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ARCTIC CLUB HOTEL ANNOUNCES ITS INTENT TO REBRAND, REPOSITION

SEATTLE--(Jan. 15, 2009)--Turbulent economic times have pressed the owners and management of Arctic Club Hotel to reposition its luxury four-diamond aspirations to an up-scale three-diamond offering, in an effort to attract more guests looking for value. The hotel ownership announced it is courting a nationally recognized franchise brand in pursuit of a lasting partnership, the details of which are still under discussion.

“Recent economic factors are driving the Arctic Club Hotel ownership to a make a decision that will rebrand its services to that of a three-diamond hotel,” Stan Kott said, Arctic Club Hotel General Manager. “The ownership is currently exploring a partnership with a national franchise brand which, if an agreement is reached, will present a high-end value proposition to a much broader customer base and will provide economic vitality for the property and its employees.”

Such changes will also prompt a brand redirection of the on-property restaurant, JUNO, from its current fine dining offering to that of an urban casual dining outlet, Kott added.

The hotel opened July 9, 2008 and has been lauded for its preservation of historical architecture, old-meets-new Northwest thematic interiors, and modern amenities.

About the Arctic Club Hotel

The Arctic Club Hotel Seattle is a 120-room hotel that combines the history and grandeur of an early 20th century men’s club, the former Arctic Club, with contemporary design and amenities for business and leisure travelers. Classic, inspired cocktails are found at The Polar Bar, and the hotel features the Northern Lights Dome Room, one of Seattle’s grandest function facilities featuring a stained glass dome. Learn more at www.arcticclubhotel.com.

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