

aloft Philadelphia Airport to open on August 8, 2008

2008-07-23

The opening will be celebrated in style with a VIP launch bash on Friday, August 8, 2008 from 8-11pm. The party will feature special appearances by Beth Ostrosky and Philadelphia's own DJ Jazzy Jeff.

Invited guests include Governor Rendell, Mayor Nutter and other influencers from the Greater Philadelphia region. The launch bash will also include:

- Fabulous Fashion Show, showcasing designs from Philadelphia boutiques
- 'Sleeping with the Stars,' a special celebrity auction to benefit the Philadelphia Mural Arts Program where party-goers can bid on signed and designed pillowcases from the stars
- Philadelphia Mural Arts Program 25th Anniversary Preview, unique art exhibit featuring 25 of the MAP's most iconic murals in framed prints

'This hotel will be like none other in the Philadelphia market and our launch bash will be the biggest party in the City of Brotherly Love this summer,' said Nina Timani, Director of Sales and Marketing, aloft Philadelphia Airport. 'As our hotel will be a true oasis in style and creativity, so will our kick-off into the market.'

Located only ½ mile from the Philadelphia International Airport, aloft Philadelphia Airport offers a fresh, fun and affordable way to enjoy Philadelphia and all of the historical sites and culture it has to offer.

A vision of W Hotels, aloft hotels are shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. aloft hotels offer a total sensory experience, with guest rooms featuring loft-like, nine-foot ceilings and oversized windows to create a bright, airy environment. The centerpiece of each aloft room is the ultra-comfortable plush platform bed, and large stylish bathrooms complement the guest experience with oversized walk-in showers and amenities created by Bliss(R) Spa. 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 LCD television for optimal sound and viewing.

Designed in conjunction with world renowned David Rockwell and the Rockwell Group, aloft stays true to the W Hotel brand's heritage, offering atmospheric public spaces designed to draw guests from their rooms into sassy public spaces. Guests can work on their laptops via hotel-wide wireless internet access, play a game of pool or grab a drink with friends at the re:mixSM communal lobby area and bar w xyzSM. The re:chargeSM fitness center and splash, the indoor pool, give travelers options to d-stress and re-energize, while re:fuel by aloftSM, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

In addition to taking part in Starwood's new tWist in travel hotel experience, all aloft guests have the option to participate in and earn points in Starwood's award-winning, industry leading Starwood Preferred Guest(R) program. Members at the Preferred guest level earn two points for every eligible dollar spent at over 850 participating hotels and resorts worldwide. Rates for aloft hotels are market-driven, and its Philadelphia hotel will on average, \$200 -\$229/night.

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