

Starwood Hotels & Resorts Worldwide Inc in Travel and Tourism (USA)

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Abstracts

Starwood Hotels & Resorts Worldwide's strategy is to reduce its investment in owned real estate and increase its focus on the management and franchise business through contracts with hotel owners. Starwood aims to focus on affluent consumers. The company stated that more than 60% of its new hotels globally will be in the luxury and upper upscale segment in 2012. Starwood increased its luxury room count by 75% over four years at global level.

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