

Aloft El Segundo - Los Angeles Airport Hotel Opens

April, 27 2016 Aloft Hotels

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Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) today announced its Aloft brand has expanded its presence in California with the opening of Aloft El Segundo – Los Angeles Airport, the brand's first hotel in Los Angeles County.

Owned by Rubicon Companies and managed by Aimbridge Hospitality, the hotel recently completed a \$20 million conversion project to reposition it as an Aloft. Located just one mile south of Los Angeles International Airport (LAX), Aloft El Segundo – Los Angeles Airport features 246 spacious, loft-like rooms, intuitive technologies and a buzzing social scene.

"We're thrilled to add Aloft El Segundo – Los Angeles Airport to our growing California portfolio," said Brian McGuinness, Senior Vice President, Specialty Select Brands for Starwood. "Designed for today's hyper-connected global traveler, Aloft has surpassed 100 hotels worldwide, propelled by the success of its innovative programming, tech-forward mindset and lively social scene."

Aloft El Segundo – Los Angeles Airport is located at the heart of El Segundo's business district on the Pacific Coast Highway, close to the offices of numerous Fortune 500 corporations

including Chevron, Raytheon, Boeing and Northrop Grumman. Near several beaches, the hotel is convenient to Plaza El Segundo, The Point, Manhattan Village and Loyola Marymount University.

"This Aloft hotel is a highly anticipated addition to the Manhattan Beach/South Bay hospitality market, near Los Angeles Airport, and will appeal to business and leisure travelers seeking a stylish, tech-forward experience in a great location," said Marc Gordon, Principal of The Rubicon Companies. "Our beautiful indoor/outdoor W XYZ lobby and bar overlooking the pool provides a spectacular centerpiece for our hotel guests and our local patrons."

Designed for today's hyper connected global traveler, Aloft El Segundo – Los Angeles Airport features SPG Keyless—Starwood's industry-first keyless entry system that enables guests to use their smartphone or Apple watch as a room key—and fast and free Wi-Fi throughout the property. The hotel features more than 1400 square feet of indoor meeting space; the outdoor Backyard; a Re:chargeSM fitness center; Re:fuelSM by Aloft – a one-stop gourmet grab & go food and beverage area; and live, local music at the brand's signature W XYZ® bar as part of the signature Live At Aloft Hotels music series.

Full article: <http://www.hotelnewsresource.com/article88986.html>