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The Westin New York at Times Square Names Alexandra Walsh Director of Sales & Marketing

Walsh Brings International Hospitality Expertise, Impressive Track Record & Award-Winning Results

New York, NY – October 14, 2016 – The Westin New York at Times Square has named Alexandra Walsh director of sales and marketing of the 873-room luxury hotel in the heart of one of the most famed parts of Manhattan. Walsh, who relocated from Sydney, Australia, brings tremendous hospitality expertise and a proven track record in driving results, with marked increases in occupancy, REVPAR and market share to her credit in her previous roles. She joins the team at an exciting time with the recent completion of a top-to-bottom renovation totaling \$39 million dollars. In the final phase of the project the hotel unveiled a new lobby, an exquisite 45th floor Empire Suite and launched Foundry Kitchen & Bar.

Walsh was most recently the director of sales and marketing of Sheraton on the Park in Sydney and previously held the role of director of sales. She led a team of nearly two dozen people and had complete strategic oversight for all areas of sales and marketing. With a keen eye on maximizing revenue potential, Walsh continuously implemented innovative ideas that resulted in consistently exceeding goals. Of equal – if not more – importance to achieving goals was the development of her team. Under her leadership 12 team members were promoted to roles spanning director of catering and conventions to sales specialist and various account director and managerial roles.

From sourcing new advertising opportunities and corporate clients, to driving the property's digital presence and strategically implementing and executing marketing plans, Walsh's oversight of the division lead to the hotel impressive increases across REVPAR, ADR, occupancy, overall visibility and more. Starwood's Asia Pacific division bestowed the hotel of the year award on the property and hotel sales and marketing team of the year, both in 2013 under Walsh's guidance. Culinary accolades, meeting and conference achievements and the recognition of having one of Australia's top suites drove the property to the top of its competitive set during Walsh's time there.

Walsh is a long-time Starwood executive, previously serving as the manager of global sales for Starwood Hotels global property portfolio. Prior to that Walsh was the business development executive, corporate division, for the Starwood Sydney Hotels Complex (Sheraton on the Park, Four Points by Sheraton Darling Harbour Sydney and W Sydney), where she was promoted from a sales coordinator. Her hospitality career began at The Langham, London.

Walsh holds a Bachelor of Business in Hospitality Management from Southern Cross University, Queensland, and a diploma of Hospitality Management from the International College of Tourism & Hotel Management in Manly, Sydney.

For more information on The Westin New York at Times Square, please visit www.westinny.com.

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****Photos available in hi-res upon request****



About The Westin New York at Times Square

A distinguished AAA Four Diamond ranked hotel, The Westin New York at Times Square stands at the crossroads of the world and is located at 270 W. 43rd Street amid the brilliance of Broadway. The hotel is within walking distance to over 40 theatres and many famous New York City attractions. All 873 Westin New York at Times Square hotel rooms and suites feature the luxurious Westin Heavenly Bed® and Heavenly Bathsm, and offer incredible views of the city skyline and the Hudson River. The hotel features Foundry Kitchen & Bar, and is interconnected to a 200,000 square-foot entertainment and retail complex featuring movie theaters, restaurants, and shopping. The Westin New York at Times Square was named one of America's Top 10 Healthiest Hotels by Health magazine and is a certified GOLD member of the Green Hotels Association.