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HOTEL ANGELENO
ERICA MAU, MARKETING MANAGER
ema@hotelangeleno.com
January 30, 2015

HOTEL ANGELENO UNVEILS 'WE ARE NOT SQUARE' EXPERIENCE

This spring, the iconic distinction of Hotel Angeleno extends from its cylindrical exterior to its internal service efforts and branding.

LOS ANGELES, CALIFORNIA – Hotel Angeleno, a boutique hotel in Los Angeles, recently launched a variety of internal service efforts contributing to its branding message: We are NOT square.

Aiming to surpass guests' experiential expectations, Hotel Angeleno's passionate maverick will be evident from check in through check out, present throughout all departments. Initiatives include literal interpretations of the message, like circular room keys designed as vintage records, to fun, service-orientated takes, such as handwritten postcards sent from employees to befriended guests.

Perhaps more unique than the offerings themselves is the process through which Hotel Angeleno decides upon these "NOT square" concepts. Through a series of brainstorming sessions with each department's employees, an assortment of ideas were collected and built upon to arrive at the offerings.

"'We are NOT square' is most importantly the essence of the hotel's culture, with the ultimate goal to provide the most personal, memorable and fun experiences for our valued guests." said Dean Yamashita, Director of Sales and Marketing at Hotel Angeleno. "Most of the things you'll be seeing result directly from the ideas of Hotel Angeleno team members. The process will be ever-evolving and championed by our Marketing Department, Managers and entire staff – the key differentiator in the process of 'We are NOT square.' We also welcome feedback from our guests. The vision of being the unique alternative to a formula is in constant motion – the most exciting part of this process."

Creativity and personalized experiences will continue to be at the forefront of Hotel Angeleno's service offerings, including upcoming plans to renovate hotel rooms and launch the *Inner Circle* Loyalty Program.

About Hotel Angeleno

Redesigned in 2006, Hotel Angeleno is a 209 room hotel located at the crossroads of Santa Monica, Bel Air and Westwood. Guest rooms feature sleek design, private balconies and panoramic views of Los Angeles. The hotel offers amenities like ample meeting and event space, complimentary shuttle service, free wireless internet, nightly wine hour, fitness center, business center and a recently updated pool terrace area. Located on the penthouse level is West Restaurant & Lounge, offering mouthwatering Californian cuisine with panoramic views of the LA cityscape from DTLA to the Pacific Ocean.

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