

Westin Hotels & Resorts and United Airlines Launch Heavenly Experience in the Sky

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Custom-designed onboard amenities include Heavenly(R) Bed blankets and pillows, SuperFoods cocktails and Westin video and music selections, Three United Red Carpet lounges offer Westin signature-designed areas with furnishings, White Tea scent, botanicals and more

"Sit back, relax and enjoy your flight" never sounded so good. Starting this month, all first and business class customers who fly United's p.s.(R) service will experience a new level of comfort with the Westin Heavenly(R) Bed products and signature amenities. The partnership between Westin Hotels & Resorts and United Airlines marks the first time that hotel-branded bedding and amenities have taken to the sky on a U.S. airline. Last month, the companies also unveiled Westin Renewal Lounges inside Red Carpet Clubs in New York (JFK), Los Angeles and San Francisco.

United's first and business class p.s. service between New York and California now features custom oversized Heavenly blankets and pillows inspired by the Westin iconic Heavenly Bed. Travelers will also be treated to refreshing White Tea scented towelettes and mints, and custom video and music on United's personal media players. Through a partnership with award-winning video production company Blue Marvel, Westin Hotels has created signature video content featuring stunning, soothing nature scenes from across the world, meanwhile, music selections from the brand's customized playlists include songs featured in Westin lobbies worldwide.

To complete the sensory in-flight experience, United will serve a specialty cocktail inspired by the groundbreaking Westin SuperFoods program. A new cocktail will be unveiled each season, and all will be served on a brain-teaser coaster, giving United customers a chance to practice the Westin brand's expert-developed, whole-body approach to wellness. United passengers will also be able to browse the Westin brand's popular Heavenly(R) product line by taking advantage of in-seatback retail catalogs, those looking to take the Heavenly(R) Bed home can redeem a special free-robe offer available to United passengers only.

On the ground, Westin Renewal Lounges within United's Red Carpet Clubs give travelers a soothing hideaway for relaxing and renewing. As a result of the Westin partnership with Philips Lighting Company, for example, the San Francisco lounge is equipped with a revolutionary blue-light ActiViva lamp -- not yet available for purchase in the United States -- which provides phototherapy and directly affects the way people feel by making them more alert, awake and energized. Created by the Westin design team and outfitted with plush furniture, fabrics and the brand's nature-inspired color palette, each Renewal Lounge features a signature LED candle wall and artwork typical of the Westin soothing aesthetic. While much of the furniture found in the Westin Renewal Lounges mirrors the offerings at Westin properties, the company's designers also created two pieces of custom furniture specifically for the United lounges: an upholstered ottoman with a built-in table (for displaying custom botanicals or books) and a day bed for resting. The Westin signature White Tea scent is diffused throughout the Renewal Lounges, while LCD televisions play custom Blue Marvel videos that feature inspiring footage of the natural world.

Westin has also created an exclusive, non-alcoholic SuperFoods elixir to be served in the lounges, and will introduce a new elixir each season. As part of the Westin partnership with celebrated floral designer Jane Packer, sustainable botanical bento boxes display natural materials such as bun moss, snake grass, stones and orchids. In addition, SuperFoods snacks and books by Jane Packer and SuperFoodsRx founder Dr. Steven Pratt will be available in the Westin Renewal Lounges.

"We are delighted to bring the Westin Heavenly experience to travelers in-flight and on the ground in United Red Carpet Clubs," said Sue Brush, Senior Vice President of Westin Hotels & Resorts. "This unique partnership is one more way Westin is bringing meaningful, renewing experiences to the traveling public."

"When traveling across the country, our first and business class customers expect to feel relaxed and rewarded when they are at the airport and on the airplane," says Graham Atkinson, United Airlines' executive vice president and Chief Customer Officer. "Refreshing drinks, a calming environment and a Heavenly pillow and blanket will ensure United's customers are reinvigorated for wherever their travels may bring them."

The Westin-United partnership will also reach guests not taking flight -- Westin guests may receive 1,000 bonus Mileage Plus miles when they book at select Westin properties.

This partnership joins a host of initiatives at both companies to improve the guest experience. Initiatives aimed at personal renewal recently introduced by Westin Hotels & Resorts include a SuperFoods menu, an in-room spa program that includes a custom-designed portable spa table inspired by the Heavenly Bed, and RunWESTIN: complimentary guided jogs led by hotel staff that combine sightseeing and fitness.

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