

TRAVEL AND HOSPITALITY

## Loews streamlines digital, hybrid event offerings for corporate travelers

October 16, 2020



*Loews is helping companies host hybrid and virtual events. Image credit: Loews Miami Beach*

By LUXURY DAILY NEWS SERVICE

Hospitality group Loews Hotels & Co. is appealing to business travelers with the launch of new digital event offerings.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

"StreamLine by Loews" has solutions for groups hoping to connect in-person, virtually or through hybrid events. The coronavirus pandemic has severely impacted travel, and business travel is likely to recover more slowly than leisure.

"At Loews Hotels, we provide intuitive service, local expertise, culinary creativity and state-of-the-art technology to co-create meetings and events for our clients," said Alex Tisch, president at Loews Hotels & Co., in a statement. "Our offerings are nimble in order to proactively cater to our customer's ever-changing needs.

"StreamLine by Loews' is a deliberate virtual meetings experience aimed to exceed the expectations of groups looking to assemble in any way they desire," he said.

COVID-era events

There are two options that can be customized based on event planners' needs.

"Virtual Meetings Your Way" can be used for in-person, virtual or hybrid meetings, for smaller board meetings or larger conferences. There are discounts available for room rates, as well as food and beverages.

Loews' "Virtual Presentation Stage" offers companies use of turn-key state-of-the-art technology studio spaces, featuring built in technology that can deliver professional footage in a styled environment, with the ability to broadcast globally.



*StreamLine by Loews is available for intimate board meetings and large conferences. Image credit: Loews Philadelphia*

Packages begin at \$5,000 and are available at select Loews properties.

Other hospitality brands have also been adding new event packages as they work to lure back business travelers.

This summer, Hong Kong's Mandarin Oriental Hotel Group introduced a new events initiative that emphasizes corporate social responsibility experiences.

Through "Meeting with Purpose," meeting planners can select CSR activities to incorporate into their event agendas. Each Mandarin Oriental property is working closely with their local communities as part of this project, further supporting the brand's "Naturally Better" sustainability commitment ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.