

TRAVEL AND HOSPITALITY

Luxury Collection building first Armenian hotel

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The Presidential Suite at Hotel Alexander

By STAFF REPORTS

Starwood Hotels & Resorts is continuing its focus on expanding its presence in emerging markets with the opening of its first property in Armenia.

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The Alexander, a Luxury Collection Hotel, Yerevan, slated to open in the summer of 2017, will be located in the heart of the city close to Republic Square. While Starwood has not had a property in Armenia before, its soon-to-be sister chain Marriott runs a four-star hotel in Yerevan.

New territory

Rather than purchasing an existing property, The Alexander is a new build. The hotel will feature 114 guest rooms, 17 suites and a presidential suite.

In addition to the accommodations, the hotel will have event and meeting spaces, including a ballroom and business center.

An indoor pool, spa and fitness center will enable guests to work on their wellness, and they can dine at an all-day restaurant, cigar club or lobby bar.



Yerevan's Republic Square

"On the heels of surpassing the 100th hotel milestone, The Luxury Collection continues its rapid expansion with the signing of The Alexander in the historic destination of Yerevan," said Michael Wale, president of Starwood Hotels & Resorts, Europe, Africa and Middle East, in a statement.

"We are proud to partner with Tsupani CJSC and continue to deliver on our promise of bringing a new level of luxury to the CIS," he said. "The hotel, ideally located in the heart of Armenia's capital, will offer guests unique access to authentic destination experiences."

While this represents a first for Starwood, it is also a first for Armenia, as this is the first international luxury hotel to enter the country.

"We are confident that The Luxury Collection brand's unique and refined offerings will perfectly complement the hallmarks of The Alexander hotel," said Anatoly Kondratenko, senior director, Starwood development, Europe, Africa and Middle East. "In addition to being the first Starwood hotel in Armenia, the signing of The Alexander showcases our commitment to the burgeoning CIS travel market."

Starwood Hotels & Resorts continued to grow in 2015, with 220 new signed hotel management and franchise agreements.

The 26 percent increase from the year-ago marks the sixth consecutive year that Starwood has seen increased signings in its history. Starwood's growth is on track to continue after it was purchased by Marriott International for approximately \$12.2 billion, a merger that has resulted in the world's largest hospitality conglomerate ([see story](#)).

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