



W Nashville, USA

# INSIDER ACCESS TO WHAT'S NEW / NEXT

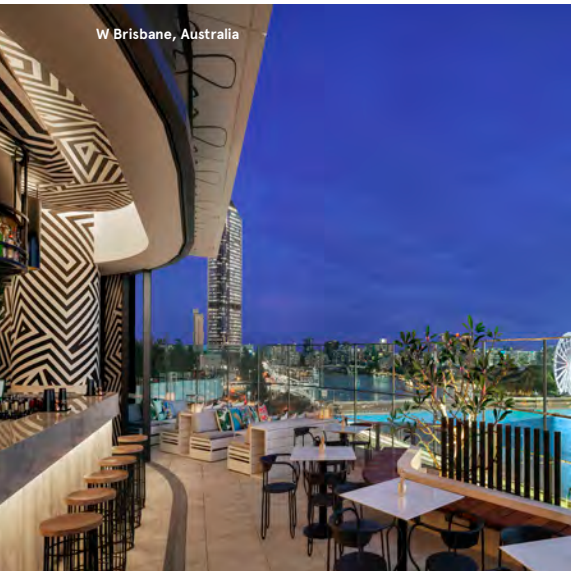
Combining the personality and style of a dynamic boutique hotel with distinct positioning, W Hotels has created an entirely new segment in the hotel industry. W Hotels provide insider access to what's new / next, balancing the power of a global brand with the relevance and personality of a local insider. Boundary-breaking design and key passions around fashion, music, design, and fuel (W's unique spin on eating well, exercising, looking good and feeling good) are infused throughout the W experience. Dominating the contemporary lifestyle space, W Hotels consistently outperforms the competition.



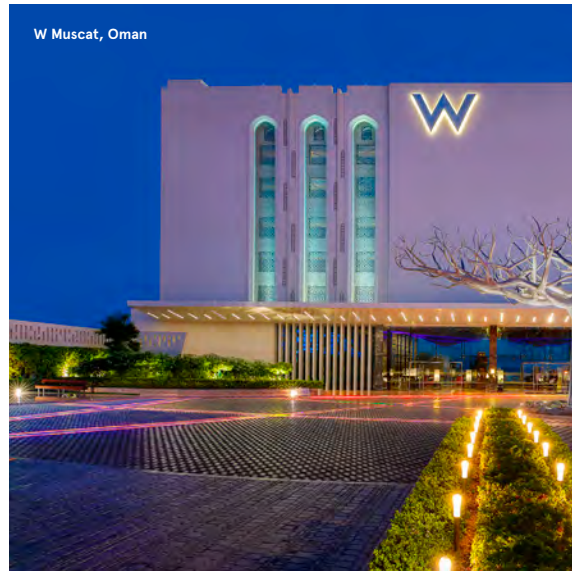
W Aspen, USA



W Rome, Italy



W Brisbane, Australia



W Muscat, Oman



W Ibiza, Spain

Founded in New York City in 1998, W Hotels now has over 60 properties around the world, with 36 properties in the pipeline. W Hotels and Escapes can be found in the most exciting emerging and established international gateway cities and in some of the most exotic leisure destinations in the world. W provides owners the opportunity to develop an "it" destination through distinctively designed spaces, buzzy Beverage and Food programs, and stylish ambiance.

**Brand Requirements**

- Room Size: 345 sq. ft. (standard)
- Suites Mix: min. 10% - including EWOW (4 bay min.)
- Living Room with bar: 5000 sq. ft.
- FIT: 1700 sq. ft. (could be smaller 1200 sq. ft.)
- 3-Meal Restaurant

**Target Competitors**

- The Standard Hotels
- Morgans Hotel Group
- The Thompson

**Distribution (Q4 2021)**

	Units	Rooms
<b>Worldwide Open</b>	63	17,650
<b>Worldwide Pipeline</b>	36	7,947
<b>U.S. &amp; Canada Open</b>	24	7,041
<b>U.S. &amp; Canada Pipeline</b>	4	1,013