

We explore and experiment. We leave convention behind and go beyond functional to aspirational. Uniquely driven by differing traveler needs, we create meaningful brand programming that connects to the hearts and minds of our guests.

With an unmatched portfolio of nine distinctive lifestyle brands from landmark luxury to cutting-edge cool, and over 1,000 hotels, Starwood is a dominant global presence with an ever-building momentum.

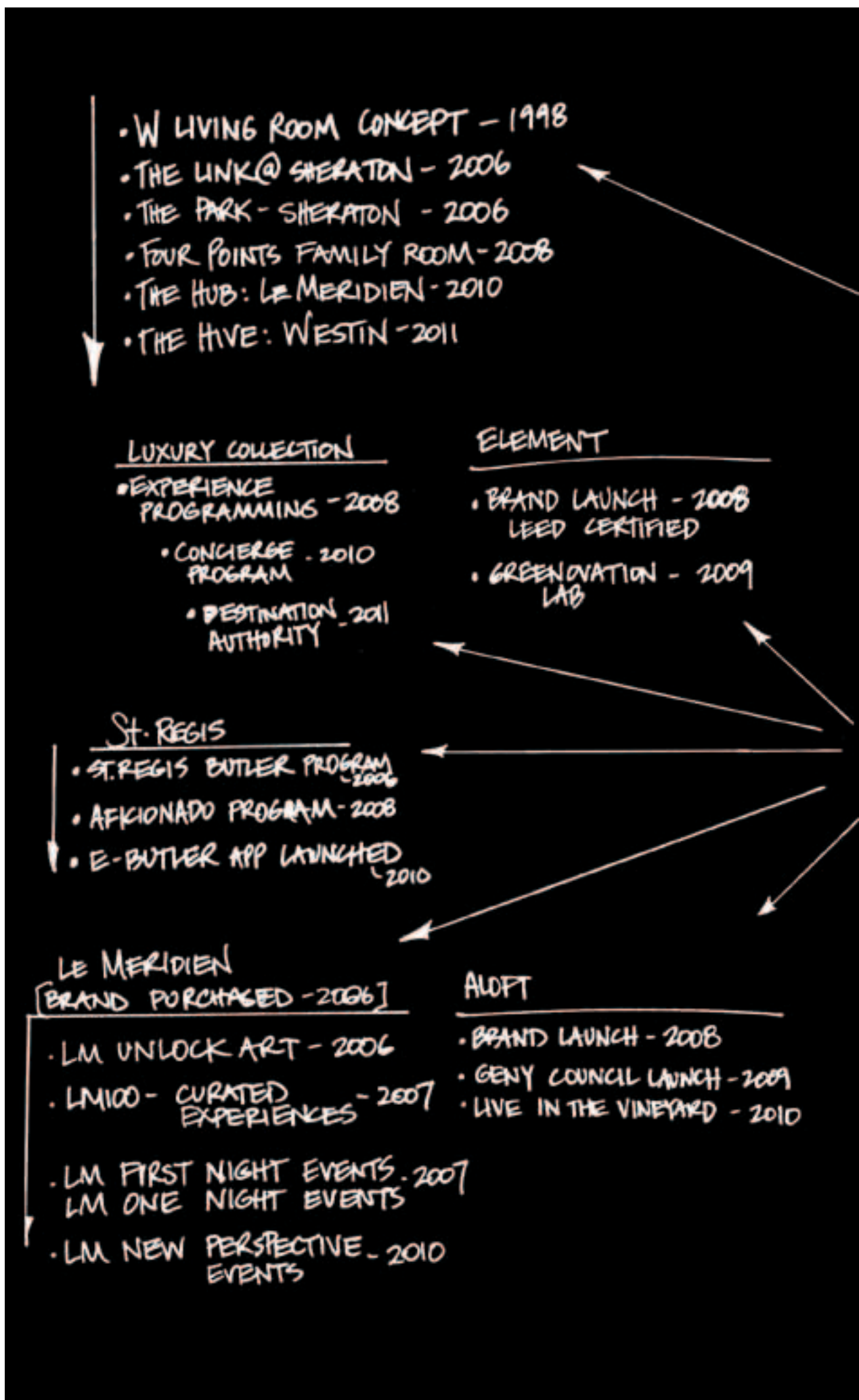
Our vision of the hospitality landscape is unequaled. And our competitors watch very closely.

We believe people want more than a place to stay. We believe people want a better way to experience the world.

STARWOOD INNOVATES WITH A PASSION

Innovation is the heartbeat of our brands and our design. It is how we deepen our relationships with our guests and our customers and stand apart from the rest.

One great idea creates another, giving Starwood the ability to build upon our success across nine compelling brands.



STARWOOD CREATES EMOTION BY DESIGN

Our guests don't just check in to a hotel. They are immersed in an experience.

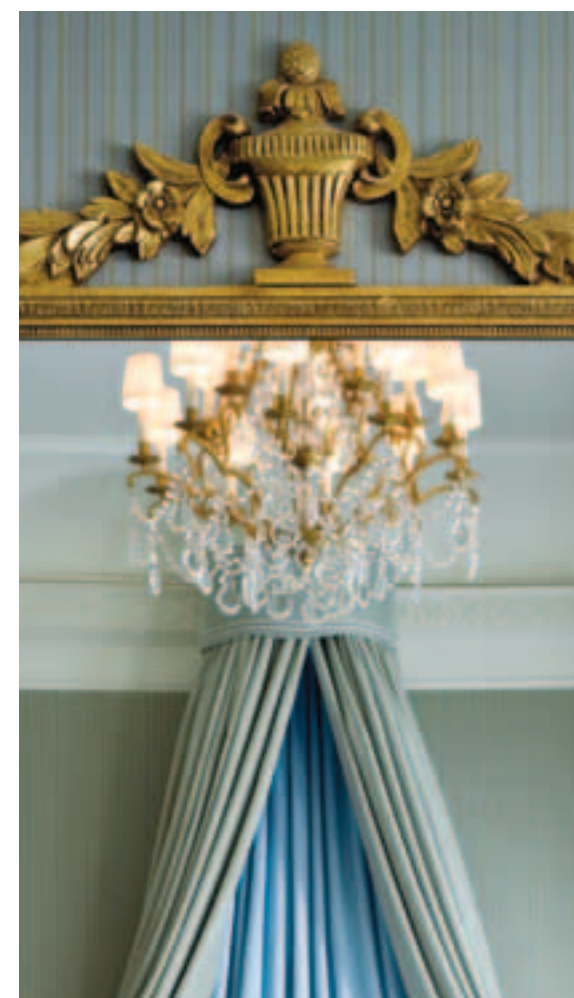
At Starwood, design doesn't begin with a blueprint. It begins with a story. And for each of our nine brands, that story captures the emotions and aspirations of our guests.

Design That Can Only Be Starwood.



SIMPLICITY

Simple concepts flow from insightful observations. Not superficial decoration, but one singular, powerful concept.



DETAILS

Considered, from the smallest graphic to the largest lobby. Sweat every single detail to bring the story to life.

LIFESTYLE

Consumer way of life
inspires the brand essence.
Design creates the
visual personality.



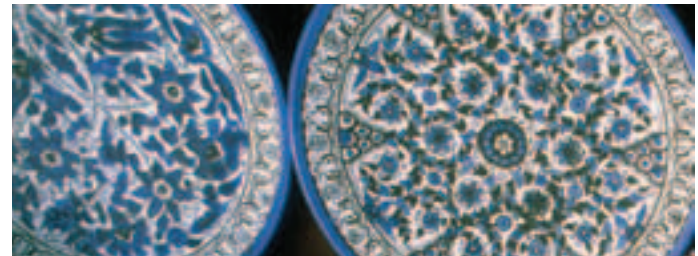
RELEVANT

Vision, through the eyes of the
guest. Answer their needs.
Build a custom, authentic,
meaningful experience.



INNOVATION

Push the edge.
Build on what worked
and make it work
better. Give the guest
more to experience.
Give the competition
more to worry about.



GLOBAL

Engage cultures and
communities. Design to
meet the traveler's needs
everywhere around
the globe. Hear every voice.



CONFIDENCE AND PASSION

Live and breathe design
with excitement and
enthusiasm. Take risks
and trust instincts.
Champion design
without hesitation.

INSPIRING

Transport the guest beyond their
everyday life to create an emotion
and a connection. The guest wants
more to discover.

SUSTAINABILITY

Think differently.
Question everything.
Designers have the
greatest opportunity
to break new ground
in green initiatives.

THE STARWOOD GLOBAL ADVANTAGE

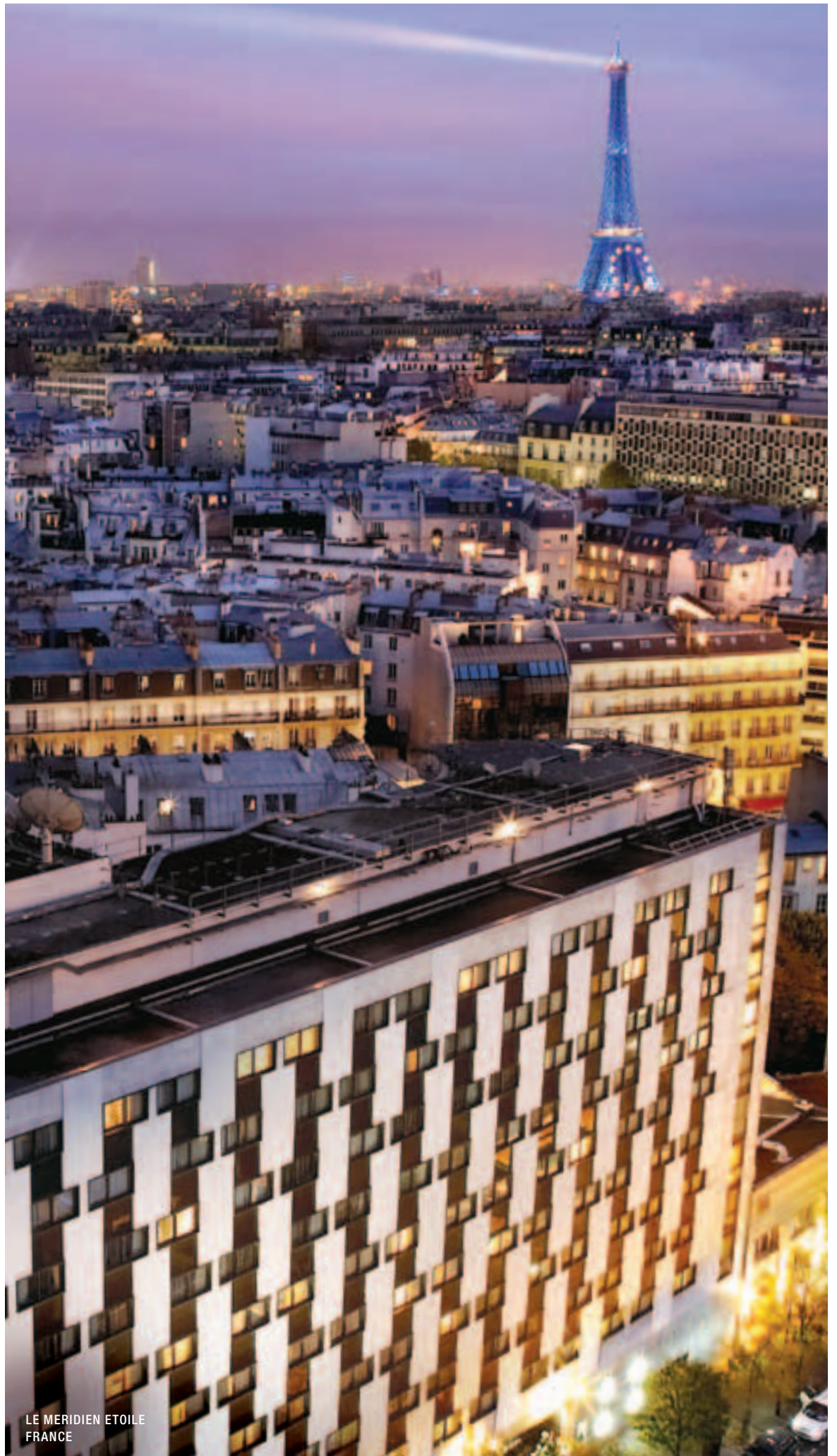
The world is changing in our favor.

New travel patterns are being created every day as billions of people move from poverty to prosperity. An emerging middle class, the coming of age of new generations and endless advances in digitalization translate to a truly international consumer base with an unprecedented appetite for global brands.

And our customers are growing with us. Rooted in innovation, the world's most influential "idea" industries gravitate to our brands over the competition and trust their travelers to Starwood.

With a decades-strong global history, an unrivaled footprint and pipeline in emerging markets and long-standing local teams around the world, Starwood is perfectly positioned in a more worldwide economy.

The scale of this change is a once-in-a-lifetime opportunity. Our leverage is unequivocal. Our legacy will lead the way.



LE MERIDIEN ETOILE
FRANCE