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aloft Montreal Airport opens making global lifestyle debut
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Starwood Hotels & Resorts Worldwide, Inc. and its much-anticipated new lifestyle brand, **aloft hotels**, announced the opening of **aloft Montreal Airport**, the first aloft to open anywhere in the world. Developed and owned by the joint venture between Silver Hotel Group and Northampton Group Inc., the 136-room aloft Montreal Airport will offer a variety of intuitive technologies, atmospheric public spaces, and a whole array of appealing guest amenities. Created for today's traveler, aloft hotels are modern, fresh and fun, with loft-inspired design and free-flowing energy.



"The sleekness and dynamism of the aloft lifestyle complements the sophistication and style of Montreal, where we are proud to make our global debut," said Brian McGuinness, Vice President of aloft and element hotels worldwide. "Youthful-minded travelers will appreciate the aloft brand's emphasis on creativity, culture and fun."

aloft Montreal Airport is superbly located at the entrance to the Trudeau International Airport, with easy access to local attractions, shopping, entertainment and numerous corporate headquarters. Guests will be just 20 minutes from vibrant downtown Montreal, where they can enjoy authentic French cuisine, renowned museums and scenic parks. Also nearby are the quaint cobblestone streets, boutiques, art galleries and cafes of Old Montreal.

"Montreal is the ideal location for aloft, a new lifestyle brand that we know will quickly become the choice for travelers in the know," said Deepak Ruparell, President, Silver Hotel Group. "With today's opening, a whole new travel experience begins."

"Opening aloft here complements the chic and stylish essence of Montreal. We can't wait to say aloha to our guests," said Vinnie Patel, Chief Executive Officer, Northampton Group of Hotels.

As 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 to socialize and make friends. 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 re:mix(SM) communal lobby area and bar w xyz(SM). The re:charge(SM) fitness center and splash, the indoor or outdoor 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.

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they will have temporary and minimal effect and the situation will stabilize in a year or two

we should be looking at a restructuring in the international tourism movements and trends

it is still too early to assess the impact on world tourism, medium or long term

we will see more tourism closer to home, and less international travel

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