



W HOTELS IS A CUTTING-EDGE GLOBAL POWERHOUSE. MORE THAN A HOTEL, IT IS A DESTINATION WITHIN A DESTINATION. OUR MISSION IS TO PROVIDE INSIDER ACCESS TO THE WORLD OF WOW - AN INSPIRING AND UNEXPECTED EXPERIENCE THAT IS, IN A WORD, EXTRAORDINARY.

WHERE IT ALL BEGAN

W Hotels Worldwide was born in New York City in 1998, and every W hotel and retreat embodies the city's energetic, 24/7 state of mind. The brand's open-minded and progressive views, its energy and vitality, and its mingling of what's new/next in international design, fashion and music mix together to make W Hotels what it is today.

WORLDWIDE WOW

W Hotels Worldwide is a US phenomenon that became a global powerhouse in just 12+ years, with 42 open hotels, retreats and residences. By the end of 2015, W Hotels will have over 60 hotels in its global portfolio.

Born in New York City, W Hotels are in the most dynamic international getaway cities - Istanbul, London, Paris, Barcelona, Hong Kong, Taipei, Mexico City, Bangkok, and Singapore. And in some of the most desirable and exotic destinations in the world such as Maldives, Koh Samui, Bali and Vieques Island.

WHAT'S NEXT

Abu Dhabi, Amman, Amsterdam, Brisbane, Changsha, Chengdu, Delhi-NCR, Dubai Al Habtoor City, Dubai-The Palm, Goa, Jakarta, Kuala Lumpur, Marrakech, Milan, Muscat, Panama, Philadelphia, Phuket, Riviera, Maya-Mexico, Sanya-Haitang Bay, Shanghai-The Bund, Shenyang, Suzhou, Tel Aviv, Xiamen, Xian.

WHATEVER/WHENEVER®

Whatever/Whenever® is a promise to provide whatever guests want whenever they want it, to fulfill every wish and ultimately to deliver the best, most personalized service.

But it's more than just great service. Through Whatever/Whenever®, W Hotels delivers those moments of WOW that guests will remember forever - and want to experience again and again. That's why, W looks to cultivate Talent who embrace the wit and energy intrinsic to the W personality and who are passionate about the W lifestyle.

WHATEVER/WHENEVER®. JUST ASK.

Key to W Hotels' Whatever/Whenever® service culture, W Insiders elevate the guest experience by connecting guests to what's hot, hip and extraordinary in the local area. W Insiders are experts in anticipating guests' wishes and delivering WOW in personalized and unexpected ways.

CORE VALUES

FLIRTY

Is playful without being childish. It's teasing in a witty and clever way. It's sly but with a hint of mischief. It's an attitude. A way of losing inhibitions, without feeling even a little bit self-conscious about it.

INSIDER

It is in tune with the times and setting the tone. Being an Insider is as much about the who's who as it's about whom you don't see coming. We know where and when, and we'll welcome you into the circle.

ESCAPE

Is where you go for extraordinary experiences that stimulate the senses. We are always inventing the newest way to escape.

PASSION POINTS

Design. Fashion. Music. These are the three passions we share with our audience and they are derived from our roots and mind-set in NYC. The activation of these passions through programming is how guests and locals can come together to interact with each other and with each hotel. Our passion points allow the experience to remain fresh and deliver what's new/next on a continual basis.

MINDSET

Energy. Vitality. The mindset follows W Hotels throughout the world and lives in everything the brand does - from its Whatever/Whenever® service culture to its cutting-edge design. It resonates with the guest who is always on the search for what's new/next, who lives for the latest hours of the night, when the party is just getting started.