel News Resource

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The URL for this story is:

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