



STARWOOD HOTELS & RESORTS TRIUMPHS AT THE WORLD TRAVEL AWARDS FOR AFRICA & INDIAN OCEAN

July, Brussels, Belgium - Starwood Hotels & Resorts Worldwide, Inc. has left a well imbedded mark on the travel and tourism industry after receiving the World Travel Award for 'Africa's Leading Hotel Group' at a prestigious gala ceremony held in Johannesburg, South Africa on Wednesday, 7 July 2010. The World Travel Awards, described by the Wall Street Journal as the 'Oscars' of the global travel and tourism industry, was attended by 1200 senior industry leaders accentuating its significance as the most important event of the year for this industry.

"The World Travel Awards is the most exalted accolade an establishment in this industry can receive and it is therefore a considerable achievement for Starwood Hotels and Resorts in Africa to be presented with this coveted prize" commented Hassan Ahdab, Vice President, Regional Director, Starwood Hotels & Resorts Africa and the Indian Ocean, "With Starwood Hotels & Resorts representing a diverse collection of distinctive hotel brands within Africa and the Indian Ocean it was an immense accomplishment for our global hotel group and its family of hotel brand to be recognized and awarded for creating superior guest experiences."

In addition to Starwood Hotels & Resorts receiving acknowledgement during the World Travel Awards fourteen individual Starwood properties was also awarded at the ceremony: Sheraton Miramar Resort El Gouna Hurghada, Egypt: Africa's Leading Beach Hotel; Arabella Western Cape Hotel & Spa: Africa's Leading Luxury Hotel as well as Africa's Leading Spa Resort; The Westin Grand Cape Town Arabella Quays, South Africa was: Africa's Leading Meetings & Conference Hotel; Le Meridien Douala: Cameroon's Leading Hotel; Sheraton Soma Bay: Egypt's Leading All-inclusive Resort; Sheraton Addis: Ethiopia's Leading Hotel; Sheraton Gambia Resort: Gambia's Leading Hotel; Le Meridien N'Fis: Morocco's Leading Business Hotel; Le Royal Mansour Méridien: Morocco's Leading Hotel; Abuja Sheraton Hotel & Towers: Nigeria's Leading Business Hotel; Abuja Sheraton Hotel & Towers: Nigeria's Leading Hotel; Le Meridien Ile Maurice: Mauritius' Leading Hotel and the Sheraton Pretoria Hotel: South Africa's Leading Business Hotel.



The World Travel Awards, launched in 1993, is the most prominent and sought after awards programme in the global travel and tourism industry and is respected worldwide as the definitive hallmark of excellence setting the standard to which all others aspire. The entire process to receive this prestigious award for the various categories involves 183,000 travel professionals across the globe identifying establishments that consistently excel beyond expectation.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world, with 1000 properties in almost 100 countries and 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis(R), The Luxury Collection(R), W(R), Westin(R), Le Méridien(R), Sheraton(R), Four Points(R) by Sheraton, and the recently launched Aloft(R), and ElementSM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com.

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