

THE WESTIN

MELBOURNE

the westin melbourne recognised as one of victoria's best

Wednesday 20 May 2009: The Westin Melbourne's winning style now extends from accommodation and service to the way the property is marketed, thanks to the hotel's latest award win.

The luxurious five star property was recognised as the '**Outstanding Marketed Hotel of the Year**' at the 2009 AHA State Awards for Excellence, celebrating service excellence offered by Victoria's most pre-eminent accommodation hotels.

This is the second year The Westin Melbourne has been recognized in this category and follows the hotel's impressive string of accolades in product, facilities, service and financial performance by industry and media at local, national and international level.

Entrants into this category were assessed by reviewing marketing strategies, activities, initiatives and business results - and as a winner, The Westin Melbourne will now represent Victoria in this award section at the respective national awards announced in late 2009.

The past twelve months has seen The Westin Melbourne launch a range of new initiatives including a stay 3 pay for 2 accommodation offer, the introduction of a contemporary high tea as well as the development of creative sponsorships with the Australian Dance Awards, Melbourne International Comedy Festival, Melbourne Spring Fashion Week and the Wicked, The Musical.

Adding yet another important accolade to its multi-award profile, the hotel's Director of Sales and Marketing, Anne Jamieson, said, "Being lauded as Victoria's leading hotel in terms of marketing excellence is indeed a great honour and accomplishment. It is certainly a privilege to receive this prestigious recognition. It really is a true honour to accept this award from one of the nation's most influential associations, the AHA."

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About The Westin Melbourne

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 '*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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About Starwood Hotels & Resorts

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