

Courtyard by Marriott Gets Extreme Lobby Makeover

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New Interactive Website - gocourtyard.com - Showcases New Guest-driven Courtyard Hotel Lobby Redesign



Courtyard by Marriott -- the first lodging brand exclusively designed for business travel by business travelers, has completely redefined the hotel lobby experience. This Marriott International (NYSE:MAR) "power brand" has just unveiled its first new Courtyard hotel lobby of the future at a property just outside Washington, D.C.* The rest of the world is also getting a chance to experience the new lobby by visiting www.gocourtyard.com - a highly interactive website. Real guests share their opinions on video, and visitors to the site can leave their comments too. You will also be able to subscribe to a blog for the latest Courtyard news.

"From day one, Courtyard has prided itself as a brand that listens to what business travelers want from a hotel," said Brian King, vice president, Global Brand Manager, Courtyard by Marriott. "Guests want more control and choice with services and amenities that create a healthy balance between working and relaxing. We redefined the Courtyard lobby so it invites guests to get out of their rooms to work, socialize or for entertainment, whether traveling alone or with colleagues."

Courtyard by Marriott and its hotel owners and franchisees in the U.S. and Canada expect to introduce the complete new lobby concept at a minimum of eight more hotels this year and as many as 100 in 2009. Elements of the new lobby have also been implemented or will be implemented in Courtyard hotels in other countries.

The open, bright and contemporary new Courtyard hotel lobby welcomes guests with vivid contrasting colors, including blue, green, orange and red. The traditional front desk is replaced with separate welcome podiums to create more personal and private interactions when guests check in. Flexible seating options range from a communal table in the middle of the action, to more private media booths with a high-definition televisions, to a more intimate, semi-enclosed lounge area.

A signature element of the new lobby is the exclusive Courtyard GoBoard™, a 52-inch LCD touch screen packed with local information, maps, weather, and news, business and sports headlines. Guests can navigate using the touch screen to find restaurants, local attractions and directions.

Guests can connect to free WiFi and there are ample electrical outlets throughout the lobby to power digital devices. The enlarged business library features several complimentary computer terminals along with a free printer and separate computer stations dedicated to printing airline boarding passes and checking flight status.

Dining has been completely redesigned with casual, flexible seating, easier access to food and higher quality, healthier menu options for breakfast, and light evening fare, including snacks, wine and beer so guests can unwind. The Market™, a 24/7 shop for snacks, beverages and sundries, is always open for late-night cravings or the toothpaste you forgot to pack.

Guests looking to take their minds off work can grab a snack, their favorite beverage and take a seat in front of the large high-definition television located in the lounge to watch a variety of programming, including top news, business, sports and entertainment channels. The new patio and fire pit are a welcoming outdoor element integrated into the lobby design that encourages guests to grab a beverage and get a breath of fresh air at the end of the day.

Adding to the lobby ambiance, the new Courtyard soundtrack will change throughout the day from upbeat in the morning to more casual in the evening.

Guests walking into the lobby will immediately notice individual welcome podiums designed to create more personal interactions between staff and guests when checking in. Courtyard staff will be able to move about to show guests the lobby features and provide assistance.

Green has been Courtyard's signature color since Marriott launched the brand 25 years ago. Now it is even greener with the introduction of a guest recycling program for the environment. Receptacles for paper, glass, plastic and metal will be conveniently located by side exits.

The first of the new lobbies has been introduced at the Courtyard Fairfax Fair Oaks in Virginia. The new lobbies will be introduced next at the following Courtyard hotels:

Courtyard Newport News, Va.

Courtyard Baltimore BWI Airport, Md.

Courtyard Mt. Laurel, N.J.

Courtyard Orlando International Drive, Fla.

Courtyard St. Louis Downtown, Mo.

Courtyard Chicago O'Hare Airport, Ill.

Courtyard Irvine John Wayne Airport, Calif.

Courtyard San Diego Sorrento Mesa/La Jolla, Calif.

Courtyard Atlanta Perimeter Center, Ga.

Courtyard San Mateo Foster City, Calif.

Courtyard Dallas Plano Parkway at Preston Road, Texas

Courtyard Phoenix Airport, Ariz.

Courtyard Rye, N.Y.

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