



Media Contact:
Danielle Rudy Davis
Danielle@boxcarpr.com
502.533.4472

Aloft Louisville Downtown Set to Open November 3
Tech-savvy, boutique hotel brings unique offerings to Main Street

Louisville, KY (September 14, 2015) – The Aloft Louisville Downtown, an eight-story, 175-room boutique hotel located in the heart of Whiskey Row, is set to open on Tuesday, November 3rd. The Aloft hotel, the only Starwood branded property in the downtown area, will feature the brand’s signature tech-savvy touches such as SPG Keyless— the industry’s first truly mobile keyless entry system that allows guests to use their smart phones to check in, alongside local touches to reflect the property’s Whiskey Row location.

“Bringing the Aloft brand to Louisville has been an exciting endeavor,” said Steve Poe, Chief Executive Officer of Poe Companies, the development team behind the new property. “Main Street has transformed in the last five years and we’re thrilled to be building a vibrant, forward-thinking hotel in the middle of it. We think the Aloft is the perfect addition to the area and compliments the spirit and energy that’s already well-developed.”

The brand is known for its vibrant social scene, tech-driven amenities and flowing no-walls, no-limits space. Guests to the hotel can expect to find a high-energy atmosphere, urban-influenced design and lots of tech-savvy touches. The Aloft brand curates one of the industry’s largest live-music series – Live at Aloft Hotels – which hosts emerging talent for intimate performances.

The Aloft Louisville Downtown (102 West Main Street) will also be home to Corner, a restaurant bar concept that will include an outdoor patio bar where guests can dine right on Main Street.

Construction on the Main Street property began in 2014 and is being managed by Whittenberg Construction. The Aloft Louisville Downtown, which will be managed by the White Lodging group, creates 45 permanent jobs. In addition, the property is working to be LEED-Certified and will offer green housekeeping services including incentives for declining daily housekeeping.



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Additional features include:

- Nine-foot ceilings
- Modern design, bright colors and a no-walls, no limits space meant to encourage interaction and mingling.
- Fast and free WiFi throughout the hotel
- Bliss Spa bath amenities
- All rooms include 49" LCD TVs and plug-n-play docking stations for tablets, laptops or phones.
- Oversized, walk-in spa showers with rainfall showerheads
- Fitness Center
- Pet-friendly program for dogs less than 40 pounds.

The Aloft will be having a hiring event on Friday September 18th and Saturday September 19th from 9 am to 4 pm at the Springhill Suites (100 E. Jefferson Street). Positions available include Bartenders, Servers and Cooks as well as Front Desk, Housekeeping, Security, Sales and Maintenance. For more application information visit whitelodging.com/yourcareer

Aloft Louisville Downtown

Located in the heart of historic Whiskey Row, Aloft Louisville Downtown features spacious rooms with high ceilings, oversized windows, an ultra-comfortable platform bed and large walk-in showers with complimentary Bliss Spa® products. The only Starwood-branded property in downtown Louisville, Aloft offers a buzzing social scene for the early adopter. Visit <http://www.aloftlouisvilledowntown.com/> for more information or stay connected to the latest at facebook.com/AloftLouisvilleDowntown.

About Aloft Hotels

With 100 hotels open now and coming soon in 15 countries around the world, Starwood's Aloft brand delivers a fresh approach to the traditional staid hotel landscape. For the 'always on' next generation of traveler, the Aloft brand offers a tech-forward, vibrant experience and a modern style that is different by design. For more information, please visit www.aloft-hotels.com. Aloft, like all brands within Starwood's portfolio, is proud to offer the Starwood Preferred Guest® program, the industry's richest loyalty program. To learn more, please visit www.spg.com.