

THE WESTIN

MELBOURNE

the westin melbourne – australia's best marketed hotel

Monday 20 July 2009: The Westin Melbourne's award winning style now extends from accommodation and service recognition to the way the hotel is marketed, thanks to the property's latest accolade as Australia's '**Best Marketed Hotel (Accommodation Division)**', as voted at the 2009 AHA National Awards for Excellence.

Following a win at state level, the luxurious five star hotel went on to take out the category at a national level in an awards ceremony held on Friday 17 July, 2009. Entrants into this category were assessed on their marketing strategies, activities, initiatives, business results as well as environmental sustainability best practices.

Some of the exciting initiatives which set the hotel apart include its nightly Unwind ritual, Superfoods inspired menus, the availability of in-room spa treatments and WestinWORKOUT® guest rooms. The past twelve months have also seen The Westin Melbourne unveil a number of new packages and promotions, the introduction of a Contemporary High Tea as well as the development of creative sponsorships with the Melbourne International Comedy Festival, Melbourne Spring Fashion Week and the Australian Dance Awards.

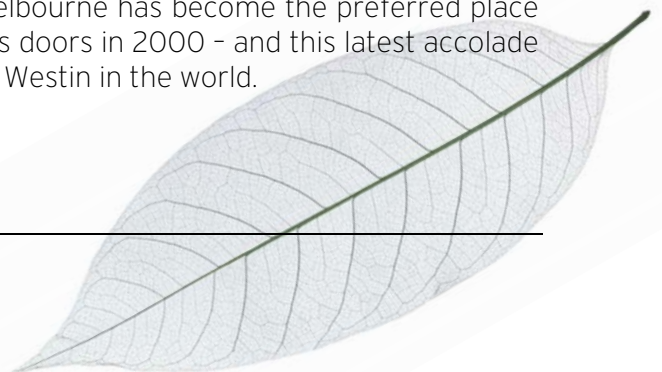
This recent win follows an impressive string of accolades for The Westin Melbourne in product, facilities, service and financial performance categories at local, national and international levels.

"We're very proud to receive this accolade and accept this award from one of the nation's most influential associations, the AHA." comments The Westin Melbourne's General Manager, Richard Bussiere.

"It's a great reflection on our dedicated Sales and Marketing team who are passionate about the product and I believe this is reflected through the outstanding work they do." he adds.

The five star hotels commanding city location, sophisticated accommodation and acclaimed service have ensured The Westin Melbourne has become the preferred place to stay for discerning travelers since opening its doors in 2000 - and this latest accolade means the property is now the most decorated Westin in the world.

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About The Westin Melbourne

Surrounded by theatres, designer boutiques, galleries and the city's finest attractions, The Westin Melbourne combines stylish accommodation, luxurious facilities and intuitive service with the most commanding Melbourne address. Modern, chic and elegantly understated, the hotel's dramatic staircase and light filled lobby overlooking City Square sets the tone for one of Australia's premier hotels.

Designed to help you renew, The Westin Melbourne's 262 spacious guest rooms feature signature Heavenly® Beds, luxurious bathrooms with a separate Heavenly Bath® and Heavenly Shower®, generous work desks, high speed internet access, refreshment centre and in-room movies. Natural light floods through full length windows providing views to Melbourne's Regent Place, City Square, St Paul's Cathedral, The Melbourne Town Hall or iconic Federation Square.

The hotel's chic Martini Bar, refined Lobby Lounge and award winning Allegro Restaurant offer sophisticated dining options. A dedicated conference floor provides a stunning setting for a range of functions whilst the tranquil Wellness Centre featuring an indoor lap pool, 24 hour gymnasium, spa, steam room and sauna is an oasis of calm for guests wanting to unwind.

The Westin Melbourne has become the most decorated Westin property in the world, receiving dozens of international, national and state accolades. Most recently the hotel has been voted *'Outstanding Marketed Hotel of the Year'* by AHA in the Victoria Accommodation Hotels Awards for Excellence, *'Best Location'* and *'Best Service in the Business Category'* by Qantas Frequent Flyer members, recognised as Victoria's *'Best Luxury Hotel'* at the Victorian Tourism Awards for three years running and won the *'Best Luxury Hotel - South Pacific'* category in the TripAdvisor Travelers Choice Awards.

For more information visit www.westin.com.au/melbourne

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