

Opening Day of ELEMENT Lexington Marks the World Premiere of Starwood Hotels' Newest Lifestyle Brand, ELEMENT Hotels

2008-07-01

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) opens the eco-friendly doors of ELEMENTsm Lexington in Lexington, MA today, July 1, 2008. ELEMENT is Starwood's newest hotel concept and the first LEED-certified hotel chain in the country.

Located just off Route 128 at 727 Marrett Road, ELEMENT Lexington is making its national debut, offering guests an entirely new extended stay experience that combines smart design, nature-inspired, and eco-friendly touches. Modern amenities range from complimentary WiFi to an international pantry stocked with everything from Korean kimchi soup to artisanal meats and cheeses. Guests will leave Lexington's newest hotel knowing what it truly means to wake up and thrive.

ELEMENT Lexington-the first hotel to open its doors to guests-will also serve as Starwood's green trailblazer with the intent of migrating key learnings to its sister brands including Westin, Sheraton and Le Meridien Hotels. Since 1999, W Hotels served as an incubator for Starwood's innovation in hotel style and design and Westin Hotels and Resorts forged a new path in hotel bedding when it launched the Heavenly Bed. ELEMENT Lexington will be used as the concept lab in which operators can explore the best ways to be eco-friendly while continuing to deliver an eco-chic guest experience.

Awaken to Smart Design

The ELEMENT brand's unique smart design philosophy is evident from the moment guests arrive. After passing through a signature portal that provides a literal bridge to the ELEMENT interior haven, guests will be greeted with streams of natural light from a multi-storied window wall. The vitality of the lobby will be matched by the energy of the hotel's outdoor fire pit and barbecue, where a regular nightly gathering will give guests an opportunity to interact, while sipping a glass of wine or draft microbrew beer.

The smart design and clever use of space in the hotel's 123 guest rooms will be aimed at encouraging guest productivity while facilitating relaxation. Whether you choose a studio, 1-bedroom or 2-bedroom unit, ELEMENT hotel's open, modular flow will blend together each part of the guestroom to create a residential feel. Guests will be able to customize their rooms to match their habits through multi-purpose, modular furniture, swiveling flat-screen LCD televisions, large desks with open shelving and custom-designed closets. In addition, each room offers a complete kitchen that features modern Energy-Star rated appliances and all the tools and utensils to prepare a gourmet meal. Guests will also rest soundly in the renowned Westin Heavenly Bed(R), and recharge each morning in sleek, contemporary bathrooms with oversized spa showers.

A Vital Travel Hub

Located just 30 minutes outside of Boston, MA, Lexington offers visitors the opportunity to explore unique landmarks and tour historical attractions, including Louisa May Alcott's childhood home, the National Heritage Museum, the Lexington Battle Green and the popular DeCordova Museum & Sculpture Park. The Burlington Mall and Natick Collection are just a few miles away and offer shoppers a variety of stores and restaurants to enjoy.

'Lexington is the perfect city for ELEMENT guests to thrive in due to its fast-growing business sector, heavily-trafficked sports venues, and proximity to Boston,' said Chris Hartzell, General Manager for ELEMENT Lexington. 'Whether they're working or relaxing, this refreshing haven will put guests in control of their experience, helping them feel at their best while on the road.'

Space to Live Your Life

A signature breakfast offering, fully equipped fitness center and uninterrupted indoor/outdoor public spaces will deliver a multi-functional, natural environment that provides guests with the space to work, relax or socialize. Intuitive staff will provide guests the personalized attention they need and the space they desire to live a complete and balanced life while at the hotel.

ELEMENT Hotels will also feature approximately 456 square feet of meeting space, an integrated technology center and library, as well as café seating, a workspace and a flexible lobby lounge space. For breakfast, guests will be able to choose among several options, including its signature hot breakfast sandwich, fresh fruit and cereal bar.

Great for the Earth. Great for Guests

ELEMENT hotel's key green features are cleverly designed to be as appealing aesthetically as they are eco-friendly, so travelers never compromise on style and comfort. They include energy efficient stainless steel appliances and lighting, water-efficient faucets and fixtures and bins for paper, plastic and glass which make recycling easy. Filtered water in guest rooms and amenity dispensers in the showers reduce plastic bottle waste. In addition, ELEMENT hotels use low VOC (Volatile Organic Compound) paints and carpets with up to 100% recycled content and anti-microbial carpet pads which improve indoor air quality for guests and staff. Guests driving hybrid cars are rewarded with priority parking. Even the ubiquitous 'Do Not Disturb' sign gets a green makeover, replacing the traditional paper tag with the environmentally-friendly magnet.

No-Compromise, Eco-Chic Guest Experience

'We are committed to providing a no-compromise, eco-chic experience,' said Brian McGuinness, Global Brand Leader of aloft & ELEMENT hotels. 'ELEMENT makes it easy to be environmentally responsible without having to sacrifice a great guest experience.'

Travel indulgences at ELEMENT include Westin's Heavenly bed, spa-like bathrooms with oversize showers and rain showerheads which are water efficient, a state-of-the-art fitness center, fresh and healthy complimentary breakfast and organic pantry options, plus the latest in technology and neat extras like complimentary bikes for guests and staff and local area information on the TV's.

Each ELEMENT hotel is infused with natural light, featuring a 16-foot window wall in the lobby and oversized windows in each guest room providing sightlines to the outdoors. Biophilic design-literally meaning the love of living systems-is the art of bringing the outside world in and natural colors and patterns are reflected in the ELEMENT rooms and public space design and furnishings.

Launched to the development community in 2006, ELEMENT hotels are inspired by the design and positioning of Westin Hotels and Resorts and will promote balance through smart and sustainable design.

Additional ELEMENT Hotels opening later this year include Summerlin, NV near Las Vegas, Irving, TX, and Arundel Mills, MD, a suburb of Baltimore, and Houston Vintage Park, Houston, TX. ELEMENT Lexington is taking reservations now.

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