

Starwood Hotels and Resorts Ramps up Its Presence in Latin America with the Addition of Three New Hotels in Peru

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The New Properties Include the First Westin in South America and Two Luxury Collection Hotels

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) is rapidly expanding its presence in South America, announcing plans to open three new properties in Peru. In a franchise agreement with Inmobiliaria Inversiones Nacionales de Turismo S.A., Starwood will open its first Westin hotel in South America in Lima, Peru as well as two Luxury Collection properties - one in Cusco, the capital of the ancient Inca Empire, and the other in the sacred valley of Urubamba, near the Inca trail to Machu Picchu.

'Teeming with archaeological treasures and natural wonders, Peru is one of the world's most intriguing tourist destinations and an ideal location for the expansion of Starwood's renowned Westin and Luxury Collection brands,' said Osvaldo Librizzi, President of Starwood Hotels & Resorts Latin America. 'As the first Westin Hotel in South America, The Westin Libertador Lima Hotel will refresh and renew visitors to this eclectic, capital city. Meanwhile, the new Luxury Collection hotels in Cusco and Urubamba will provide guests with a magical setting enhanced by exceptional service and indigenous design touches, as well as proximity to Machu Picchu, one of the seven wonders of the world.'

New Luxury Collection Hotels in Cusco and Urubamba

The Luxury Collection is opening two unique properties in Peru, both within close proximity of world-famous Inca ruins. Both spectacular properties will seamlessly integrate local customs, culture and natural influences into the guest experience, while fulfilling every guest need with an extraordinarily high level of service.

Palacio del Inca Libertador Luxury Collection Hotel will open in Cusco, the mythical capital of the sun-worshipping Inca Empire where past and present come together. The magnificent property will undergo significant renovations prior to its scheduled opening in 2009. Palacio del Inca Libertador Luxury Collection Hotel will feature 192 rooms, including 14 suites, as well as two restaurants, a spa and more than 1,900 square feet of meeting space. Today, Cusco is Peru's main tourist destination, attracting visitors from around the world who are eager to explore its world-famous Inca ruins and embark on adventure tours in the most sacred body of water in the Inca Empire, Lake Titicaca.

The second Luxury Collection hotel will open in early 2010 in Urubamba, Peru, a picturesque, small town located just one hour outside of Cusco. Valle Sagrado Libertador Luxury Collection Hotel will be the first internationally branded hotel to be built in the Sacred Valley of Urubamba, Peru. Surrounded by dramatic landscapes, this unique hotel will offer 128 guestrooms and more than 4,200 square feet of meeting space. Urubamba is frequented by tourists on their way to Machu Picchu, the most well-known symbol of the Inca Empire. Often referred to as 'The Lost City of the Incas,' Machu Picchu was designated as a World Heritage Site in 1983 when it was described as "an absolute masterpiece of architecture and a unique testimony to the Inca civilization.'

'We define The Luxury Collection by our guests and the experiences and services they demand and expect. Nothing less than an exceptional level of service, perfect location and indigenous personal offerings will do,' said Ross Klein, President of Starwood's Luxury Brands Group. 'We are thrilled to open these two magnificent properties in Peru, a destination heralded for its inspiring natural beauty, rich biodiversity and stunning archaeological sites. This magical destination creates the perfect setting for our latest additions to The Luxury Collection.'

Westin Libertador Lima Hotel

Westin Hotels & Resorts is making its debut in South America by opening its first property in Lima, the capital city of Peru located on the country's western coast. The new-build hotel will be strategically located in San Isidro, a high-end neighborhood at the heart of the city's financial district. Scheduled to open in early 2010, the new Westin will feature 311 guestrooms, more than 30,000 square feet of meeting space, a lobby bar, two restaurants and the Westin brand's signature amenities and services including The Westin Heavenly Bed.

'Westin is proud to make its debut in South America with this new property in Lima, Peru, a city recognized for its spectacular colonial architecture, high-quality museums, innovative cuisine and variety of entertainment,' said Sue Brush, Senior Vice President, Westin Hotels & Resorts. 'By creating a tranquil, sensory-rich environment for its guests, Westin offers an incomparable retreat from the rigors of travel, while facilitating relaxation and restoration of mind, body and spirit.'

Westin Libertador Lima Hotel will be Starwood's second hotel in Lima, following the renowned Sheraton Lima Hotel & Convention Center. With these new additions, Starwood will have more than 70 hotels in the region, including several projects under development.

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