



## The Calgary Herald (Calgary, AB)

Order/Commande

54918

Date 21.06.2008

Circ. 112128

Page F8

1 / 2

### CHECKING IN

# First of hip, new airport hotels opens in Montreal

## 500 more to be built around the world by 2012

LAURA ROBIN

CANWEST NEWS SERVICE

A new hotel that opened two weeks ago at the Montreal airport marks not just a place to stay before your early-morning flight, but a whole new brand of hotel.

Starwood (the company that owns Sheraton, Westin, LeMeridien, W and other hotel brands) unveiled aloft, a 136-room hotel, at Montreal's Pierre Elliott Trudeau International Airport at Dorval. And reservations are already being taken for aloft hotels at five more locations, including Lexington, Massachusetts and at airports in Philadelphia and Charleston, S.C. Aloft hotels are also to open soon in Toronto, Laval, Chicago (at O'Hare Airport), Beijing and Las Vegas.

"The aloft brand has already announced more than 80 development projects, in more than 10 countries," says Starwood spokeswoman Cynthia Bond. Starwood plans to have as many 500 aloft hotels around the world by 2012.

About half of the new hotels will be built at airports "because that's a market that has always been neglected in most cities," says Stephane Jasmin,

general manager of the new Montreal hotel. "There's never anything trendy at the airport; you always have to go downtown."

Starwood hopes to set the aloft brand apart from regular — often dreary — airport hotels with high design at low cost.

"It's the new twist in travel," said Jasmin. "If you know W hotels, you know the sense of style, but this is more affordable and less complicated."

The aloft at the Montreal airport, for example, has a lounge area where you can get a drink and appetizers, but there's no sit-down restaurant. At a food-and-beverage area called re: fuel, you can buy snacks and drinks, including Starbucks coffee, to go, 24 hours a day.

"Public spaces are designed to draw guests from their rooms to socialize and make friends," says Bond. "Guests can read the paper, work on their laptops via hotel-wide wireless Internet access, play a game of pool or grab a drink with friends at the communal lobby area called re: mix and in the hip bar xyz."

She says the hotel "offers a total sensory experience, with guest rooms featuring loftlike nine-foot ceilings and oversized windows, creating a bright, airy environment." Beds are plush and platform style and the showers are walk-in models. Toiletries are from Bliss.

In addition to wireless Internet access, hotel rooms have something

Starwood is calling plug & play: you can plug your electronic devices such as iPods, cellphones, BlackBerrys and laptops into a flat-screen high-definition TV, to use the larger screen or to recharge your devices. You can also select your room and print out boarding passes at kiosks in the lobby.

The hotel has a fitness centre, called re: charge, and a swimming pool.

"They will give travellers options to de-stress and re-energize," says Bond.

The hotel offers a free shuttle to the airport and Dorval train station. "It takes, like, five minutes," says Jasmin. "Not even that — two-and-a-half."

You can take advantage of a storage room for winter coats and boots, Park 'N Fly packages and a do-it-yourself car wash with free eco-friendly supplies.

### If You Go

Where: 500 McMillan Blvd., at Montreal's Pierre Elliott Trudeau International Airport in Dorval

Cost: Opening promotional rates start at \$109 on weekends, but the regular rate is set at \$219

Contacts: 1-877-go-aloft or 1-514-633-0900 or alofthotels.com





# The Calgary Herald (Calgary, AB)

Order/Commande
54918

Date 21.06.2008

Circ. 112128

Page F8

2 / 2



Courtesy, Bruce Buck, Starwood Hotels

The lobby of the new aloft hotel is called re:mix and is designed to get guests to mingle.