

Media Contact: Carla Caccavale Reynolds, [CarlaCaccavalePR@gmail.com](mailto:CarlaCaccavalePR@gmail.com); 914-673-0729

## **Rest Well Calls: NYC Hotel Arranges Bedtime & Wake-Up Calls With Sleep Needs & Wellness in Mind**

### **The Westin New York at Times Square Helps Guests Plan for Adequate Shuteye & Ultimately Maximize Productivity with Dual Calls; A Hotel First**

**New York – April 28, 2014** – Hotel wake-up calls are commonplace. And so is the request coming in at 1:00 am for a 6:00 am rise-and-shine phone alarm. Five hours is just not enough sleep, no matter how you spin it. **The Westin New York at Times Square**, in a hotel first, has launched an innovative new program, **Rest Well Calls**, to aid guests in getting a good night's sleep. Guests who opt to use the new program will be called at night, alerting them that it is time to go to bed, and then again seven to eight hours later (the recommended amount of nightly sleep for adults). The luxury hotel in the heart of Times Square, which has a large number of business travelers who are running at full speed and little sleep, is looking to help guests maximize productivity by getting the proper amount of sleep in the iconic Westin Heavenly Bed®.

Virtually all of Westin's six brand pillars -- *Sleep Well, Eat Well, Move Well, Feel Well, Work Well* and *Play Well* -- tie back to sleep in some way. Without the right amount of sleep, it is hard to do anything "well." According to Harvard Medical School, the USA loses \$63.2 billion a year in productivity due to sleep deprivation.

"We have seen a trend in wake-up call requests coming in at times that make it impossible for guests to be getting the sleep that they really need," said General Manager Sean Verney. "Our mission is to ensure that guests leave feeling better than when they arrived, and the new Rest Well Calls will help both leisure and business travelers to get the right amount of sleep."

Last month, Westin Hotels & Resorts launched a year-long global initiative, The Westin Well-being Movement, designed to enhance the well-being of guests and associates. The **Rest Well Calls** are just one way The Westin New York at Times Square is looking to support the brand-wide initiative at the property level. The hotel also provides other signature Westin products and services such as SuperFoodsRx menus, Westin Gear Lending with New Balance, a complimentary, 24-hour fitness center and more.

The time that guests need to be up in the morning will be the first question asked for the **Rest Well Calls**. From there, the hotel staff will work back a minimum of seven hours to determine the "lights out" call time (if guests need time to prepare for bed and power down devices, which is recommended an hour before bed, additional time can be added on).

###

#### **About The Westin New York at Times Square**

A distinguished AAA Four Diamond ranked hotel, The Westin New York at Times Square stands at the crossroads of the world and is located at 270 W. 43rd Street amid the brilliance of Broadway. The hotel is within walking distance to over 40 theatres and many famous New York City attractions. All 873 Westin New York at Times Square hotel rooms and suites feature the luxurious Westin Heavenly Bed® and Heavenly Bath<sup>SM</sup>, and offer incredible views of the city skyline and the Hudson River. The hotel features New York City's first Shula's Steak House, Bar 10 lounge, and is interconnected to a 200,000 square-foot entertainment and retail complex featuring movie theaters, restaurants, and shopping. The Westin New York at Times Square was named one of America's Top 10 Healthiest Hotels by Health magazine and is a certified member of the Green Hotels Association.

#### **About Westin Hotels & Resorts**

Westin Hotels & Resorts offers innovative programs that transform every aspect of a stay into a revitalizing experience. All Westin signature services – like the Heavenly Bed®, delicious SuperFoodsRx® and WestinWORKOUT® studio – have been designed with the guests' well-being in mind. Westin hotels, with more than 190 hotels and resorts in nearly 40 countries and territories, is owned by Starwood Hotels & Resorts Worldwide, Inc.,

one of the leading hotel and leisure companies in the world with nearly 1,200 properties in 100 countries and 181,400 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest® (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).