

# Innovation Is At the Heart of This New Millennial-Focused Irvine Hotel

Written by Leslie K. Hughes

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Photo credit: Instagram @marriottirvinespectrum

Last month, Irvine, CA welcomed a chic new addition to its hotel lineup -- and this one certainly takes the cake.

To put it simply, the [Marriott Irvine Spectrum](#) is 15 stories of sheer modern beauty.

From the crisp and clean, yet elegant decor of the lobby that graciously welcomes you, to the hip rooftop lounge, Hive & Honey, that offers 360-degree views of the surrounding area and craft cocktails with names such as "Bee's Knees," you are in for an unexpected treat.

This new addition to the Marriott portfolio is of particular importance because of who it was created for -- the next generation travelers of the world: millennials.

According to recent studies, [millennials travel more than any other generation](#).

So why not create a hotel that caters to the wants and needs of this wanderlusting age group, and make it an experience that is more bespoke than what others are offering?

This is exactly what the Marriott brand had in mind when they partnered with Newport Beach-based [R.D. Olson Development](#) to design this hotel, and bring it to life.



General manager of the Marriott Irvine Spectrum (who also happens to be the grandson of Marriott's executive chairman, Bill Marriott), Chris Harrison, envisioned with this hotel that guests would "come on this journey with us" to explore the new hotel experience that is "full of innovation."

So let's take a look at how and why this hotel takes home the gold for ingenuity.

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## Bringing The Past Into the Present

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Though the Marriott Irvine Spectrum is all about modern innovation and sophistication, it certainly recognizes its roots, which lie in the rich agricultural history of Irvine.

The hotel sits on part of the Irvine Ranch's 93,000 acres, and the modern marvel pays homage to this fact via its "rustic" touches. These include the historical photos scattered throughout the property, the hotel's stunning hardwood floors, its barn-like doors in the guest rooms, and much more.

However, what's likely most noticeable about the hotel's recognition of the importance of the area's history is its heavy focus on farm-to-table food.

It is undeniable -- you can truly taste the difference of the vegetables at the hotel's signature restaurant, Heirloom, where you'll dine on "hyper-seasonal" fare that is the freshest and tastiest around.



And, if you're anything like us, you'll love the local details incorporated into things such as the homemade honey syrup in your "Honey, I'm not Home" cocktail atop the hotel's 3,500 square-foot Hive and Honey rooftop bar.

However far into the future the hotel sets its inventive ideas, it will always keep a tight grasp to and appreciation of its past.

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## Marriott Irvine Spectrum: Master of Innovation



Though incorporating technology into its guests' stays is not something new to the Marriott brand, the way that it is happening at Marriott Irvine Spectrum certainly is.

This hotel is one of three of the brand's "labs" that serve as the testing grounds for new ideas and experiences.

And one concept currently being tested at Marriott Irvine Spectrum is (in its trial stage) called the Beacon program.

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If you're a Marriott Rewards Member that has reached Elite status, you'll gain access to this program's Bluetooth-activated key card. While this card serves as your entry into your room, it does far more than that.

The sensors within the card connect with hotel employee's devices, allowing them to refer to you by name when you walk through the lobby. With further testing, the hotel will be gathering additional information about guests such as the purpose of their visit, their dietary preferences, and details down to what glass of wine they like to enjoy with their dinner.

This is in an effort to truly make each guest's experience at the property a very personal one, and one that requires as little effort on the guest's part as possible.

Because who doesn't want relaxation at its finest and most convenient when traveling?

Also in the works (and likely to be offered to Elite Status Members down the line) is a virtual reality experience that gives a sneak peek into Marriott's ideas for future properties.

This VR experience will prove to be beneficial for both parties: it will allow guests to feel as if they are part of the process and are helping to lead the innovative future of the brand, while simultaneously helping Marriott ensure that they're providing travelers the experiences they desire.

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## The Hotel Itself



With 271 guest rooms, 50 of which are extended stay rooms featuring a kitchen, each living space in the Marriott Irvine Spectrum exhibits incredibly chic and modern styling, and is equipped with only the latest technology.

The hotel's fiber optic high-speed internet connection is one that not only millennials, but all generations will appreciate.

And even though there's plenty to do while staying at the Marriott Irvine Spectrum, sometimes you may want to just Netflix and chill, and you can do that with great ease from the comfort of your bed. Stream Netflix, Hulu, and some of your other favorites free of charge.

When you're feeling like working up a sweat, head to the hotel's two-story state-of-the-art fitness center open 24 hours a day that offers some fabulous views to help you get through that treadmill run.

Speaking of views, when work calls, you'll want to answer from the hotel's M Club Lounge -- a Marriott Reward Members exclusive experience.

This indoor-outdoor space makes work feel fun as you enjoy a number of luxuries such as tasty snacks, cocktails, a complimentary breakfast, and much more. We *highly* recommend paying the additional fee to gain access to this spot.

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**This merely skims the surface of what you'll find here. Do yourself a favor and book a stay at the Marriott Irvine Spectrum.**

**We promise you'll love the chic, sophisticated, forward-thinking, yet still classic hotel concept that Marriott has so successfully brought to life.**

**At the Marriott Irvine Spectrum, as GM Chris Harrison says, "you feel more inventive, and more inspired to take on the world."**

**And who doesn't want to feel that?**

**To book:** <http://www.marriott.com/hotels/travel/snamc-marriott-irvine-spectrum/>