

aloft Charleston Airport & Convention Center Opens

2008-08-01

Developed and Managed by SREE Hotels, LLC and conveniently located at the Intersection of International and Tanger Parkway, the 136 room aloft Charleston Airport & Convention Center is minutes from the airport.

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.

"We are excited to open our doors in Charleston in the expanding Center Pointe area" said Brian McGuinness, Global Brand Leader of aloft and element hotels worldwide. "Guests will find sanctuary from the road or work in our spacious rooms and spa-like bathrooms. When they have finished relaxing they are welcome to join the fun at bar w xyz(SM), sure to be at the heart of the nightlife scene for both visitors and Charleston residents alike."

"We are thrilled to open the FIRST aloft in South Carolina. The state-of-the art facility with a contemporary feel will be a re-freshing addition to the greater Charleston area," said Ravi Patel, President & CEO of SREE Hotels, LLC.

Additional aloft hotels at airport locations are scheduled to open at the Philadelphia, Dulles, Portland, Denver, Baltimore, Phoenix, Jacksonville and Orlando airports.

aloft offers atmospheric public spaces designed to draw guests from their rooms to mix and mingle. 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 bar. The re:charge(SM) fitness center and splash, the indoor 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. Not just a pretty space, aloft is committed to the environment through its see green program, which offers such eco-friendly amenities as preferred parking for hybrid cars and a greener-saline solution in the splash indoor pool.

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.

Guests of aloft can book their stay directly through www.alfhotels.com which features the best rate guarantee. Guests also may book through their local travel agents. In addition, during the year of aloft hotel's launch--2008--members of the Starwood Preferred Guest program can earn an unprecedented 8 Starpoints for every U.S. dollar spent (quadruple the base earning) when they register and then book a stay at any aloft hotel worldwide until December 31. Members of the award-winning and industry-leading Starwood Preferred Guest program currently earn two points for every dollar spent at a participating Starwood hotel. After racking up their Starpoints, SPG members can redeem their points for free nights with no blackout dates at more than 860 hotels and resorts worldwide. The offer is designed to celebrate the opening of aloft, the eighth hotel and lifestyle brand to join the Starwood Preferred Guest loyalty program.

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