

Daniel

**Daniel Kerzner**

Vice President, Marketing  
Starwood Hotels

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#spglife

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By **2020**, the adult population  
with a smart phone will grow by **80%**, to

**4,000,000,000**




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Total wearable  
devices sold in  
2018

111.9M



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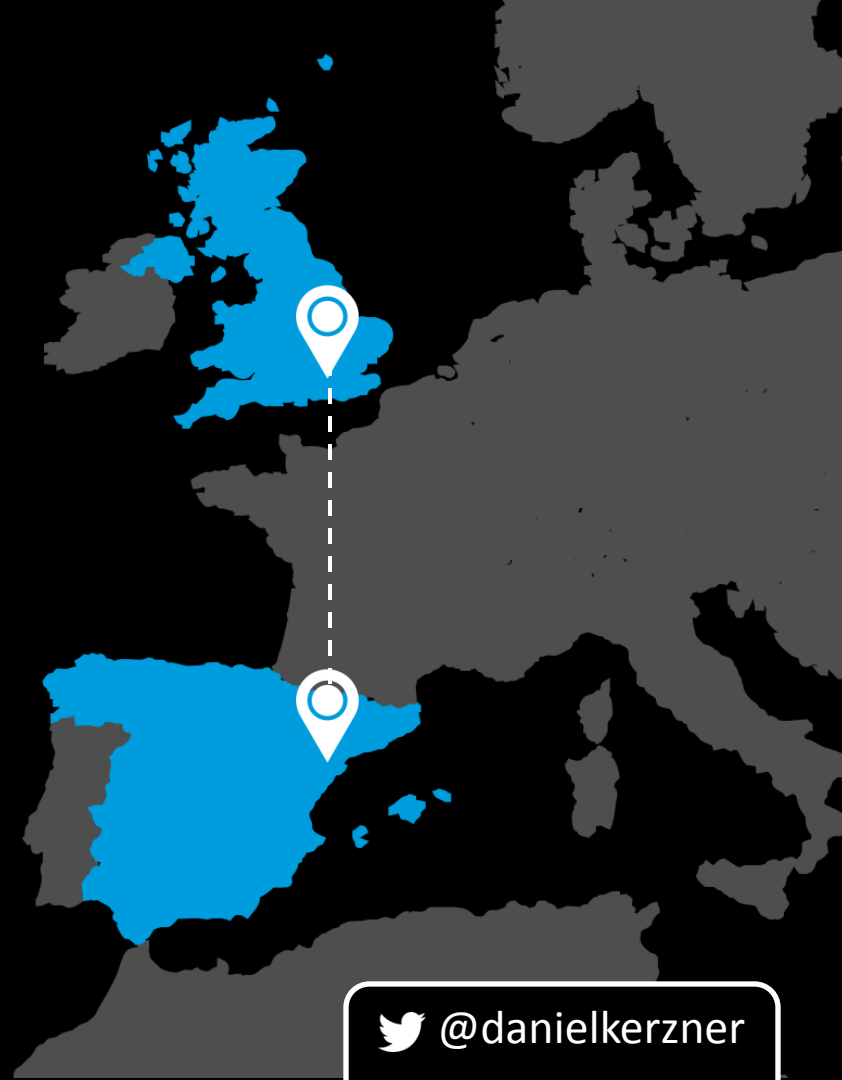
# 33 million

Plastic keys a year

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2,789 km

London to Barcelona  
(and back)





spg<sup>\*</sup>  
Starwood  
Preferred  
Guest



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**to use your iPod/iPhone**  
1. place iPod/iPhone in dock  
2. press the buttons to stop your iPod/iPhone

**to use alarm**  
1. press "alarm on/off" button  
2. use "1-9" to set alarm clock and time  
3. press "volume up/down" buttons to adjust  
4. press "mute on/off" buttons to switch between  
wake up to your iPod, radio, or speaker





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Welcome to WhatsApp!



Platform mobile messaging with  
friends all over the world



[Terms and conditions](#)



deaffriendly  
@deaffriendlyUSA



Follow

@StarwoodBuzz Texting for room service in ALL your hotels pls? You'd solve a HUGE access issue for Deaf travelers.



9:37 AM - 26 Mar 2015



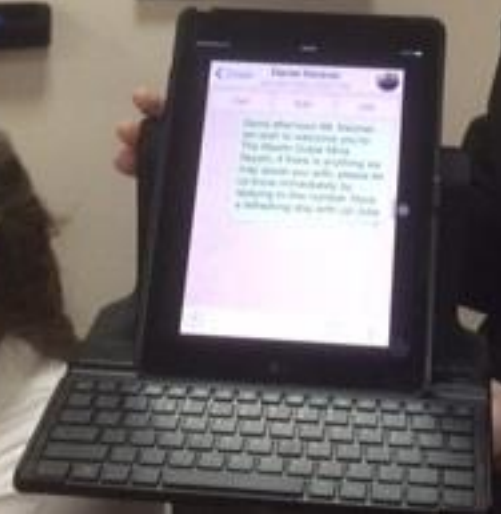
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**WINE DOWN**  
 sparkling, red, desert, rose,  
 3x varieties = 5 types of cheese  
 \$10.00-\$13.00 (w/ pay of the  
**4 - AFTER BRUNCH PARTY**  
 12:00 - 18:00 **HAPPY HOUR** on  
 beverages. DJ DAVID, 80's 90's  
**THUR - ZENO-SUNDOWNS**  
 (w/ food)  
 10 - 20:00 HOUSE BEV 120ML/NEED  
**NO THURSDAY MARKET FARE**  
 SECTION OF CHEESE AND WINES  
 OR EGGS. PRICES VARY UPON ITEM  
**COOLA - HAPPY HOUR** EVERYDAY  
 12:00 - 18:00 50% OFF SELECTED BEV.  
**HUNTERS GENTS AGREEMENT** -  
 TUESDAYS  
 50% OFF MEAT CUT OR WINE  
 TABLES OF ONLY MALES TWO MIN

**GRABBY BIG BREAKFAST**  
 FRI-SAT  
 9:00 - 11:30 A LA CARTE  
**HORIZON ARABIC BBQ DINNER**  
 THU FRI-SAT  
 19:00 - 21:00 17:00 - 21:00  
 QANOUN PLATER FRI-SAT 20:00-23:00  
 NO BOOKINGS/ DISCOUNTS - YES  
 SHISHA SERVED  
**HORIZON HAPPY HOUR**  
 MON - SAT  
 17:00 - 19:00  
 SELECTED DRINKS 25 AED  
**LATEST RECIPES - PLAT DU JOUR**  
 SUN WED 12:00 - 15:00  
 75 AED - COMPLETE DISH  
 MONED - COMPLETE DISH + DESSERT  
 100 - MEDIAN PLAT DU JOUR  
 Hello

ONE HOUR OF DRABLING WINE  
 UNTIL 21:30  
**LATITUDE - DRINKING**  
 EVERYDAY  
 18:00 - 21:00 17:00 - 20:00  
 HOUSE BEVERAGES 25 AED  
**LATITUDE - SHISHA**  
 EVERYDAY  
 18:00 - 20:00  
**LATITUDE - AFTERNOON TEA** PRICE  
 FOR TWO  
**18:00 - 19:00**  
 AFTERNOON TEA - 120 AED  
 A.TEA + SHISHA - 140 AED  
 A.TEA + SPARKLING - 150 AED  
 A.TEA + SPIN + SONG - 180 AED  
**LATITUDE - SWEET TREATS**  
 COFFEE PROMOTION  
 1 NEW COFFEE TYPES  
**ARABIC FUNDRAISE**  
**SOUL FUNDRAISE**  
**CAPPUCCINO FUNDRAISE**  
 Time: 17:00 - 21:00 Price: 20 aed EACH

DESIGN, SENSORY  
 WELCOME  
 FREE MEETINGS,  
 PERFORMANCE  
 MEETING CHAIR  
 WESTIN KIDS  
 CLUB, HEAVENLY SPA



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