



The Charles Hotel Debuts Lobby Renovation

Tuesday, August 11, 2009



This month, The Charles Hotel in Harvard Square launches a new website and newly renovated lobby and pavilion spaces.

To further enhance communication with guests, The Charles Hotel has redesigned its website, <http://www.charleshotel.com>, with up-to-the-minute news and social media features. The new site now boasts Real Guest Reviews (<http://www.charleshotel.com/about-the-charles/real-guest-reviews.cfm>), which pulls directly from user-generated sites such as TripAdvisor.com and provides prospective guests with customer reviews, and Specials & Packages (<http://www.charleshotel.com/boston-hotel-deals/index.cfm>), which presents up-to-date information on guest packages and the Hotel's upcoming public events. The Press Room (<http://www.charleshotel.com/press-room/index.cfm>) includes a high-resolution media gallery and an archive of recent news releases and staff biographies for easy media access. The Hotel has also simplified its online booking service with Quick Reservations (<http://www.charleshotel.com/index.cfm>) located on each page of the site.

In addition to the new website, The Charles Hotel has recently undergone renovations of the lobby and pavilion spaces. Staying true to its New England roots, which blend classic regional elements like quilts and natural woods with contemporary furniture and technology, the Harvard Square hotel used Shaker-inspired furniture from a local craftsman, Le Corbusier chairs and couches, and unique artwork including President John F. Kennedy's personal sketches to enhance the public spaces. Custom lighting fixtures and redesigned accent lighting were also added to the lobby. Additionally, state-of-the-art audio-visual equipment, including automated projectors, screens, room signage and a light dimming system were added to the conference center.

For up-to-the-minute updates on the happenings at the hotel and special promotions follow them on Twitter [_@charleshotel](#).

About The Charles Hotel

The Charles Hotel, Harvard Square is the smart place to stay. A member of Preferred Hotels and Resorts and AAA Four-Diamond award-winner, The Charles may be the only hotel in the world to welcome Noble Laureates, Pulitzer Prize winners, Academy Award winners, jazz greats and New England farmers.

Reflecting the eclecticism that is Cambridge, The Charles Hotel is a modern interpretation of New England hospitality with a thriving jazz club, the Regattabar, two signature restaurants, ice-skating rink (winter months only), state of the art conference facilities and a central location in the heart of Harvard Square. The hotel is home to Henrietta's Table, featuring "fresh and honest to goodness home cooking," and recently named one of "Americas Best Farm to Table Restaurants" by Gourmet, and Rialto, one of the best restaurants in America [Gourmet, Food & Wine, Esquire, et. al.] Noir, the hotel's lounge, is on the first level of The Charles Hotel. Designed by Peter Niemitz to reflect the decadent atmosphere of 1940s nightlife, Noir's drink menu features a mix of classic cocktails and a bar menu perfect for late night or afternoon dining.

With recent recognition in The Wall Street Journal, Travel + Leisure and Boston magazine, The Charles Hotel has earned its reputation as a leading independent hotel. As the winner of the "Good Earthkeeping Award" by the American Hotel and Lodging Association, the Hotel provides a garage "Juice Bar" for electric cars, as well as a nanoMAX™ small car detection system, and also boasts an adjacent urban spa, Le Pli, and the Wellbridge Athletic Club with swimming pool. Special in-room amenities include the high-tech Bose Wave radios®, DVD players, Séura® in-mirror bathroom televisions, as well as in-room Internet access, free local and national long distance calling, and complimentary weekday morning newspaper delivery service.

Catering to internationally renowned business leaders, government officials, entertainment executives and leisure travelers alike, it's no wonder that the New England Travel Guide has designated The Charles as the best hotel to "stay put in" when visiting Boston.

<http://www.hotelinteractive.com/article.aspx?articleid=14522>