

For the young and restless

NITHYA SIVASHANKAR

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The fine dine restaurant Estia Photo: K.Ananthan

The Hindu

Hotel Aloft Coimbatore provides the hip young traveller a perfect place to stay

Say you are a spunky, Gen Y corporate who is on a business trip to Coimbatore. What is the first thing you look for in this city, when you are away from home? If your answer is “a way to stay connected”, have no second thoughts. Head straight to Aloft Coimbatore. Located on Kamaraj Road, Singanallur, this four-star hotel aims to cater to the needs of the “Facebook generation”. It has been designed to suit the wants of a clientele whose lives revolve around social media.

STYLISHLY SASSY

Aloft is informal, quite unlike other conventional star hotels. It is vibrant, sassy and comfortable. With its modern design elements, this property of Starwood Hotels & Resorts Worldwide, promises a hip urban space for the tech-savvy traveller.

There are sofas in non-traditional designs and colours in the lobby, scooters in sprightly colours and wood framed mirrors in abstract shapes. A ticker board flashes the daily news, and on the walls are mounted a few avant-garde 3D photographs of traditional Indian dancers. The friendly staff at Aloft is more than willing to show the guest around the property.

The lounge (Re:mix), has everything a guest needs. From free WiFi to puzzles and a pool table, Re:mix is a welcome space. There are in-touch terminals which aid travellers in accessing their e-mails. You could sidle up to the W XYZ bar for a drink (you will have to wait till November to do that when the bar opens) or walk into Re:fuel to grab a snack.

For those guests who are used to having their meals on the move, Re:fuel is the place to pop into. The restaurant has a grab and go menu. Just walk into Re:fuel, heat a cappuccino, make yourself some noodles or pick up a granola bar and a muffin. The payment for the take away is made at the reception desk.

For the rest, there is ‘Dot.yum’, a 24x7 multi-cuisine restaurant. Dot.yum offers a wide range of dishes – pizzas, burgers, salads, pastas, oriental fare and the good old dal-chawal and roti-sabzi – in both buffet and a la carte.

Estia is for the Mediterranean fine dining restaurant, named after the Greek Goddess of the hearth. It offers a treat to the taste buds and to the eyes too! The casual interiors of Estia remind one of colonial Spanish villas.

MEDITERRANEAN MOOD

The bright orange and blue cushions, wooden tables and chairs, sash windows and wrought iron wine racks lend an air to the restaurant. The menu offers Spanish, French, Italian, Lebanese, Greek, Turkish, Moroccan, Egyptian, Portuguese and Croatian fare.

The rooms flank corridors that are done up in a warm and attractive style.


Attractive lamp shades with pastel coloured stripes hang from the ceiling while interesting photographs dot the wall.

Once you check in to your room, there is so much to do! You can plunk yourself on your soft, platform bed and watch your favourite programme on a 42" LCD TV. Or plug in your laptop and check your e-mail. You could link your music device to the TV with the plug-n-play docking station too. The rooms are spacious, with their 9-foot ceilings, and they flaunt striking abstracts in flamboyant colours.

Apart from 167 guest rooms spread across four floors, Aloft also has two conference halls – Hub and Tactic. Tactic, Aloft's sleek meeting space, is equipped with a state-of-the-art AV receiver and a plasma TV. A swimming pool and a retail store are under construction too. For reservations, call: 0422-6656000 or send an e-mail to resv.coimbatore@aloftindia.com.

(The writer was at Aloft Coimbatore at the invitation of the hotel.)

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