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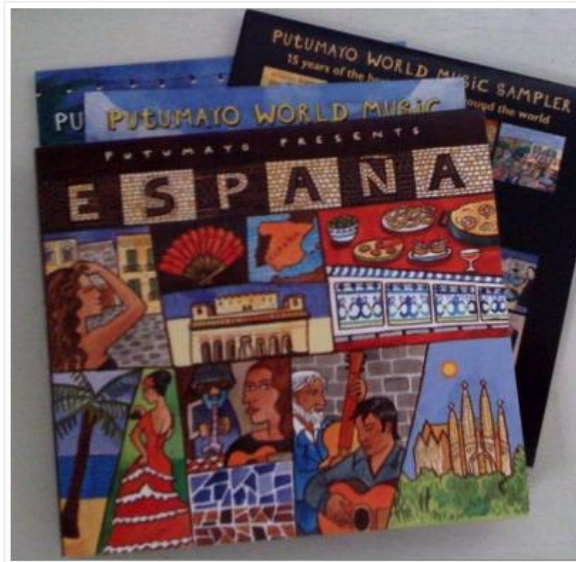
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## The Rhythm Is Gonna Get You at Desires Hotels (And You'll Like It)

November 3, 2009 at 12:05 PM | by [juliana](#) | 0 Comments



We know that hotels love their [music offerings](#) but not all of us enjoy that monotonous, new age electronica that is on a constant loop in hotel lobbies. Some of us like our music to have a little soul and preferably, an on/off button. But what we wouldn't mind is a musical suggestion here and there. Now at [Desires Hotels](#) you can get exactly that.

Last month Desires, a boutique hotel collection that includes [The MAVE](#) in NYC, [The Betsy](#) in South Beach and [The Iron Horse Hotel](#) in Milwaukee, launched a new partnership with **Putumayo Music Worldwide**, a small record label that focuses on culturally authentic music from around the world.

The partnership allows guests who make a reservation online at a Desires Hotel to instantly obtain a free download and a special discount code to buy Putumayo music CDs [online](#). The Putumayo CDs are also for sale at various places in the hotels, depending on the property. Some will feature the CDs in the minibars, others will sell them at the hotel bars or front desks.

We reached out to **Douglas Carrillo**, Senior Vice President and Director of Marketing for Desires Hotels, to explain why Desires chose Putumayo for this musical relationship. His answer? Putumayo and Desires both celebrate the "traveling spirit of life, music and culture."

And when two companies share the same philosophy, partnering up is an obvious decision.

We just thought that their customers and our customers might enjoy each others' products and brands. Putumayo is totally about uniqueness. They will canvas the world for a unique artist. They seek culturally driven type of music. And they take artists that are under the radar and bring them to relevance through the record label.

Which is not really all that different from what Desires Hotels does as a lifestyle boutique brand, he added. The Desires Hotels are all modern unique hotels that may be under the radar individually, but brought together under the Desires Collection, their appreciations for lifestyle, fashion, music and culture are enhanced.

In addition to the free downloads and Putumayo CD discounts, Desires Hotels will also continue to host quarterly **Putumayo World Music Nights** events at their hotels where guests can listen to new Putumayo releases, sip on drink specials and get free sampler CDs. Think of it as a special invite to a record release party, especially since these nights will be held in conjunction with new releases from Putumayo.

*The next listening party isn't until February but you can still book any [Desires Hotels](#) from now through November 30th to receive a free download and discounts on Putumayo CD purchases.*

