

W Hotels Heads for the California Coastline with W Huntington Beach

2008-01-14

W Hotels Worldwide and Makar Properties LLC to Open W Hotel's First Pacific Beachfront Property and W Hotel's Fifth California Hotel, Scheduled to open in 2010, W Huntington Beach to Anchor Makar's Pacific City Development

Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced plans to open a new W Hotel in Huntington Beach, California, a picturesque seaside town renowned for world-class surfing, magnificent, golden sunsets and a vibrant nightlife and music scene. Scheduled to open in 2010, W Huntington Beach and The Residences at W Huntington Beach will offer escape and indulgence in a pristine beachfront sanctuary. Owned by an affiliate of Makar Properties LLC, the new W Huntington Beach when opened will feature approximately 250 luxurious guest rooms, approximately 92 full-service private residences, a world-class signature restaurant, a spectacular bar and destination spa. The opening of W Huntington Beach will mark the fifth California property for W Hotels, the fastest growing luxury hotel brand in the world.

'W continues to extend beyond the boundaries of everyday travel, offering a magical mix of sexy destinations and sublime design,' said Ross Klein, President of Starwood's Luxury Brands Group. 'From Huntington Beach to Hong Kong, Minneapolis to Milan, Hoboken to Hollywood, W Hotels is going global as the influential and innovative lifestyle authority.'

Located on Pacific Coast Highway, W Huntington Beach will serve as the central, defining element in Makar's Pacific City development. Pacific City is set on more than 30 acres of prime oceanfront property in the heart of the Orange County coastline. The development promises to bring a new level of sophistication and excitement to the already bustling city of Huntington Beach. The Pacific City retail village, scheduled to open in late 2009, will offer an array of eclectic boutiques, discriminating brands, exciting culinary and entertainment venues and prime office space. An expansive residential village completes Pacific City as the ultimate location to live, work and play.

'W Huntington Beach will offer guests and residents the epitome of Southern California lifestyle,' said Paul Makarechian, President and CEO of Makar Properties. 'We are very excited to partner with W Hotels in creating a landmark property. We always believed that Orange County was an untapped market for their trendsetting style of hospitality. There is no better place than Pacific City to unveil something that will be completely unique to Southern California.'

Interest in The Residences at W Huntington Beach has been tremendous. 'The residences will be unlike anything on the market today. The proximity to the beach, hotel, high-end retail, restaurants and exclusive recreational facilities puts it over the top in terms of amenities,' says Thomas Kearns, Vice President of Residential Sales & Marketing for Makar Properties.

Overlooking an 8-mile stretch of uninterrupted beach, W Huntington Beach will feature expansive views of the Pacific Ocean, sleek public spaces complemented by the W brand's innovatively designed guest rooms and suites. Guest rooms will offer modern technology and the W signature design, including the signature W bed - a luxurious ensemble featuring a feather-top mattress, 350 thread-count Egyptian cotton sheets and goose-down comforter. W Huntington Beach will offer more than 11,000 square feet of meeting space, ideal for the growing number of corporate-sponsored events held in the area each year. Guests and residents will be able to dine at the hotel's stylish, full-service restaurant, relax in the signature Bliss(R) Spa and indulge in the W brand's Whatever/Whenever(R) service, the hotel's 24-hour concierge that provides whatever guests want - from a pair of running shoes to a private jet service - whenever they want it. Additional facilities include two outdoor pools, W Living Room and Sweat Fitness(R) center.

Huntington Beach attracts more than 11 million visitors each year who travel from all over the globe to experience its unspoiled beaches, spectacular surfing, outdoor concerts and miles of beachside walking and biking trails. Guests and residents will have the opportunity to enjoy shopping at unique and destination boutiques, and dining in a variety of enticing, specialty restaurants, all located within Pacific City, directly adjacent to W Huntington Beach. At night, the city pulses with excitement, generated by the warm and welcoming atmosphere of its local breweries and pubs, many of which feature live music performances by cutting-edge bands. W Huntington Beach is just 15 minutes from Long Beach Airport, 20 minutes from Orange County Airport and 35 minutes from Los Angeles International Airport, providing a number of air travel options. The location also offers convenient access to many local destinations, such as Disneyland, the Aquarium of the Pacific, Newport Beach and Laguna Beach.

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