



NEWS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, July 1, 2015

DAVID RICHARD APPOINTED REGIONAL DIRECTOR OF SALES & MARKETING FOR STARWOOD HOTELS & RESORTS IN HAWAII & FRENCH POLYNESIA

HONOLULU – Starwood Hotels & Resorts has named David Richard its regional director of sales and marketing for the Hawaii and French Polynesia region. In this role, Richard is responsible for driving the top-line revenue for 14 hotels and resorts, including 11 properties in Hawaii. This move will further enhance Starwood’s integrated approach to sales and marketing strategy.

A member of the Starwood family for 27 years, Richard has returned to Hawaii after having served as the director of sales and marketing for The Orchid at Mauna Lani from 1996 to 2000.

Most recently he was area director of sales and marketing for Starwood Hotels in Arizona, a position he held since 2009. Richard came to Arizona in 2002, joining The Phoenician as director of sales and marketing before taking on the added responsibility of area director. During his tenure, he consistently led The Phoenician sales group to numerous Best in Class designations, while earning the title of 2014 Starwood North America Sales Team of the Year. In his area capacity, he also helped shape the sales and marketing strategies for The Phoenician’s sister properties, including those most recently added to the Starwood portfolio – the Sheraton and Westin Phoenix Downtown hotels, and the soon-to-be unveiled Four Points by Sheraton Phoenix Mesa Gateway Airport Hotel.

“We are thrilled to have a talent like David Richard assume the stewardship of our brand and our sales team,” said Harris Chan, vice president of operations for Starwood Hotels & Resorts in Hawaii and French Polynesia. “David’s proven leadership and long-term success will ensure an amazing future for our customers, associates and travel partners.”

Richard succeeds Cheryl Williams, who earlier this year was named general manager of The Royal Hawaiian, a Luxury Collection Resort.

(more)

About Starwood Hotels & Resorts Hawaii

With 11 properties across the diverse Hawaiian Islands of Oahu, Maui, Kauai and the Big Island, Starwood Hotels & Resorts Hawaii offers the best hotel destinations to celebrate romance, reconnect with family, focus on business or launch an adventure. Located on or just footsteps away from the Islands' best beaches, Starwood Hotels & Resorts in Hawaii is a collection of iconic and historic hotels and resorts – properties with expansive and breathtaking backdrops, innovative guest programming and luxurious amenities representing internationally renowned hotel brands from Sheraton, Westin, Luxury Collection and St. Regis. For more information about Starwood Hotels & Resorts in Hawaii, please call (866) 716-8140 or visit starwoodhawaii.com. For booking information please call (866) 716-8140 or visit www.starwoodhawaii.com.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 1,200 properties in some 100 countries and over 180,000 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.

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