

**WESTIN**<sup>®</sup>  
HOTELS & RESORTS

**Maintaining  
brand leadership  
and differentiation**

# MILLENNIALS MAKING HEADLINES

Millennials represent more than  
**\$200 billion** in annual buying power.

**60%** say good health is the most  
important thing in life.

**75%** would like to travel abroad as much as  
possible.

*Source: Barkley/Boston Consulting Group study*





# HEALTHY TO WELL-THY

**% OF CONSUMERS WHO PLACE MORE IMPORTANCE ON WELL-BEING AS STATUS VALUES**







**CONSUMERS ARE TAKING MORE RESPONSIBILITY FOR THEIR  
WELL-BEING AND LOOKING FOR BRANDS THAT MAKE PURSUING  
WELL-BEING EASIER...BECAUSE IT'S HARD**



A woman with long dark hair, wearing a white strapless dress, is sitting in a large, dark wooden bathtub that is placed in a forest stream. She is looking down at the water in the tub. The stream is surrounded by lush green trees and foliage. In the foreground, there are large, moss-covered rocks. The background shows a dense forest with sunlight filtering through the trees. The overall atmosphere is serene and natural.

*For a better you.*<sup>TM</sup>

**WESTIN**<sup>®</sup>



# WESTIN PILLARS OF WELL-BEING

## SLEEP WELL

- Heavenly Bed



## EAT WELL

- SuperFoodsRx
- Westin Eat Well Menu for Kids



## MOVE WELL

- Westin WORKOUT
- RunWESTIN
- Gear Lending



## FEEL WELL

- Haven
- Sensory Welcome
- Heavenly Spa
- Headspace Programming
- Breathe



## WORK WELL

- ClutterFree Meetings
- Super FoodRx Meeting Breaks
- Meeting Chair
- Tangent



## PLAY WELL

- Westin Kids Club
- The Westin Weekend





# SUPERFOODSrx MENUS





# KIDS HEALTHY MENUS





# GEAR LENDING





# BIOPHILIC DESIGN





# FLEXIBLE WORK-SPACES



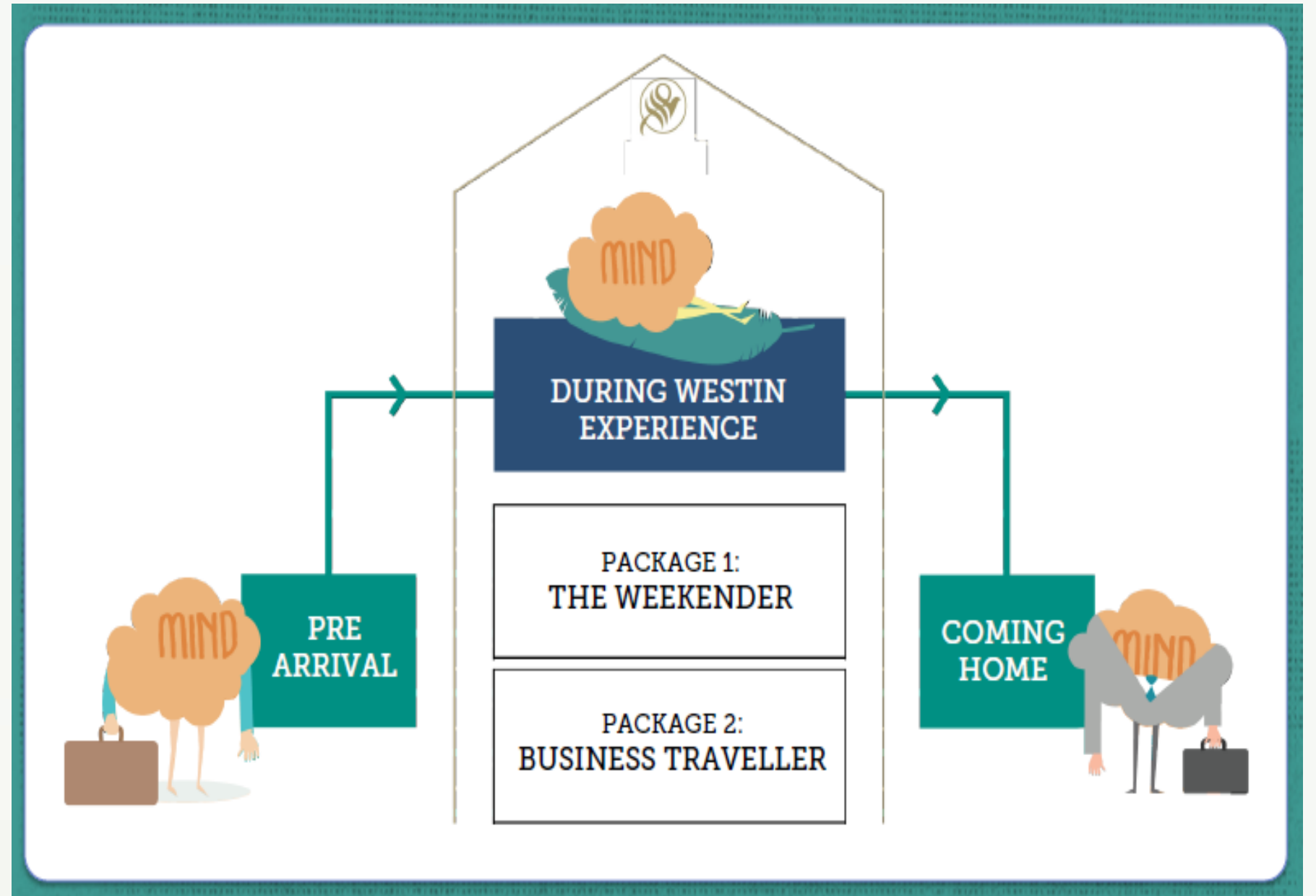


# WESTIN WEEKENDS





# MEDITATION MADE EASY





# THE RESULTS



Guest Satisfaction at three-year high

Gained over three points of market share since 2011

Increasing our Rate, RevPar and Occupancy premiums over the competition

Robust global pipeline



A woman with long, wavy brown hair is walking on a sandy beach, looking back over her shoulder. She is wearing a white, long-sleeved, knee-length dress that is blowing in the wind. In the background, there is a white lounge chair with a white cushion and a white beach umbrella with a wooden frame. The beach is sandy and the ocean is visible in the distance under a blue sky with white clouds. A large, dark, rocky mountain is visible in the background.

**WESTIN®**  
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THANK YOU