MAJOR WESTIN CLUB LOUNGE AND LOYALTY PROGRAM MAKEOVER ENRICHES GUEST EXPERIENCE





“Platinum Elite” guests and others reserving rooms and suites on the Executive Floors of Westin Grande Sukhumvit, Bangkok, are enjoying elevated benefits since the hotel recently completed a major extension and renovation of its Westin Club Lounge.

“In creating one all-encompassing loyalty program out of the three separate loyalty programs we were running, we have been seeing a rush of Platinum Elite member guests staying with us as well as non-members opting into our trend-leading Executive floor rooms and suites,” explains General Manager, Peter Lucas. “So we’re making sure the experience lives up to and exceeds their expectations by, among other things, giving them more space and exclusivity in terms of our extensively upgraded Westin Club Lounge facility.”

Commencing August 2018, Marriott International launched one set of unified benefits across Marriott Rewards, The Ritz-Carlton Rewards, and Starwood Preferred Guest (SPG) for its members. The result is an extraordinarily rich hospitality loyalty program in which members earn more points faster than under the prior programs. On average they earn 20% more points than before.

Moreover, for the first time, members have access to book stays and earn or redeem points among 29 participating global brands comprising 6,500 hotels in 127 countries and territories.

Now extending over 200 sqm of elegant space, guests of the Westin Club at The Westin Grande Sukhumvit, Bangkok are able to enjoy a choice range of exclusive privileges, including:

• Breakfast, afternoon tea, evening cocktails
• All-day complimentary tea, coffee, and non-alcoholic refreshments
• Complimentary standard drinks at Seasonal Tastes, Kisso, and Zest Bar & Terrace from 18:00-20:00 hrs.
• Complimentary laundry or pressing of 2 pieces per day (no accumulation)
• Complimentary premium high-speed internet throughout the hotel
• Two hours’ use of the Business Center meeting room per stay
• Complimentary local telephone calls and calling card access (toll-free numbers).
• Late check-out until 16:00 hrs. available upon request and subject to availability

There is nothing ordinary about any of this. For instance, the food & beverage side of the offering exclusively uses high-quality ingredients sourced locally and as much as possible in concord with the brand’s deeply-held sustainability values. As such, three-quarters of the Westin Club Lounge’s entire, extensive food & beverage is devoted to exploring the vitalizing possibilities of local Thai delicacies. With another accent on serving everything fresh, ingredients and dishes are strictly temperature-controlled and prepared and served in small batches.
Westin Club Lounge is open every day from 06.30-23.30 hrs.