THE SIGNATURE OF ST. REGIS

Born of a distinctive legacy and crafted for modern connoisseurs who desire the finest experiences imaginable, the St. Regis brand established luxury hospitality in the United States with the opening of The St. Regis New York over one hundred years ago. Today the portfolio includes exceptional hotels and resorts in the most sought-after addresses around the globe.

Past and future, rare and refined, this is the signature of St. Regis.
A TREAURED LEGACY
The world of luxury and artful innovation epitomized by the first St. Regis hotel never ceases to captivate. From the moment John Jacob Astor IV opened the doors of his Beaux-Arts masterpiece on New York’s Fifth Avenue, St. Regis has stood as a symbol of uncompromising elegance and bespoke service.

St. Regis Hotels & Resorts is the unrivaled icon of luxury hospitality. Its rich lineage, loyal following and highly desirable addresses have made it one of the fastest-growing luxury brands.

AN EXTRAORDINARY FUTURE
Style, fortified by substance. Backed by the power of Starwood Hotels & Resorts, St. Regis is the performance leader, outpacing the luxury segment year over year.

With a portfolio that has doubled its global footprint in the last five years, the St. Regis brand is entering an extraordinary period of worldwide expansion that only enriches its proud heritage and represents an exceptional opportunity for developers.
1890

“THE” MRS. ASTOR
Visionary, tenacious, and quite frankly, the undisputed grande dame of American high society, her legendary social events live on today through Afternoon Tea and Midnight Supper events.

1904

THE ST. REGIS NEW YORK OPENS ITS GILDED DOORS TO THE WORLD
The New York Times declares it “The finest hotel in America.”

1906

THE BUTLERS
The first coterie of St. Regis Butler stands at attention in the lobby of the original hotel around 1906.

1912

THE TITANIC
John Jacob Astor IV perishes on the most infamous shipwreck of all time.

1927

HOTEL EXPANSION
Significant expansion of the hotel along 55th Street and the addition of the famed St. Regis Roof, which would, over the coming years, play host to some of the finest jazz musicians – sparking a lifelong association for St. Regis with jazz, the quintessential American music genre.

1932

THE OLD KING COLE AT THE ST. REGIS NEW YORK
Created by Maxfield Parrish, the mural holds a secret only the bartenders know.

1934

PURCHASE BY ITT SHERATON
The St. Regis New York was purchased by ITT Sheraton.

1991

$100 MILLION RENOVATION COMPLETE
The St. Regis New York is restored to its former glory.

1999

LEGACY EXTENDED
The St. Regis brand launches in 1999, and opens hotels in Beijing, Rome and Washington, D.C.

1991

THE BLOODY MARY
Famed barman Fernand Petiot introduces the cocktail at the King Cole Bar.
2008

**ST. REGIS INTERNATIONAL CUP**
St. Regis adopts “the sport of kings.” Hosts the first St. Regis International polo Cup.

2009

**BRAND IDENTITY LAUNCH**
St. Regis unveils its new identity, launching differentiating global operating standards and a new St. Regis Butler Service program – all supported by a new stregis.com

2010

**THE ST. REGIS COMES OF AGE**
The 21st St. Regis property opens in Bahia Beach, Puerto Rico. The first Iridium Spa opens at The St. Regis Lhasa Resort, and the first-ever St. Regis Connoisseur, Nacho Figueras, is appointed – Passion: Speed & Sport.

2011

**A NEW GRAND TOUR**
The debut of The St. Regis Florence leads to the opening of 10 St. Regis hotels in a little over a year, including the brand's first in the Middle East. The brand launches its first global print campaign and Facebook page. Jason Wu is appointed the next St. Regis Connoisseur – Passion: Style & Design. First-ever St. Regis General Managers Summit – Stewards for Gen LuXurY.

2012

**30 HOTELS IN 15 COUNTRIES**
St. Regis debuts its first property in Africa, The St. Regis Mauritius Resort, as well as a new, modern flagship for the brand with The St. Regis Bal Harbour Resort. Additionally, St. Regis opens its first Jazz at Lincoln Center club when The St. Regis Doha debuts in October, and also, the brand introduces its first online retail site.

2013

**A YEAR OF FIRSTS**
The St. Regis brand extends its reach with three compelling launches: the Family Traditions at St. Regis program, the brand's first in-room magazine, “Beyond, The St. Regis Magazine,” and its first social media campaign. St. Regis also increases its presence in the Middle East with the debut of The St. Regis Abu Dhabi, the third St. Regis to open in the region.
THE GLOBAL ELITE

Social, political and business leaders, St. Regis guests are experts in the art of living. They are members of a global elite, driving change in a fast-growing world, embracing legacy and heritage, but indulging in their own tastes and vicissitudes.

St. Regis leverages its history to provide a modern-day luxury experience to a new generation of multi-national travelers who demand more personalized services than ever before.

SERVICE BEYOND EXPECTATION

The St. Regis standard of service is a culture motivated by the belief in fulfilling each request in an authentic and meaningful way. It informs, empowers and engages each staff member to provide the most thoughtful solutions – going beyond to achieve the standard of service that defines the St. Regis brand.

Our standard is exemplified in our people as well as in our philosophy. It inspires us to always cultivate our talent through a positive approach that is both our legacy and our touchstone.

Our standard is Beyond Expectation.
St. Regis continues to aspire to John Jacob Astor IV’s lofty vision and live by his example bringing the legacy to life.

**St. Regis Butler Service**

St. Regis Butler Service was born out of a need to fulfill every guest’s desire as if it were second nature and has been a treasured hallmark of the St. Regis experience for over 100 years.

As relevant today as it was then, it continues to be featured in every one of our hotels around the world. From a perfectly pressed suit to a favorite book at hand, no request is too small or unattainable.

Simply put, the essence of St. Regis Butler Service is discreet, personalized attention that offers signature services including packing, unpacking, pressing and beverage service. St. Regis Butler Service affords the rarest of all luxuries – time.

St. Regis Butler Service. *Allow Me.*

**Heritage**

From the moment John Jacob Astor IV opened The St. Regis New York, the brand has stood as a symbol of uncompromising elegance, innovation and bespoke service. This heritage guides the brand and informs every detail, from our visual identity to our signature services.

Every touchpoint of the guest experience is an opportunity to communicate some piece of the rich St. Regis heritage. The weight of a pen in hand, the mural behind the bar, the discreet hallmarks – all speak to over 100 years of tradition, of excellence and of an enduring commitment to create experiences that go beyond all expectation.
Timeless elegance and regional inspiration merge to define and help differentiate the St. Regis signature across the globe.

**The Address is the Experience**

Every St. Regis address is a unique reflection of its location, a showcase of architecture and design that conjures up the distinctive originality of the very first St. Regis hotel, from grand staircases and captivating murals to sparkling chandeliers and stately libraries. Located at the best addresses in the most desirable locations across the globe, St. Regis is an impeccable union of classic motifs and regional inspiration.

**High Society Sets the Scene**

The St. Regis New York was the original place to see and be seen, home to a succession of legendary nightspots where high society came to mingle with the smart set. The Iridium Room, The St. Regis Roof, La Maisonette, The Oak Room, the King Cole Bar; their allure compelled New York’s elite and Hollywood’s royalty to call it home, even if only for an evening.

Today, this scene exists across the world in each and every St. Regis hotel. It is where the people who make things happen, happen to meet, and where the old guard meets the vanguard.
The lives of the Astors and their contemporaries shaped the true meaning of affluence and social preeminence.

**Afternoon Tea**
Since its creation in England in the early 1800s by Anna, Duchess of Bedford, Afternoon Tea has long been associated with the entertainment of society. Naturally, New York society’s grande doyenne, Caroline Astor, or “The” Mrs. Astor as she was known in the Gilded Age, adopted this tradition as her very own.

Today, this ritual comes alive every afternoon at every St. Regis around the globe, where guests are invited to enjoy distinct interpretations of this legacy inspired by the respective traditions of each location. Whether it’s a refreshing iced tea served poolside in Bali or a formal Japanese tea ceremony in Osaka, the St. Regis Afternoon Tea ritual provides the guest with a moment of theater and, most importantly, interaction.

**The Bloody Mary Menu**
In 1934, Fernand Petiot, bartender at The St. Regis New York’s legendary King Cole Bar, perfected the recipe for an unusual vodka and tomato juice cocktail he called the Bloody Mary, which has become a beloved libation for over 75 years. Since the name Bloody Mary was deemed inappropriate for the hotel’s elegant clientele, it was rechristened the Red Snapper. While the name may not have stood the test of time, Fernand’s spicy concoction certainly has, and the Bloody Mary remains the signature cocktail of St. Regis Hotels & Resorts, with each hotel crafting its own interpretation of the original.

**The Evening Ritual**
The transition from day to evening is marked by a ceremony that touches all the senses – sight, sound, touch, taste and smell. Lights dim, candles glow and music fills the evening. Guests are often treated to an exceptional demonstration of skill, such as the head butler’s reviving of the traditional art of sabering.
Their habits and rituals continue to inspire and inform the St. Regis experience today.

Signature Turndown
As each day comes to an end, every guest is treated to a memorable experience, a subtle reminder that there is only one address that is truly St. Regis.

Midnight Supper Events
Caroline Astor, mother of the St. Regis founder and doyenne of Gilded Age high society, entertained in a style that was unprecedented both in its opulence and its exclusivity. Her celebrated galas were often followed by intimate midnight supper experiences which only a select few were invited to attend. These more relaxed affairs, distinguished by the finest wine and cuisine, were coveted after-parties where guests could unwind from the formality of the preceding event.

The St. Regis brand has revived Mrs. Astor’s legendary events in a contemporary fashion. Traditionally commencing at midnight, they now conclude at this hour.

Spa
St. Regis now offers two world-class spa concepts; each developed exclusively for St. Regis Hotels & Resorts and uniquely suited for our guests.

Remède Spa caters specifically to the St. Regis guest, offering a menu that stands out as concise, customized and bespoke. It is a benchmark for the level of service that defines Remède Spa.

From arrival to departure, the Iridium Spa experience provides guests with the rarest of luxuries: time. Each moment, each ritual, is personally crafted and dedicated to you. Iridium Spa has been developed exclusively by and for St. Regis. From design to operation, spa is inherent to the hotel agreement and designed to suit the location.
THE PURSUIT OF THE EXCEPTIONAL
The St. Regis Aficionado Program opens the door to a world of elevated experiences for the passionate connoisseur. From a back-country ski trip, complete with personal chef and sommelier, to a private tour of the Sistine Chapel. From a private fitting at one of Milan’s most celebrated ateliers to sampling a rare vertical selection of a Napa legend. St. Regis offers unprecedented privilege.

A PASSION FOR POLO
St. Regis has long been associated with the sport of polo, beginning at the turn of the last century when polo matches on Governors Island in Manhattan were highlights of the New York social scene and where St. Regis’s founding family, the Astors, were a prominent fixture. And so today the modern St. Regis brand has embraced polo as its sport of choice. Actively engaged in polo events and tournaments around the globe from England to the Middle East and Asia, our presence at these matches is distinguished by cherished St. Regis rituals, including Bloody Mary cocktails, Afternoon Tea and elegant Midnight Supper events.

ST. REGIS CONNOISSEURS
St. Regis Connoisseurs are experts and celebrities whose lifestyles offer an authentic connection to the St. Regis heritage, speak to the passions of St. Regis guests and share the brand’s commitment to excellence. Worldly and well-lived, they act as brand ambassadors to help shape future guest experiences and cultivate the next generation of guests, allowing St. Regis to speak to a younger target demographic in a genuine, meaningful way while still appealing to its core base of guests.
ST. REGIS BY DESIGN
A masterpiece of architecture and design that is as distinct and individual as the original. Four discrete design genres have been created, corresponding to four very different interpretations of what a modern-day John Jacob Astor IV might seek if he were building a portfolio of homes. Like a collection of homes, each is architecturally unique, a reflection of its locale but with the recognizable stamp of common ownership. Each of the four design genres represents its own facet of the character of St. Regis.
METROPOLITAN MANOR

The Metropolitan Manor instills the essence of Old World grandeur. Defined by our legacy, it is rich with intricate detail and exquisite ornamentation.
GLASS HOUSE

Glass House is a refined modern-day interpretation of the St. Regis legacy. These hotels are the ultimate expression of contemporary luxury, where detail is uncompromising.
PARADISE FOUND

THE ST. REGIS BALI RESORT / THE ST. REGIS BAHIA BEACH RESORT, PUERTO RICO / THE ST. REGIS BORA BORA RESORT
THE ST. REGIS MAURITIUS RESORT / THE ST. REGIS PRINCEVILLE RESORT / THE ST. REGIS PUNTA MITA RESORT
THE ST. REGIS SANYA YALONG BAY RESORT

Paradise found is a secluded oasis of enveloping luxury tucked quietly away in unique destinations with a focus on relaxation and escape.

THE ST. REGIS SANYA YALONG BAY RESORT
GUESTROOM OCEAN VIEW
JOURNEY’S END

THE ST. REGIS ASPEN RESORT / THE ST. REGIS DEER VALLEY / THE ST. REGIS LHASA RESORT
THE ST. REGIS MARDAVALL MALLORCA RESORT / THE ST. REGIS MONARCH BEACH
THE ST. REGIS SAADIyat ISLAND RESORT, ABU DHABI

JOURNEY’S END focuses on subtle sophistication and conjures up dreams of the ultimate trans-seasonal retreat.
SIGNATURE DESIGN ELEMENTS
A selection of signature elements, many derived from the brand’s rich heritage and first hotel, provide physical continuity across the portfolio.

ARCHITECTURAL WATERMARKS
Discreet reminders of who we are.

ARTWORK & MURALS
Notable collections and individual works that inspire and engaging visual stories that captivate the imagination.

BRONZE
A prominent and refined garniture of facades and interiors.

CHANDELIER
An interior landmark of our distinctive spaces.

DIAMOND
A seductive element extracted from our heritage and integrated into patterns discreetly.

DISCREET TECHNOLOGY
Integrates state-of-the-art technology seamlessly into guestrooms.

GRAND STAIRCASE
An architectural design intended to heighten a guest’s sense of arrival.

LIBRARY
Literature, science and the arts are shared passions that have thrived throughout the Astor family legacy and the history of the St. Regis brand.

RECEPTION DESK
A thoughtful and personal approach to enhance the guest experience.

REFINED CRAFTSMANSHIP
Fine detailing and design, the craft of construction and the selection of rare materials and finishes.

SIGNATURE BED
Executed to meet the highest standards with the finest linens and components.

WINE VAULT/COGNAC ROOM
A vast assortment of rare vintages.
INDIVIDUAL SPIRIT, COLLECTIVE STRENGTH
Starwood Hotels & Resorts is the global hotel leader in innovation and lifestyle branding. As an owner, you will benefit from our global infrastructure of proven Starwood systems, marketing expertise and talented teams. Each property has access to Starwood’s extensive sales and marketing leadership, cutting-edge technology, innovative revenue management tools, strategic sourcing power and personalized training programs.
STARWOOD SALES
Nearly 400 world-class global sellers based around the world – including China, India, the Middle East, Russia and Brazil – manage our top accounts, while our network of over 5,000 divisional and property sellers manage bookings regionally and locally, streamlining sales efforts. Plus, our innovative program, TeamHOT, rewards sellers who cross-sell and refer business to other Starwood properties.

FIELD MARKETING*
Serving as a marketing agency that creates and executes customized marketing plans, Field Marketing teams work directly with the properties to proactively fill hotels, especially during need periods and off-season, by leveraging online space and Web optimization methods. Field Marketing leverages the latest industry trends and shares best practices to stay ahead of the competition, drive innovation and exploit emerging technologies.

CENTRALIZED BOOKING SERVICES
Starwood drives business to its hotels 24/7 through a synergy of state-of-the-art booking technology, customer contact centers and compelling online vehicles. It’s a winning combination of impressive cross-sell and up-sell performance that drives occupancy and rate.

CUSTOMER CONTACT CENTERS: Trained service agents handle nearly 20 million phone calls and guest interactions 24/7 in 25 languages from ten call centers around the world, including India and China.

GLOBAL DISTRIBUTION SYSTEMS (GDS): Cutting-edge technology ensures that properties receive maximum exposure on the Global Distribution Systems used by travel agents around the world.

STARWOOD-BRANDED WEB CHANNELS: Every hotel is represented with its own series of content-rich property pages accessible from multiple Web channels like stregis.com and spg.com, as well as sites and apps tailored for an excellent mobile use experience. These branded websites handle more than 334 million visits in nine languages.

REVENUE MANAGEMENT
Our Revenue Management team uses top analytical talent and the latest technology to provide pricing and inventory management for Starwood hotels. These services ensure that each hotel’s revenues are maximized in all channels based on market demand factors.

STRATEGIC SOURCING
By leveraging the collective Starwood portfolio, our centralized supply chain services generate significant savings through strategic and local supplier relationships.

*FIELD MARKETING IS AVAILABLE THROUGHOUT NORTH AMERICA AND IN SELECT GLOBAL MARKETS.
PREFERRED PRIVILEGES
Starwood Preferred Guest® (SPG®) has its rewards. Unique in the industry and the luxury segment, SPG is the industry’s most honored hotel loyalty program. Driving one out of every two guest stays globally, SPG offers the richest benefits and over 50% growth in members since 2007. With Free Night Awards and Award Flights with no blackout dates, award-winning credit cards and redeemable, once-in-a-lifetime experiences, SPG’s innovative difference drives bookings with discerning guests who stay more and spend more at St. Regis hotels.
LATEST ACCOLADES

When you become a part of the esteemed St. Regis portfolio, you immediately align yourself with award-winning properties applauded the world over.

CONDE NAST TRAVELER’S READERS’ ‘CHOICE AWARDS’
The Lanesborough, a St. Regis Hotel
The St. Regis Aspen Resort
The St. Regis Atlanta
The St. Regis Bahia Beach Resort, Puerto Rico
The St. Regis Bal Harbour Resort
The St. Regis Bali Resort
The St. Regis Bangkok
The St. Regis Bora Bora Resort
The St. Regis Florence
The St. Regis Houston
The St. Regis Lhasa Resort
The St. Regis Mexico City
The St. Regis Monarch Beach
The St. Regis New York
The St. Regis Punta Mita Resort
The St. Regis Princeville Resort
The St. Regis Rome
The St. Regis San Francisco
The St. Regis Singapore

TRAVEL + LEISURE’S ‘WORLD’S BEST AWARDS’
The St. Regis Atlanta
The St. Regis Beijing
The St. Regis Bora Bora Resort
The St. Regis Florence
The St. Regis New York
The St. Regis Princeville Resort
The St. Regis Punta Mita Resort
The St. Regis Singapore

TRAVEL + LEISURE’S 500 LIST ‘BEST HOTELS IN THE WORLD’
The Lanesborough, a St. Regis Hotel
The St. Regis Atlanta
The St. Regis Bora Bora Resort
The St. Regis Deer Valley
The St. Regis Florence
The St. Regis Monarch Beach
The St. Regis New York
The St. Regis Princeville Resort
The St. Regis San Francisco
The St. Regis Punta Mita Resort
CONDÉ NAST TRAVELER’S GOLD LIST ‘BEST PLACES TO STAY’
The Lanesborough, a St. Regis Hotel
The St. Regis Atlanta
The St. Regis Bahia Beach Resort, Puerto Rico
The St. Regis Bangkok
The St. Regis Florence
The St. Regis New York
The St. Regis Princeville Resort
The St. Regis Punta Mita Resort
The St. Regis San Francisco
The St. Regis Singapore

CONDÉ NAST TRAVELER’S ‘HOT LIST’
The St. Regis Bal Harbour Resort & The Remède Spa
at The St. Regis Bal Harbour Resort
The St. Regis Doha
The St. Regis Mauritius Resort
The St. Regis Saadiyat Island Resort, Abu Dhabi

ROBB REPORT’S ‘TOP 100 HOTELS’
The Lanesborough, a St. Regis Hotel
The St. Regis Bal Harbour Resort
The St. Regis Lhasa Resort
The St. Regis Mexico City
The St. Regis Osaka
The St. Regis Saadiyat Island Resort, Abu Dhabi

AAA’S ‘FIVE DIAMOND AWARD’
The St. Regis Atlanta
The St. Regis Bahia Beach Resort, Puerto Rico
The St. Regis Bal Harbour Resort
The St. Regis Houston
The St. Regis Monarch Beach
The St. Regis Punta Mita Resort
LEGACY IS OUR FUTURE
The St. Regis brand has long evolved as a vision of John Jacob Astor IV, a desire to “make the St. Regis the finest hotel in the world.” Now, a lifetime since his timeless innovation, St. Regis continues to define a world of unique experiences in addresses that share his vision of what the finest expression of luxury can become.

Together with Starwood, the leading operator of luxury hotel brands, the St. Regis brand celebrated the opening of its 30th hotel in 2012, and will continue its global expansion to nearly 40 hotels by the end of 2015.

AN EXCEPTIONAL OPPORTUNITY
Focusing on unique opportunities to create the landmarks of the future, we seek exceptional partners to develop new interpretations of time-honored excellence. The legacy of St. Regis is our future and yours. We invite you to learn more and to be a part of the next chapter of the St. Regis brand.

TODAY:
Abu Dhabi Aspen Atlanta Bahia Beach Bal Harbour Bali Bangkok Beijing Bora Bora Chengdu Deer Valley Doha Florence Houston Istanbul Kauai Lhasa London Mallorca Mauritius Mexico City Monarch Beach New York Osaka Punta Mita Rome Saadiyat Island San Francisco Sanya Yalong Bay Shenzhen Singapore Tianjin Washington, D.C.

TOMORROW:
Amman Changsha Dubai Haikou Haitang Bay Jakarta Kuala Lumpur Lijiang Qingshui Bay Zhuhai