

The Music Trust Curates DJs, Music, and Entertainment for Aloft Glendale at Westgate

An adaptable approach responds to concerts, games, and seasonal activities across the surrounding district.

GLENDAL, AZ, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- The Music Trust's evolving partnership with Aloft Glendale at Westgate reflects the growing role of [music in hotels](#) and modern hospitality environments.

Through [sonic strategy](#), live talent, and event support, this engagement gives the hotel a cohesive musical presence that carries from daytime arrivals through evening gatherings.

Located within the Westgate Entertainment District, Aloft Glendale welcomes travelers attending sporting events, concerts, and other nearby attractions while also serving as a social destination in its own right. Its Re:mix lounge and W XYZ bar are built around music, events, and connection, creating natural opportunities for [music programming](#) that extends beyond traditional hotel ambiance.



Music turns a hotel's shared spaces into places where guests want to gather, connect, and stay longer."

Karen Bowler, Partner at The Music Trust

The Music Trust harmonizes these elements within a single creative vision, helping the property capture the momentum of Westgate while establishing an experience that is distinctly its own.

MUSIC STRATEGY AND CREATIVE DIRECTION

The Music Trust establishes the creative foundation for music throughout Aloft Glendale, defining the moods, genres, and energy levels suited to the property's different spaces and



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dayparts.

The strategy accounts for how guests use the hotel, from check-ins and casual daytime activity to evening cocktails and pre-event gatherings. It also considers the operational demands of a destination affected by concerts, games, holidays, and seasonal travel.

These guidelines provide a practical foundation for the sonic identity, artist booking, and event planning, ensuring that each component enriches the guest journey.

LIVE MUSIC AND TALENT PROGRAMMING

Live performance adds a human dimension to Aloft Glendale's social programming, particularly within the W XYZ bar, where music, cocktails, and conversation naturally intersect.

The Music Trust provides DJs, bands, solo artists, and other performers selected for the format and tone of each occasion. Bookings may range from relaxed sets that encourage conversation to higher-energy performances well-suited for busier evenings.

Seasonality, performance style, and the neighborhood entertainment calendar all inform talent selection. This range allows the property to offer varied programming while giving each performance a clear purpose within the hotel.

EVENT AND ENTERTAINMENT SUPPORT

Games, concerts, and district-wide celebrations can transform the pace of Westgate, bringing concentrated periods of activity to the hotel before and after scheduled events.

The Music Trust helps Aloft Glendale make the most of these moments through event-specific



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talent, music direction, and live entertainment bookings. Programming can be tailored to the occasion, anticipated crowd, and intended use of the space, rather than relying on a standard rotation.

These activations position the hotel's communal areas as natural meeting points where guests can begin an evening, continue it after an event, and even enjoy entertainment without leaving the premises.

ONGOING PROGRAMMING AND REFINEMENT

Effective music programming is not a one-time installation. New releases, seasonal shifts, and operational feedback create regular opportunities to refine what guests hear and when they hear it.

The Music Trust provides this continued oversight through live entertainment programming, talent sourcing, production coordination, audio-visual equipment, and more. Feedback from the property can also inform changes to volume, pacing, performance formats, or scheduling.

This ongoing management keeps the program relevant and high-impact. It also lets hotel staff focus on guests, rather than organizing the music and entertainment week after week.

MUSIC AS PART OF THE ALOFT EXPERIENCE

Beyond the live acts and performances, The Music Trust has established a musical throughline for Aloft Glendale that gives each space and activation a distinct yet connected sense of place.

The partnership demonstrates how music can serve both experiential and commercial goals. By making communal areas feel active and inviting, a thoughtful soundscape can encourage guests to gather, remain on the property longer, and spend more time at key destinations, such as the W XYZ bar.

For Aloft Glendale, this integration connects the hotel to the entertainment culture outside its doors while helping transform guest activity into stronger engagement, event opportunities, and on-property revenue.

ABOUT ALOFT GLENDALE AT WESTGATE

Aloft Glendale at Westgate is a contemporary hotel located within the Westgate Entertainment District in Glendale, Arizona. The property features modern accommodations and social spaces, including the Re:mix lounge and W XYZ bar, offering cocktails, dining, and live music.

The hotel is located near State Farm Stadium, Desert Diamond Arena, and the district's dining, shopping, and entertainment destinations.

ABOUT THE MUSIC TRUST

The Music Trust is a music consultancy specializing in hospitality, lifestyle, and experiential brands. The firm provides full-service music direction, music strategy, music licensing, playlist curation, live talent, event programming, and more for hotels, venues, and other experience-driven destinations.

The Music Trust works with hospitality groups, lifestyle brands, and destination venues nationwide. For inquiries or information about available talent, venues, and programming, visit www.themusictrust.com or contact info@themusictrust.com.

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