

## THE WESTIN MELBOURNE INVITES GUESTS TO *UNWIND*<sup>SM</sup>

### Evening rituals featuring art and wine transform hotel lobbies

**June 2007** - Renowned luxury Westin hotels in Melbourne have debuted a new signature social experience, *Unwind... A Westin Evening Ritual*<sup>SM</sup>, featuring the tastes, sights and sounds of Melbourne.

Designed to bring new energy to the hotel, **The Westin Melbourne's** *Unwind* ritual transforms the lobby into a gathering spot, encouraging guests to socialize and helping to combat the loneliness many travelers sometimes experience on the road. In fact, a recent study by Westin Hotels & Resorts found that that 34% of frequent travellers feel lonely away from home.

#### **Experience Unwind**

In Melbourne, guests are invited each evening to experience a "Wine Flight" in the Lobby Lounge, where they can sample regional Victorian wines matched with tasting plates featuring local produce. Additionally, guests can be guided on a personalised (and complimentary) tour of the hotel's renowned contemporary art collection that features works of some of Australia's leading photographic artists, painters, sculptures and print makers including Bill Henson, Inmants Tillers and Anne Ferran.

#### **Hotels Transform from Day to Night...**

In order to set the stage for its signature evening rituals, the lobby evolves from day to evening through a variety of subtle sensory cues – everything from music, to scent, to lighting. Warm, natural lighting is dimmed at the start of the evening while scented candles are lit and carefully placed around the lobby. *Westin Music* moves music from the background to the foreground with musical cues and selections that change from day to night.

Westin is rolling out the *Unwind* experience in all of its properties globally in the first quarter of 2007, following a successful three-month pilot in 20 hotels last year. For more information on Westin's *Unwind* ritual and local *Unwind* experiences please visit [www.westin.com/unwind](http://www.westin.com/unwind).

**ENDS**

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