

The Waldorf=Astoria collection debuts new website



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Press Release Summary = **The Waldorf=Astoria Collection is proud to debut the luxury collection's new website. The website has been designed to reflect the brand's classically elegant identity in the luxury travel market. The new website will inspire guests to discover The Collection as they effortlessly explore the infinite possibilities that await them at a Waldorf=Astoria Collection hotel.**



Press Release Body = The new **Waldorf=Astoria Collection** website - www.waldorfastoriacollection.com/ brings to life the core foundation of **The Collection of "discovery and unique experiences,"** through the brand's hallmarks including **"spa", "weddings", "golf" and "meetings"**. Guests will experience these elements through stunning visual elements and comprehensive information. Additionally, the site highlights the uniqueness of each property and invites guests to

discover each luxury resort or hotel's own individual character, timeless architecture, special history and exceptional offerings within the confines of the property as well as the local environs.

*"We considered many factors for the design that would appeal to all audiences, including guests, travel agents and journalists", said **David Greydanus, senior vice president – brand management – The Waldorf=Astoria Collection.** "From the usefulness and ease of navigating the informative content to the simplicity and elegance of its aesthetic appeal, we believe we have identified every facet to help anyone learn more about The Waldorf=Astoria Collection and its hotels."*

The Waldorf=Astoria Collection currently has four luxury hotels in the United States, including the inspiration for the brand, the legendary **Waldorf=Astoria in New York**, as well as the **Arizona Biltmore Resort & Spa in Phoenix, Grand Wailea Resort Hotel & Spa in Maui, Hawaii and La Quinta Resort & Club in Southern California.** The Collection also includes the **46-suite Qasr Al Sharq or "Palace of the Orient" in Jeddah, Saudi Arabia.**

Hilton Hotels Corporation introduced this new luxury line of hotels and resorts to extend the cachet of the legendary **Waldorf=Astoria hotel**, which **Conrad N. Hilton** called "**The Greatest of Them All**". As part of the **Hilton Family of Hotels**, the hotels and resorts in **The Waldorf=Astoria Collection** will benefit from the support of award-winning technology programs, the **Hilton HHonors** guest reward program and the industry-leading **Hilton Reservations Customer Care** worldwide system.

About The Waldorf=Astoria Collection
The Waldorf=Astoria Collection is part of **Hilton Hotels Corporation**; recognized internationally as a preeminent hospitality company. The company develops, owns, manages or franchises more than 2,800 hotels, resorts and vacation ownership properties. Its portfolio includes many of the world's best known and most highly regarded hotel brands, including Hilton, Conrad, Doubletree, Embassy Suites Hotels, Hampton Inn, Hampton Inn & Suites, Hilton Garden Inn, Hilton Grand Vacations, Homewood Suites by Hilton and The Waldorf=Astoria Collection.

Web Site = <http://www.waldorfastoriacollection.com/>

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