

Two more Aloft Hotels to be opened soon

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The hotel targets young corporate and business travellers



Eyeing expansion: Udday Kumar Krishnan (right), Managing Director of Auromatrix Hotels, at the launch of 'Aloft', a Starwood Hotels & Resorts brand business class hotel in the city on Wednesday. Vivek Bhalla, Director-operations, Starwood Hotels is in the picture. - Photo: K. Ananthan.

Urbanedge Hotels, a special purpose vehicle formed by Apollo Global Management and Auromatrix Hotels, plans to set up 10 Aloft Hotels in the country.

Inder Thappa, Vice-President-Operations of Aloft Hotels, told presspersons here on Wednesday that five of these would be set up by the end of 2014.

Two Aloft Hotels were already in operation in Chennai and Bangalore, one was established here and two more would be opened by October in Chandigarh and Ahmedabad.

Vivek Bhalla, Senior Director - Operations, Starwood Hotels and Resorts, said 33 hotels of different brands of Starwood were in operation in the country.

The group planned to take the total number up to 50 in the country by the end of next year.

Udday Kumar Krishnan, Managing Director of Auromatrix Hotels, said the average investment in each Aloft project, including Coimbatore, was about Rs. 100 crore.

Almost 98 per cent of facilities were completed here and nearly 50 per cent occupancy was expected this year.

The Coimbatore hotel has 167 rooms. It targets young corporate and business travellers.

In line with other Aloft hotels, the one here also has Estia (Mediterranean cuisine restaurant), dot.yum (multi-cuisine restaurant), Refuel (a grab and go counter), Tactic (meeting rooms) and Recharge (gymnasium). The rooms here include 62 Double Queen rooms, 16 Splash rooms, two Suites and two specially-designed Splash Suites. All rooms had an LCD television, wifi connectivity, coffee/tea maker and plug and play facilities.

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