



THE WESTIN

NORFOLK CONFERENCE CENTER



at a glance

23 floors
301 rooms
50,000 square foot conference center
 21,000 square foot grand ballroom
 6,000 square foot standard ballroom
12 deluxe suites
7 floors of **parking 600+ spaces**
10 floors of guest rooms
3 floors of conference space
Top 6 floors of pre-sold condominiums
8,000 square foot **leased signature upscale restaurant** on 1st floor
Westin full-service hotel restaurant and lobby bar/lounge on 2nd floor

Architectural massing design by
Costas Kondylis & Partners LLP

Architect of record: **Jon Nehmer & Associates**

Construction bid process to begin after the completion of drawings in winter 2008/2009

Groundbreaking **spring 2009**

Norfolk Hotel Alliance LLC Partnership:

LTD Management Company
Robinson Development
Fulco Development

30+ Year Management Contract for the City-owned Conference Space

Slated to open in **spring of 2011**

Pre-opening sales office on Main Street by September 2008



floor by floor

- 1** Leased Restaurant and Coffee Café
- 2** Lobby: Front Desk and Hotel Restaurant, Lobby Bar, Lobby Services
- 3-5** Conference Center: Grand Ballroom, Junior Ballroom, Media Room, Meeting Rooms
- 6** Pool and Fitness Center
- 7-17** Hotel Guest Room Floors
- 18-23** Residential

Starwood

Starwood is one of the world's largest companies focusing on the international luxury and upscale full-service lodging market. The company is a global leader in luxury hotels with over 900 hotels in more than 85 countries. Starwood's strong brand leadership in major markets worldwide is driven by the integrity and recognition of the company's lodging brands: Westin, Sheraton, Luxury Collection, St. Regis, Le Méridien, W Hotels, Four Points by Sheraton, aloft, element, as well as Starwood Vacation Ownership.

Westin

Westin is the leader of the upper-upscale brand segment for hotels and resorts.

Westin Hotels & Resorts redefine efficient service with an effortless style and gracious attitude that ensures a truly unforgettable experience. Every Westin – and there are more than 130, including 30 of the world's finest resorts – is a haven of serenity and a distinctive alternative for those who appreciate a higher standard. Welcoming, yet never overwhelming, Westin Hotels & Resorts are architecturally inspiring, thoughtfully designed and located in the world's most exciting cities and sumptuous resort destinations.



Westin SIGNATURE Programs

Westin Service Express®:

Westin Service Express®: Launched in 1993, the Service Express® concept was developed as a means of providing our guests with a personalized service team responsible for expediting their requests for service, no matter what the request. This concept was a dramatic change from the way the hotel industry had done business in the past. The goal of Service Express® is to provide more efficient service to our guests while at the same time reducing our operating expenses. Service Express® incorporates the idea of consolidated services and makes it a reality, for large hotels and small. The benefits in providing consolidated services extend beyond the needs of our guests to our associates, our hotel, and Westin.

The Heavenly Bed®

The Heavenly Bed®: In 1999, after a year of research, Westin introduced its signature Heavenly Bed. Unlike any other bed in the industry, the sumptuous, stylish, all-white Heavenly Bed consists of a custom-designed pillow-top mattress set; a cozy down blanket; three crisp sheets ranging in thread count from 180 to 250; a comforter; duvet and five of the best pillows in the business. Westin's Guest Satisfaction scores improved from 7.93 pre-Heavenly Bed to 8.71 post-Heavenly Bed and Westin's RevPAR Index increased 7%. In June 2005, Westin's iconic Heavenly Bed began to be sold at Nordstrom stores nationwide, making Westin the first hotel company to gain national retail store presence.

The Heavenly Bath

The Heavenly Bath®: In 2001, Westin introduced another "heavenly" experience, the Heavenly Bath, designed to provide travelers with a therapeutic spa shower and luxurious bath amenities. The showcase of the Heavenly Bath is a custom-designed Speakman shower with two heads to provide more power and wider water coverage. In addition, each of the showerheads features five adjustable jets and several spray options, from a light mist to massaging needles, meaning that guests can customize their own showers. The Heavenly Bath also features a curved shower curtain rod that provides eight additional inches of elbowroom (and eliminates the dreaded shower curtain cling), plus luxurious products - like an oversized Brazilian combed cotton bath sheet, custom-designed velour bathrobes and new spa amenities.



WestinWORKOUT®

WestinWORKOUT®: In 2003, Westin launched an innovative fitness program designed to standardize our fitness offering and provide guests with a quality workout experience they were accustomed to from their home gym, and in the style they expect from Westin. With an emphasis on sleek, airy surroundings and state-of-the-art exercise equipment, it is the perfect solution for guests committed to maintaining their fitness routine while on the road.

The Westin Sensory Welcome

The Westin Sensory Welcome: Sensory Welcome is one of several new strategic initiatives aimed at elevating Westin to a world-class brand with focus on the first impression and creating lasting memories upon arrival and departure. Distinctive brands deliver a full sensory and emotional experience and this initiative supports Westin's renewal positioning and core values by delivering an arrival experience where "checking in" no longer feels like a transaction but a personal and renewing experience. Key elements to the sensory program include the following customized and proprietary features:

- Sight** - Signature Botanicals and Lighting
- Sound** - Westin Music program and Sound Check
- Smell** - White Tea Scent
- Taste** - Westin Travel Elixir
- Touch** - Signature Towel Service

