

W Hotels and Acura Launch Landmark Brand Partnership

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W Hotels and Acura Launch the 'Acura Experience,' a New Offer Through the World of Whatever/Whenever Featuring a Chauffeured Luxury Transportation Experience Exclusive to Guests of W Hotels

W Hotels, the fastest growing luxury hotel brand in the world, today announced a groundbreaking partnership with luxury car maker, Acura. In one of the most significant partnerships existing between a hotel brand and an automotive company, Acura will be the preferred vehicle of W Hotels. Together the brands have created the 'Acura Experience,' an exclusive livery service available only to guests of W Hotels. Beginning April 1, 2008 through January 31, 2009, guests of all 18 W Hotels in North America will have the option of being chauffeured across town in style in Acura's 2008 MDX. Many of the properties will also feature an Acura Experience Desk in the W Living Rooms spaces, where guests can book the service. Offered as an extension of the W brand's signature Whatever/Whenever Concierge Service, the Acura Experience will also feature signature W amenities, including the W brand's hit 'Warmth of Cool' CD, the W book and complimentary bottles of water.

'W is proud to launch this groundbreaking partnership with Acura, a brand that shares our passion for the unexpected and the extraordinary,' said Ross Klein, President of Starwood's Luxury Brands Group. 'The Acura Experience is offered through the world of Whatever/Whenever, providing both jet setters and road warriors with the ultimate in experiential travel, whether in room or on the road. From Scottsdale to Shanghai, Vieques to Verbier, Montreal to Minnesota, W Hotels is the influential and innovative lifestyle authority.'

'We are excited to be a part of the W Hotel experience,' said John Mendel Executive Vice President, Auto Operations. "W Hotels share Acura's passion for providing experiences that advance modern life and we are thrilled to bring a new level of luxury to their guests.'

Under the terms of this new partnership, guests of all 18 W Hotels in North America will have the option of being chauffeured across town in style in Acura's 2008 MDX, the brand's luxury SUV with seating for seven. Many of the properties will also feature an Acura Experience Desk in the W Living Rooms spaces, where guests can book the service. At other W properties, guests can simply call the W renowned Whatever/Whenever Concierge Service to book.

Considered an extension of the W brand's signature Whatever/Whenever Concierge Service, the W partnership with Acura provides guests with the ultimate in automotive access through a unique, insider experience.

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