

Sheraton Hotel Brand Standards Manual

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All standards of Swiss International Hotels & Resorts relating to furniture, fixtures, equipment and lighting are outlined in the Brand Standards Design and Construction Manual.

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This week, Northstar Meetings Group spoke with Indy Adenaw, vice president and global brand leader for Sheraton Hotels & Resorts, about the brand 's redesign. Just days ago, Sheraton unveiled a new logo, a key component in the 82-year old chain's rebranding and transformation, and part of the \$500 million investment parent company Marriott International is making as it positions the brand for ...

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Growth continues with the opening of Sheraton Macao, the largest hotel in the Starwood portfolio with 3,896 guest rooms, and Sheraton Shantou in China, the brand 's 100 th hotel in Asia Pacific. By the end of 2015, Sheraton boasts a portfolio if over 435 hotels and 88 resorts in more than 70 countries worldwide. 2016

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