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The New Aloft Raleigh Hotel Opens Its Doors

Media & Public are invited to view downtown Raleigh's newest contemporary hotel

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Edie Deck, Marketing Director for Aloft Raleigh Hotel, has announced that Hillsborough Street's highly anticipated Aloft Hotel has officially opened this week to the public. Boasting several stories of modern architecture and unparalleled views of NCSU's historic bell tower, this unique hotel is expected to attract hundreds of new guests to its fresh, lively, and vibrant rooms and gathering spaces. Along with its unprecedented contemporary style, the hotel will be known for luxury-grade comfort at affordable rates as well as serve as a hub for local meet-ups, corporate events, and community gatherings. Furnished with eclectic art and business centric technologies, Aloft Raleigh is the first of its kind to emerge on the social scene in Downtown Raleigh.

Featured within the hotel is Aloft Raleigh's new W XYZ bar, which opened October 26th and will feature live music as well as serve local North Carolina craft beer and cocktails among indoor fireplaces, spacious seating, and a stunning balcony. Also in the hotel is Gonza Tacos Y Tequila, an award-winning Triangle restaurant offering a variety of unique Latin American dishes. Neighbors to Gonza is the highly patronized Jubala, a craft coffee shop serving up Durham's Counter Culture coffee along with made-from-scratch treats such as sweet potato biscuits, gourmet deli sandwiches, and liege waffles.

By design, the tech-savvy and open layout will offer visitors a unique experience. Special offerings, such as welcoming pets, offering guests 'goody' bags, and providing complimentary iPad use in the lobby, are among these offerings. Backed up to the redevelopment of Hillsborough Street's social scene, guests will not only be within minutes of attractions and entertainment options but will also have access to Aloft's state of the art gym and open-air swimming pool. Aloft Raleigh is also expected to attract Triangle-area businesses with its central location, 1,000 square feet of meeting space equipped with fast and free wireless Internet, an easily reconfigured floor plan and plasma screen surfaces. This creative hotel experience is expected to put Aloft Raleigh on the map for being a community leader in providing space for the Triangle's top thinkers, entrepreneurs, and executives in years to come.

QUOTES:

"While there will be several grand opening events to introduce the new Aloft hotel to different communities around Raleigh, we welcome everyone to stop by and experience Aloft's one-of-a-kind atmosphere for themselves" stated Edie Deck.

"Stay and play is the Aloft brand. We welcome guests to simply stop by, meet our staff, visit our breathtaking views, and see what Aloft Raleigh has to offer", continued Deck.

NEW MEDIA CONTENT:

Aloft Raleigh Website - www.thealoftraleigh.com

Aloft Raleigh Twitter - [@aloftraleigh](https://twitter.com/aloftraleigh)

Aloft Hotels Website - <http://www.starwoodhotels.com/alofthotels/index.html>

ABOUT: ALOFT RALEIGH is a new downtown Raleigh, community based hotel that will offer a vibrant atmosphere for meetings and leisure, along with 135 spacious hotel rooms for rest and relaxation. Opening late September 2015, the new Aloft Raleigh provides tech-friendly, social spaces for quick meetings, such as its WXYZ Lounge and partner restaurants. Located directly across from the North Carolina State University campus, the hotel's architectural design pays homage to the heritage and future of its academic neighbor. Aloft Raleigh is owned by a joint venture between the Bernstein Companies and Bell View Founders. It is a part of Starwood Hotels & Resorts Worldwide, Inc. one of the leading hotel and leisure companies in the world with more than 1,200 properties in some 100 countries worldwide.