



More power to you.



W London – Leicester Square, England, United Kingdom



Vivian L., Gold member
at the W New York – Times Square

Next on her itinerary:
W London – Leicester Square

See what Vivian would do with a million
Starpoints® at [spg.com/members](https://www.starwoodpreferredguest.com/members).

More Luxury. More Destinations.

Your benefits, supercharged.*

MORE CHOICES. MORE FLEXIBILITY. MORE WAYS TO GET THE
REWARDS YOU WANT, WHEN YOU WANT THEM.

YOU AND SPG. THE PERFECT POWER COUPLE.

Welcome to your SPG®. It's your program — more than ever. **Earn faster** now that all eligible SPG Award stays and nights earn credit toward elite qualification. **Redeem smarter** with no blackout dates and the best redemption options. **Reach higher** with enhanced elite benefits, including the opportunity to achieve Gold or Platinum status for life.

Your SPG puts you in the spotlight — literally. In addition to your new benefits, we're introducing Meet the Members, an inside look at the travel lives of SPG members just like you. Go to spg.com/members for more.

Fortunately, some things never change: The Starwood Preferred Guest® program features nine unique hotel brands that offer something for every traveler.

Earn. Escape. Repeat.*

START BY EARNING TWO STARPOINTS FOR EVERY U.S. DOLLAR YOU SPEND DURING ELIGIBLE STAYS. REDEEM, THEN RELAX.

THE MORE YOU STAY, THE MORE YOU EARN — ALL THE WAY UP TO GOLD AND PLATINUM STATUS.

Plus, now that all eligible SPG Award stays and nights earn credit toward elite-status qualification, you'll be there in no time.

BENEFITS AT A GLANCE	PREFERRED	GOLD	PLATINUM
Starpoints earned per eligible US\$ spent	2	3	3
Access to the world's largest collection of luxury hotels and resorts	•	•	•
Free Night Awards and Award Flights redemption without blackout dates	•	•	•
4 p.m. late checkout ¹		•	•
Special elite customer service telephone line (available in most countries)		•	•
Enhanced room at check-in when available ²		•	•
New! Welcome gift at check-in		•	•
Upgrade to best available room, including Standard Suites, at check-in ³			•
Complimentary in-room Internet access			•
Complimentary Sheraton® Club and Executive-level privileges ⁴			•
Platinum Concierge SM service for assistance with each stay			•
Guaranteed room availability ⁵			•
New! SPG 50 nights benefit: 10 Suite Night Awards™ for confirmable suite upgrades after you achieve 50 eligible nights in a calendar year ⁶		•	•
New! SPG 75 nights benefit: Four Starpoints earned per eligible US\$ spent after you achieve 75 eligible nights in a calendar year. Also, after 75 eligible nights in a calendar year, receive access to Your24™, a new benefit that allows you to choose your check in time.		•	•

Stay happy.*

WITH EVERY STAY, YOU'LL BE REMINDED
WHY YOU CHOSE SPG: GREAT BENEFITS.
EVEN BETTER REWARDS.

Preferred status.*

AS A PREFERRED MEMBER, ENJOY ALL THESE BENEFITS:

Hello, world. Access **more luxury and more destinations** in nearly 100 countries around the globe.

Great point(s). Earn **two Starpoints** for every eligible U.S. dollar spent. That includes restaurant and room service charges, in-room movies and more.

Rewards within reach. Choose from **amazing redemption options**, such as Free Night Awards without blackout dates starting at just 2,000 Starpoints for Category 1 hotels.

Fast forward. Quickly earn bonus Starpoints and save on luxurious getaways with exclusive **members-only offers**.

Here today. And tomorrow. Your **Starpoints never expire** as long as you show account activity once a year.⁷

See all Preferred benefits at [spg.com/preferred](https://www.spg.com/preferred).

As good as Gold.*

YOUR BENEFITS SHINE EVEN BRIGHTER
WHEN YOU COMPLETE 10 STAYS OR 25 NIGHTS
IN A CALENDAR YEAR.

Gold status.*

RECEIVE ALL THE BENEFITS OF PREFERRED, PLUS:⁸

Power surge. Now earn **three Starpoints** for every eligible U.S. dollar spent. That's a 50% bonus over Preferred membership.

Go ahead, sleep in. 4 p.m. late checkout¹ lets you catch some extra z's, take another dip in the pool or see one more unforgettable sight.

Nice move. Receive an **enhanced room** at check-in when available.² Take in a better view, move to a higher floor – sometimes the details make all the difference.

To you. From us. Enjoy a complimentary **Gold welcome gift** at check-in with every stay (**new!**). Choose from bonus Starpoints, in-room Internet access or a drink on us.

Your call. Access our **special elite customer service line** (available in most countries) for personal assistance.

See all Gold benefits at [spg.com/gold](https://www.spg.com/gold).

Perfectly Platinum.*

ENJOY OUR HIGHEST MEMBERSHIP TIER
WHEN YOU COMPLETE 25 STAYS OR
50 NIGHTS IN A CALENDAR YEAR.

Platinum status.*

RECEIVE ALL THE BENEFITS OF GOLD, PLUS:⁸

Suite life. Get a **room upgrade at check-in**, including Standard Suites.³

Online. On us. Enjoy **complimentary high-speed Internet access** in your guest room.

You're gifted. Receive Sheraton Club and Executive-level⁴ privileges, plus a complimentary **Platinum welcome gift** at check-in with every stay. Choose from bonus Starpoints, continental breakfast (**new!**) or local amenities.

Secret service. Call our **signature Platinum Concierge** service to help you arrange just about anything during your visit.

Just say when. Count on **guaranteed room availability** when your room is booked by 3 p.m., at least 72 hours before you arrive.⁵

See all Platinum benefits at [spg.com/platinum](https://www.spg.com/platinum).

BEYOND PLATINUM. SPG NIGHTS BENEFITS.

You can never have too much of a good thing. Now Platinum members earn even greater rewards after 50 and 75 nights a year.

New! SPG 50 nights benefit. Receive **10 Suite Night Awards⁶** for confirmable suite upgrades after you complete 50 eligible nights in a calendar year.

New! SPG 75 nights benefit. Earn **four Starpoints** for every eligible U.S. dollar spent after you complete 75 eligible nights in a calendar year. That's a 100% bonus over Preferred membership.

Also, after 75 eligible nights in a calendar year, receive access to Your24, a new benefit that allows you to choose your check in time. For example, check-in at 9 p.m. and have the flexibility of checking out at 9 p.m. on your day of departure.

For complete terms associated with SPG Lifetime Platinum, SPG nights benefits, Suite Night Awards and Your24, please see [spg.com](https://www.spg.com) for more information.

The best things in life. For life.*

NO MORE COUNTING STAYS, NO MORE QUALIFYING. JUST THE VERY BEST OF SPG, EVERY TIME YOU TRAVEL WITH US.

IT'S THE ULTIMATE THANK-YOU TO OUR MOST LOYAL GUESTS: SPG ELITE BENEFITS FOR LIFE. GUESS IT DOES PAY TO HAVE A BUSY TRAVEL SCHEDULE.

New! SPG Lifetime™ Gold*

Never go below Gold membership status when you achieve 250 eligible nights and a total of 5 years of SPG elite status.⁹

New! SPG Lifetime™ Platinum*

Never go below Platinum membership status when you achieve 500 eligible nights and a total of 10 years of SPG Platinum status.⁹

Now for the fun part.*

WITH SO MANY OPTIONS, REDEMPTION COULDN'T BE SWEETER.

REDEEM YOUR STARPOINTS FOR HOTEL STAYS, AIRLINE TICKETS AND MORE.

Fancy free. Free Night Awards are available – without blackout dates – starting at just 2,000 Starpoints. If we have a standard room available, it's yours, even during holidays and big events.

Cha-ching. Cash & Points lets you stretch your Starpoints to get away sooner, stay longer or enjoy a higher hotel category. Nights start at just 1,200 Starpoints plus US\$25.¹⁰

Live spontaneously. Instant AwardsSM let you enhance your stay with experiences unique to each hotel – from spa treatments to culinary creations and more.

Take a seat. SPG Flights proves you really can find award seats on popular airlines. Redeem your Starpoints for tickets on more than 350 airlines – without blackout dates.

Ready. Jetset. Go. Our airline transfer program allows you to convert Starpoints to frequent-flyer miles on over 30 major airlines!¹¹ Plus, transfer 20,000 Starpoints to miles and receive 5,000 bonus Starpoints.

See all redemption options at [spg.com/redeem](https://www.spg.com/redeem).

Access like no other.*

SPG MOMENTSSM LETS YOU USE STARPOINTS FOR STAR-STUDED EXPERIENCES WITH A-LIST ARTISTS, CELEBRITIES, ATHLETES AND MORE.

CHOOSE FROM REDEMPTION OPTIONS BEYOND THE ORDINARY – EXCLUSIVELY FOR SPG MEMBERS.

Air guitar optional. Rock your world with behind-the-scenes access, premium concert tickets, private acoustic performances and more when you go **On Tour with SPG**.

Be the MVP. Sport your passion with tournament tickets, player meet and greets, skills clinics led by famous athletes and more when you access **Game On with SPG**.

Paparazzi alert. Steal the scene with access to chef's tables at sought-after restaurants, best-of-house show tickets, backstage tours, red-carpet premieres, invite-only after-parties and more when you go **On Stage with SPG**.

Find out more at spg.com/moments.

Click. Plan. Go.*

SPG.COM PUTS THE POWER IN YOUR HANDS:
BOOK, PLAN, REDEEM. EXPLORE, DISCOVER, DREAM.

It's all right here. Go to spg.com to plan upcoming travel, compare rates, manage or modify your reservations, track past stays, monitor your Starpoints balance and more. You can also view availability calendars for Free Nights and Cash & Points, then book the Awards directly online.



Why look elsewhere? The best rates are here. We guarantee it with a 10% discount or 2,000 Starpoints. Browse and book with our Best Rate Guarantee.¹²



New! Share feedback with other travelers through Ratings & Reviews on spg.com/reviews. Give and receive unbiased opinions on any of our more than 1,000 hotels and resorts worldwide.



Come get inspired. Explore more than 200 extraordinary destinations all over the world at spg.com/resorts. See what's hot on our SPG Member Favorites list, from Best Exotic Escapes to Best Golf Getaways.

WE'RE EVERYWHERE YOU ARE.

Our SPG apps for BlackBerry® and iPhone® make it easy to review your account, check a reservation, book a stay and more. Plus, follow us on Facebook, Twitter and foursquare for insider offers and giveaways. Get started at spg.com/stayconnected.



Free nights. Even faster.*



The Starwood Preferred Guest® Credit Card from American Express rewards you with Starpoints virtually every time you spend using the Card.¹³ Available in the U.S., the U.K. and Canada.

Apply at americanexpress.com/spg25e.



Le MERIDIEN

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FOUR POINTS

WESTIN

THE LUXURY COLLECTION

W
HOTELS

Sheraton

ST REGIS

element

¹Subject to availability at resort and conference center hotels. ²Subject to availability for the length of the stay, provided the room was not booked through a prepaid, third-party channel, such as priceline.com, expedia.com, hotels.com, etc. Enhanced rooms are rooms on higher floors, corner rooms, newly renovated rooms and rooms with preferred views. Enhanced rooms do not include suites. Not offered at AloftSM and ElementSM hotels. ³Subject to availability for entire length of stay, provided the room was not booked through a prepaid third-party channel. Upgrades are to best available room, including Standard Suites. Not offered at Aloft and Element hotels. ⁴Where available. See spg.com for full program details, terms and conditions. ⁵Applicable to one standard room booked by 3 p.m. local time 72+ hours before day of arrival, except at resorts. Member must pay regular RACK rate, and blackout dates apply. Room upgrade and Free Night Award redemption do not apply when this benefit is utilized. Minimum and maximum length-of-stay requirements must be met. ⁶Some suite categories may be excluded depending on the hotel or resort. For complete terms and conditions of Suite Night Awards, go to spg.com. ⁷Your Starpoints never expire as long as you show account activity once per 12-month period. ⁸In-hotel benefits are not offered to Gold and Platinum members when booking prepaid or other third-party rates through third-party channels. ⁹Starwood reserves the right to modify SPG benefits at any time. SPG Lifetime Gold status and SPG Lifetime Platinum status are nontransferable. For complete terms and conditions of the SPG program, visit spg.com. ¹⁰Amount of cash and Starpoints required for Award Nights is subject to availability and starts at just 1,200 Starpoints and US\$25. Offer not valid at Category 7 hotels. See spg.com for complete details. ¹¹Participating airlines and transfer ratios are subject to change. See spg.com for full program details. ¹²A claim must be submitted prior to or within 24 hours after making a reservation through a Starwood-branded website, and 24 hours before scheduled arrival (48 hours prior to arrival is required for non-English websites).

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