



**THE WESTINS OF  
MELBOURNE & SYDNEY INVITE GUESTS TO *UNWIND*<sup>SM</sup>  
Evening rituals featuring art and history transform hotel lobbies**

**March 2007** – Renowned luxury Westin hotels in Melbourne and Sydney have debuted a new signature social experience, *Unwind... A Westin Evening Ritual*<sup>SM</sup>, featuring the tastes, sights and sounds of Melbourne and Sydney. The new program is rolling-out across all 129 Westin Hotels & Resorts worldwide and each hotel's unique Unwind ritual will be tailored to the local environment.

Designed to bring new energy to its hotels, **The Westin Melbourne & Sydney'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.

While at The Westin Sydney, *Unwind* hour takes its cue from the hotel's historic building that was formally Sydney's General Post Office. A retrospective gallery of past photographs will be on display for guests to explore and a complimentary postcard featuring an original image of the significant building will be hand delivered to guests from an original “postmaster” (ideal to send home to loved ones). A special menu of canapés and cocktails have also been created to help restore, relax and revive as guests shift from day to night.

“By transforming our lobbies from a place guests pass through to an inviting social and

sensory setting, Westin hopes to provide a richer guest experience, where guests can indulge, socialise and maybe even learn a new skill to bring home courtesy of each destination,” said Sue Brush, Senior Vice President, Westin Hotels & Resorts. “If we can provide our guests with a place to relax at the end of the day lift their spirits and perhaps meet new people in a warm environment, we believe we are doing our job well.”

### **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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