

Case Name

Marriott Bonvoy Membership Program- Marriott Hotels & Resorts

Theory

Membership Management

Keywords

Marriott Bonvoy

Background information

To achieve better integration of the resources of its 30 hotel brands and provide members with a wider range of unique travel programs and generous membership benefits, Marriott Hotels & Resorts partners with the sports and entertainment sectors to launch an all-media marketing campaign for its new membership program "Marriott Traveler" across various platforms including online, print, social media, and outdoor. The campaign's theme, "Marriott Bonvoy", is centered around "Reimagining Rewards" and highlights Marriott Travel Plus as a travel program that integrates the resources of Marriott's 30 hotel brands more efficiently and provides members with a wider range of options, while offering generous membership benefits. The goal is to expand awareness of the Marriott Traveler program, inspire more guests to travel, and further enrich the member experience.

Marketing strategy

On February 14, 2019, Marriott International launched a new customer loyalty program called "Marriott Bonvoy". Members could enjoy great member benefits at more than 7,000 hotels of Marriott's around the world, including room upgrades and late checkouts. Marriott employees could also participate in the membership program to earn room nights and points. In addition to redeeming points for room nights, they could enjoy 30% off dining discounts at more than 1,000 restaurants and bars in Greater China.

Outcomes

In less than a year since its launch in February 2019, Marriott Bonvoy has become the most popular hotel loyalty program in the world, with over 133 million cumulative members. As a result, 70% of Marriott's business now comes from direct member bookings, which are 6-9% more profitable than bookings made on OTA platforms. This saves Marriott \$18-\$26 per booking.

Challenges/Reflection

Bonvoy not only offers unique hotel culture and extraordinary member benefits, but also enables "Amazing Travel" to come true through its vast number of hotels. It is more than just a loyalty program; it represents the company's shift towards creating a travel platform and enhancing its loyal members. Ultimately, Marriott aims to become the world's favorite travel company.

案例名称

“万豪旅享家”会员计划-万豪国际酒店集团

理论依据

会员管理

关键词

万豪旅享家

背景资料

为了更好地整合旗下 30 个酒店品牌资源，并为会员提供众多独特旅行项目和丰厚的会员礼遇，万豪国际酒店集团联合体育、娱乐等领域的合作伙伴，通过网络、平面、社交媒体、户外等一系列平台，为全新的会员计划“万豪旅享家”展开全媒体营销推广。此次的宣传推广活动将以“让所享，超越所想”为主题，着重突显“万豪旅享家”作为一项旅行计划，更好地整合万豪国际旗下 30 个酒店品牌资源，并为会员提供众多独特旅行项目和丰厚的会员礼遇。目的是扩大‘万豪旅享家’旅行计划的知名度，激发更多宾客的旅行灵感，进一步丰富会员体验。

营销策略

2019 年 2 月 14 日，万豪国际推出了全新的客户忠诚计划，名为万豪旅享家。会员可以在万豪遍布全球的 7000 多家酒店，享受客房升级和延迟退房在内的丰厚会员礼遇。万豪的员工参加会员计划，累积房晚和积分。除了可以通过累积积分兑换房晚，在大中华区 1000 多家餐厅和酒吧尊享七折餐饮折扣优惠。

成果

在一年不到的时间，万豪旅享家成为全球最受欢迎的酒店会员忠诚度计划，目前累积会员数量超过 1.33 亿。万豪酒店集团的业务有 70%来自于会员直接预定。消费者的直接预订比在 OTA 平台上预订带来的利润高 6~9%，每个订单能为万豪节省 18-26 美元。

挑战与反思

万豪旅享家通过强大的酒店阵容、独特的酒店文化和非凡的会员福利让‘美妙的旅行’成为可能。万豪旅享家已经不仅仅是一个忠诚度计划，它还代表公司正在从提升忠诚度会员向打造旅行平台计划的转变，最终实现“成为世界上最受人喜欢的旅行公司”的目标。

Marriott Hotels & Resorts Bonvoy Membership Program's photos:



Figure 1. Marriott Hotels & Resorts Bonvoy Membership Program I
(<https://marriottbonvoyasia.cn/>)



Figure 2. Marriott Hotels & Resorts Bonvoy Membership Program II
(<https://marriottbonvoyasia.cn/>)

Reference list:

Marriott Hotels & Resorts Bonvoy Membership Program I , digital image, viewed 28 May 2023, < <https://marriottbonvoyasia.cn/> >

Marriott Hotels & Resorts Bonvoy Membership Program II, digital image, viewed 28 May 2023, < <https://marriottbonvoyasia.cn/> >