

FORWARD-LOOKING BRANDS. FAR-REACHING AUDIENCE.

When you give guests a great experience, they will give you their loyalty and return again and again.

Our inspiring brands are as individual as our guests. Brands are how people feel, what they enjoy and what they care about. Brands must speak to every aspect of the guest experience. All around the world, with every stay and at every guest touch point, an emotional connection begins.

Our passion for lifestyle branding is the catalyst for infinite creativity. We've surpassed safe and reliable with bold and surprising, delivering personality, purpose and personalization. Starwood excites its guests, shakes up our industry and stands out in a sea of sameness with nine distinctive and imaginative brands.



Westin indulges its guests in elements of well-being. Refreshing ambience and amenities ensure that guests leave feeling better than when they arrived. Savvy travelers can sleep well in the iconic Heavenly[®] Bed. Eat well with delectably nutritious SuperFoodsRx[®] dishes. And move well with an invigorating WestinWORKOUT[®].

These are just a few of the signature innovations that changed the industry and transform every aspect of a stay into a revitalizing experience. Through instinctive service and exceptional care, Westin is dedicated to keeping guests at their very best at nearly 200 hotels and resorts around the world. Stay well.



Heavenly®

The world-renowned Heavenly® Bed woke up the industry over a decade ago and continues to rejuvenate guests today. Its success inspired the launch of the Heavenly Bath, Heavenly Shower, Heavenly Spa and other Heavenly amenities that contribute to unmatched loyalty.

WestinWORKOUT®

World-class fitness studios, vitalizing running initiatives and proprietary services provided by a partnership with New Balance® ensure that no workout is left at home.

SuperFoodsRx® Menus

Pairing specific whole foods boosts their flavors and their nutritional benefits. Westin was the first hotel to introduce this concept to their menus, offering guests a delicious way to eat well.