

The Future of Travel: How Marriott Reinvents the Guest Experience

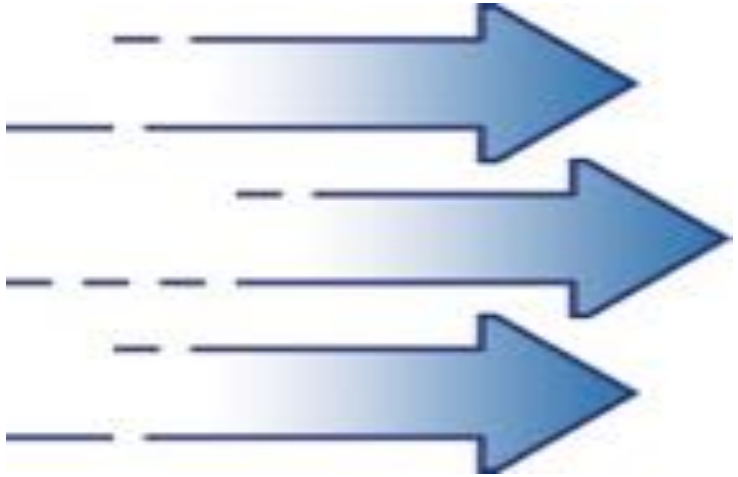
KARIN TIMPONE,
GLOBAL MARKETING OFFICER

BRANDS THAT EARN OUR LOYALTY

LOYALTY JOURNEY

TRANSACTIONAL

Value Exchange



EMOTIONAL

True Loyalty

MARRIOTT BONVOY™

LOYALTY ADVANCES OUR BUSINESS

Loyalty Drives Value

STAY MORE

Half of paid nights / year



PAY MORE

Higher ADR premium vs. non-members

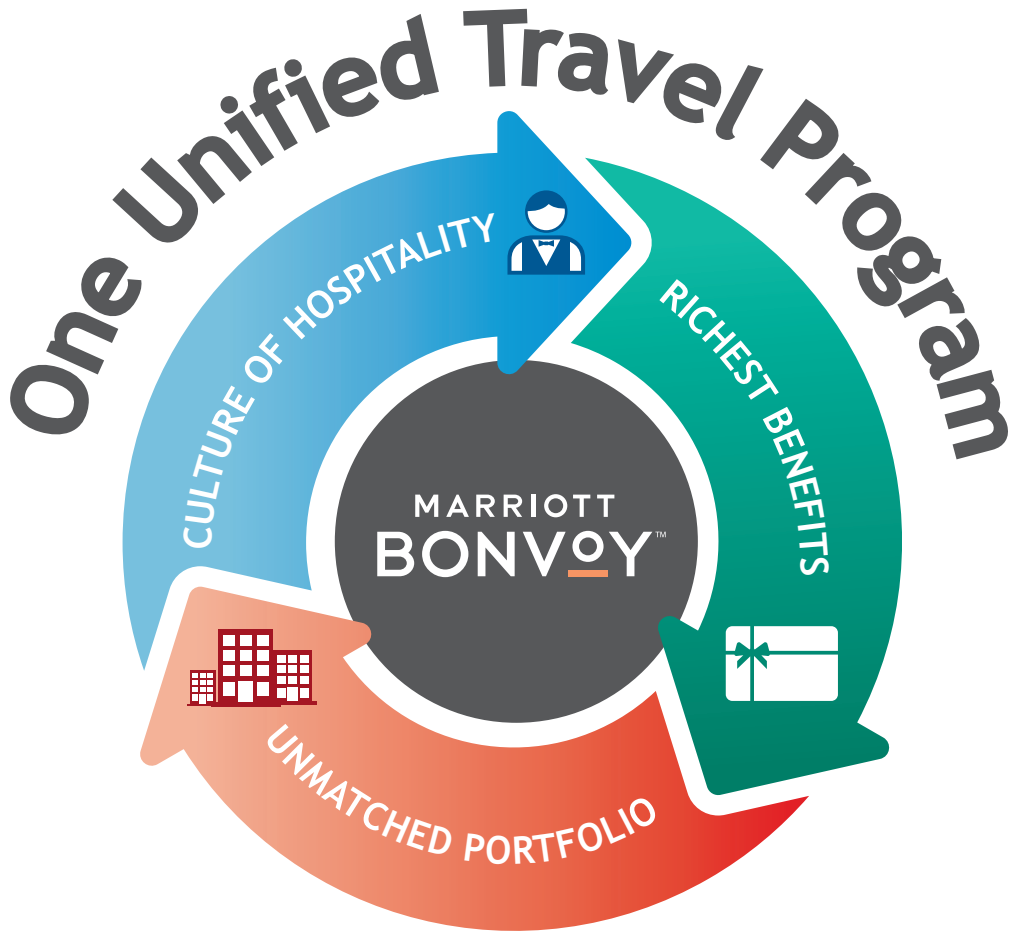


COST LESS

Retain High Value Elites



TRANSFORMING LOYALTY AT MARRIOTT





=

good travel

ASSOCIATES LEADING THE WAY



700,000+
Associates



Celebrating around
the world



Delivering good travel
to members

LAUNCH OF MARRIOTT BONVOY



Culturally-relevant

TENTPOLE EVENTS

THE OSCARS
North America
February 24

MANCHESTER UNITED
Europe
February 24

HONG KONG SEVENS
Asia Pacific
April 5-7

DUBAI JAZZ FESTIVAL
MEA
February 24

WORLD GOLF CHAMPIOSHIPS: MEXICO CHAMPIONSHIP
CALA
February 21-24

WITH FULL-SURROUND MEDIA

SOCIAL	DIGITAL	TV
PR	OUT-OF-HOME	IN-FLIGHT

MARRIOTT BONVOY™

PARTNERSHIPS AND GLOBAL EVENTS







THE OSCARS

MANCHESTER UNITED

NFL

UNIVERSAL
UNIVERSAL MUSIC GROUP









MARRIOTT BONVOY **MOMENTS**







AMG PETRONAS MOTORSPORT



MARRIOTT BONVOY **MOMENTS**



CONTINUALLY ADDING VALUE

- ✓ Homes & Villas by Marriott International
- ✓ All-Inclusive Resorts
- ✓ Eat Around Town
- ✓ Co-Brand Credit Cards



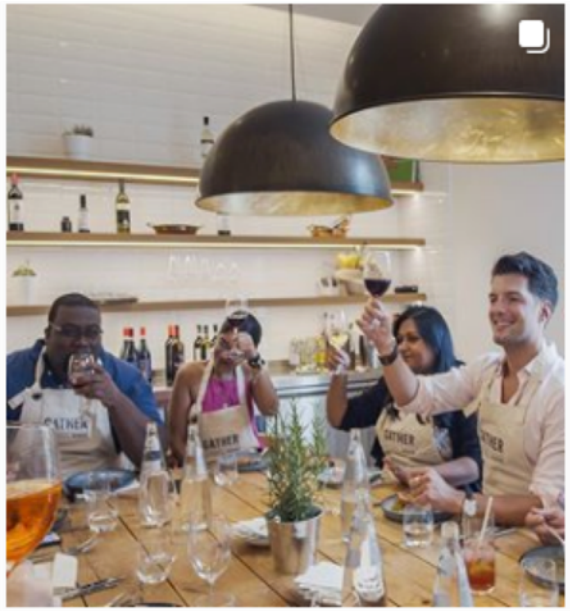
LOYALTY PROVIDES RICH STORIES

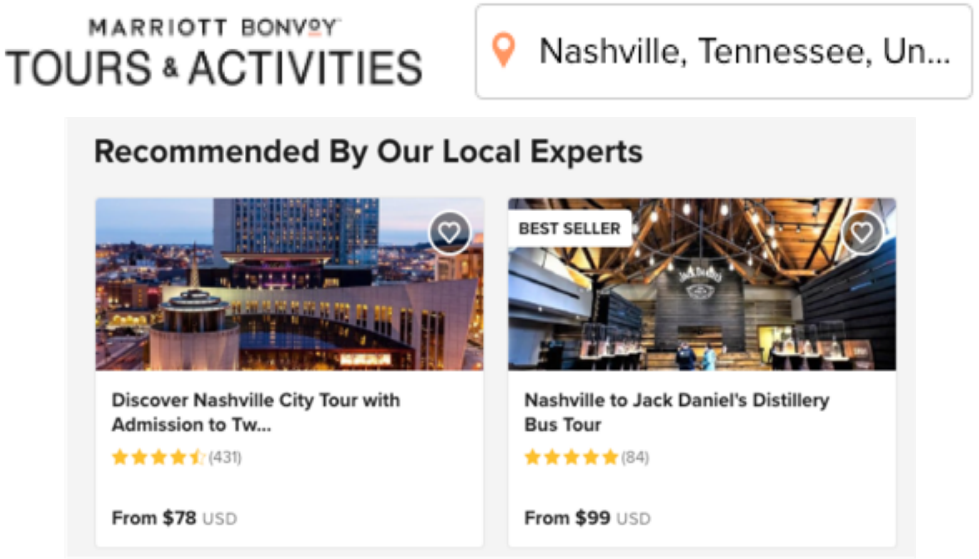


OPPORTUNITY AT EVERY TOUCHPOINT

Getting the right message to the right consumer at the right time.







MARRIOTT BONVOY
TRAVELER



Mixing It Up

Meet J.A. Harrison, the Nashville Magician Behind Noelle's Sophisticated Bar Program

IN CONCLUSION

BE SEAMLESS, BE RELEVANT, BE WORTH IT





TIPS FOR BOLDLY LEADING **TRANSFORMATION**

1. PUT THE CUSTOMER AT THE CENTER
2. BE CLEAR ON THE VALUE PROPOSITION
3. LEARN FROM OTHERS – TEST, ADAPT, EVOLVE
4. TAKE CARE OF YOUR TEAM AND THEY'LL TAKE CARE OF THE CUSTOMER

THANK YOU