

Sheraton Hotels Announces Exclusive New Partnership with Core Performance to Develop a 360-Degree Training and Nutrition Program

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Guests of Sheraton Hotels & Resorts will be fit to succeed through an exclusive new partnership with Core Performance, an organization dedicated to providing breakthrough solutions to help individuals achieve their maximum performance.

The alliance with Sheraton marks the first time that Core Performance has partnered with a hotel company to create customized training and nutrition programs for travelers. The program is one component of a comprehensive effort to revitalize the Sheraton brand and differentiate the guest experience at Sheraton's 406 hotels across 71 countries.

Sheraton is partnering with Core Performance to develop a 360-degree training and nutrition program for guests that incorporates the organization's four fundamentals of optimal performance: mindset, nutrition, movement and recovery. Guests will experience the new program through enhancements made to multiple touch points of their Sheraton stay, including new state-of-the-art fitness centers, healthier dining options, training programs offered on-demand in guest rooms, access to Core Performance's customized on-line training programs, and a unique Conventions and Meetings program that enables enhanced performance. Sheraton properties around the world will begin to roll out Core Performance programming this summer and continue throughout 2008.

'Our guests have told us that health and fitness are a priority and that they value tools to help them balance this aspect of their lives while traveling,' said Brian Povinelli, Vice President of Marketing for Sheraton. 'Core Performance systems have trained many of the world's top athletes and Olympians and Sheraton is proud to partner with an organization that can bring this level of expertise and success to our guests. This new alliance offers an array of programs and services to help them enhance their overall fitness and performance before, during and after their stay.'

'We're excited to partner with Sheraton to develop a unique, co-branded program that touches multiple elements of a guest's lifestyle, both in and out of the hotel,' said Mark Verstegen, Founder and Chairman of Core Performance. 'Travel can take its toll on all of us. To counter its effects, Core Performance is dedicated to working with Sheraton to create innovative solutions that will enhance the overall health of its guests, who very much mirror our target audience - the achiever set. We envision this as a long partnership that will provide tangible results for Sheraton's guests and employees.'

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