



WESTIN HOTELS

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# Announcement

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## Update

September 9, 1981

### LET'S GET FUSSY ABOUT WHO WE ARE...

Since "you can't tell the players without a scorecard," we want to give you the updated roster of our hotels who've adopted new names.

But first we'll introduce the star players, Westin's Name and Symbol, the fussy-but friendly folks who have been authoring "Corporate Identity Updates" since we became Westin Hotels last January.

Here's what they said earlier this week in update #9:

"Name and Symbol here... with a very special request of everybody.

"Our hotels have chosen their new names, and it is up to us all to use them correctly.

"These names are not changing -- they have changed.

"So... make the new hotel names part of your new Westin vocabulary -- in every communication.

"The 'New Inter-Office Mail Names' will do just fine for internal communications -- but we encourage you to use the destination identification in all external mentions of our hotels, so that our customers will know not only who we are, but where we are too!

"Let's all get 'fussy' about who we are!

"Thanks, from Name and Symbol -- and from all the folks at our hotels with new names."

On the next page you'll find the most updated list of hotels with new names. You'll want to save the list, keep it handy, and update it as more hotels are added to Westin's name-change roster.

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WESTIN HOTELS' NAMES UPDATE

<u>Former Name</u>	<u>New Inter-Office Mail Name</u>	<u>New Official Name</u>
Galleria Plaza	The Westin Galleria	The Westin Galleria, Houston
Houston Oaks	The Westin Oaks	The Westin Oaks, Houston
The Ilikai	The Westin Ilikai	The Westin Ilikai, Honolulu
Los Angeles Bonaventure	The Westin Bonaventure	The Westin Bonaventure, Los Angeles
The Miyako	The Westin Miyako	The Westin Miyako, San Francisco
Peachtree Plaza	The Westin Peachtree Plaza	The Westin Peachtree Plaza, Atlanta
The St. Francis	The Westin St. Francis	The Westin St. Francis, San Francisco
South Coast Plaza Hotel	The Westin South Coast Plaza	The Westin South Coast Plaza
Wailea Beach	The Westin Wailea	The Westin Wailea, Maui
Washington Plaza	The Westin Hotel, Seattle	The Westin Hotel, Seattle
The Bayshore	The Westin Bayshore	The Westin Bayshore, Vancouver
Winnipeg Inn	The Westin, Winnipeg	The Westin Hotel, Winnipeg
Calgary Inn	The Westin, Calgary	The Westin Hotel, Calgary
Edmonton Plaza	The Westin, Edmonton	The Westin Hotel, Edmonton
Hotel Toronto	The Westin, Toronto	The Westin Hotel, Toronto
---	The Westin, Cincinnati	The Westin Hotel, Cincinnati
---	The Westin, Boston	The Westin Hotel, Copley Place Boston
---	The Westin, Dallas	The Westin Hotel, Galleria Dallas
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