



W HOTELS WORLDWIDE – FACT SHEET

WHAT WE ARE CREATING

W Hotels is an innovative luxury lifestyle brand and the hotel category buster with 29 properties in the most vibrant destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access to a world of “Wow.” Each hotel offers a unique mix of innovative design and passions around fashion, music, entertainment, design, architecture, pop culture, and everything in between. W Hotels are unique and individual expressions of modern living, reflected in the brand’s sensibility to a holistic lifestyle experience with cutting-edge design, contemporary restaurant concepts, glamorous nightlife experiences, and signature spas.

WHEN IT BEGAN

The W experience began with the W New York (49th St. and Lexington), which opened its doors in December of 1998 with the recognition that there are travelers who seek a balance of style and substance when deciding where to stay. The W experience starts with the guest, creating an emotional connection through W insider “moments” that inspire and indulge travelers with thoughtful, refreshing and accessible alternatives to luxury. Exceptional amenities and a whimsical, welcoming environment are all part of the W experience along with the Whatever/Whenever exclusive concierge service, allowing guests to order whatever they want, whenever they want it. Each W offers guests a stylish signature restaurant and bar that attract not only hotel guests, but locals and area insiders. It's an approach that reflects W’s vision of a one-of-a-kind hotel with first class service and unique amenities in the setting of a leading luxury hotel.

PROVEN SUCCESS

With 10 years of proven success, W Hotels has established itself as an iconic lifestyle brand, offering guests unprecedented insider access to a world of “Wow” through contemporary cool design, fashion, nightlife, celebrities, and entertainment. W Hotels has forever changed the hospitality landscape with a series of industry firsts in the past 10 years, including: the transformation of the hotel lobby into the W Living Room experience; the introduction of the W brand’s signature Whatever/Whenever concierge service as a vehicle to fulfill every guest’s dreams; extension of the lifestyle experience into retail through W Hotels the Store; sensorial multiplex with branded W CD compilations released each year; the reinterpretation of the hotel mini-bar into the W “Munchie Box” to present the brand’s lifestyle point of view; and the reinvention of the presidential suite into W’s “Extreme Wow” and “Wow” suites. The unique look and feel of each hotel is influenced by the culture of the city, whether through



trends in fashion, design, entertainment or architecture. The brand is currently working with some of the most renowned designers and architects in the world including Gwathmey Siegel, Roberto Bofil, Yabu Pushelberg, Clodagh and Thom Filica.

WHATEVER/WHENEVER SERVICE

W Hotels broke industry standards when it introduced its signature Whatever/Whenever concierge service, offering guests whatever they want – from a pair of jogging shoes at 2AM to a one-of-a-kind wedding cake delivered by helicopter – whenever they want it. This award-winning service philosophy is applied to every aspect of the W guest experience from the moment the guest begins planning his stay to after he has checked out. With Whatever/Whenever, W makes special moments magical and transforms dreams into reality.

WHERE IT'S ALL AT THEIR FINGERTIPS

Luxurious beds with 350 thread-count sheets, goose down comforters and pillows; plush, cotton pique bathrobes; Radio/CD player/alarm clock with extensive CD library available; stocked “munchie boxes” with unique amenities like a Diane Von Furstenberg “Emergency Kit,” “Jet Lag” thermal eye mask, W Intimacy kit and exclusive treats like Dylan’s candy and Voss water.

Fully wired guestrooms feature the latest in cutting-edge technology, including plasma TVs and iPod cradles, and are equipped with the most advanced in-room entertainment system in the industry. Guests have access to a large selection of first-run movies and video programs on demand as well as Wi-Fi Internet access. High-speed laptop connectivity is available and guests can set up their own personal, secure email addresses while staying at W Hotels.

YUM

W has partnered with some of the country’s top restaurateurs and nightlife operators to create unique signature restaurants and hotel bars that become instant destinations in themselves. Celebrated W eateries, including Thom Colicchio’s Craft at W Dallas, Todd English’s Olives at W Union Square, Jean-Georges Vongerichten’s Spice Market at W Istanbul and W Atlanta-Midtown and Market at W Atlanta Buckhead, Nine Thirty at W Los Angeles, and Earth & Ocean at W Seattle, are always introducing new dining options from fresh seasonal menus to wine tastings to personalized green market tours with the chef.

NIGHTLIFE

W focuses on creating innovative, vibrant nightlife concepts at each hotel, offering a destination within a destination, including Ghostbar at W Dallas-Victory, DrinkShop from famed mixologist Sasha Petraske at W Atlanta Downtown, The Wall at W South Beach,



Chandelier Room at W Hoboken and Ignite Bar from famed London based nightlife impresario at W Barcelona.

KICK UP YOUR FEET AND SAY ‘SPAHHH’

January of 2004, Starwood Hotels & Resorts purchased Bliss Spas and its lucrative line of beauty products, with plans to open Bliss spas in W hotels around the world. The first, Bliss49 at W New York opened in December 2004 and is followed by Bliss Spas at W Dallas, W San Francisco, W Los Angeles, W Atlanta-Downtown, W Atlanta-Midtown, W Hong Kong, W Chicago-Lakeshore, and W Scottsdale. Guests are treated to Bliss amenity sets in every guest room and “B.I.P.” priority booking. Upcoming locations include Hoboken, Doha, South Beach and Fort Lauderdale. For W Hotels that do not have a Bliss Spa, guests are invited to experience aWay Spa, W’s signature spa concept.

SWEAT

SWEAT centers, W’s transformation of the traditional hotel fitness center, have state-of-the-art equipment, allowing guests to keep up their workout routine without missing a beat.

WHERE MEETINGS ARE MEMORABLE

Creative in approach and innovative in design, W Hotels engages and energizes meeting attendees. The unique Sensory Set Up gets ideas flowing with mood music, signature scent and more. Wish WorkshopsSM encourage meeting participants to get out of their mid-day rut to uncover hidden talents and learn new skills such as cooking, knitting and yoga. And if work isn’t working, guests can take a break with RecessSM, delighting in a menu of activities that are fun and beneficial for everyone. Perfect for work and play, W Hotels makes business beautiful, meeting memorable, and special events spectacular.

WHY NOT SHOP TILL YOU DROP?

W The Store attracts local trendsetters in New York, Chicago, San Diego, Scottsdale, W Atlanta-Midtown, Seoul, Hong Kong and Mexico City, featuring a variety of unique products, with an emphasis on jewelry and fashion accessories, handbags, gadgets, ambient music and more. This highly successful retail element of W Hotels publishes a seasonal catalog and offers a sleek website www.wthestore.com to allow guests to purchase W signature bedding, furniture and in-store items without leaving home.

STARWOOD PREFERRED GUEST®

W, like all Starwood brands, is proud to offer the Starwood Preferred Guest® program, which made headlines when it launched in 1999 with a breakthrough policy of no blackout dates on Free Night Awards. SPG® offers members the ability to redeem awards at more resorts, more luxury properties, more European hotels and more golf properties than any other hotel program.



WHO COULD HAVE GUESSED

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