

Gem Hotel Collection Launches Brand Platform

-- Hotels, 6/17/2009 11:00:00 AM

The Gem Hotels, a group of boutique properties in New York City, has launched a brand platform, and new Web site www.TheGEMHotel.com, to underscore the important components that make up the cornerstones all the properties: genuine service, value, and a reflection of the Manhattan neighborhoods they occupy.

The goal of the hotels is not only to remember guests' names, but to leave such an impression that guests also remember the staff names. Comments on TripAdvisor read, "the staff were all very friendly, professional, helpful and courteous—it really made a difference," "I go to New York several times a year and have stayed at many properties...this property is, by far, my favorite," and "Wow! What a fantastic find!" One service touch-point located in each lobby is the GEMmine, an ever-changing chalkboard listing the must-see local events and must-try neighborhood hideaways, from little known restaurants to up-and-coming bands. The staff changes the GEMmine daily, and guests are encouraged to post their own thoughts and share.

The collection prides itself on providing genuine service at great value, with complimentary amenities that travelers are often charged for at hotels at a higher price point, including Internet access, bottled water and shoeshine, all in a stylish setting. The complimentary amenities alone provide a built-in value of at least \$30 per night! Nightly rates starting at \$159, and this summer travelers can take advantage of 15% off rates with the Sizzling Summer deal, bringing discounted rates to as low as \$135 per night.

All properties reflect the individuality of the surrounding neighborhood, demonstrated through initiatives like GEMmine and Rooms for Tunes, where local musicians submitted CDs for a chance to have their music considered for the lobby playlist. Now, guests who stroll into each of the hotels will hear sounds of local artists. The GEM Hotels staff also impacts the nearby community by actively volunteering and donating to local charitable organizations.

In an eco-friendly effort, The GEM Hotel collection has also launched a GEMstone program, a collection of small rocks each engraved with a word reflective of the brand. Guests who wish to have their sheets laundered should leave a GEMstone on their pillow, in lieu of they typical paper message most properties use. Travelers are welcome to take the stone with them after check-out, to keep as a memento of their stay. Repeat guests can collect all of the GEMstones, which also provide personal inspiration for many: genuine, alive, authentic, dream, explore, GEMtastic, imagine, inspired, live, passion and relax.

Owned and operated by Gemini Real Estate Advisors, LLC, the brand launched in 2007, and currently boasts three locations: The GEM Hotel Midtown West, The GEM Hotel SoHo, and The GEM Hotel Chelsea, which opened less than a year ago. A fourth property, The GEM Hotel Union Square, is currently under development, and additional GEM Hotels are planned within New York and for other gateway cities in the future.

For more information on The GEM Hotels, "your corner of the world," visit the newly revamped Web site, www.TheGEMHotel.com. To book a Sizzling Summer rate, please visit www.TheGEMHotel.com/summer.