

## Aloft Minneapolis Opens

2008-08-11

---

The new-build, 155-room hotel will offer visitors and Minneapolis residents alike a vibrant place to stay and play.

The state-of-the-art hotel is conveniently located at 900 Washington Avenue South along the city's beautiful river bluffs, making it a stylish jumping point to many of Minneapolis' famous attractions such as the Gold Medal Park, Guthrie Theater and the Metrodome.

"We are excited to bring our vision of stylish travel to the exciting city of Minneapolis in time to celebrate its 150th anniversary," said Brian McGuinness, Global Brand Leader of Aloft and Element hotels worldwide. "Visitors to the City of Lakes will be abuzz to find a chic place to stay while they enjoy the local landmarks and experience the culture that makes Minneapolis unique. Best of all, guests can stay plugged into the rest of the world while enjoying our signature dose of fun at the hotel's w xyz(SM) bar."

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. On schedule to open later this year are Aloft hotels at the Portland and Dulles Airports and in Beijing, China, Nashville, Tennessee and Las Colinas, Plano and Frisco, Texas.

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.aloft-hotels.com](http://www.aloft-hotels.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.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article33993.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)