

LOEWS

HOTELS

Loews Kansas City Hotel is “Welcoming You Like Family” Now, More Than Ever

Positioning is rooted in a commitment to the care and comfort of guests, drawing on Loews' dedication to intuitive service, authenticity and familial hospitality

Kansas City, Mo. – Loews Kansas City Hotel confirms its commitment to making guests feel safe, protected and cared for with **“Welcoming You Like Family,”** a fresh brand position which defines Loews as more than simply a collection of hotels, but a brand deeply rooted in welcoming and caring for guests like family.

“In 2019 we began the process to identify a much-needed opportunity to define a new brand message that captured what makes Loews Hotels different,” said Jonathan Tisch, Chairman & CEO, Loews Hotels & Co. “Welcoming you like family clearly defines the brand and what our hotels do best, which is care for guests just like we care for our own family. While deeply ingrained in our DNA, this message resonates now more than ever through providing guests with confidence and peace of mind when staying with Loews.”

“Welcoming You Like Family” captures the powerful feeling of familiarity and comfort, which characterizes the Loews guest experience and is a philosophy that guides service and operations at Loews Kansas City Hotel while uniting the 26 Loews hotels and resorts across North America. For a Loews guest at Loews Kansas City Hotel, this means experiencing intuitive service that meets their individual needs with a certain level of informality, just like family. And, for a Loews team member, it means delivering personalized service and being empowered to go above and beyond to ensure each guest leaves feeling part of the Loews family, whether it is their first stay or their tenth.

“There couldn't be a better time to stand behind what makes Loews Kansas City Hotel distinctive in the region, and we understand that currently the future of travel is contingent on how our guests feel and are cared for,” said Brian Johnson, General Manager, Loews Kansas City Hotel. “While important, guest comfort needs to go beyond communicating cleaning protocols and statistics. Our team members within the Loews Kansas City Hotel family are well versed in finding opportunities to connect with and care for guests, even in our currently physically distanced environment. Through ‘Welcoming You Like Family’ we look forward to serving our guests and each other thoughtfully and intuitively, just like family.”

Loews is further defining its positioning through a revision of messaging across the brand website, digital advertising, within the hotel guest experience and via earned media channels, as well as through a refreshed visual identity. Additionally, “Welcoming You Like Family” will become the name of Loews Kansas City Hotel's [new and enhanced protocols and standards](#). On property the new positioning is further reflected as part of the “new normal” with thoughtful signage, touchpoints and services which guide guests safely, and comfortably, throughout their stay. For example, in order to support physical

distancing without sacrificing human connection at Loews Kansas City Hotel, [Chat Your Service](#) is a hotel-wide texting service that makes it easy for guests to request whatever they might need during their stay. Whether a guest needs a restaurant reservation, the AC turned up, or extra hangers, they can be in touch with a team member immediately via text.

To jumpstart travel and experience "Welcoming You Like Family," Loews Kansas City Hotel invites travelers to book their next getaway with the [Park, Play, Extend Your Stay](#) offer, featuring* parking for one vehicle per night, daily \$25 food & beverage credit, a room upgrade (based upon availability) and late check-out to 4 p.m. (based upon availability).

For reservations or more information about Loews Hotels, call 1-800-23 LOEWS or visit www.loewshotels.com.

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Loews Kansas City Hotel

Located at 1515 Wyandotte Street in downtown Kansas City, Loews Kansas City Hotel offers a breath of refreshing hospitality in the heart of downtown Kansas City. The hotel features 800 guestrooms, a lobby bar, grab-and-go dining, a three-meal restaurant, indoor lap pool and spa. It also features 60,000 square feet of column-free meeting and event space, along with the largest hotel ballroom in the city. Ideally located just steps away from Kauffman Center for the Performing Arts, Power & Light District and Sprint Center, the Loews Kansas City Hotel is the first full-service hotel to open downtown in more than 30 years. Loews Kansas City Hotel offers easy access to the Kansas City Convention Center via the sky bridge, and the hotel is the exclusive catering provider for the Convention Center Grand Ballroom. Loews Kansas City Hotel opened its doors on June 1, 2020. For reservations or for more information, visit <https://www.loewshotels.com/kansas-city-hotel>.

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<https://www.facebook.com/loewskansascity>

<https://www.instagram.com/loewskc/>

Terms & Conditions - Park, Play, Extend Your Stay*

Parking is valid throughout entire stay for one vehicle. Self parking is included at the following hotels: Loews Chicago, Loews Chicago O'Hare, Loews Coronado Bay, Loews Kansas City Hotel, Loews Ventana Canyon, Loews Vanderbilt Hotel and Live! by Loews St. Louis. Valet parking is included at all other hotels. Daily \$25 Food & Beverage credit: Credit is valid per room per stay. Credit can be used at the operating outlets in the hotel. Room upgrade is based upon availability at time of Check-in; 4 p.m. Late Check-out is based upon availability on the date of departure; Not available at Universal Orlando™ Hotels. Taxes and gratuities for stay are not included. Not applicable to groups, negotiated or third-party rates. Cannot be combined with any other promotional offers. Not applicable to existing reservations. Offer Ends Jan 1, 2021

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