POISED FOR GREATNESS

If there were ever a hotel brand that captures so completely what it is, who it serves and why it succeeds on so many levels, it is JW Marriott®. For nearly three decades, the brand has evolved to own an enviable niche in the growing luxury tier within Marriott International’s vast lodging portfolio. For it is here that luxury is experienced through the richness of authenticity, discovered in the beauty of craftsmanship and delivered with an intuitive response to personal expectation. No one delivers that kind of lodging experience quite like JW.

For owners, franchisees and developers, JW presents an exceptional prospect to build on the brand’s iconic legacy, as well as its proven performance and global preference. Serving an undertapped market for mid-level luxury lodging, JW dominates the competitive landscape with a cost-efficient model that offers a healthy return to owners. The brand has tremendous momentum as it continues to expand into gateway cities, established resort destinations and emerging luxury markets throughout the world. For not only is JW poised for phenomenal growth and opportunity, it is poised for greatness.

Welcome to JW.
THE BRAND BELIEF

The time to think and the freedom to be. It is something everyone wants and likely finds difficult to attain. For many, it is the ultimate luxury. For JW, it is the brand belief that embraces every facet of its existence. Where less is more, simplicity speaks volumes and yet guests still have everything they could need or desire. JW offers a kind of luxury that, while often desired, is only mastered at its hotels.
an elevated experience
THE BRAND VISION

JW is the luxury hotel brand that provides an environment of simple elegance where guests feel welcome and free to be themselves. This is accomplished by orchestrating an experience that is expertly edited to leave only what is truly desired.

The JW experience authentically reflects each property’s surroundings, imparts a sense of harmony and well-being and delivers lasting memories. It is what sets JW apart in this competitive tier and allows the brand to deliver a kind of luxury that cannot be possessed — it can only be experienced.

Born in 1900, J. Willard Marriott had the unique opportunity to watch the 20th century unfold, and that he did. Studying the way crowds flocked to ice cream stands during a Washington, D.C., summer gave him the idea to open a root beer stand. From the nine-seat emporium, one of the world’s largest hospitality empires was born. By the 1980s, J. Willard’s son, Bill Marriott, was at the helm of the company and he opened the first JW Marriott hotel in Washington, D.C., as an enduring tribute to his father, who started it all. Today, over 60 luxury hotels and resorts around the world carry the JW brand name.
CORE VALUES

The unique JW perspective on luxury is built upon three core values that inspire everything the brand does.

**Authentic**
JW guests are sophisticated world travelers. They know where they are and they know where they are headed. They seek surroundings that reflect their destination and where they can immerse themselves in culturally genuine experiences. JW hotels make no overtures to excess formalities. And while each hotel infuses local detail into the overall experience, every JW shares the irreproachable pedigree that makes it worthy of the JW mark.

**Crafted**
At JW, craftsmanship is not a lost art, but a time-honored one, and one that is truly grounded in the appreciation of detail. Whether that translates to the way a plate is subtly garnished with an indigenous flower; how a conference room is lighted to complement a presentation; or how the artwork on the walls blends seamlessly into the decor, the idea that awe can come from the smallest detail is the truest inspiration. JW craftsmanship is something guests won’t simply notice — it is something they will taste, touch and see.

**Intuitive**
By expertly editing the experience of luxury — leaving only what is truly desired — JW creates a space, both physically and aesthetically, where guests find that everything is where they expect it to be. JW associates follow suit by serving guests without crowding them so everything they need and want is taken care of flawlessly. Uncluttered and unfettered, guests are free to fully experience the personal time and space they seek when they stay at our JW hotels.
intuitive
THE TARGET GUEST

JW guests are masters at the art of living. They are confident individuals who strive to create a comfortable, if not prominent, place for themselves in both their personal and professional lives. They appreciate the rewards that come with dedication to hard work and success. And they seek the balance that this level of accomplishment affords them. They are The Accomplished.

The Accomplished prize their most precious commodity — time. So therefore they seek any outlet that allows them to make the most of their time and rise above distraction. JW understands them, and it is that keen understanding that manifests in their preference for JW hotels and ultimately, their loyalty.

For The Accomplished, it is the quality of their experiences and possessions that matters to them, not the quantity. They live meaningfully — turning their interests into passions. At JW, they can hone their passions — culture, culinary arts and well-being — with unique experiences that give them something to look forward to and everything to remember.
the accomplished
GROWTH STRATEGY

Because of its appeal to a worldly set of sophisticated travelers, the JW brand has experienced exponential global growth since its inception. Now poised as a major brand with more than 60 hotels in over 20 countries, the opportunity for further growth rests on JW’s differentiated offering in the luxury hotel market — an elegant, yet approachable brand. With over 30 hotels in the pipeline and a robust 60 percent growth rate, JW is well positioned between full-service hotel brands and the high-end luxury brands at the top of the tier.

The success of the JW growth platform rests on its commitment that every new property opened meets the brand’s exacting standards and strategic manifesto. JW hotels enjoy competitive advantages in select destinations including key global gateway cities and desirable resort locations, as well as continued expansion in emerging markets. And while new builds allow developers an open canvas to create a highly distinctive property, selective conversions can also succeed as an on-strategy JW hotel.
owning approachable luxury
STYLE & DESIGN

Every aspect of the JW experience is designed to meet the expectations and desires of The Accomplished guest — including the way the hotel is styled and designed. From curb to cabana, JW hotels are warm, artfully conceived, beautifully crafted, supremely comfortable and intelligent in their point of view.

Each JW reflects the location in which it resides with its design driven by unique interior architecture. And while the designs are site- and locale-specific, they share a common thread of details and experiences executed through the brand’s design hallmarks.

Privacy
JW hotels provide spaciousness as well as space to oneself, encouraging both social interaction and personal solitude. All public areas — from lobby to lounge — provide a seamless continuity of space that allows for both.

Sense of Place
Every property is infused with local touches and a clear sense of place to satisfy guests’ desires for authentic cultural experiences. This is accomplished through indigenous materials that give a subtle nod to the locale.

Well-placed Awe
JW hotels are distinguished by luxury that is exquisitely sophisticated without opulent pretense. Here, dramatic design elements, rich and layered finishes and artful lighting are utilized to engage the senses and enrich the overall guest experience.

Calm
JW environments offer The Accomplished a sense of serenity. Guests enjoy a visually soothing ambience that comes from a warm and inviting color palette; an abundance of natural light; textures, patterns and finishes that blend seamlessly together and intuitive layouts that lead guests easily through the hotel.
ON-PROPERTY EXPERIENCES

While it is the JW strategy to create an environment that is unique, authentic and blends effortlessly with the prevailing setting, each JW bears certain experiential signatures that define the brand and provide a level of continuity, ultimately driving guests to maintain a strong affinity for the JW brand.

Service
JW’s guest service philosophy is driven by the brand essence and core values: to be attentive, but not intrusive; focused on detail; knowledgeable; and committed to ensuring that every guest enjoys the authentic experience that a JW stay represents. JW service descends from a culture that is the legacy of its namesake and founder, J. Willard Marriott, who believed that impressive service can only be delivered by impressive people who are deeply immersed in the JW brand. Prior to every hotel opening, associates undergo extensive training to instill the care and pride that is necessary to actively engage in the service philosophy. Ultimately, every JW associate’s interaction contributes to crafting the guest experience.

Sensory Programs
Intangible touches often instill the most memorable experiences and keep guests coming back for more. JW sensory programming is meant to evoke emotion through carefully selected music, scent and botanicals. The brand consults with experts in each of these areas to create an exclusive sensory product that will enhance the brand experience for guests.

Fitness & Spa
The JW portfolio has a high presence of spa and well-being experiences, a key marker of the luxury tier. State-of-the-art fitness centers feature an inviting, uncluttered layout; industry-leading training equipment; unexpected luxuries; and a proactive staff that intuitively attend to guests’ needs. JW spas are exquisite sanctuaries that are singularly focused on providing a truly indulgent, calming experience and where signature treatments deliver authenticity with products and materials that are indigenous to the surroundings.

Culinary
At JW, there is a deep appreciation of the brand’s collective role in the vibrant health of the environment and JW guests. Chefs partner with local artisans, organic farmers and sustainable fisheries to deliver authentic cuisine for the sophisticated palate in addition to providing unique food experiences that celebrate well-being and sustainability. The JW culinary program also focuses on one of the guest’s most important passion points: wine. By partnering with acclaimed wineries and wine experts, JW associates are educated on the nuances of fine wine to better serve guests. In addition, JW provides exclusive wine experiences to guests through special tasting events.
MARKETING AND PUBLIC RELATIONS

Building overall awareness and positive impressions of the JW brand is an ongoing process accomplished by leveraging public relations and brand partnerships with prestigious lifestyle brands and buzz-generating opening events. By tying these efforts to the guest’s passion points — culinary, culture and well-being — the brand reinforces its perspective on luxury to the target guest.

Partnerships
JW has created key partnerships with established luxury brands that share similar core values and can provide compelling experiences for JW guests. Whether it is well-being, scent, wine or art, the brands selected help enhance the on-property guest experience, are pulled through for special promotions, and mined for their expertise in the category they represent.

Events
Partner relationships provide the perfect outlet for creating halo events, such as an art exhibit or wine tasting, to generate awareness for the brand and media interest. Additionally, special events like grand openings, charitable galas and golf tournaments are instrumental in attracting local figures and national celebrities and subsequently, high-profile media.

Media
Harnessing the rapidly expanding presence of digital media, social networks and mobile interfaces, JW’s web-based marketing efforts are highly strategic and resonate with the target guest’s affinity for the virtual world. Through jwmarriott.com, users are immersed in the brand, given access to blog posts from JW partner experts, provided with special offers and the ability to make reservations. JWM, a quarterly in-room magazine, showcases the brand’s passion points, partners and experts and most importantly, how JW hotels integrate all of these attributes to deliver on the brand vision.
THE POWER OF MARRIOTT®

JW is a global hospitality brand in the Marriott lodging portfolio that is empowered by exceptional people, a commitment to excellence, powerful revenue-generating engines and an unparalleled knowledge of the customers it serves. Every hotel that bears the JW name is fully integrated into Marriott systems and benefits from the resources that only a powerhouse lodging company like Marriott can provide, including:

A globally integrated reservation system, MARSHA, powers Marriott’s industry-leading distribution system and is fully immersed into the company’s revenue management, eCommerce, customer loyalty and property management systems, as well as with the other eIntermediaries.

Marriott.com, the world’s largest lodging website, is ranked one of the largest retail websites and represents over half of Marriott’s eChannel gross room sales.

Marriott Rewards® is the lodging industry’s most preferred loyalty program, with over 40 million members. Marriott Rewards’ robust information systems provide comprehensive customer data that allows Marriott brands to capture share through strategic targeted marketing.

A legacy of hospitality expertise that has been building for nearly a century, Marriott provides hotels with multiple opportunities to benefit from the company’s scale, market knowledge and discipline-specific expertise by participating in powerful shared services program offerings.

A disciplined approach to managing brand quality, which is the cornerstone to Marriott brand success. By engaging owners and franchisees to continuously improve the brand and its equity, JW Marriott provides a premium economic model.
ENVISION THE FUTURE

JW hotels are emboldened by luxury, yet stripped of pretense. Masterfully designed, staffed and operated in the most desirable destinations around the globe. Authentic to the core, yet loyal to a set of powerful values that provide a solid foundation for success.

When you build a JW hotel, the world is your canvas.

We invite you to join us — to imagine, collaborate, create, build and bring to life a brand that knows no boundaries for unprecedented growth.

It would be our privilege to speak with you about JW development opportunities. Please contact us at marriottdevelopment.com or +1.301.380.4137.