

Four Points by Sheraton Announces Its First Hotel in Tibet and Two New Hotels in China

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Four Points by Sheraton is picking up momentum in Asia Pacific, announcing three new hotels in the region.

In a noteworthy first, Four Points by Sheraton recently announced plans for its first hotel in Tibet, known as the 'Roof of the World' for its high elevations. Four Points by Sheraton is also opening two new hotels in China - Four Points by Sheraton Lianyungang and Four Points by Sheraton Sanya Bay. Scheduled to open between 2007 and 2010, these three new hotels have quadrupled the footprint of Four Points by Sheraton in Asia Pacific in just the past 12 months.

Operated by Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT), Four Points by Sheraton was introduced to Asia Pacific in 2000 with hotels in Sydney, Geelong, Shenzhen and Chung Ho. The brand's Asia Pacific portfolio has since grown to 17 hotels - six already open for business and 11 under development in China, Cambodia and Vietnam.

'Four Points by Sheraton is in the midst of a truly impressive, global growth spurt due to its popularity among customers and investors alike,' said Miguel Ko, President, Starwood Hotels & Resorts, Asia Pacific. 'The strong demand for moderately priced lodging coupled with the increase in domestic travel in many Asian markets is helping to propel the brand's growth to a level that is expected to rival that of Starwood's luxury and upper upscale brands.'

With a flair for fun and an eye for clean, appealing design, Four Points by Sheraton covers all the basics including a comfortable bed, a great shower, and free high-speed internet access. The brand also delivers the Simple Pleasures guests enjoy while traveling such as warm pie, fresh coffee, free bottled water, and a wide selection of beers.

'Four Points by Sheraton is an ideal product for many markets in Asia Pacific because the brand caters to both mid-scale business and leisure travelers, while meeting the demands of meeting and event planners with a comfortable, fun and fuss-free hotel experience that at the same time provides great value,' added Ko.

1. Four Points by Sheraton Lhasa, Tibet

Scheduled to open in 2007, Four Points by Sheraton Lhasa, Tibet will offer guests an affordable, comfortable hotel in one of the world's most spectacular cities. Situated in the center of the Tibetan Plateau, Lhasa is the capital city of Tibet and the political, economic and cultural center of the country. Lhasa is also a well-known resort destination that draws visitors for its stunning natural beauty, monasteries and famous Potala Palace. With an ideal location on the corner of East Lingkor Avenue and East Lingkor Road, Four Points by Sheraton Lhasa, Tibet will offer guests easy access to the city's primary tourist attractions, shopping areas and entertainment districts. The hotel offers 93 guest rooms, a meeting room, two restaurants and a lounge.

2. Four Points by Sheraton Lianyungang

As the first internationally branded hotel to open in Lianyungang, China, Four Points by Sheraton Lianyungang will provide a place for relaxation in a city bustling with energy. One of the first 14 coastal cities in China to open to foreign trade, Lianyungang has welcomed growing numbers of business travelers as well as tourists, eager to visit its magnificent, natural wonders such as Yuntai Mountain and Liandao Island. Scheduled to open in 2009, the hotel will include 254 guestrooms, more than 14,000 square feet of meeting space, two restaurants, and a bar and lounge.

3. Four Points by Sheraton Hainan, Sanya

Four Points by Sheraton Hainan, Sanya will be a new-build resort located at Sanya Bay on Hainan Island - China's premier resort destination known as the 'Hawaii of China' due to its warm climate and miles of pristine beaches. Guests will also enjoy the rustic charm of Sanya, where they can explore traditional fishing villages and participate in festivals celebrated the region's indigenous tribes. Sanya is not only a popular tourist destination, but also a political, economic and cultural hub and foreign trade port. When it opens in mid 2010, the 405-room resort will offer guests three restaurants and a lounge, a comprehensive spa and health club, an outdoor swimming pool, and more than 20,000 square feet of meeting space.

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