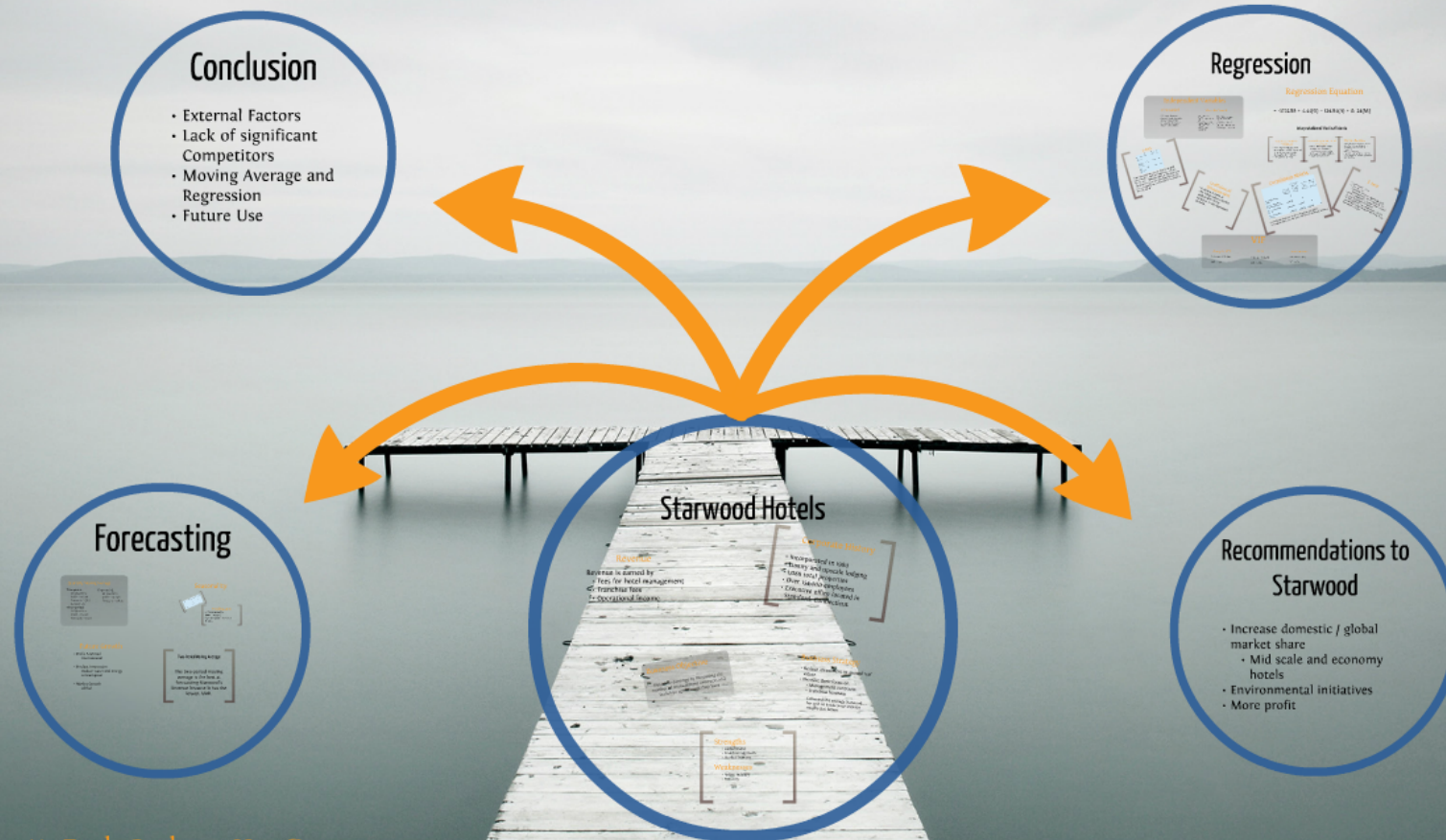


Forecasting Demand for Hospitality Industry

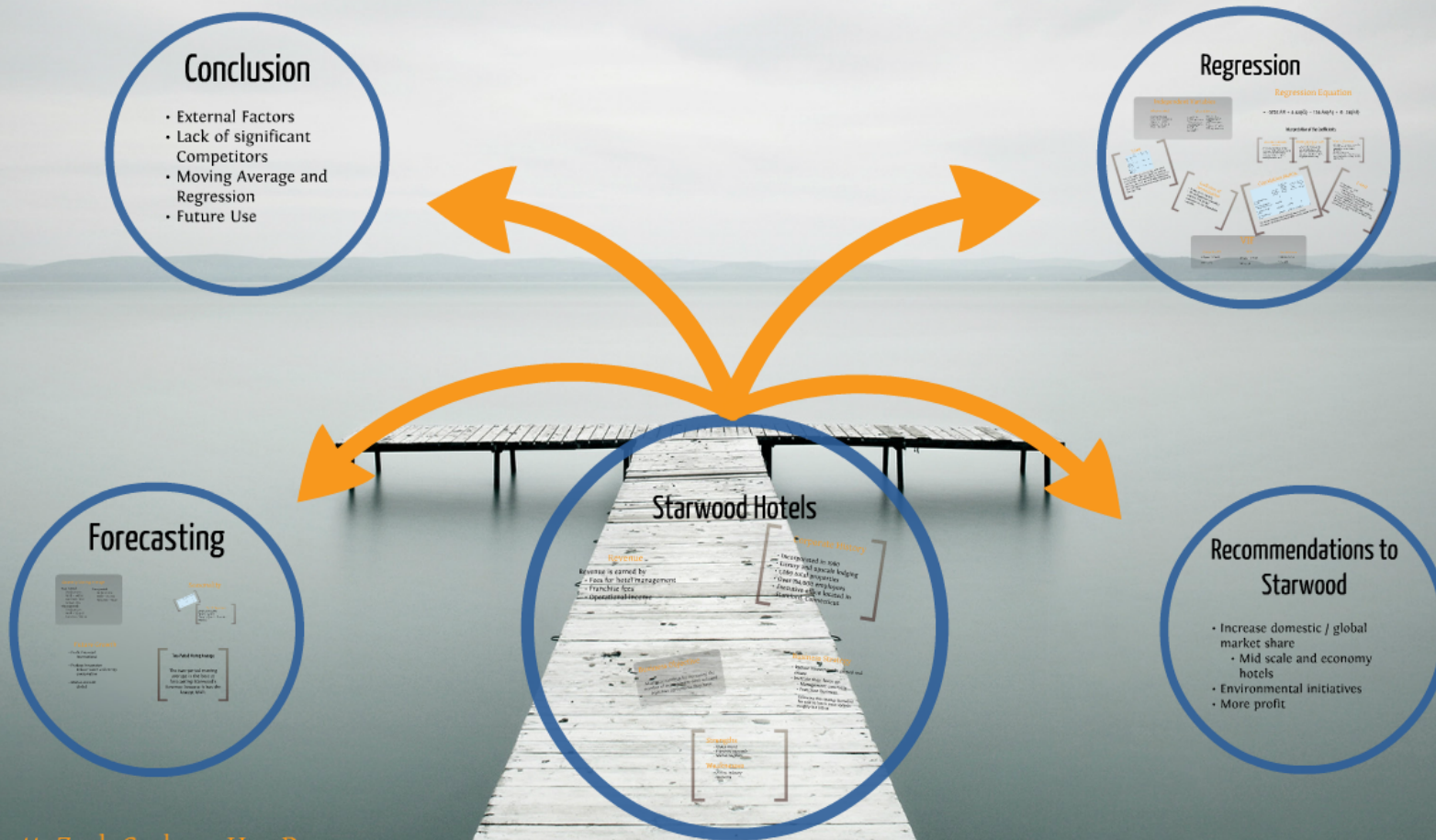
Starwood Hotels and Resorts Worldwide, Inc.



Group C:
Matt Barnett, Zach Carlson, Hao Deng,
Amy Stukey, Omer Khan, Liang Zhang

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Starwood Hotels

Revenue

Revenue is earned by

- Fees for hotel management
- Franchise fees
- Operational income

Corporate History

- Incorporated in 1980
- Luxury and upscale lodging
- 1,089 total properties
- Over 154,000 employees
- Executive office located in Stamford, Connecticut

Business Objective

- Maximize earnings by increasing the number of management contracts and franchise agreements they have

Business Strategy

- Reduce investment in owned real estate
- Increase their focus on:
 - Management contracts
 - Franchise business

Following this strategy Starwood has sold 65 hotels since 2006 for roughly \$5.6 billion.

Strengths

- Global Brand
- Franchise approach
- Market Segment

Weaknesses

- Airline Industry
- Economy

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A photograph of a wooden pier or dock extending into a body of water. The pier is made of light-colored wooden planks and is supported by dark posts. The water is calm and reflects the sky. The pier leads towards the horizon, creating a sense of depth.

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