



**WESTIN**<sup>®</sup>  
HOTELS & RESORTS

**Approach:**  
Vacation ownership property is the fastest growing segment of the hospitality industry. To increase their share of this market, Starwood Hotels looked to GIRVIN to help attract visitors to the vacation ownership property desks in their Westin and Sheraton lobbies.





**Result:**

GIRVIN's design approach focused on a "kit" of environmental display options, from which pieces could be selected as needed and adapted for a variety of spaces and locations. The image choices and other design components were selected based on each specific hotel's typical visitor's lifestyle. The result is a flexible design that brings value to the traditional Westin and Sheraton brands, while creating excitement about participating in vacation properties.