

aloft Rogers - Bentonville Opens

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Starwood announces the opening of aloft Rogers - Bentonville, the third aloft to open anywhere in the world.

Developed and owned by CSK hotels, the 130-room aloft Rogers Bentonville will offer a variety of intuitive technologies, atmospheric public spaces, and a whole array of appealing guest amenities. Created for today's traveler, aloft hotels are modern, fresh and fun, with loft-inspired design and free-flowing energy.

In the same way that W Hotels broke through the clutter of conformity in the upscale hotel arena in 1998, aloft is shaking up the lodging industry with high design at an affordable price point, accessible technology, style and a social atmosphere.

The urban style aesthetic and sophistication of the aloft lifestyle complements the energy of Rogers, Arkansas, said Brian McGuinness, Vice President of aloft and element hotels worldwide. Today's youthful-minded travelers will appreciate the aloft brand's emphasis on creativity, culture and fun.

aloft Rogers Bentonville is superbly located at the always abuzz Pinnacle Hills area, with easy access to local attractions, shopping, entertainment and numerous corporate headquarters including Wal-Mart. Guests will be just a half a mile from the vibrant Pinnacle Hills outdoor shopping area, featuring great dining selections, cinemas and a variety of trendy boutiques. Also nearby are the new Arvest Naturals Ballpark and the University of Arkansas.

Pinnacle Hills is the ideal location for aloft, Starwood's new lifestyle brand that will quickly become the choice for travelers in the know, said Chris Whitt, Partner, CSK Hotels. Today's opening marks the beginning of a whole new travel experience.

The Arkansas hotel is the third of 20 aloft hotels scheduled to open this year. On schedule to open later this summer are aloft hotels in Philadelphia Airport, Chicago O'Hare Airport, Lexington, Massachusetts, Charlotte, North Carolina and Beijing, China.

aloft offers atmospheric public spaces designed to draw guests from their rooms to socialize and make friends. Savvy travelers can read the paper, work on their laptops via complimentary hotel-wide wireless Internet access, play a game of pool or grab a drink with friends at re:mix SM, the communal lobby area featuring the sassy w xyz SM bar. The re:charge SM fitness center and splash, the outdoor pool, give travelers options to de-stress and re-energize, while re:fuel by aloft SM, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24 hours a day.

Guest rooms feature urban-influenced design, while the centerpiece of each aloft room is an ultra-comfortable plush platform bed. Loft-like nine-foot ceilings and oversized windows create a bright, airy environment. Large, stylish bathrooms complement the guest experience with oversized walk-in showers and amenities created by Bliss Spa(R). Each aloft room is also a combination high-tech office and entertainment center, featuring wireless Internet access and plug & play, a one-stop connectivity solution for multiple electronic gadgetry such as PDAs, cell phones, mp3 players and laptops - all linked to a large, flat-panel HDTV-ready television for optimal sound and viewing.

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