

starwood

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Hotels and
Resorts

Hello Ken,

If ownership of the Sheraton Phoenix Airport selects you to manage the hotel, the following stipulations will be applied to your management of the Sheraton Phoenix Airport:

- a. General manager shall attend Starwood's general manager orientation training within six months of being hired;
- b. Director of sales and marketing shall attend Starwood's HOTSTARTS training within six months of being hired;
- c. Owner shall participate in the Starwood Field Marketing Program during the first 12 months operating the hotel;
- d. Owner shall participate in the Starwood's Centralized Revenue Management Field Marketing Program during the first 12 months operating the hotel. Upon completion of the 12 months, the operator may elect to hire a property level revenue manager for the hotel however the revenue manager shall attend all required Starwood revenue management training (including StarDORM, RMA 1 and TLPe new user training) within six months of hiring.
- e. Senior executives from Owner and Operator shall attend "The Essentials in Leading Your Starwood Asset" training within six months of managing the hotel.
- f. The Hotel must meet or exceed the then-current benchmarks for quality assurance (as measured by Starwood's quality assurance inspectors) during the first 12 months from taking over the hotel;
- g. The Hotel must meet or exceed the then-current benchmarks for guest experience (as measured by Starwood's guest experience index) during the first 12 months from taking over the hotel.

Starwood looks forward to a Successful partnership and working with you in the near future with other Starwood Hotels.

Richard Veilleux, Sr. Director, Owner Services

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