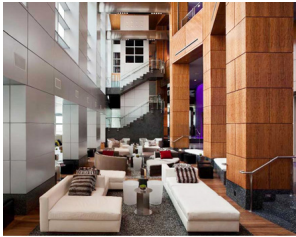


W gives you whatever, whenever

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W gives you whatever, whenever



W Hotels Worldwide is re-launching its founding 'Whatever/Whenever' philosophy with five new experiential offerings sure to turn the most discerning travelers into believers. Starting April 17th, guests who have long been used to getting whatever they want, whenever they want it, will be able to access new services by pressing the Whatever/Whenever button on their hotel phone. Luxuries like luggage free travel, thoughtful pillow menus, portable snacks for the plane ride home will be some of the services on offer. This service is going to first be made available in W Hotel İstanbul.

Why it matters

Will a service such as this help add value to the brand or will it be considered the same way airplane freebies are?

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