

Starwood Hotels & Resorts Worldwide Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Starwood Hotels & Resorts Worldwide Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Starwood Hotels & Resorts Worldwide Inc. and its competitors. This provides our Clients with a clear understanding of Starwood Hotels & Resorts Worldwide Inc. position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Starwood Hotels & Resorts Worldwide Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Starwood Hotels & Resorts Worldwide Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Starwood Hotels & Resorts Worldwide Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main

financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Starwood Hotels & Resorts Worldwide Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Starwood Hotels & Resorts Worldwide Inc. business.

About Starwood Hotels & Resorts Worldwide Inc.

Starwood Hotels & Resorts Worldwide, Inc. operates as a hotel and leisure company worldwide. The company conducts its hotel and leisure business both directly and through its subsidiaries. The company operates a diversified group of hotel properties worldwide, including the St. Regis in New York, New York; The Phoenician in Scottsdale, Arizona; the Hotel Gritti Palace in Venice, Italy; and the St. Regis in Beijing, china.

The company's brand names include the following:

St. Regis (Luxury full-service hotels, resorts and residences) are for connoisseurs who desire the expressions of luxury. They provide service to high-end leisure and business travelers.

The Luxury Collection (Luxury full-service hotels and resorts) is a group of hotels and resorts offering service to clients.

W (Luxury and upscale full service hotels, retreats and residences) feature restaurants and 'on trend' bars and lounges and its signature WhateverWhenever service.

Westin (Luxury and upscale full-service hotels, resorts and residences) is a lifestyle brand operating in the upper upscale sector worldwide. Westin offers in-room spa treatments at all hotels in North America.

Le Méridien (Luxury and upscale full-service hotels, resorts and residences) is a European-inspired brand with a French accent.

Sheraton (Luxury and upscale full-service hotels, resorts and residences) is a brand serving the needs of luxury and upscale business and leisure travelers worldwide.

Four Points (select-service hotels) delights the traveler with a new kind of style and spirited service.

Aloft (select-service hotels) is a brand introduced in 2005 with the first hotel opened in 2008. Aloft serves both the business and leisure travelers.

Element (extended stay hotels) is a brand introduced in 2006 with the first hotel opened in 2008. Primarily all Element hotels are LEED certified depicting the importance of the environment.

Segments

The company's operations are divided in two segments: Hotels and Vacation ownership and residential operations.

Hotel segment

Hotel segment engages in the operation of hotels and resorts primarily in the luxury and upscale segment of the lodging industry. As of December 31, 2009, hotel portfolio included owned, leased, managed and franchised hotels totaling 979 hotels with approximately 292,000 rooms in approximately 100 countries, and was comprised of 63 hotels that the company owned or leased or in which it had a majority equity interest, 440 hotels managed by it on behalf of third-party owners (including entities in which the company has a minority equity interest) and 476 hotels for which the company received franchise fees.

Vacation ownership and Residential operations segment

This segment engages in the development, ownership and operation of vacation ownership resorts, marketing and selling vacation ownership interests (VOIs) in the resorts and providing financing to customers who purchase such interests. As of December 31, 2009, the company had 22 owned vacation ownership resorts and residential properties, including sites held for development, in the United States, Mexico, and the Bahamas.

Significant Events

In March 2010, Starwood Hotels & Resorts Worldwide Inc. has announced opening of The Westin Austin at The Domain, in Austin, Texas, U.S. The Westin Austin at The Domain offers 340 guestrooms and suites and Westin brand's signature amenities and services like Urban restaurant and lounge, a 24-hour WestinWORKOUT Gym, business centre and heated outdoor pool.

In April 2010, City Developments Limited and Starwood Hotels & Resorts Worldwide Inc. have teamed up to open The Residences at W Singapore Sentosa Cove. The project comprises 228 private luxury residences starting from two-bedroom units measuring 1,227 sq ft to penthouses measuring 6,297 sq ft.

In May 2010, Starwood Hotels & Resorts Worldwide Inc. has announced opening of its Aloft Chapel Hill (the hotel) located adjacent to UNC Campus in Chapel Hill, North Carolina, U.S. The hotel offers 130 loft-like rooms, 1,600 sq ft of meeting space.

In May 2010, Starwood Hotels & Resorts Worldwide Inc. announced the opening of the Sheraton Brooklyn New York. The 25-story contemporary, full-service hotel is owned by The Lam Group and features 321 guest room.

On June 7, 2010, Starwood Hotels & Resorts Worldwide Inc. in partnership with TEMES S.A., announced the opening of The Romanos, a Luxury Collection Resort in Costa Navarino, Greece.

In June 2010, Starwood Hotels and Resorts Worldwide has announced an agreement with Libertador Hotels, Resorts and Spas to open a new resort in the valley of Urubamba in Peru.

In October 2010, Starwood Hotels & Resorts Worldwide Inc. announced the opening of

Sheraton Tribeca, a new hotel in lower Manhattan's.

In October 2010, Starwood Hotels & Resorts Worldwide Inc. has announced opening of Four Points Tucson Airport hotel in Tucson, Arizona, the United States.

In November 2010, Starwood Hotels & Resorts Worldwide Inc. had a debut of St. Regis' first Caribbean hotel with the opening of The St. Regis Bahia Beach Resort, Puerto Rico, introducing unparalleled luxury and bespoke service. The resort offers signature St. Regis Butler Service and features Jean-Georges' restaurant Fern, a 10,000 square foot Remede Spa and an ocean-front golf course designed by Robert Trent Jones Jr. The resort boasts 139 appointed guest rooms, including 35 suites with private terraces offering spectacular ocean views, as well as 25 private St. Regis Estate Homes.

History

Starwood Hotels & Resorts Worldwide, Inc. was founded in 1969.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. STARWOOD HOTELS & RESORTS WORLDWIDE INC. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. STARWOOD HOTELS & RESORTS WORLDWIDE INC. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. STARWOOD HOTELS & RESORTS WORLDWIDE INC. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. STARWOOD HOTELS & RESORTS WORLDWIDE INC. FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. STARWOOD HOTELS & RESORTS WORLDWIDE INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Starwood Hotels & Resorts Worldwide Inc. Direct Competitors
- 5.2. Comparison of Starwood Hotels & Resorts Worldwide Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Starwood Hotels & Resorts Worldwide Inc. and Direct Competitors Stock Charts
- 5.4. Starwood Hotels & Resorts Worldwide Inc. Industry Analysis
 - 5.4.1. Restaurants and Leisure Industry Snapshot
 - 5.4.2. Starwood Hotels & Resorts Worldwide Inc. Industry Position Analysis

6. STARWOOD HOTELS & RESORTS WORLDWIDE INC. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. STARWOOD HOTELS & RESORTS WORLDWIDE INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. STARWOOD HOTELS & RESORTS WORLDWIDE INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors

9.4. Technological Factors

9.5. Environmental Factors

9.6. Legal Factors

10. STARWOOD HOTELS & RESORTS WORLDWIDE INC. IFE, EFE, IE MATRICES²

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

11. STARWOOD HOTELS & RESORTS WORLDWIDE INC. PORTER FIVE FORCES ANALYSIS²

12. STARWOOD HOTELS & RESORTS WORLDWIDE INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Starwood Hotels & Resorts Worldwide Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

Starwood Hotels & Resorts Worldwide Inc. 1-year Stock Charts

Starwood Hotels & Resorts Worldwide Inc. 5-year Stock Charts

Starwood Hotels & Resorts Worldwide Inc. vs. Main Indexes 1-year Stock Chart

Starwood Hotels & Resorts Worldwide Inc. vs. Direct Competitors 1-year Stock Charts

Starwood Hotels & Resorts Worldwide Inc. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

List Of Tables

LIST OF TABLES

Starwood Hotels & Resorts Worldwide Inc. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Starwood Hotels & Resorts Worldwide Inc. Key Executives
Starwood Hotels & Resorts Worldwide Inc. Major Shareholders
Starwood Hotels & Resorts Worldwide Inc. History
Starwood Hotels & Resorts Worldwide Inc. Products
Revenues by Segment
Revenues by Region
Starwood Hotels & Resorts Worldwide Inc. Offices and Representations
Starwood Hotels & Resorts Worldwide Inc. SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Starwood Hotels & Resorts Worldwide Inc. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Starwood Hotels & Resorts Worldwide Inc. Capital Market Snapshot
Starwood Hotels & Resorts Worldwide Inc. Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Restaurants and Leisure Industry Statistics

Starwood Hotels & Resorts Worldwide Inc. Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Starwood Hotels & Resorts Worldwide Inc. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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