

## W Hotels Sets Its Sights on Boston with the Opening of W Boston Hotel & Residences

2008-03-17

---

The World's Fastest Growing Luxury Hotel Brand Will Make its Debut in the Bustling City of Boston in 2009

Hot in pursuit of the world's most vibrant destinations, Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced that W Hotels Worldwide will open its first property in Boston, Massachusetts in the heart of the city's bustling theater district in 2009. Representing the height of modern luxury, the W Boston Hotel & Residences will inspire guests and residents with innovative design, signature amenities and whimsical style. Developed by Sawyer Enterprises, the new property will feature 235 guest rooms, 123 branded, private residences, a world-class signature restaurant, destination bar and luxury spa.

'In our relentless pursuit of the unexpected and the extraordinary, W goes to Boston offering an enticing blend of warmth, wit and whimsy in one of the world's most delightful destinations,' said Ross Klein, President of Starwood's Luxury Brands Group. 'From Boston to Bangkok, Hoboken to Hong Kong, Milan to Macao, W is going global as the influential and innovative lifestyle authority.'

Located within walking distance from the city's most famous theaters, including the Boston Common, Boston's Public Garden and numerous award-winning restaurants, the W Boston will feature 235 sleek, contemporary guest rooms outfitted with modern technology, signature W brand amenities, and the W bed - a luxurious ensemble complete with feather-top mattress, 350 thread-count Egyptian cotton sheets and down comforter. Guests and residents will also have access to W brand's exclusive Whatever/Whenever (R) service, the hotel's 24-hour concierge that provides whatever guests want - from a pair of running shoes to private jet service - whenever they want it. Additional facilities will include a Sweat Fitness(R) center, W Living Room and 9,800 square feet of stylish, technologically sophisticated meeting space. Convenient to both Back Bay and Downtown Boston, the hotel and residences will also be close to the city's financial district, Tufts New England Medical Center and Logan International Airport. Nearby entertainment options include live music venues, cutting-edge art exhibits and critically acclaimed theatre productions staged by some of the country's best repertory companies.

'Engaging the perfect brand is critical to the success of this project,' said Carol S. Parks, President of Sawyer Enterprises. 'The W Boston Hotel & Residences embodies the flavor of the artistic neighborhood in which the property will be located and reflects the high quality of the development.'

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31621.html>

© 1998 - 2008 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](http://www.hotelnewsresource.com/Info-news_account_info.html)