

Hilton Goes Pet Friendly

2008-06-03

Hilton Hotels & Resorts Offer up Pet Hospitality Featuring William Wegman Amenities by Crypton

More than half of U.S. pet owners say their pets are part of the family¹, and Hilton's new Pet Friendly program makes it easier for pet lovers and their furry friends to spend time away from home. Hilton Hotels and Resorts announced today plans to welcome dogs and cats into hotels in the Americas by this summer. The brand later plans to roll out its Pet Friendly program to various hotels in its international portfolio.

'Hilton focuses on providing a hassle-free and inspired experience for the world's travelers - and for many travelers, being able to include a four-legged friend is critical to achieving a relaxed and productive stay,' said Jeff Diskin, senior vice president - brand management, Hilton Hotels & Resorts. 'Our Pet Friendly program was designed with all of our guests in mind - those with or without pets - so that every stay can be personalized to meet the needs of the individual traveler and their entire family.'

Human guests won't be the only ones to feel rejuvenated as each pet-friendly room is loaded with specially-designed upscale amenities sure to please the most pampered dog or cat. Designed exclusively for Hilton by famed artist William Wegman (best known for his striking photographs of Weimaraner dogs) the Hilton Pet Friendly collection will include a stain-, water- and microbial-resistant pet bed, as well as food and water bowls with placemat, and an exclusive pet amenity kit complete with dog waste clean-up bags and treats. The bed, placemat and amenity kits are produced by Crypton Fabrics and made with its patented performance fabric. For guests who want to recreate their stay at home, the pet beds will be available for purchase on www.HiltonToHome.com, alongside Hilton's Serenity Collection(R) mattress and other exclusive, in-room amenities.

'We're thrilled to be again working with Hilton and William Wegman on this unique project that combines our great performance fabrics, a beautiful design and even our love of animals,' said Randy Rubin, co-founder - Crypton Fabrics. 'The pet beds and accessories we've designed blend fun and practicality, ensuring that even a pet's stay at Hilton is a great experience.'

Participating Hiltons will also offer pet concierge service with information about local dog runs, veterinarian offices and pet boutiques.

A select amount of Pet Friendly rooms will be designated in each participating Hilton hotel and along with the standard room cleaning procedures, the rooms will undergo a deep cleaning - including carpets, drapery and all upholstered furniture - after each pet guest has checked out. All Pet Friendly rooms will feature a special door hanger alerting hotel staff to the furry guest within.

This article comes from Hotel News Resource

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