

# SECURITIES AND EXCHANGE COMMISSION

## FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2012-04-30** | Period of Report: **2012-04-26**  
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(HTML Version on [secdatabase.com](http://secdatabase.com))

### REPORTING OWNER

#### **SIEGEL KENNETH S**

CIK: **1167024**

Type: **4** | Act: **34** | File No.: **001-07959** | Film No.: **12795801**

Mailing Address  
40 STARWOOD HOTELS &  
RESORTS  
111 WESTCHESTER AVE  
WHITE PLAINS NY 10604

### ISSUER

#### **STARWOOD HOTEL & RESORTS WORLDWIDE, INC**

CIK: **316206** | IRS No.: **521193298** | State of Incorporation: **MD** | Fiscal Year End: **1231**  
SIC: **7011** Hotels & motels

Mailing Address  
15147 N. SCOTTSDALE  
ROAD  
SUITE H-210  
SCOTTSDALE AZ 85254

Business Address  
ONE STARPOINT  
STAMFORD CT 06902  
203-964-4000

# FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**UNITED STATES SECURITIES AND EXCHANGE  
COMMISSION**  
Washington, D.C. 20549

OMB APPROVAL	
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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person <b>SIEGEL KENNETH S</b>			2. Issuer Name and Ticker or Trading Symbol <b>STARWOOD HOTEL &amp; RESORTS WORLDWIDE, INC [HOT]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>CAO &amp; General Counsel</b>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>04/26/2012</b>			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
STARWOOD HOTELS & RESORTS WORLDWIDE INC., ONE STARPOINT			4. If Amendment, Date Original Filed(Month/Day/Year)					
(Street) <b>STAMFORD, CT 06902</b>								
(City)	(State)	(Zip)						

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	04/26/2012		M	(1)	18,934	A	\$11.385	101,867	D	
Common Stock	04/26/2012		S	(1)	18,934	D	\$60	82,933	D	
Common Stock	04/27/2012		M	(1)	46,256	A	\$11.385	129,189	D	
Common Stock	04/27/2012		S	(1)	46,256	D	\$60	82,933	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned  
(e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Stock Options (Right to buy)	\$11.385	04/26/2012		M	(1)	18,934		02/27/2010 (2)	02/27/2017	Common Stock	18,934	(3)	150,560	D	
Stock Options	\$11.385	04/27/2012		M	(1)	46,256		02/27/2010 (2)	02/27/2017	Common Stock	46,256	(3)	104,304	D	

(Right  
to buy)

**Explanation of Responses:**

1. The transactions reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on March 8, 2011, as amended on December 7, 2011 and March 7, 2012.
2. This option vests in four equal annual installments beginning on 2/27/2010.
3. Not Applicable.

**Signatures**

Kristen Prohl, Attorney-in-Fact

\*\* Signature of Reporting Person

04/30/2012

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**