



## **STARWOOD HOTELS & RESORTS TO DEBUT TRAILBLAZING ELEMENT BRAND IN THE NETHERLANDS**

*Element Amsterdam to open in November 2015 bringing an eco-chic experience to the extended stay category*

**AMSTERDAM – November XX, 2014** – Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) has signed an agreement with Bari Gruppe GmbH & Co. KG to open the first Element hotel in The Netherlands. Located at Gelderlandplein in the vibrant Zuid area of Amsterdam, a cosmopolitan district just south of the city-centre, Element Amsterdam will reimagine the extended stay hotel experience for today's savvy and environmentally conscious travellers. Offering bright, modern design and green-minded sensibilities, Element Amsterdam will offer both business and leisure travellers an eco-chic atmosphere to fuel a life in balance and on the move.

"Following the success of the recently opened Element Frankfurt Airport Hotel, we are proud to once again partner with Bari Gruppe as we debut the first Element hotel in Amsterdam," said Michael Wale, President, Starwood Hotels & Resorts, Europe, Africa and Middle East. "We are on the cusp of unprecedented growth for the Element brand across Europe, where there is a strong demand for affordable and innovative hotel brands. Element's unique design with spacious studio style rooms and additional kitchen facilities provides the perfect whole living experience for longer stay travellers."

Originally launched in 2008, Element became the first major hotel brand to mandate that all properties pursue the US Green Building Council LEED certification (Leadership in Energy and Environmental Design) for high-performance buildings with energy-efficient appliances used in all properties. Recognised as an industry leader in the eco-space, Element's global portfolio is set to double within two years from 15 to 30 hotels by the end of 2017. In addition to Element Amsterdam, the brand will soon debut in other major travel markets including a new Element hotel at the historic Tobacco Dock in London as part of an Aloft and Element dual-hotel development.

Marco Bari, Managing Director & CEO, Bari Gruppe GmbH & Co. KG added, "*We are extremely proud to be partnering with Starwood and introducing our second Element in Europe.*"

An adaptive re-use project, Element Amsterdam will be developed by Kroonenberg Groep B.V. who will transform a former office building in the Gelderlandplein shopping centre into the sleek, new hotel. Element Amsterdam's 160 light-filled studios and one-bedroom suites will be stylish and designed for comfort. Each will feature a fluid design of modular furniture, swivelling flat-screen televisions, large desks with open shelving and custom-designed closets. Bathrooms will be spa-inspired, with an invigorating rain shower and dual-flush toilet. Rooms will also feature fully equipped energy-efficient kitchens and the signature Heavenly® Bed to ensure a good night's rest.

Furthermore, the hotel will offer guests, Motion, a state-of-the-art, 24-hour fitness centre, two meeting rooms with modular furnishings, a flexible layout and state-of-the-art technology that can be customised to meet any business or social needs and a fully equipped business centre. In addition, Element Amsterdam will offer a signature all-day dining restaurant and bar.

Guests at Element Amsterdam will also be able to enjoy complimentary Wi-Fi throughout the hotel, the brand's signature healthy and complimentary RISE breakfast; and Restore, a 24/7 grab-and-go gourmet food pantry to buy everything they need to make delicious meals in-room. Additionally, 24-hour laundry facilities with washers and dryers will be available for guests' convenience along with a range of bicycles to hire.

"The signing of Element Amsterdam further underlines Starwood's commitment to grow our innovative select service brands, Aloft, Element and Four Points by Sheraton, in key European travel hubs." said Bart Carnahan, Senior Vice President Acquisition & Development, Starwood Hotels & Resorts, Europe, Africa & Middle East. "Bari Gruppe has been a great partner for us on the launch of the first European Element hotel at Frankfurt Airport and are as committed as Starwood to innovation and sustainability in the hotel industry. We look forward to working with them in the future as we further expand this brand across Europe."

Starwood currently operates three hotels in The Netherlands, the Sheraton Amsterdam Airport Hotel and Conference Centre and two Luxury Collection Hotels - Hotel Pulitzer, Amsterdam and Hotel Des Indes, The Hague. W Amsterdam will open in Autumn 2015.

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#### **About Element Hotels**

Element®Hotels is made to order for guests in the know and on the go. Its bright design defies convention, bathing guest rooms and public spaces in natural light. Stylish and sustainable throughout, Element offers extended stay comfort with a conscience and lots of signature amenities from its healthy RISE breakfast and RELAX evening reception to saline swimming pools, spacious fitness centers, bikes to borrow and electric vehicle charging stations. Starwood's latest brand innovation, Element made history in 2008 as the only major hotel brand to pursue LEED certification for high-performance buildings brand-wide. To date, there are Element hotels in 12 markets in North America with new domestic and international hotels in development. Visit [www.ElementHotels.com](http://www.ElementHotels.com) or connect on Facebook.

#### **About Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with nearly 1,200 properties in 100 countries, and 181,400 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

#### **About Bari Gruppe**

Bari Gruppe GmbH & Co. KG is a Munich based company specialized in development, leasing and operating mid and upscale branded hotels in Germany and other European countries. Please visit [www.barigruppe.de](http://www.barigruppe.de) for more information.