

OUR MISSION

An evolution is underway at Marriott Hotels, and in the coming years you will see our flagship brand transform, offering a full-service hotel experience that speaks to the future of travel. In our new incarnation, you will find spaces that easily swap work for play, technology that takes service to another level and an energy that reminds guests that travel isn't just about going somewhere—it's about living in the moment.



OUR STORY

We've got a great story, which is why we want to share it with the world. From our TravelBrilliantly.com site and Social Media to Public Relations and Marketing, we're reaching travelers from every angle. Impact your customers' experience with Marriott Hotels® by keeping up with the changes.



FACEBOOK

Share and comment on posts about our brand transformation, and be inspired by travel photos that demonstrate how we travel brilliantly
facebook.com/Marriott



TWITTER

Share tips on how to travel brilliantly and support your favorite user-submitted travel idea from TravelBrilliantly.com
twitter.com/marriott



YOUTUBE

Our video channel features campaign and innovation stories highlighting our brand transformation
youtube.com/user/MarriottHotels



INSTAGRAM

Inspiring photos of our innovations from TravelBrilliantly.com in addition to user-generated images that capture the essence of brilliant travel
instagram.com/marriotthotels



PINTEREST

Images of inspirational travel and innovations that demonstrate how to travel brilliantly
pinterest.com/marriotthotels

PR HIGHLIGHTS

TRAVEL BRILLIANTLYSM

nytimes.com / latimes.com / mattbites.com

HQ LAB

bloomberg.com / wtop.com / washingtonpost.com

MOBILE CHECK-IN

hotelchatter.com / skift.com / travelandleisure.com / 2wired2tired.com

GUEST ROOM

washingtonpost.com

THANN

wwd.com / examiner.com

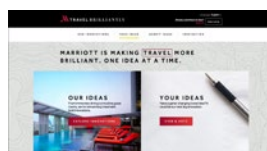
HOTEL LOBBY

bigstory.ap.org / bostonglobe.com

FUTURE OF MEETINGS

usatoday.com / meetings-conventions.com / huffingtonpost.com

TRAVELBRILLIANTLY.COM



Visit TravelBrilliantly.com to explore Marriott Hotels' journey to help shape the future of travel. We invite you to share the site with your contacts, who can learn more about our innovations including the new guest room redesign and mobile check-in. travel-brilliantly.marriott.com

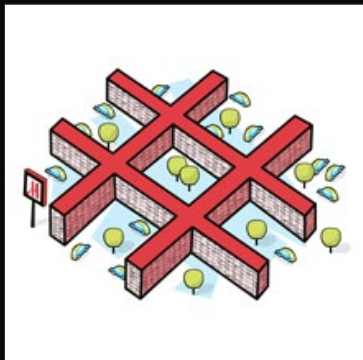
GUEST IDEAS

From technology and design to work and wellness, travelers from around the globe shared their ideas for the future of travel. Below are some of the most popular submissions, but you can explore them all at TravelBrilliantly.com.

Healthy Vending Machine
Social Concierge
Building Unexpected Synergies
The Marriott Closet
Artwork
Digital Newspapers
Waitlist in the Cloud
Shop to Your Room

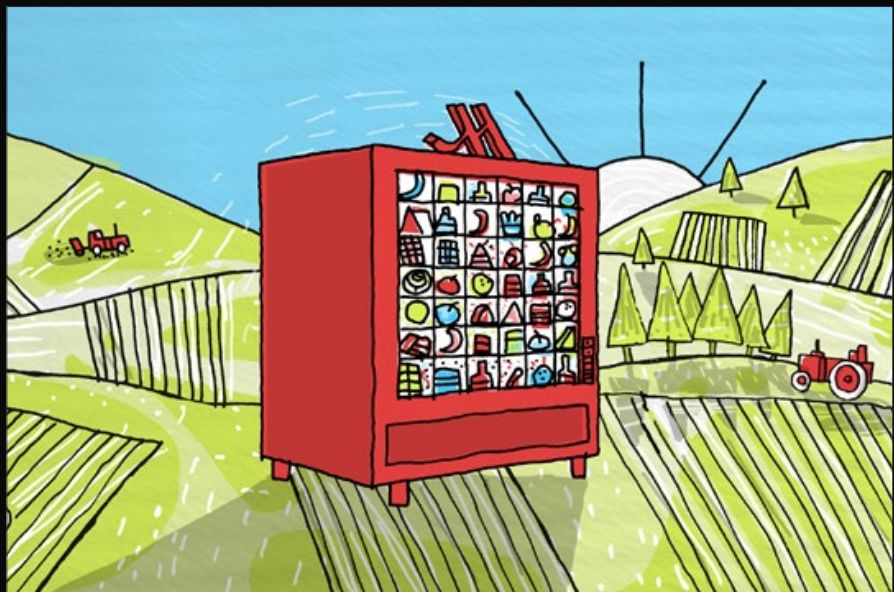
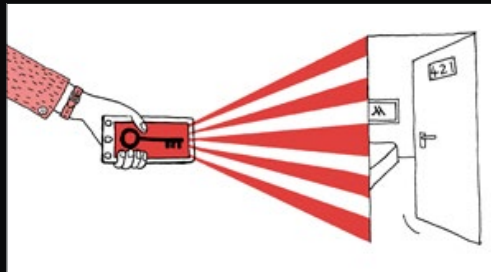
Zoned Speakers
Stock My Fridge
Travel & Plug In
Local Reviews by Guests
Hashtag It
eCheck-In/eKey
Customized Scents

BUILDING UNEXPECTED SYNERGIES



HASHTAG IT

ECHECK-IN / EKEY



HEALTHY VENDING MACHINE

DIGITAL NEWSPAPERS

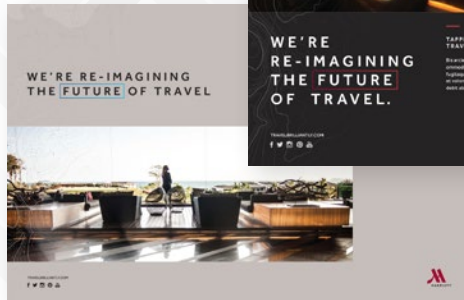


OUR LOOK

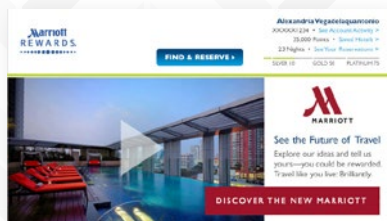
We've updated our wardrobe. Marriott Hotels now features a sleek, modern style, which is already reflected in our communications and will be rolling out in our hotels in the coming years.



KEY CARDS
AND PACKET



ADVERTISING



MARRIOTT REWARDS® EMAILS



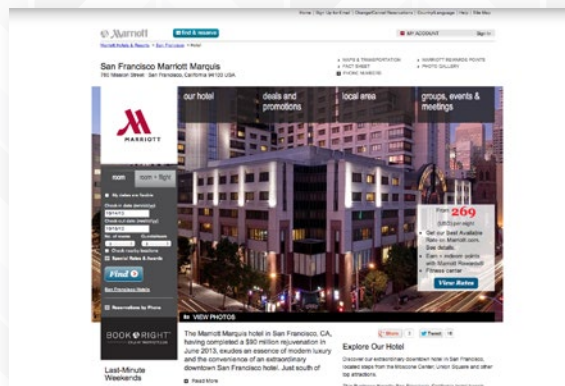
DO NOT DISTURB SIGNS



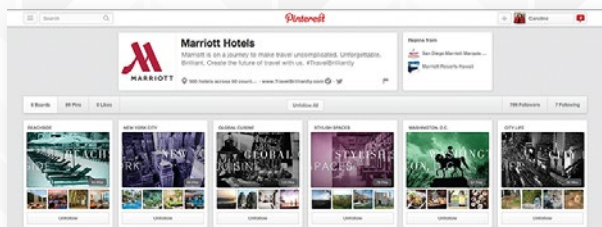
IN-ROOM GUEST
SERVICES DIRECTORY



MOBILE CHECK-IN
SIGNAGE



M.COM HOTEL WEBSITES



PINTEREST BOARDS



VAN