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# THE WESTIN

## AUCKLAND

### LIGHTER QUAY

#### **THE HEAVENLY BED FLOATS INTO NEW ZEALAND... ANOTHER PIONEERING 'FIRST' FROM WESTIN**

Guests at The Westin Auckland, Lighter Quay will relax in the sublime comfort of the first Heavenly Bed to be introduced to New Zealand, not to mention the best linens in town.

Such luxury will be enjoyed in one of the country's prime waterfront locations – Melview Developments' Lighter Quay, where The Westin Auckland will overlook the historic Lighter Quay basin and Melview's upscale apartment complex.

An innovative, yet startlingly simple concept, Westin's Heavenly Bed sparked a revolution in hotel bed design when it was first unveiled in 1999. Since then, a staggering 30,000 guests have taken their beds home – purchasing either the bed or the linens, or both – and more than 20 million guests have luxuriated in Westin Heavenly Beds around the world.

Already, The Westin Auckland Lighter Quay's pre-opening office has fielded phone calls from the New Zealanders who have stayed at Westin hotels around the world, asking if they can now purchase Heavenly Bed merchandise locally.

One company executive in Auckland has ordered two complete bed sets – from the bed base and mattress through to the linen and pillows – to be delivered to his home as a surprise for his wife who fell in love with The Heavenly Bed® while staying at a Westin property during a recent overseas trip.

The history of The Heavenly Bed® began in 1998 with a year-long exercise to develop the most comfortable bed in the hotel industry. To conduct hands-on research, executives from Westin's parent company, Starwood Hotels & Resorts Worldwide, Inc. filled a hotel ballroom with 35 beds from 50 hotel brands.

Subsequently trademarked by Westin, The Heavenly Bed® has graced the guest rooms in all 120 Westin hotels and resorts worldwide, representing a US\$30 million investment.

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Since its introduction eight years ago, The Heavenly Bed® has earned glowing reviews and loyal fans. Comfortable and stylish, the all-white Heavenly Bed includes a custom designed pillow-top mattress set, a cozy down blanket, three crisp sheets, a comforter, duvet and five plush pillows.

For The Westin Auckland, Lighter Quay the mattress is made in New Zealand by Henderson-based Pacific Brands' Sleepmaker division, under licence to the top U.S. bed manufacturer Simmons, which holds the global contract for Westin.

The Heavenly Bed® catalogue of bed-bases, mattresses, pillows and linens is also sold through the 98 stores of upmarket US department store chain Nordstrom, through Nordstrom's retail website and also online via [www.westin.com](http://www.westin.com). In the U.S., the range of Westin products has been extended to include The Westin Heavenly Dog Bed® and also The Westin Heavenly Shower®.

Prices of The Heavenly Bed® merchandise are currently being finalised for the New Zealand market and should be available in July.

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