

## ELEMENT Hotel Slated For Orlando, Florida

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Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), announced an agreement with JHM Hotels to open an ELEMENT hotel in Orlando, Florida. Inspired by Westin Hotels & Resorts, ELEMENT Orlando Convention Center/International Drive will offer a new extended stay experience that weaves together intuitive design, unique social venues and eco-friendly touches.

Modern amenities range from WiFi service that can help you plan the day's activities and a pantry featuring foods from around the world where guests can stock up on daily snacks. Guests will leave Orlando's newest hotel knowing what it truly means to wake up and thrive.

### **Awaken to Smart Design**

The ELEMENT brand's unique, smart design philosophy is evident from the moment guests arrive. After passing through a signature portal that provides a literal bridge to the ELEMENT interior haven, guests will be greeted with streams of natural light from a multi-storied window wall. The vitality of the lobby will be matched by the energy of the hotel's outdoor fire pit and barbecue, where a regular nightly gathering will give guests an opportunity to interact while sipping a glass of wine or draft microbrew beer.

"Even with all of the hotel options in Orlando, ELEMENT Orlando Convention Center is in a league of its own and the brand's vision on extended stay travel is unmatched," said Brian McGuinness, Vice President, ELEMENT Hotels. "ELEMENT Orlando Convention Center will provide guests with endless opportunities to thrive, enabling them to be at their best while experiencing everything that Orlando has to offer."

The smart design and clever use of space in the hotel's 137 private spaces will be aimed at encouraging guest productivity while also facilitating relaxation. ELEMENT Orlando Convention Center's open, modular flow will blend together each part of the private space to create a residential feel. Guests will be able to customize their spaces to match their habits through multi-purpose, modular furniture, swiveling flat-screen televisions, large desks with open shelving and custom-designed closets. In addition, each private space offers a complete kitchen that features modern, energy-star rated appliances and all the tools and utensils to prepare a gourmet meal. Guests will also rest soundly in the renowned Westin Heavenly Bed(R), and recharge each morning in a sleek, contemporary bathroom with an oversized spa-inspired shower.

### **A Vital Travel Hub**

Boredom is impossible in Orlando. The city is one of the world's most popular family destinations and the home to four of the most celebrated theme parks: Walt Disney World Resort, Universal Studios, Sea World and The Kennedy Space Center Visitor Complex. Orlando is also one of the busiest cities for business conferences and houses the state of the art Orange County Convention Center. With endless fine dining and world class shopping opportunities, countless golf courses and a name synonymous with entertainment, Orlando has something for everyone.

"Orlando has been waiting for an awakened look at extended stay travel," said H.P. Rama, CEO of JHM Hotels. "Whether guests are here to explore the theme parks or attend a business conference, ELEMENT Orlando Convention Center provides a haven for everyone to thrive in."

### **Space to Live Your Life**

A signature breakfast offering, fully equipped fitness center and uninterrupted indoor/outdoor public spaces will deliver a multi-functional, natural environment that provides guests with the space to work, relax or socialize. Intuitive staff will provide guests the personalized attention they need and the space they desire to live a complete and balanced life while at the hotel.

ELEMENT Orlando Convention Center will also feature 2218 square feet of meeting space, an integrated technology center and library, as well as cafe seating, a workspace and a flexible lobby lounge space. For breakfast, guests will be able to choose among several options, including ELEMENT's signature hot breakfast sandwich, fresh fruit and a variety of cereals to choose from the cereal bar.

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