

aloft HOTELS and PUMPONE Forge Exclusive Partnership Launching Portable Personal Trainers for Road Warriors

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aloft hotels today announced an industry-exclusive partnership with PumpOne. The partnership--designed for the tech-savvy aloft hotel guest--is the new tWist (SM) in on-the-road fitness programs.

aloft hotels, Starwood's eighth hotel lifestyle brand, opens its doors to guests this summer. All aloft hotels feature re:charge (SM) --a purpose-built fitness facility with state-of-the-art equipment from Life Fitness (R). The 650 square foot space is designed to combine fitness and fun.

PumpOne provides convenient, customizable workout programs for use with image and video-ready handheld devices such as the iPod, iPhone, Blackberry, Treo and others. Created in 2005 by Craig Schlossberg, a pioneering software engineer, and Declan Condon, an exercise physiologist and exclusive New York personal trainer, PumpOne designs personal training programs which make it easy for guests to take their routines with them when they travel on the road.

"Our guests tell us that fitness is a priority and that while traveling, it can be challenging to stay on track" said Robin Korman, Vice President of Marketing for aloft hotels. "PumpOne is the ideal fitness partner, with technology at the foundation of their workouts. We are working closely with them to design workouts specifically for aloft guest rooms and re:charge, as well as workouts that utilize everyday travel items such as suitcases and water bottles."

The aloft hotels / PumpOne partnership features "a-workout"--PumpOne's downloadable fitness programs--complimentary to guests, menu items endorsed to promote healthy living from aloft hotel's grab-and-gourmet pantry --re:fuel by aloft (SM), and exclusive entertainment content for SPG TV, the aloft in-room TV channel. In addition to content already available from PumpOne, the fitness company will develop 21 customized workouts, three workouts for each of seven fitness programs from cross training to yoga.

aloft hotel guests can download aloft-customized, introductory workouts from each of seven fitness categories to their computers, PDAs, iPods and iPhones. These devices can then be linked to the aloft plug and play device which links to the 42" LCD television screen in each guest room. Guests will also be able to purchase full-length customized aloft / PumpOne workouts through the aloft broadband channel while visiting and through www.alofthotels.com.

"Starwood's aloft brand is the perfect partner for on-the-go workouts," says Craig Schlossberg, President of PumpOne. "We know it is difficult to maintain a fitness regimen on the road. aloft hotel's unique sensibility of offering affordable high design and tech-savvy experiences while traveling matches PumpOne's mission of providing clear concise personal training guidance in the most portable and affordable format."

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