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Starwood Debuts Twin Brands in Gujarat

AHMEDABAD US-based hospitality major Starwood Hotels & Resorts on Tuesday announced debut of its two hotel brands – 'Aloft' and 'Four Points by Sheraton'. The opening marks fifth Aloft hotel of the company in India, which are developed with the Urbanedge Hotels, a special purpose vehicle of Auromatrix Holdings, an anchor partner of Starwood. "Aloft's international expansion so early in the brand's life cycle is unprecedented. The brand is quickly gaining traction in India," senior vice president, speciality select brands for Starwood, Brian McGuinness told reporters.

