

K Hotels

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Standing in the lobby of **The Ambrose** hotel in Santa Monica, CA, an award-winning sustainable boutique hotel, it's evident why it—a member of the much-lauded **K Hotels** partnership—is considered by many industry insiders to be a portent of things to come in the hospitality business.

Like every hotel exhibiting the K Hotels marque, The Ambrose shines. It's also here where the worn axiom that a hotel can either make or break a vacation or business trip has little risk of being the latter.

From the moment you step inside the fashionable hotel—about two miles inland from the much-lauded seaside attractions for which this town is celebrated—even the most casual observer will not fail to notice why The Ambrose is at the forefront of the so-called "green development movement" in the hotel industry because it manages to seamlessly blend the tricky exploit of assimilating affordable luxury with judicious eco-consciousness. The Ambrose is indeed a model of "sustainable hospitality"—a trend that is altering the hotel industry in many ways.

One often gets the impression that The Ambrose was created exclusively for pampering leisure and business travelers. And that it does. Flawlessly. It's full of modern amenities with exquisite touches that never fail to enthrall: 77 convivial guestrooms, and a garden inspired by Asian traditions that include a Koi pond fed by a gurgling fountain that oozes serenity. The Ambrose's graceful quietude is a sure bet to delight even the most fastidious, ecology-conscious guest.

Fittingly, it is Santa Monica's only award-winning sustainable boutique hotel, a place where guests leave feeling like they've experienced what the staff refers to as "true holistic hospitality."

Everything here is geared with "greenness" in mind: The Ambrose's shuttle is a vintage London taxi that runs on bio-diesel; every room is furnished with Italian Matteo linens woven with natural products; there are recycling containers in all guestrooms and its fitness center puts most modern health facilities to shame. At times it seems like the "all-concierge" staff exists solely for pampering guests.

According to Sara Fairbanks, marketing manager for the collection, The Ambrose can be regarded as one of the two flagship hotels within K Hotels, a collective that describes itself as "a global sales, marketing and technology-solutions provider, specializing in the needs of independently owned boutique hotels." Rates at The Ambrose start at \$229 per night per room.

K Hotels has more than 50 hotels under its brand. They are scattered throughout 31 international locations from Argentina to Australia, from Indonesia to Greece, from Bulgaria to San Francisco—and each of the highly ranked, independently owned hotels surround guests with a smart style blending luxury with convenience.

According to Fairbanks, K Hotels are strategically placed in the most popular destinations, each rating anywhere from three to five stars, places where service and comfort are given "top priority."

"In essence, K Hotels is a diverse collection of the world's finest boutique hotels offering contemporary travelers stylish accommodations to suit their individual preference," she adds.

This is in keeping with K Hotels' basic philosophy, geared to catering the whims of travelers seeking luxury in a wide range of styles—be it a memorable vacation in a modern resort, a business trip in a hotel with classical accommodations, or merely a few days' rest in a tranquil tropical spa.

The second "flagship hotel" in the collection is halfway around the world: London's **K West Hotel & Spa**, one of the hippest, most exciting hotels in the English capital.

Only 13 miles removed from Heathrow Airport, K West Hotel & Spa is larger than its California cousin. It has 220 rooms and suites and, although notable for its quiet and delightful atmosphere, is a favorite retreat for movers and shakers in the music and entertainment industries.

Here, guests can relax in the soothing environment of comfortable and incredibly contemporary rooms, take yoga classes, bask in the hotel's ultra-modern spa, or just sit back and watch the beautiful people pass by.

The restaurant, Kanteen, is a temple of culinary delights and rapidly gaining a sterling reputation for its innovative dishes. Rates at the K West Hotel & Spa are from \$195 to \$840 per night per room (converted from Pound rates; as of press time, Pound was at £1.78 against the dollar).

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K Hotels has four designated classes for its members, each predictably preceded by the letter "K." Its "K Classic" line is mostly composed of historic properties that blend tradition with trend. These are elegant hotels featuring original architecture, classic design and vintage art and decor. Hotels under the "K Design" label are decked out with elegant, artistic and contemporary touches and run the gamut from modern to whimsical and from chic to modish. "K Resorts" are mostly in popular beach or skiing meccas and are usually self-contained properties encompassing a wide range of amenities, and excellent dining and entertainment venues. "K Luxury" is a class of prestigious hotels that uphold the highest standards of elegance and specialize in personalized service; places where gourmet dining, first-rate cuisine and world-class services, concierges, technological conveniences and spas are de rigueur.

Aside from offering great rates and incentives for travel agencies and agents, K Hotels just might—as those hotel industry insiders are saying—provide the supreme destination for discerning clients. For information, call **(310) 270-4833**, or visit k-hotels.com.