

starwood

Hotels and
Resorts

Starwood Hotels & Resorts Worldwide, Inc is one of the world's largest hotel and leisure companies. Its brand names include the St. Regis, the Luxury Collection, Westin, W, Le Meridien, Sheraton, Four Points, Aloft, and Element. Starwood Hotels' portfolio included owned, leased, managed, and franchised hotels totaling more than 992 hotels and over 285,000 rooms in almost 100 countries.

Challenge

One of the challenges facing the real estate department was how to determine the trade area situation when planning to open new hotels. Overlapping hotel trade areas would result in Starwood Hotels competing against each other and would violate agreements with franchisees or third-party owners regarding protected trade areas. Like many companies, the company created restricted trade areas to protect franchisees and third-party owners, and to identify whether a Starwood hotel property could be developed without infringing on an existing property's trade area.

However, determining the extent and bounds of existing protected trade areas was a manual and time-consuming process requiring many resources. Much of the required information was in documents and couched in complex legal language. There was no way to quickly visualize a protected trade area when considering where to place new hotels or which properties to buy.

Solution

Starwood Hotels developed a Property Contract Management System and chose SpatialPoint to integrate Bing Maps for Enterprise web-based mapping functionality into the system. The SpatialPoint system accesses the Starwood Hotels' property database and lets users visually create protected trade areas based on hotel chain size and other legal attributes from the database. The protected trade areas may be a radius around a point, a polygon based on road boundaries, or custom territory shape.

The project required SpatialPoint to understand the hotel industry and provide technical expertise to create the complex areas of protection, provide interactive mapping functionality, and integrate with the Property Contract Management System.

Results

"SpatialPoint integrated a high quality product in partnership with our internal technical teams," said Andrejs Ziedins, Senior Director of Global Development Operations. "They understood our business need as a large hotel operator and provided the technical resources and project management to give us the functionality we needed—on time and on budget. The SpatialPoint system provides the accuracy we need and saves us significant time analyzing properties and trade areas."