



**Sheraton®**

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# **A GLOBAL HOSPITALITY ICON**

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Sheraton Grand Nashville  
TENNESSEE, USA





# Agenda

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THE IMPORTANCE OF SHERATON

BRAND OVERVIEW

DESIGN PRINCIPLES

DEVELOPMENT APPROACH

BRAND MARKETING

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# **THE IMPORTANCE OF SHERATON**

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Sheraton Grand Jakarta Gandaria City  
INDONESIA



A photograph of the Sheraton Grand Hotel in Dubai at dusk. The image shows a modern building with a dark, textured facade. A large, brightly lit indoor lounge area is visible through a large glass wall, featuring white sofas, armchairs, and a central potted plant. In the foreground, a swimming pool with blue lighting is visible, with a metal ladder leading into it. The sky is a deep blue.

# EXECUTIVE SUMMARY

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Marriott International's most global brand

Refined brand positioning & powerful transformation plan strategically focused to leverage the power of Marriott International

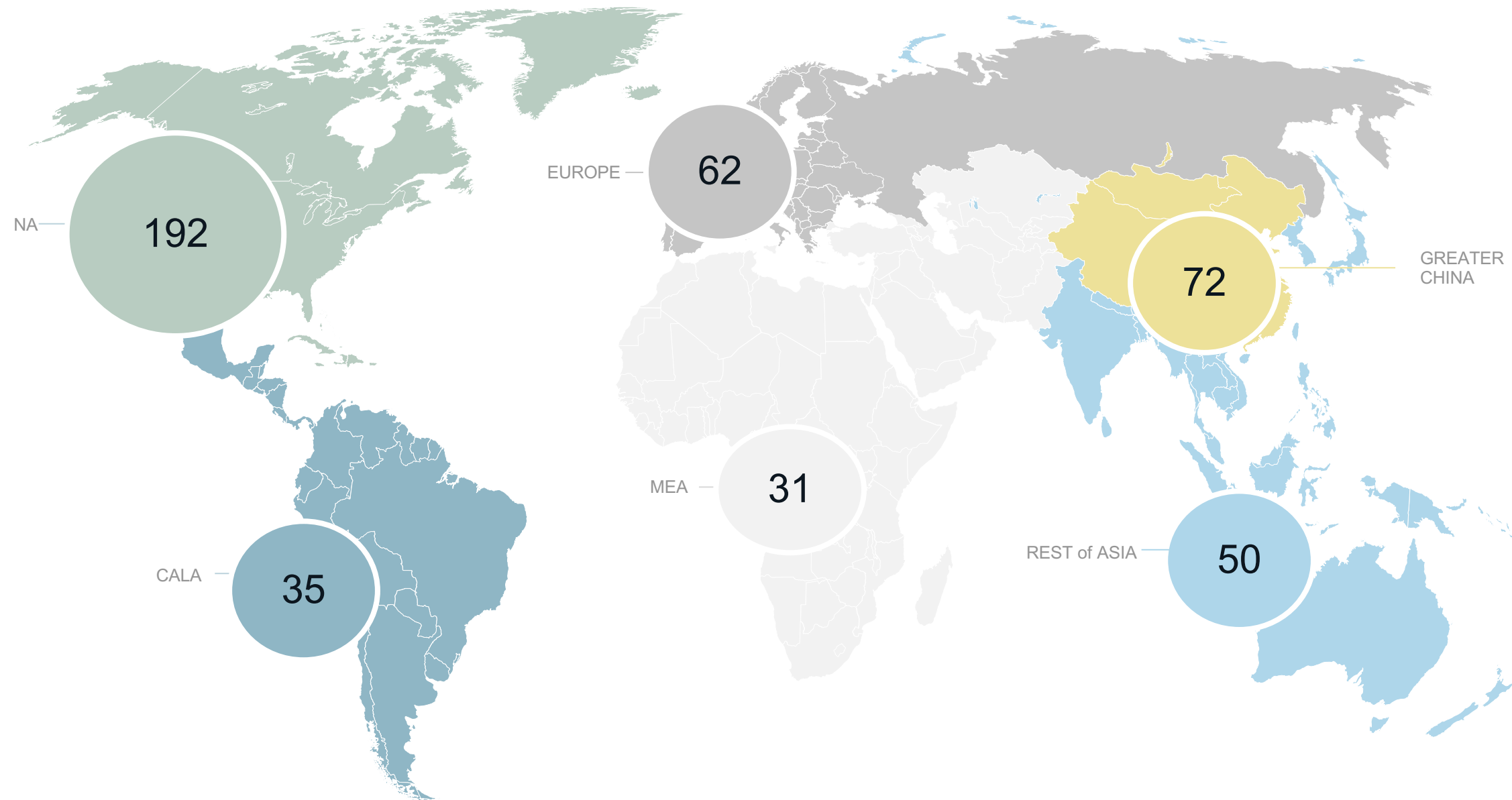
Strategic design and programming, targeting public space as a focal point of brand activation

Flexible approach centered on a healthy economic model

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# A GLOBAL FOOTPRINT



**~160K Rooms**

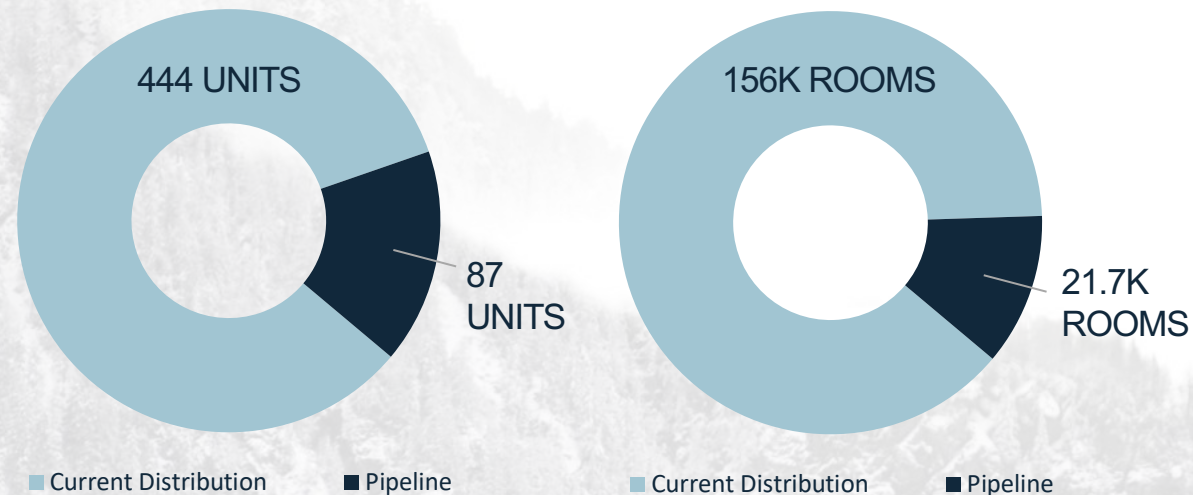
**~450 Hotels**

**70+ Countries & Territories**



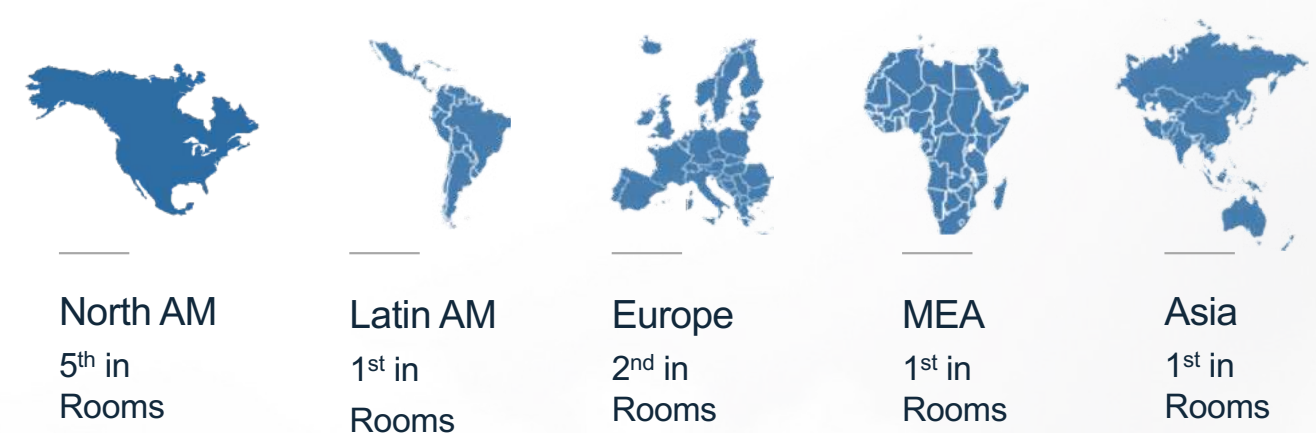
# THE SIGNIFICANCE OF SHERATON GLOBALLY...

## DISTRIBUTION STRENGTH



MI'S MOST GLOBAL BRAND WITH A PRESENCE IN 70+ COUNTRIES & TERRITORIES

## ROOM CONTRIBUTION



3RD IN ROOMS CONTRIBUTION FOR COMBINED COMPANY IN 2017

Sheraton is recognized and trusted by consumers the world over. The brand generates 70% acceptance in all markets and is one of the most widely recognized brands in hospitality.



The background of the slide features a vintage-style map with sepia-toned landmasses and a grid of latitude and longitude lines. In the upper left corner, a portion of a brass compass rose is visible, showing its circular face and radial markings. Near the bottom center, a small, circular metal ring, possibly a keychain or a decorative element, is partially visible. The overall aesthetic is one of history and exploration.

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# **HONORING OUR ROOTS AS WE PREPARE FOR THE FUTURE**

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A deep sense of pride has been at the core of Sheraton's ability to thrive and survive over 80 years. We believe those very principles are what are going to take the brand through the coming generations





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# BRAND OVERVIEW

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WHAT SHERATON OFFERS

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# A BRAND OF GLOBAL SIGNIFICANCE & ACCEPTANCE

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Sheraton is recognized and trusted by consumers the world over. The brand generates 70%+ acceptance in all markets and is one of the most widely recognized brands in hospitality.



# WHAT WE'VE ACCOMPLISHED



## DEDICATED INFRASTRUCTURE

A dedicated infrastructure has been put in place that includes staffing from both the Marriott Headquarters team and the continents to support the Sheraton transformation



## IRON CLAD GLOBAL PLAN

A global plan has been developed that includes action plans for Sheraton in all continents with aggressive continent goals for 2020.



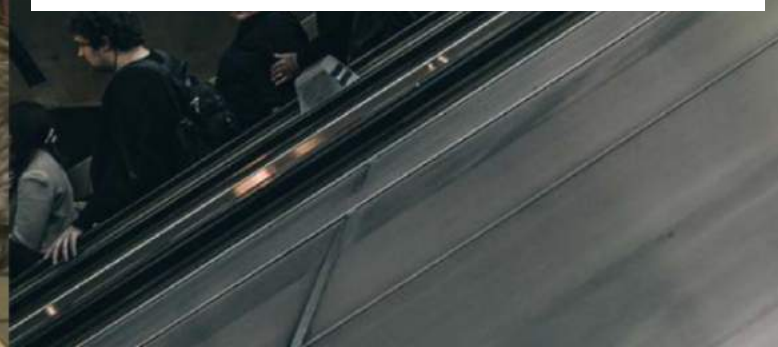
## STRENGTHENED ECONOMIC MODEL

The economic model has been strengthened to include a stronger, more cost-efficient guest room product.



## A NORTH STAR BRAND STRATEGY

A new brand strategy was put into place that is grounded on consumer research and focuses on the brand's roots in community.





## OUR BIG CHALLENGE

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# REINVENTING A GLOBAL ICON WITH HERITAGE

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Our path over the past year has focused on reinventing a brand known and accepted the world over, familiar to the masses, and bringing it back to its deep and successful roots.





THE BIG IDEA

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# SHERATON & THE COMMUNITY

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We believe in the power of the collective.  
Because we are better together.  
Experiences are shared. Differences are  
unified. We are an  
open community.



A black and white photograph of a woman with long, dark, wavy hair, smiling broadly. She is wearing a short-sleeved shirt with thin horizontal stripes. The background is bright and slightly out of focus.

# OUR POSITIONING

We believe in the power of the collective.  
Because we are better together.

Experiences are shared. Differences  
are unified. We are an open community.

We invite. We welcome. We connect.  
Effortlessly, because it's in our DNA.  
Sheraton unifies the world. We are for the  
community over the individual. The team  
over the star.

Sheraton is **The World's Gathering Place.**



# CORE VALUES



## WELCOMING

Sheraton welcomes the world. We open our doors to guests from all walks of life.

No matter how far from home, Sheraton fosters that familiar feeling.

## ASSURED

A rich history of service, a legacy in pioneering the hotel industry and a heritage of strength and pride, no one is more qualified to be connecting and creating community than Sheraton.

## COMMUNITY

Sheraton is at the heart of a global and inclusive community. Sheraton is the connector and the facilitator of collective power. We bring people together because we are better together.







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# DESIGN PRINCIPLES

Sheraton Ambassador Hotel  
MEXICO





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**FLUID**

SPACE / USE

**STYLISH  
ESSENTIALS**

AESTHETICS / COMPONENTS

**HOLISTIC**

SYSTEM / EXPERIENCE

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Fluid and familiar, Sheraton's design blends life seamlessly with places to connect, gather, and get energized through effortless style & comfort with intuitive details.





DESIGN

# GUESTROOM

Designed with the broad needs of our portfolio in mind, our core package and elevated package deliver options to fit a wide spectrum of economic and operational needs





## DESIGN: CORE ROOMS







## DESIGN: ELEVATED ROOMS





An architectural rendering of a modern hotel lobby. The space is open and bright, featuring a long, low wooden table with black chairs. In the background, there's a bar area with a large, colorful abstract mural on the wall. Shelves with books and decorative objects line the upper walls. People are shown walking and sitting, creating a sense of activity and social gathering.

DESIGN

# PUBLIC SPACE

The heart of gathering and the pulse of energy is centered here. Following our design principles, the future Sheraton lobby will entice gathering, master the art of transition, and blur zones so spaces become dynamic and adapt to guests needs throughout the day.



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FLUID  
TRANSITIONS

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ENTICES GATHERING

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BLURRING OF ACTIVITIES

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# ON-PROPERTY EXPERIENCE: HOW WE WORK



## ACCESS BY SHERATON

Business tools, resources and services curated to help guests learn, grow and be productive as they work and travel.

## THE BOOTHS

Private, comfortable spaces/booths that are conveniently located throughout the lobby and designed for guests to pop into for a video call, or just call, to stay connected with their family, friends or coworkers not physically with them.

Personalized for Sheraton with flares that make our nooks unique (e.g. styling, use of digital/tech), while delivering a completely sound proof offering.

## COMMUNITY TABLE

Allows guests to work, eat & drink, and linger together or alone.

With thoughtful, built-in functionality (e.g. plugs, charging), allows the individual, amongst many at the table, to make their seat their own through personal lighting, lamp controls, and lockable drawers.



# ON-PROPERTY EXPERIENCE: HOW WE MEET



## THE STUDIOS

Highly visible meeting experience that celebrates collaborative working in a professional setting.

Unique, high-tech, and light-filled studios (2-3 unique meeting spaces) for small group gatherings in a public space.

Elevated from the rest of the lobby space to productivity on display, all with glass walls and equipped with modern meeting technology.



## COMMUNITY MANAGER

A principle pillar of the public space, an individual that fosters a sense of community for the guests and locals within the space and is equipped to help with everything from travel to tech to local tips. They are teamed up with a custom, digital platform that allows guests to have service and information provided to them at their fingertips.



## THE LOUNGE

Centrally located in the lobby but a world away from the hectic and buzzy everyday, a relaxing lounge retreat that welcomes guests and locals to work, relax and linger for hours.

*Currently exploring how to create innovative, members-only benefits for our 110M Marriott Rewards members in this space.*



# ON-PROPERTY EXPERIENCE: HOW WE RELAX



## COFFEE BAR / BAR

Reimagined hotel cafe experience that consists of a coffee bar during the day and transitioning seamlessly into the perfect spot for a spontaneous encounter over cocktails in the evening.

A focal point for guests, this bar serves you the best cup of coffee and pastries in the morning, the best craft beer and cheese plate in the evening, and premium, workable grab & go food throughout the day.

Includes three service journeys: bar stool service, grab & stay service at the counter, and table service.



## VEILED BAR

A curated, intimate bar that transitions from passive and hidden to active from day to evening, and delivers perfectly on the classics through both global and local beer, wine, and spirits.

Acting as a possible second bar to the Coffee Bar / Bar in larger hotels and/or primary markets, the Veiled Bar provides a subtle way of concentrating productivity in large spaces during the day.

Screening material offers some visibility or “veiled” experience while also creating a more intimate zone during the day.



## F&B PHILOSOPHY

Food on your schedule, not ours. This philosophy affirms that you should be able to indulge in a delicious, locally-sourced, workable meal whenever the desire strikes.

Key strategic pillars include: 1) Work Food: Non-messy items, portable, fast ordering & delivery, 2) The Amplified Familiar: recognizable combinations, different ingredients, visually elevated, and 3) Dramatic Decisions: Variety of type, options, customizable dishes.





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# DEVELOPMENT APPROACH

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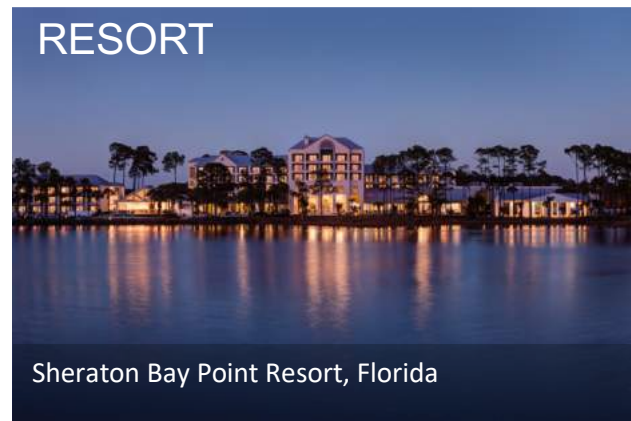
Sheraton San Gabriel  
LOS ANGELES, USA



# FLEXIBLE, DEVELOPMENT-FRIENDLY APPROACH

## Market Type

### RESORT



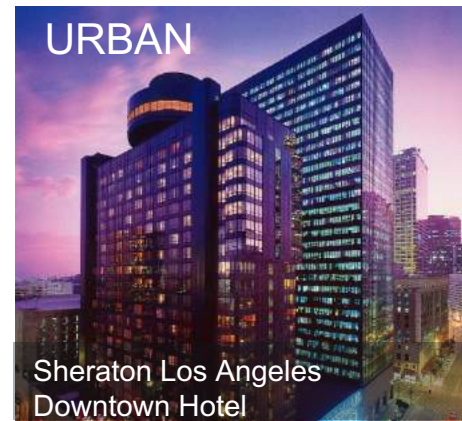
Sheraton Bay Point Resort, Florida

### SUBURBAN



Sheraton Eerie Bayfront, Pennsylvania

### URBAN



Sheraton Los Angeles Downtown Hotel

### AIRPORT



Sheraton Milan Malpensa Airport

## Product Type

### NEW BUILD



Sheraton Melbourne Hotel, Australia

### CONVERSION



Sheraton Rhodes Resort, Greece

### ADAPTIVE REUSE



Sheraton Prague Charles Square Hotel, Czech Republic





Sheraton Los Angeles Downtown



Sheraton Los Angeles San Gabriel



Sheraton Grand Mirage Resort, Gold Coast

# RECENT PROJECTS



Sheraton Los Angeles Downtown



Sheraton Los Angeles San Gabriel



Sheraton Grand Mirage Resort, Gold Coast





Sheraton Grand Los Angeles  
LOS ANGELES, CALIFORNIA





Sheraton Grand Los Angeles  
LOS ANGELES, CALIFORNIA





Sheraton Grand Los Angeles  
LOS ANGELES, CALIFORNIA



A photograph of a multi-story Sheraton hotel building at dusk. The building features a warm, terracotta-colored facade with multiple levels of balconies, arched windows, and stone arches. The interior lights are on, and the sky is a deep blue. In the foreground, there are lush green plants and a circular pool area with a tiled border.

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# BRAND DEFINING PROPERTIES

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GLOBAL

Sheraton Grand Los Cabos  
MEXICO





Sheraton Grand Los Cabos  
Hacienda Del Mar  
MEXICO





Sheraton Grand Jakarta Gandaria City  
INDONESIA





Sheraton Sharjah Beach Resort & Spa  
UNITED ARAB EMIRATES





Sheraton Grand Macao Hotel  
MACAU





Sheraton Grand Park Lane Hotel  
ENGLAND





Sheraton Grand Rio Hotel & Resort  
BRAZIL





Sheraton Grand Xishuangbanna Hotel  
CHINA





Sheraton Grand Mirage Resort  
AUSTRALIA





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# BRAND DEFINING PROPERTIES

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NORTH AMERICA

Sheraton Grand at Wild Horse Pass  
ARIZONA, USA













Sheraton Waikiki  
HAWAII, USA













Walt Disney World Dolphin  
ORLANDO, FLORIDA





Sheraton Bay Point Resort  
PANAMA CITY, FLORIDA





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# BRAND MARKETING

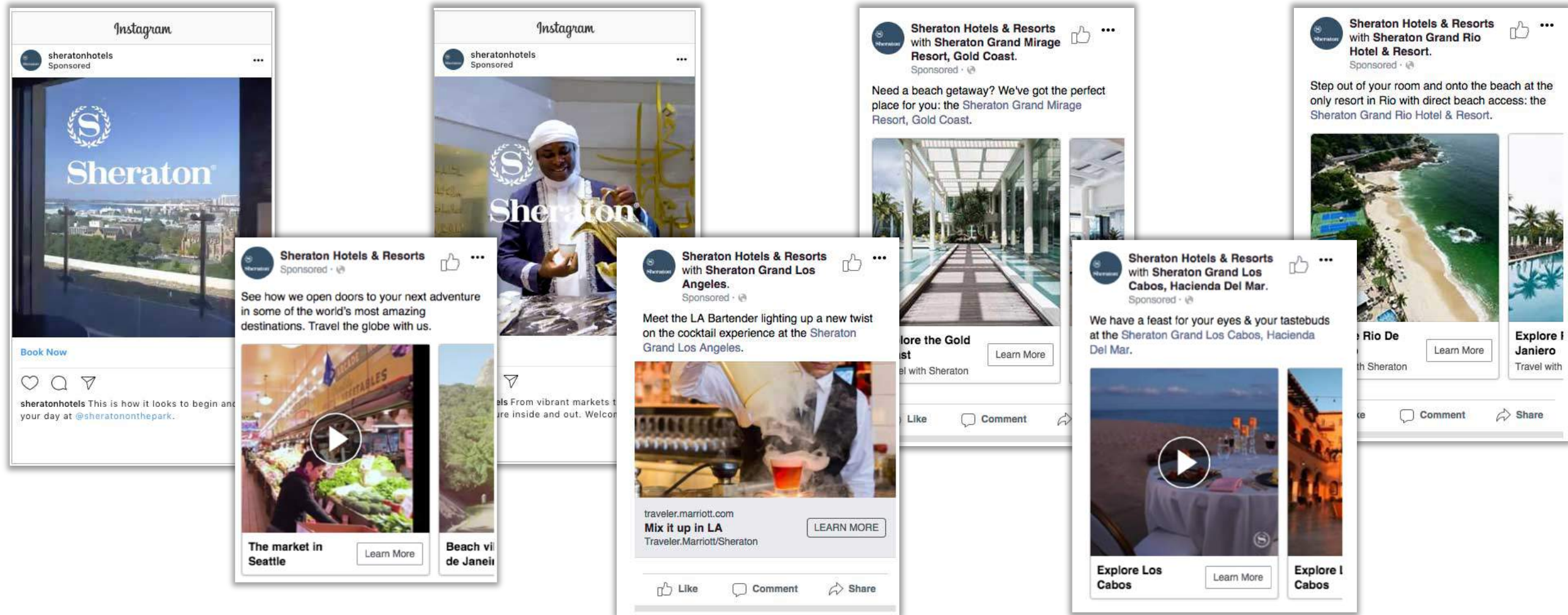
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Sheraton Grand Mirage Resort  
AUSTRALIA



# BRAND MARKETING

Shifting perception through new and renovated hotels using paid, owned and earned channels





# POWERFUL PARTNERSHIPS

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**PEPSICO**





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THANK YOU

