



# WESTIN LOBBY CONCEPT LAUNCH

November 2011

©2011 Starwood Hotels & Resorts Worldwide, Inc. All Rights Reserved. CONFIDENTIAL & PROPRIETARY May not be reproduced or distributed without written permission of Starwood Hotels & Resorts Worldwide, Inc.



# DESIGN INSPIRATION

Originating from the magnificent Northwest corner of North America, Westin design springs from natural landscapes and is infused with an innovative and adventurous spirit that resonates around the globe.



# DESIGN APPROACH



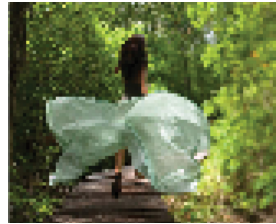
- Aspects of well being are crafted into modern, uncluttered schemes which emanate luxury
- Timeless design appeals to a diverse, global audience
- All design elements reference landscape and natural elements
- Modern amenities and smart design solutions enrich the lives of today's demanding travelers



## STEP INSIDE OUR HAVEN

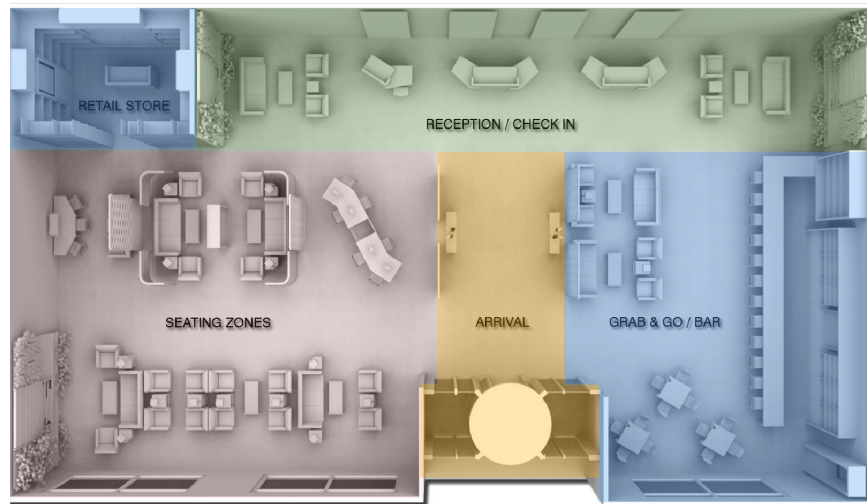
The new Westin lobby concept is a modern-day oasis from life's stresses and the demands of travel. A place that allows guests to stay balanced, refreshed and ready to achieve.

# HAVEN INSPIRATION



- Nature-inspired setting and verdant botanical beauty exude a sense of optimism
- Energizing elements and relaxing atmosphere have guests feeling better
- An uplifting retreat where work and play blend together seamlessly
- Airy, flexible spaces that allow productivity to flow

# HAVEN SIGNATURE EXPERIENCES

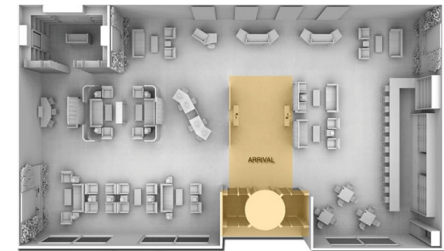


These zones work together to create Haven. Within each zone, signature branded touch points have been created that support our well-being positioning. Guests can personalize their experience and create memorable moments all their own.

# ARRIVAL ZONE

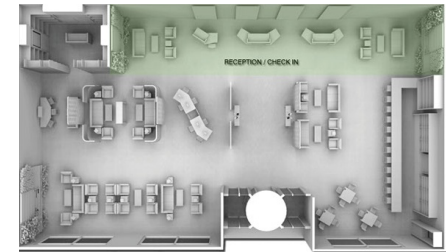
Travelers can let go of 'weary' and  
enter an energizing haven

# SENSORY WELCOME



- Guests are transported away from the everyday. The effect – a perfect balance of energy and calm – is subtle, yet immediate
- Well-being is revealed through a Vertical Garden which improves indoor air quality offers a breath of fresh air
- Signature white tea scent sets a fresh and soothing ambience
- Custom music meets soft atmospheric lighting

# RECEPTION AND CHECK IN

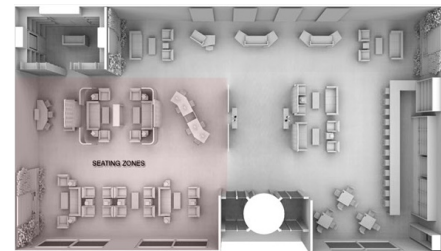
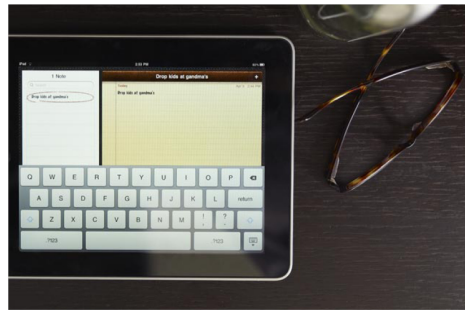


- The Feature Wall gracefully frames the reception area bringing another organic component to the entry experience
- Feature Wall is welcoming, and subtle movement of the light encourages relaxation
- Updated, customized check in pods make the guest interaction more personal and functional

# SEATING ZONE

Re-imagined zoning opens  
up opportunities to work  
well and play well

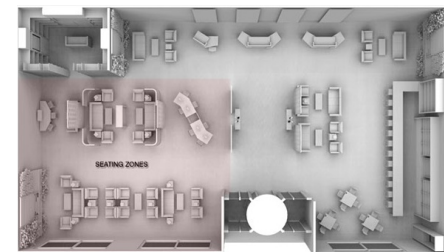
# FLEXIBLE MEETINGS



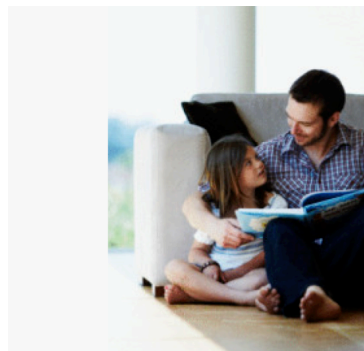
- Active, adaptable spaces where guests can meet, read a book, browse the web or engage in friendly conversation
- The Dock's signature meeting tables have convenient power, integrated lighting and access to computers and printers

The dock: meeting tables

# UNWIND RENEW



- Thoughtfully designed seating zones and acoustic screens create varying levels of interaction and intimacy
- Flexible spaces for meeting, dining, shopping or simply unwinding
- Improved acoustics reduce stress



The bridge, semi private meeting spaces

# ACTIVATING ELEMENTS

Haven is activated by grab and go  
café/bar and Westin retail store,  
conveniently adjacent to seating area  
to attract guests and create a natural  
flow of activity

# GRAB AND GO CAFE/BAR



- SuperFoods-inspired menu offers light snacks, cocktails, treats and an opportunity for guests to eat well
- Menu selections transition from day to night to satisfy a variety of appetites from healthy to a little indulgent

# RETAIL SUNDRY STORE



- Updated design that reflects the brand aesthetic and reinforces the Westin signature innovations
- Offers a curated selection of Heavenly® products, including Heavenly Bath products and White Tea-scented products for the home
- Attractive activating element that allows Westin to leverage its retail strength by capturing guests 'in the moment' of their stay

# SUNDRY STORE CONCEPT



- Designed to mirror the Westin brand look and feel while differentiating from the expected.
- For enhanced ease, an E-commerce option gives guests the option to buy sundries, or even a Heavenly® Bed, on the run
- A novel way to drive Westin revenue that tracks with a contemporary lifestyle
- Offers 24-hour convenience

# OUR HAVEN OF POSSIBILITIES

Haven is Westin's public space concept that offers personal freedom, allowing guests to enjoy quality time with their family, friends and colleagues

- Versatility for getting down to business or just getting in some downtime.
- Uplifting and relaxing. Active and adaptable.
- Bringing modern and luxurious aesthetic through design
- For a better travel experience. For a Better You



**WESTIN®**  
HOTELS & RESORTS

THANK  
YOU

©2011 Starwood Hotels & Resorts Worldwide, Inc. All Rights Reserved. CONFIDENTIAL & PROPRIETARY May not be reproduced or distributed without written permission of Starwood Hotels & Resorts Worldwide, Inc.

