

## **THE WESTIN FORT LAUDERDALE UNVEILS MULTI-MILLION DOLLAR TRANSFORMATION OF FRESHENED GUESTROOMS**

**FORT LAUDERDALE, Fla. (Nov. 4, 2015)** – The Westin Fort Lauderdale -- situated in Fort Lauderdale/Pompano Beach area, overlooking a beautiful, three-acre lagoon -- announces the finalization of a multi-million transformation centered upon a dramatic room design for all 298 guestrooms and suites. Near the business districts of Deerfield Beach, Cypress Creek and Oakland Park, The Westin Fort Lauderdale now presents the latest generation of guestrooms for optimal comfort, productivity and rest.

Managed by TPG Hospitality, The Westin Fort Lauderdale is a part of Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT). With the completion of the renovation, the new design of Westin Fort Lauderdale is a part of TPG Hospitality's national portfolio improvement plan, which includes the renovation and in some cases rebranding of dozens hotels coast-to-coast. The enhancement is in conjunction with the Westin brand's efforts to continuously refresh its rapidly growing global portfolio, which topped 200 hotels in 2014.

The Westin Fort Lauderdale's new guest rooms are designed as a modern-day oasis from the demands of travel with a soothing color palette and natural design touches. Key aspects of well-being are crafted into a modern, uncluttered and timeless design, allowing guests to feel comforted, energized and at home while on the road. Debuting new carpeting and wallpaper folded into residentially inspired layouts with harmonious proportions and expected attention to detail, the new space creating guest connection.

"The design is inspired by liquid and reflective of natural elements, defined by luminous forms and finishes that conjure patterns created by movement of light," says Chris Alto, general manager Westin Fort Lauderdale. "Every element is designed

to energize our guests by bringing a natural element into the space." An asymmetrical entrance wall and angled bed create a meandering path through the space that reflects the experience of moving through nature. The layout simultaneously offers refuge and prospect through sheltered spaces and open views. Adaptive furniture and a flexible desk give guests the agility to work, play and relax.

All guestrooms feature the Westin Heavenly® Bed, uniquely designed with a plush, pillow-top construction for premium comfort and support. In the hotel's renovated bathrooms, guests will enjoy the Heavenly® Bath, enhanced with the brand's Heavenly® Shower, Heavenly® Robe and White Tea Aloe bath amenities. Additional amenities include in-room, high-speed Internet access and 42" flat screen televisions.

Guests of The Westin Fort Lauderdale recharge in the resort atmosphere of the lagoon-side WestinWORKOUT® Fitness Studio with dry sauna. Complete with an outdoor heated pool and a waterfall-slide whirlpool, the space begs travelers to linger longer.

Westin has recently partnered with New Balance to provide athletic shoes and apparel during guests' stay. By dialing Service Express®, guests may request shoe and clothing sizes to be delivered to the guest room. Shoes come with socks that are brand new and apparel is provided fresh and clean. Upon departure, guests simply leave the items in the carryall in the guestroom.

Presenting Alfieri's Mediterranean Bistro for breakfast, lunch and dinner, Westin Fort Lauderdale guests enjoy fresh pasta, boardwalk dining and an extensive wine list to create a decadent dining experience. For lighter bites and more casual fare, the Lobby Lounge Bistro provides the perfect spot for libations and snacks while Westin Fresh by The Juicery offers variety of juices and smoothies made fresh every day from locally available ingredients.

Presenting a balance of location and ambiance for Fort Lauderdale events, business

meetings, executive retreats, conferences and weddings, The Westin Fort Lauderdale offers flexible meeting and event space. With easy access from I-95 and nestled among Headquarters and Regional offices of Fortune 500 companies, The Westin Fort Lauderdale presents great group luncheon and reception options at one of the spacious outdoor terraces overlooking the lagoon.

The North Fort Lauderdale hotel is 14 miles from Fort Lauderdale International Airport (FLL), 30 minutes from Miami International Airport (MIA) and 45 minutes from West Palm Beach International Airport (PBI). Corporate jet centers including Aero, Banyan, Executive Jet, Net Jets and Sano, are all four miles from the hotel. For those guests traveling for a pre- or post- cruise vacation, The Westin Fort Lauderdale is located five miles away from Port Everglades. The hotel is minutes from a number of attractions, including The Palm Aire Golf and Country Club, pristine Fort Lauderdale beaches and the Pompano Park - Isle of Capri Casinos.

Westin Hotels & Resorts, like all brands within Starwood's robust portfolio, 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.

For more information on The Westin Fort Lauderdale, please visit [www.westinfortlauderdale.com](http://www.westinfortlauderdale.com), [Facebook](#) and [Instagram](#). For more information on Westin Hotels & Resorts, please visit [www.westin.com](http://www.westin.com), [Facebook](#) or follow Westin on [Twitter](#).

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## **ABOUT WESTIN HOTELS & RESORTS**

Westin Hotels & Resorts, a leader in wellness and hospitality for more than a decade, lives its philosophy “For a Better You™” through the Westin Well-being Movement, a platform comprised of six well-being pillars: Feel Well, Work Well, Move Well, Eat Well, Sleep Well and Play Well. At more than 200 hotels and resorts in nearly 40 countries and territories, guests can experience offerings that include the iconic Heavenly® Bed (Sleep Well), RunWESTIN™ and Westin Gear Lending with New Balance® (Move Well), delicious and nutritious meal options of SuperFoodsRx™ (Eat Well), the innovative workspace Tangent (Work Well), Westin Weekend signature experiences (Play Well), and the brand’s nature-inspired design, signature sensory welcome, Heavenly Bath and Heavenly Spa (Feel Well). Westin, like all brands within the Starwood portfolio, is proud to offer the Starwood Preferred Guest® program, the industry’s leading loyalty program. To learn more, visit [www.starwoodhotels.com/westin](http://www.starwoodhotels.com/westin). Stay connected to Westin: @westin on Twitter and Instagram and [facebook.com/Westin](https://facebook.com/Westin).

## **TPG HOSPITALITY**

Ranked among the top five largest U.S. hotel management companies, TPG Hospitality (*est. 1985*) boasts a national operating portfolio of more than 60 hotels representing nearly 20,000 guestrooms in 26 states. TPG Hospitality is an approved/preferred operator of all major brands and delivers top-tier performance of core branded & lifestyle full service and select service properties to multiple ownership groups and capital partners. For more information, please visit [www.tpghospitality.com](http://www.tpghospitality.com)