

Friday, February 1, 2019

Pineapple Hospitality to Fully Embrace its Staypineapple Brand

Pineapple Hospitality announces a name change to The Alise hotel brand in advance of the newest hotel's official launch in New York City.

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Pineapple Hospitality has chosen to capitalize on the close to 9-year success of its Staypineapple hotel brand. They announced today a calculated change in their branding direction.

"As we near the exciting and frankly, game-changing opening of our beautiful hotel in New York City, one of the world's largest and most dynamic destinations, it is clearly an opportune time to leverage our brand, Staypineapple," said Michelle Barnet, Pineapple Hospitality founder, and president. "When we open our doors in New York, we will be visible to millions upon millions of GLOBAL travelers, from every continent."

The Alise New York has been operating in preview mode while construction, design elements, and custom art installations are in progress. The decision to change the name of The Alise hotel brand comes before its official New York City launch in January.

This awesome opportunity has caused the company to revisit the name of The Alise hotels portfolio-wide with a purposeful and strategically aligned view and plan.

Staypineapple is a strong and growing brand that has made its mark in the hearts and minds of its guests and team members. The service culture, whimsical design, and purposeful management have been at the cornerstone of the brand's success. Making the decision to embrace their successful marketing and branding will move the company's stellar presence in the marketplace forward to a global audience.

Although there are thoughtful design elements in The Alise hotel brand the belief that the core of the hotels is made of the overall experience and in-room amenities that are consistent across all Staypineapple hotels. To



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help further define each hotel's character a tagline will be added to the name.

“We want guests to associate our Staypineapple brand with all of the elements that make us unique and out of the ordinary. Renaming these hotels as such will enable us to do this. Nothing will change about the design of the hotels, only the names.” said Todd Boysen, CFO/COO. “We have made the definitive decision to open our New York hotel as Staypineapple, An Artful Hotel, Midtown New York.”

The other three Alise hotels will be named as such;

- ▶ Staypineapple, An Elegant Hotel, Union Square San Francisco
- ▶ Staypineapple, An Iconic Hotel, The Loop Chicago
- ▶ Staypineapple, A Delightful Hotel, South End Boston

Changing The Alise hotel names to Staypineapple will include updates to the website, distribution channels and anything that currently carries the name The Alise. Updated confirmation letters will be sent to guests with existing reservations informing them of the new Staypineapple name change and ensuring they will receive the same Staypineapple experience.

The company will continue to review and make decisions on how to further leverage the Staypineapple brand.

About Staypineapple

Based in the Pacific Northwest, Staypineapple represents a brand of ten privately owned and managed hotels in Seattle, Portland, San Diego, San Francisco, Chicago Boston and opening in Midtown New York City in January 2019. Focused on thoughtful service and design with an uncanny knack for anticipating needs, the brand wholeheartedly embraces the pineapple, a symbol of hospitality and joy. For more information, visit <http://www.staypineapple.com> or call 866- 866-7977.

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