

SPEAKER

FELIX RADAVERO

VP GLOBAL DEVELOPMENT

of Design Hotels™

10.00 AM — 10.20 AM

Curating our Hotel Portfolio & the Value of Starwood Preferred Guest Program



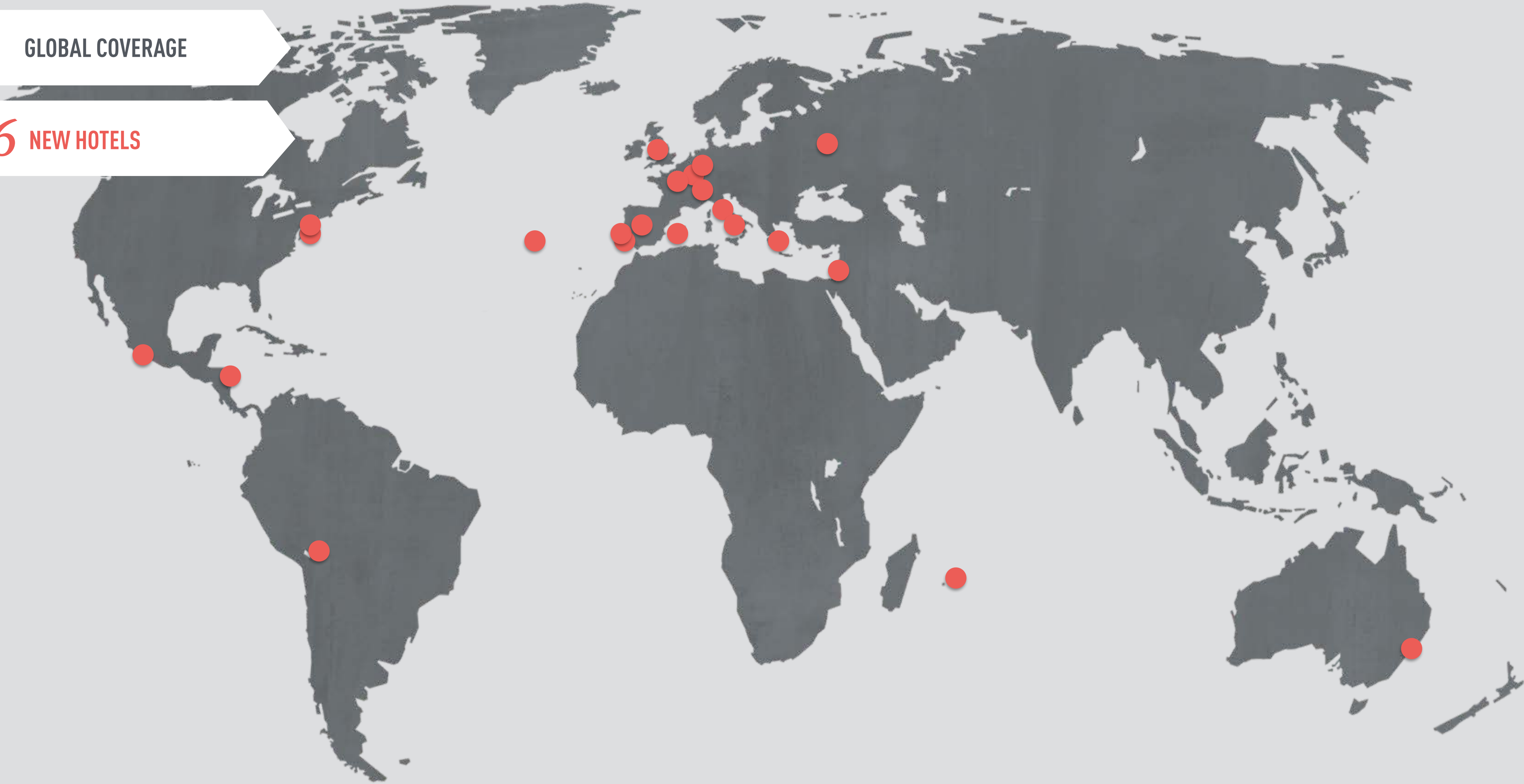
To create an unrivaled global community for design,
architecture and culture and become the
DEFINITE SOURCE OF ORIGINAL HOSPITALITY EXPERIENCES

GLOBAL COVERAGE



GLOBAL COVERAGE

26 NEW HOTELS





GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Zanzibar, Tanzania



GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Gstaad, Switzerland



GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Manchester, United Kingdom

An aerial photograph of a vast landscape in Mauritius, showing terraced sugarcane fields in the foreground and middle ground, with dense green forests and rolling hills in the background. The sky is filled with white and grey clouds. On the left side, there are three white arrow-shaped callouts pointing right, containing text. The overall scene is lush and green, with a mix of agricultural and natural elements.

GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Chemin Grenier, Mauritius

GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Chicago, United States of America



GLOBAL COVERAGE

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La Paz, Bolivia

An aerial photograph of Vilnius, Lithuania, taken from a high vantage point. The foreground is filled with the dense, brown, leafless branches of trees. Below the trees, a cluster of historic European-style buildings with red-tiled roofs and light-colored facades is visible. A prominent church with a tall, dark spire stands out among the buildings. In the middle ground, a river flows through the city, reflecting the warm, golden light of the sun. The background shows more of the city's architecture, including several domed churches, and a hazy horizon under a soft, warm sky. Three white, arrow-shaped callouts point from the left towards the center of the image, containing text.

GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Vilnius, Lithuania



GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Saint Raphael, France



GLOBAL COVERAGE

NEW HOTELS

18 NEW DESTINATIONS

Niigata, Japan

- GLOBAL COVERAGE
- NEW HOTELS
- NEW DESTINATIONS
- HOTEL CATEGORIES

183



CITY HOTELS

57



BEACH RESORTS

30



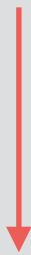
MOUNTAIN RESORTS

27



ALTERNATIVE DESTINATION

MEMBER HOTELS



- *More demand*
- *Drive higher ADR*
- *Increase ancillary spend*
- *Increase hotel brand awareness*

DESIGN HOTELS™ COMMUNITY

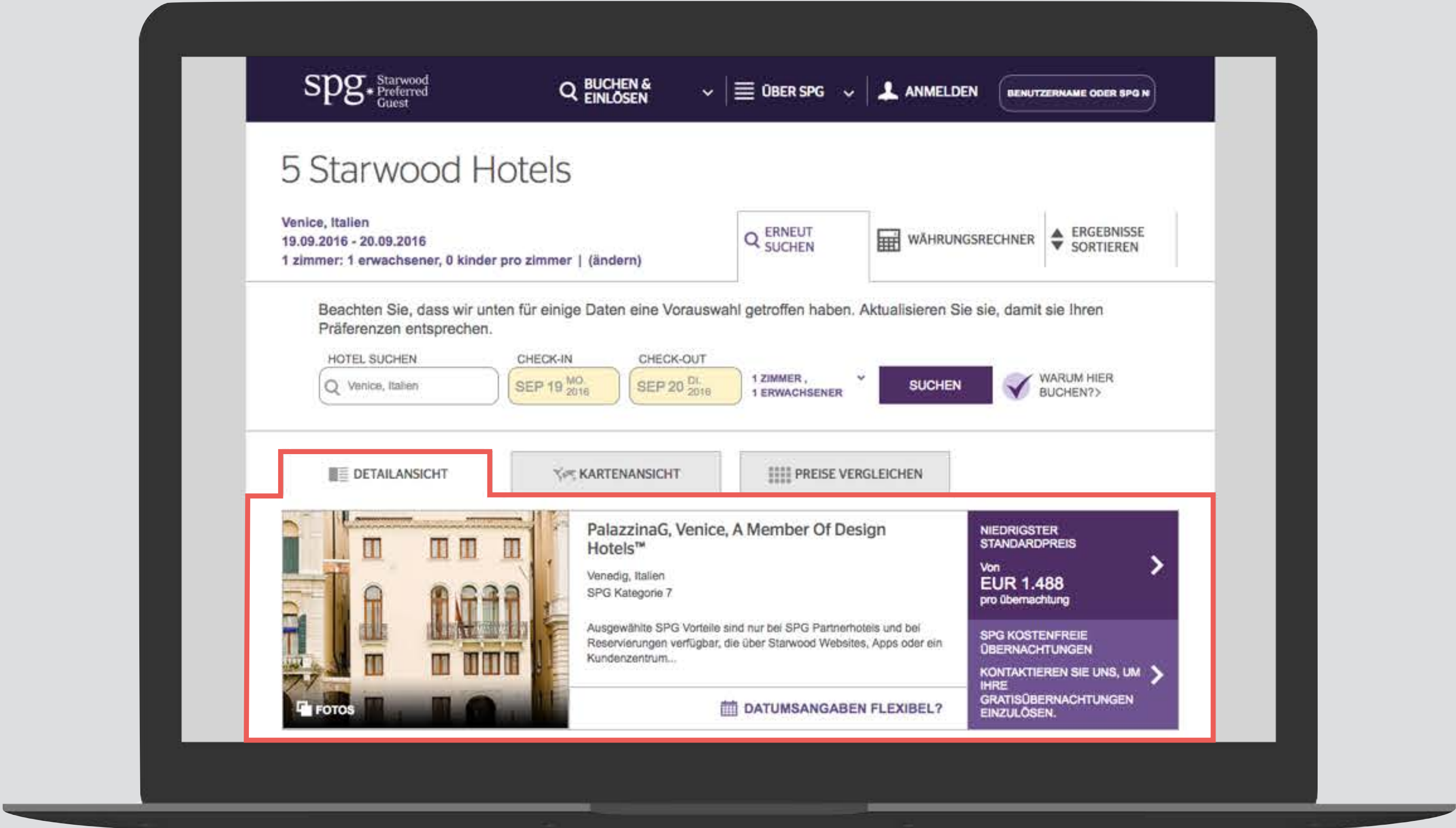


- *Recognition*
- *Earn points*
- *Redeem points*
- *Benefits*

STARWOOD PREFERRED GUEST



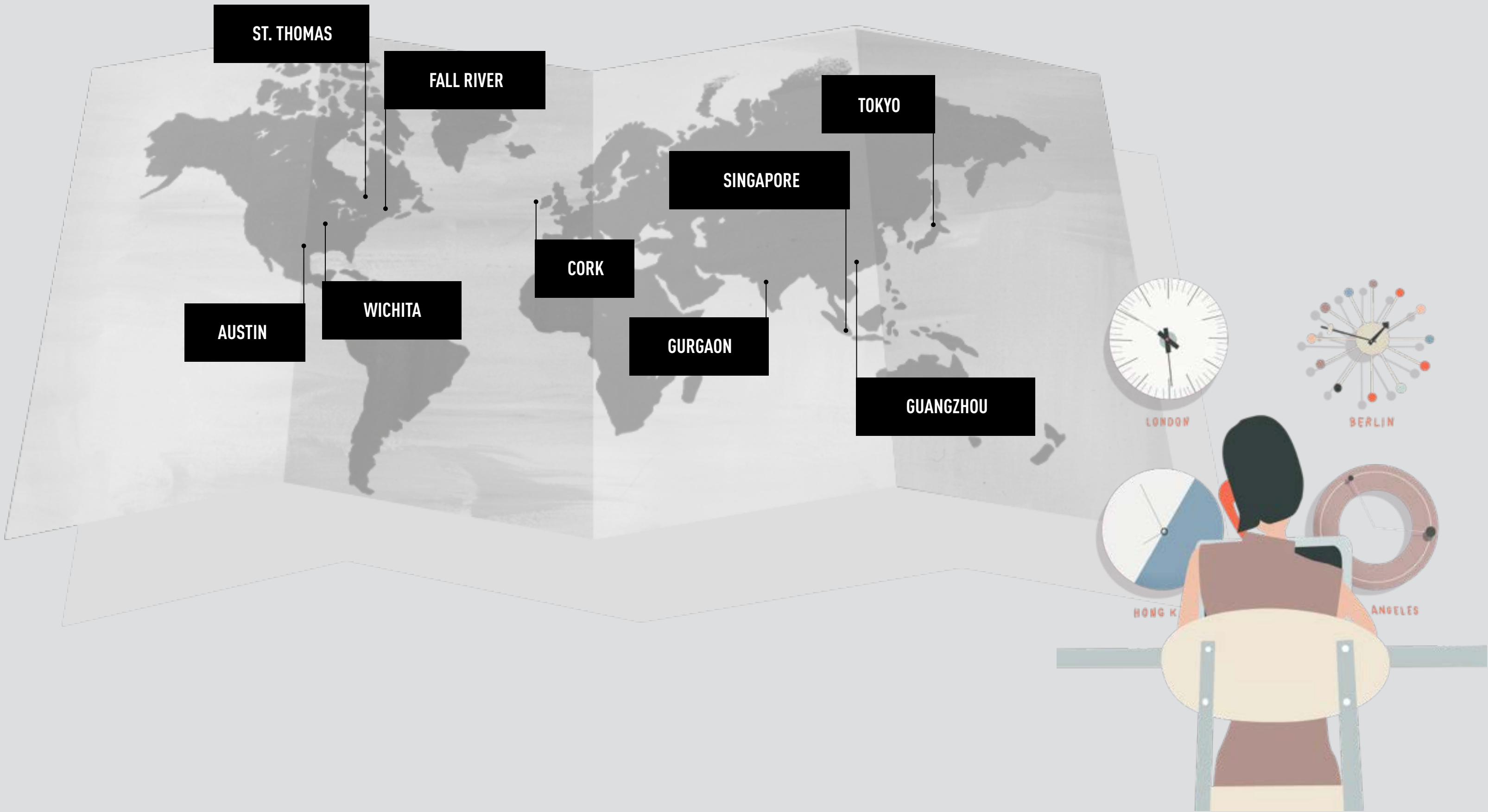
- *Original experiences*
- *New destinations*
- *Lifestyle hotels*



ACCESS TO

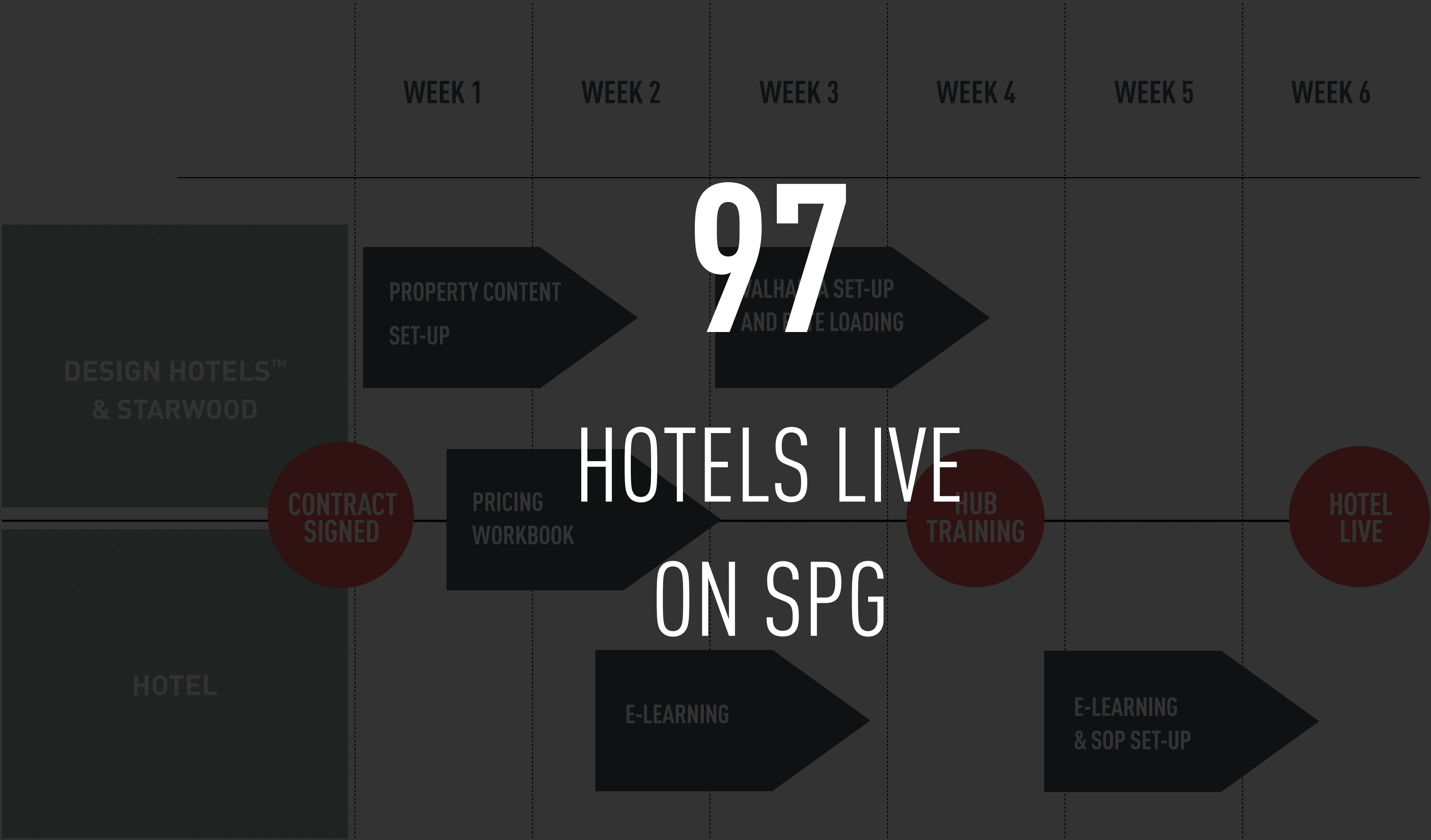
11

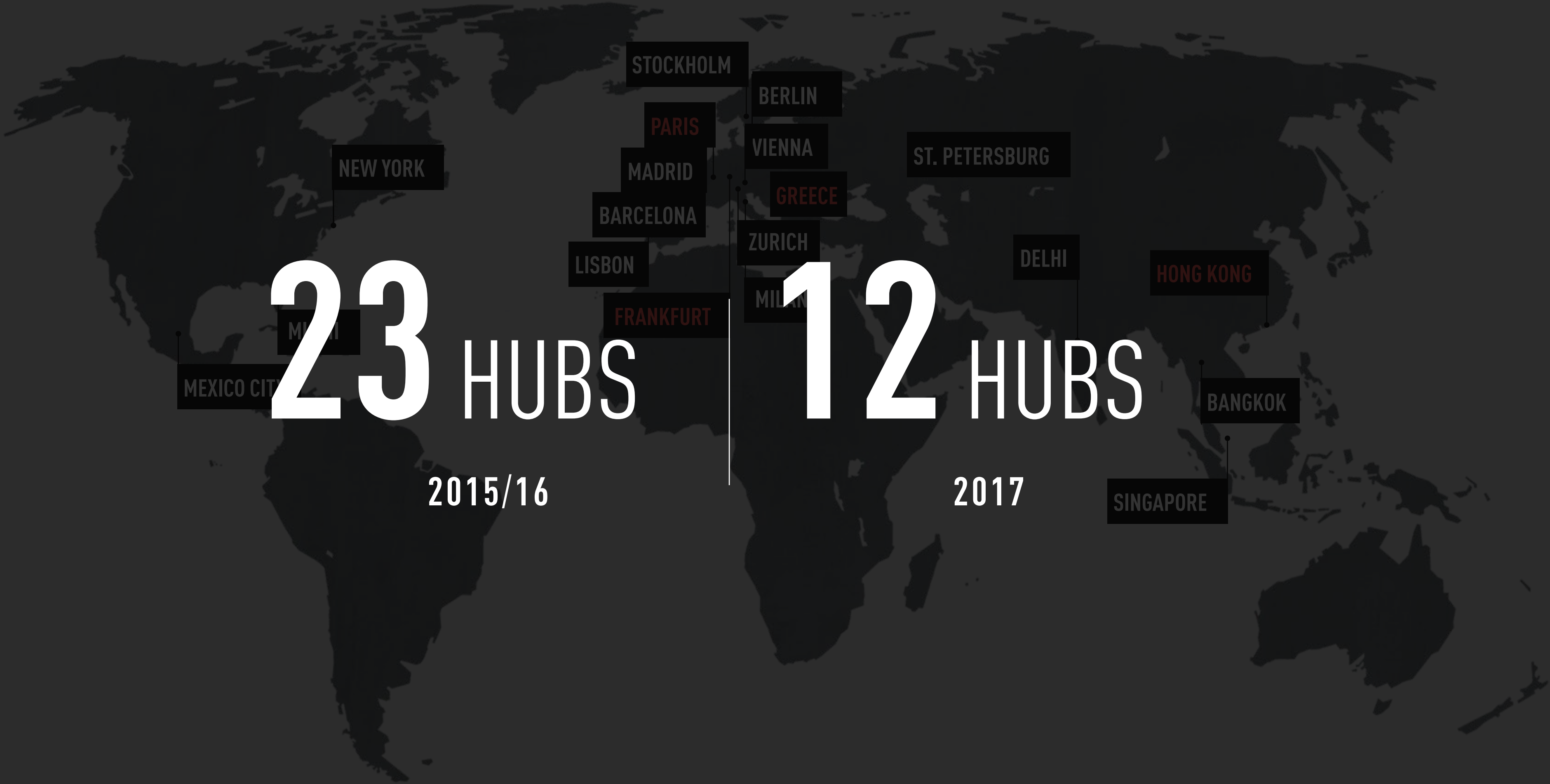
Starwood
BRANDED WEBSITES



9
CALL
CENTERS

16
LANGUAGES





SPG CASE STUDY

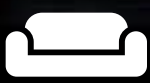
Hotel de Nell

Arrondissement de l'Opéra,
Paris, France

Live since
6TH APRIL 2016



33 Rooms



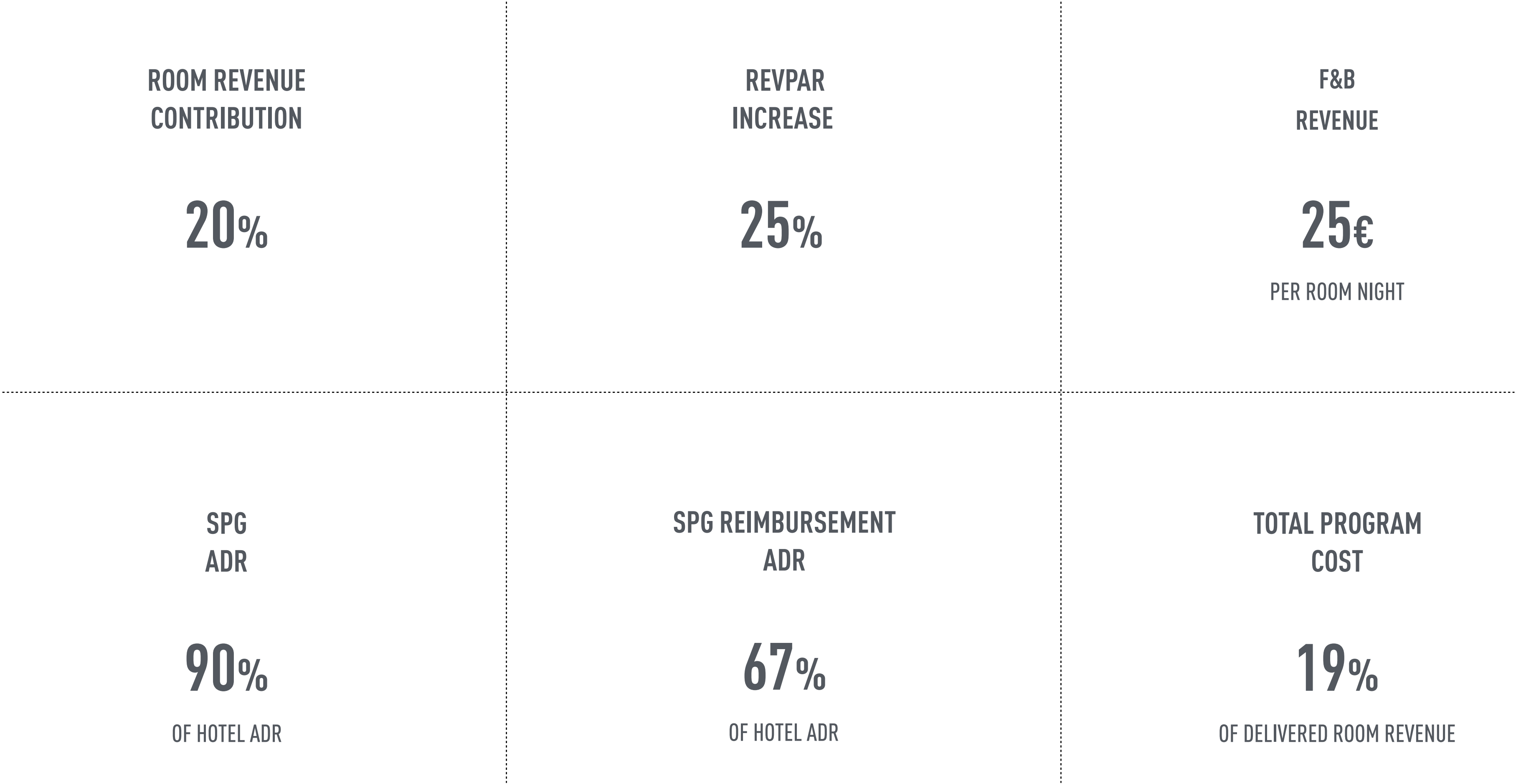
1 Lounge



1 Bar



1 Restaurant



SPG CASE STUDY

PalazzinaG

Venice, Italy



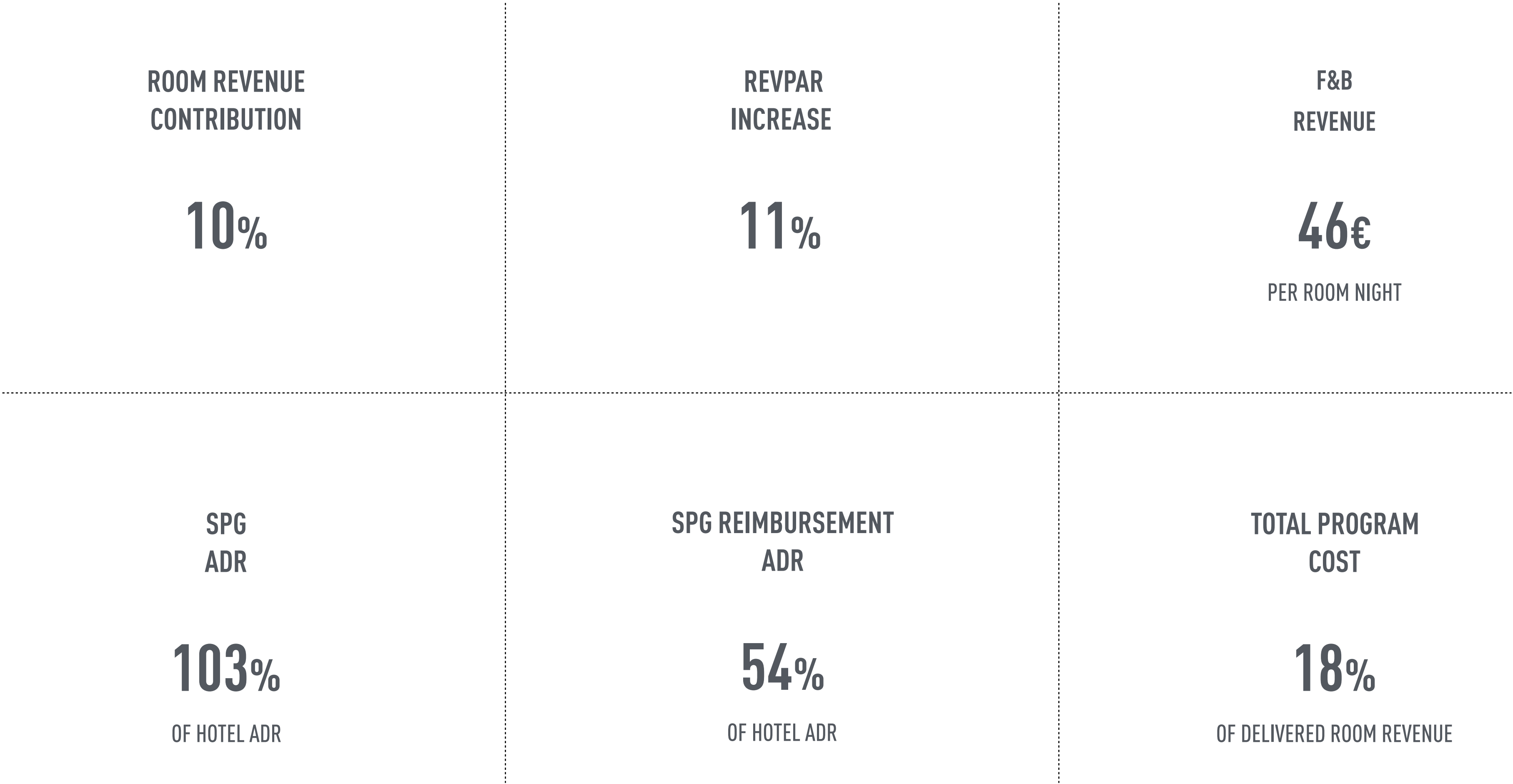
🔑 22 Rooms

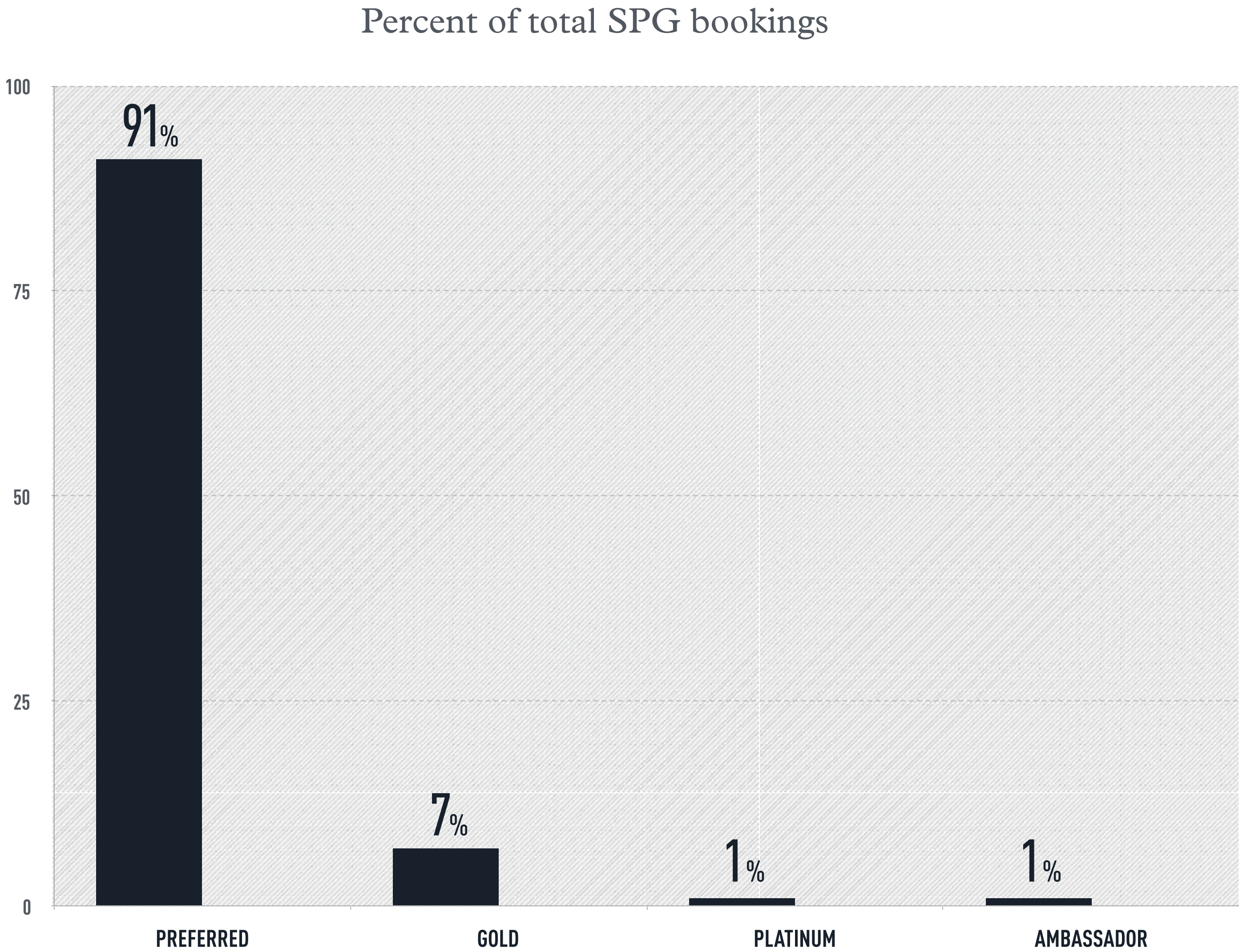
🍸 1 Bar

🍴 1 Restaurant

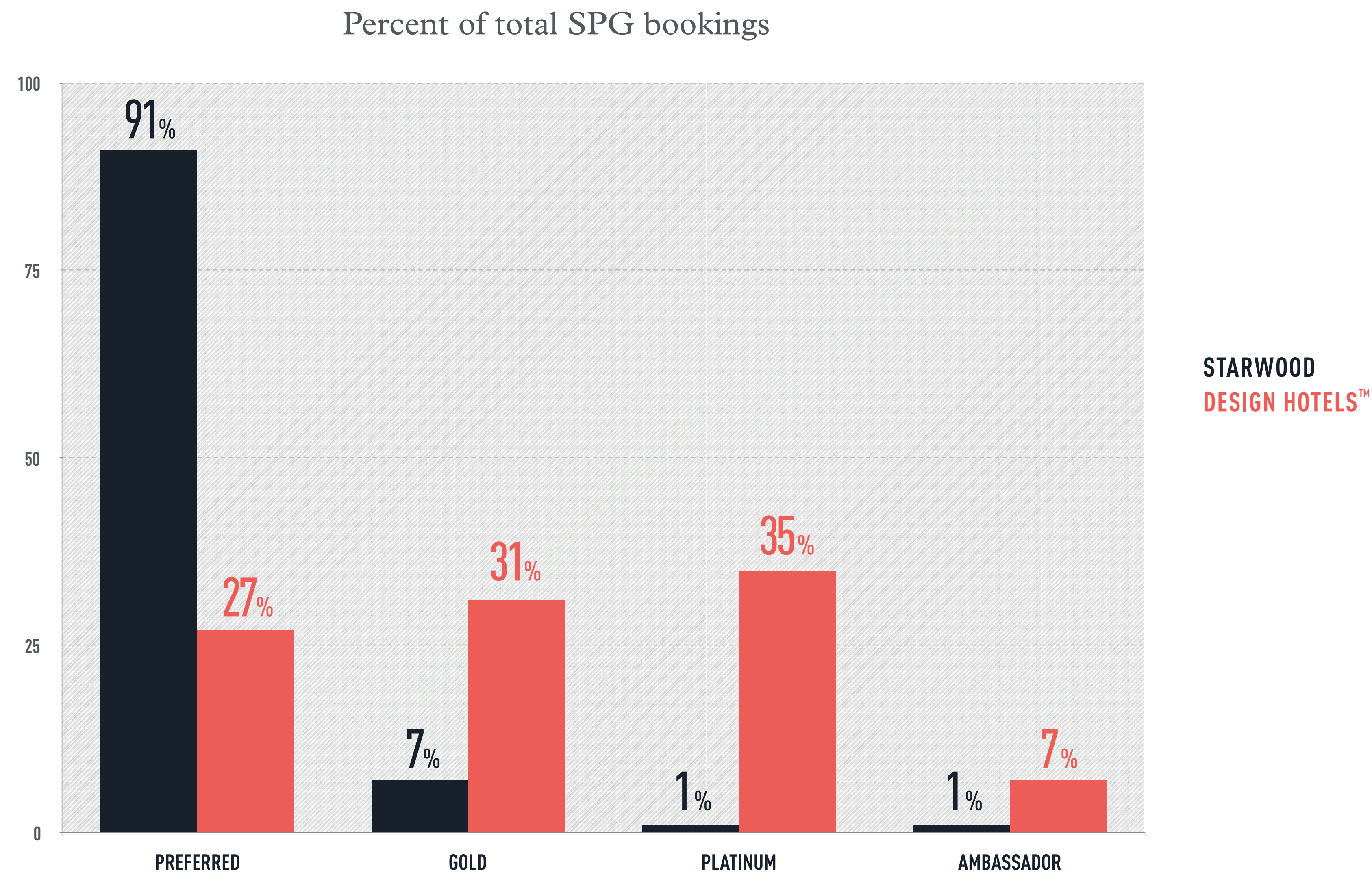
Live since
27TH JANUARY 2016

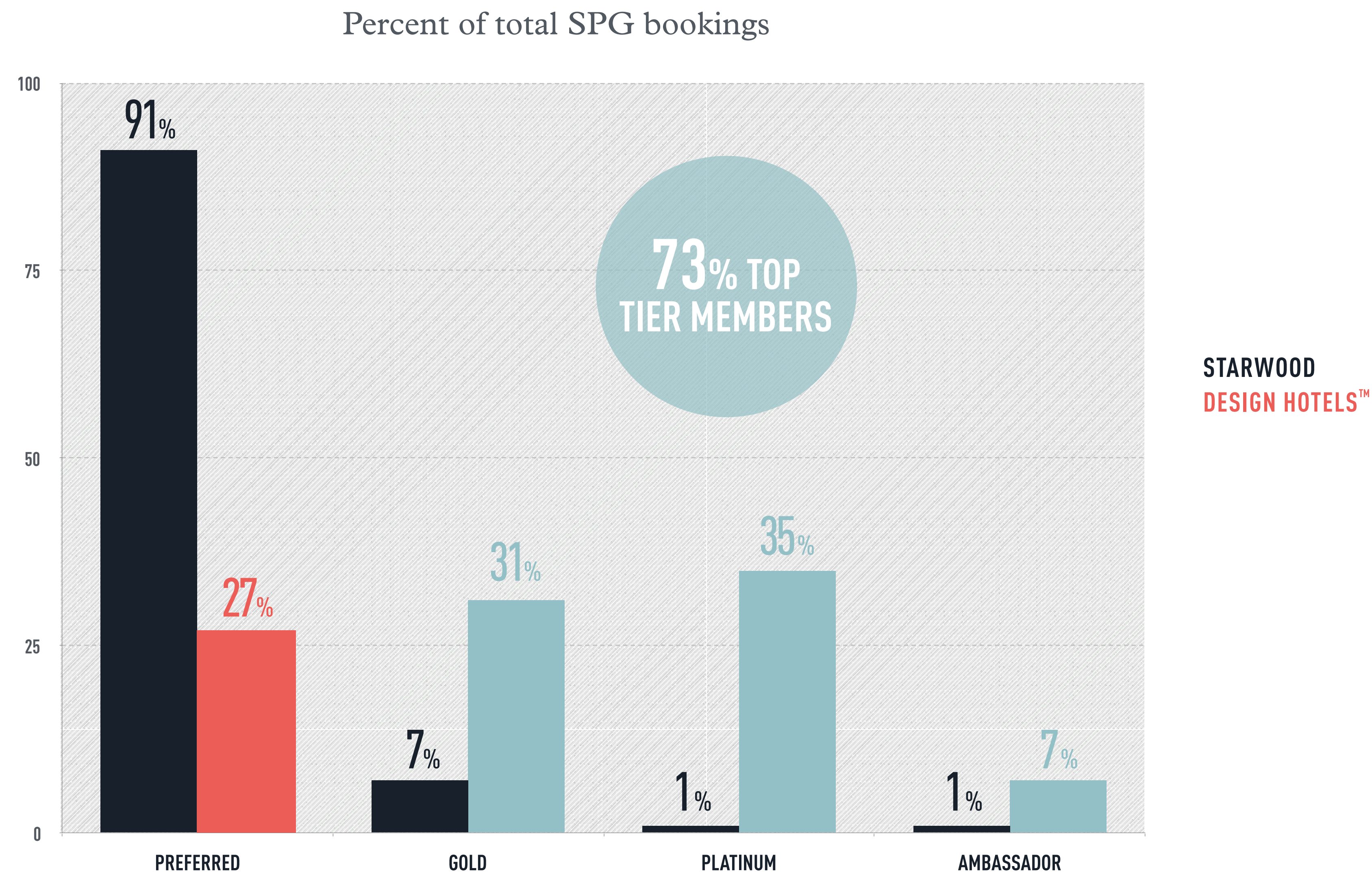






STARWOOD





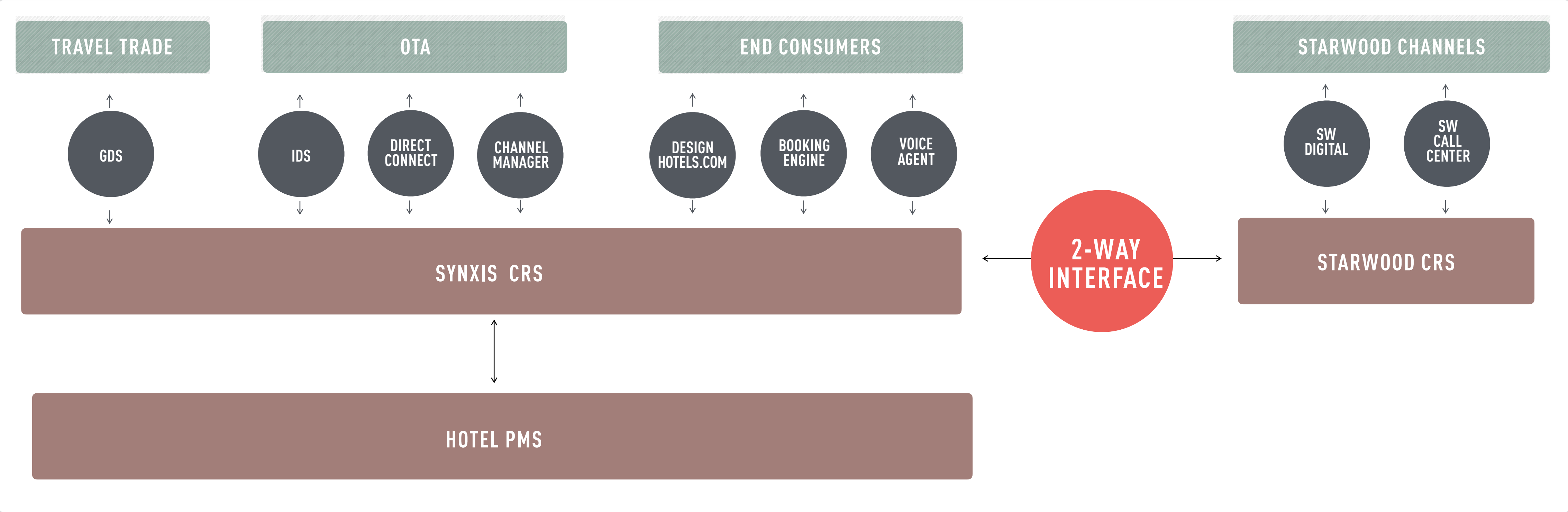


24%

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18%



CRS ROOM REVENUE GROWTH BY CHANNEL

