BREAKING THE RULES OF LUXURY

Anthony Ingham
Global Brand Leader
W Hotels Worldwide
BORN FROM THE CHAOS AND CULTURE OF NYC
“Business travel got a lot more interesting with the launch of W hotels.”
BOLDLY COLORING OUTSIDE THE LINES OF LUXURY
TRADITIONAL & UNTRADITIONAL LUXURY COMPETITORS

MANDARIN ORIENTAL THE HOTEL GROUP

EDITION

FOUR SEASONS Hotels and Resorts

SLS HOTEL

MORGANS

ANDAZ

W HOTELS WORLDWIDE

THOMPSON HOTELS

JOIE DE VIVRE HOTELS

ACE HOTEL

SOFITEL LUXURY HOTELS

THE STANDARD
MIXING LUXURY & VALUE BRANDS
AND LUXURY IS A DANGEROUS WORD.
W sits alongside luxury, not confined by it.
GLOBAL LUXURY LIFESTYLE ICON
2017 OPENINGS

- **W BELLEVUE**
  - June 2017

- **W TEL AVIV**
  - November 2017

- **W DUBAI – THE PALM**
  - December 2017

- **W SUZHOU**
  - June 2017

- **W SHANGHAI – THE BUND**
  - June 2017

- **W PANAMA**
  - July 2017

- **W AMMAN**
  - October 2017
CURRENT W ESCAPES

W BALI
W BARCELONA
W GOA
W FORT LAUDERDALE
W LAS VEGAS
W KOH SAMUI
W MALDIVES
W PUNTA DE MITA
W SINGAPORE – SENTOSA COVE
W SOUTH BEACH
W VERBIER
W VIEQUES ISLAND

COMING SOON

2017+
W ASPEN
W ALGARVE
W COSTA RICA
W DUBAI – THE PALM
W KANAI (RIVIERA MAYA)
W SANYA
W PHUKET
A NEW WORLD OF LUXURY
THE LUXURY INDUSTRY IS GROWING AT AN UNPRECEDENTED RATE, DRIVEN BY A RISING NUMBER OF GLOBAL CONSUMERS ENTERING THE WEALTHY ELITE.

LUXURY IS BIG BUSINESS

MILLIONAIRE BOOM

THE UHNWI ERA

LUXURY TRAVEL BOOM

$1tr 52% 41% 6.2%

Bain & Company, 2015
Frank Knight’s Wealth Report, 2016
Amadeus’ Shaping the Future of Luxury Travel report, 2016
THE TRAVEL INDUSTRY HAS BEEN SLOW TO REACT TO THIS DRAMATICALLY CHANGING LANDSCAPE.
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THE DIVERSE LUXURY TRAVELLER
NEW/ NEXT IN AUSTRALIA
TO WRAP IT UP...
THAT'S IT