

# The Charles Hotel

Cambridge, MA

**The opportunity:** Help an independent luxury hotel compete with larger chains by doing everything a little bit better.



**From check in to check out, a carefully designed auditory experience.** Bose sound systems are in the porte-cochere, lobby, all restaurants and bars, banquet rooms and every individual guest room.

Brian Fitzgerald, general manager: **“The Bose name means something to our guests. It says the hotel is committed to the highest quality.”** Shaker furniture, handmade quilts and goose down comforters, European soaps, exquisite cuisine...and Bose sound.

**In Boston’s best jazz club, concert-quality sound without disturbing nearby guestrooms.** The Regattabar, voted best jazz club by *Boston Magazine*, has large walls of glass and brick that could make sound energy difficult to control. Bose designed a system that directs acoustic energy onto the audience and keeps it away from an adjoining elevator shaft and guest rooms a floor below.

**“You have Bose Wave Radios in every one of your rooms?” the VP asked in astonishment.** The Charles was the first hotel in the world to equip all of its guestrooms with Bose Wave radios. A well-known international organization was considering booking the Charles for parties and other functions, but initially wasn’t interested in having its members stay at the hotel. The VP of the organization visited a suite, and stopped in surprise when he saw the radios. He booked the hotel that very afternoon.

Fitzgerald: **“I have never before had the pleasure of working with a vendor as intrigued with end user needs and interested in understanding our customer as Bose.”** “In all our restaurants and facilities it has to be Bose. Our customers expect the best from us.”