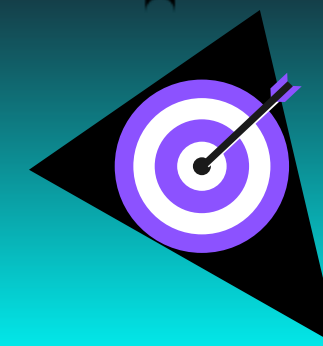




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Presented by  
Duncan Everson



# Marriott Business Model





# Swot Analysis



## STRENGTHS

Brand Diversity  
High Consistency and Quality  
Prominent Online Presence

S

W

## WEAKNESSES

Low Industry Retention Rate  
Travel Website Commission

## OPPORTUNITIES

Captive Audience  
Potential to Pilfer

O

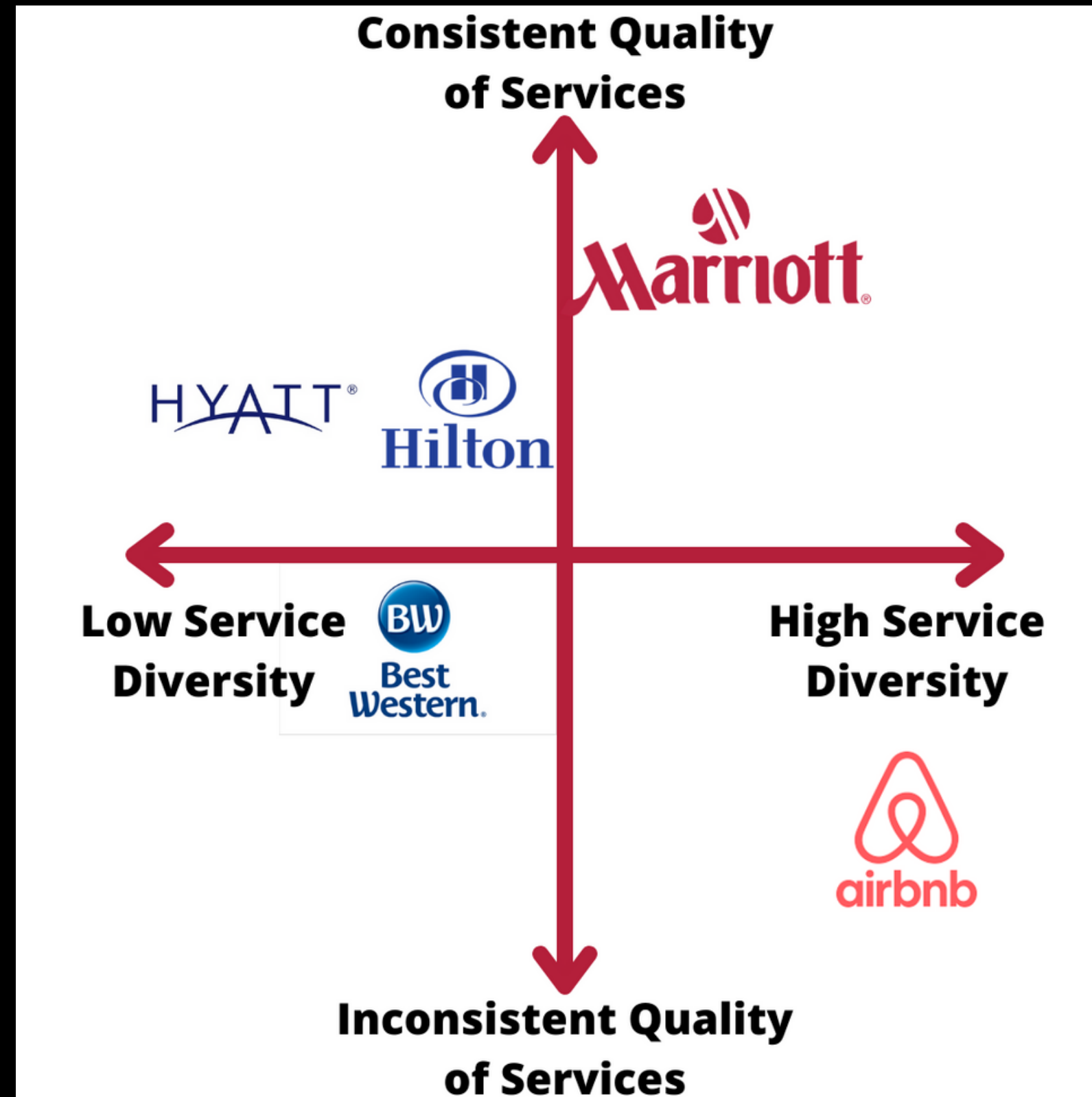
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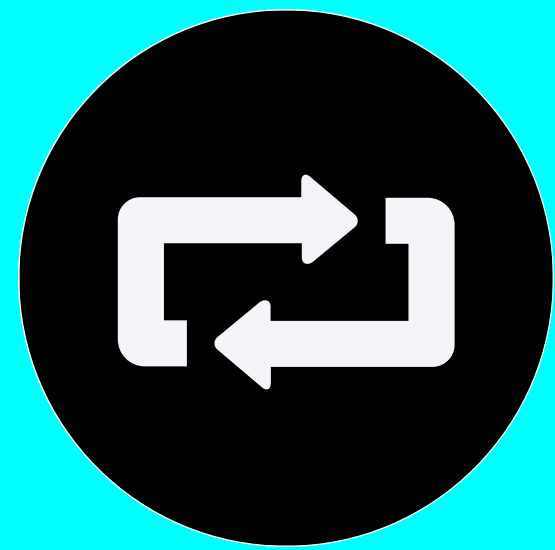
## THREATS

Airbnb's Growing Market Share  
Potential to be Pilfered From



# Marriott International Differentiation





Within a 45-day window...

## **Increase Retention Rate of Customers**

Increase by 5% to be 60%



## **Increase Bookings From Members**

Increase by 3% to be 53%



## **Increase Number of New Loyalty Program Members**

Increase by 4,000 to be 85,000

# **Goals for the Company**





# TARGET MARKETS



**Primary**

**Secondary**

**Tertiary**

**Generation X**



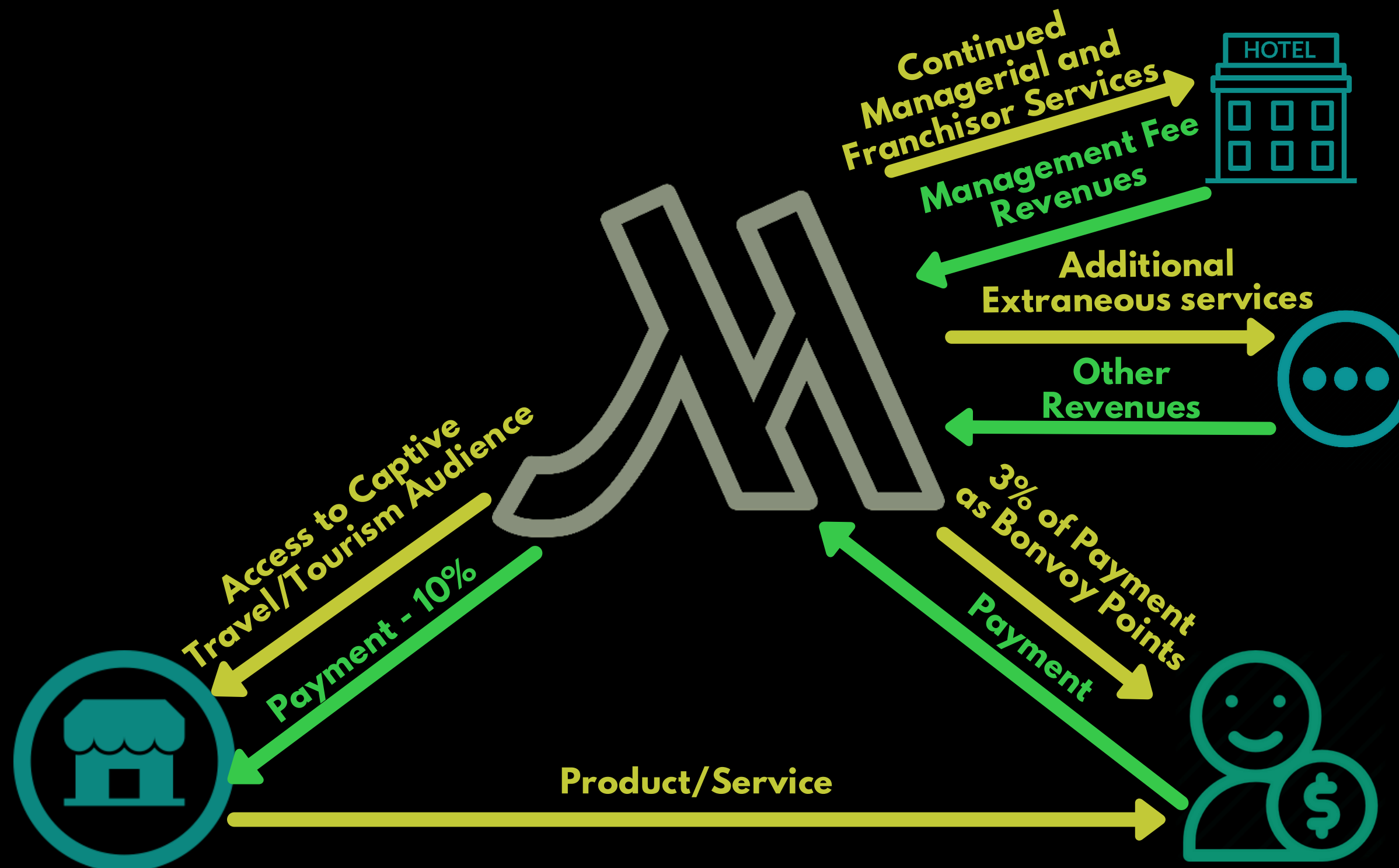
**B2C  
Companies**



**Entrepreneurs**



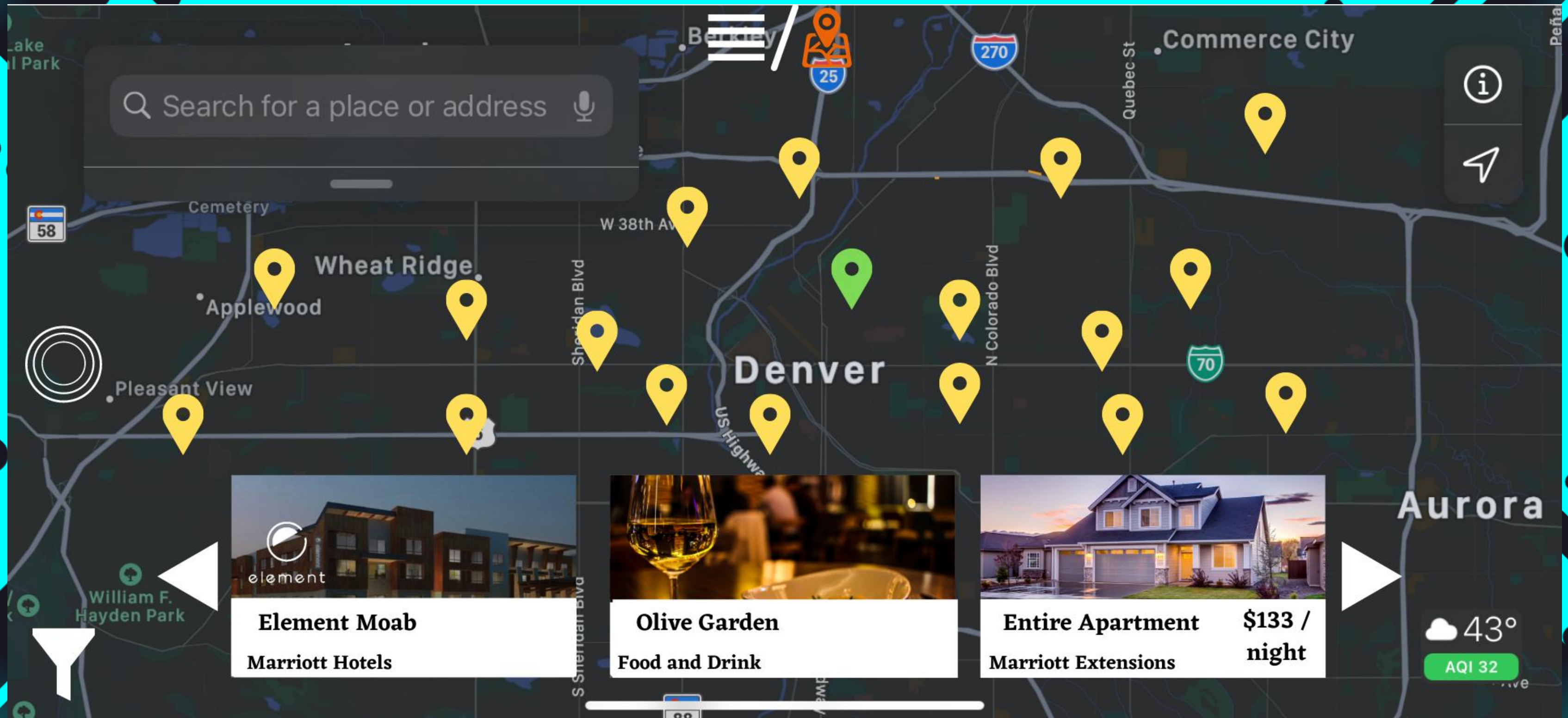
# Marriott Business Model (With Atlas)







# What is the Atlas?





Q Search for a place or address



**Element Moab**

Marriott Hotels



**Olive Garden**

Food and Drink



**Entire Apartment**

Marriott Extensions

**\$133 /  
night**





## Olive Garden Yuma

Food and Drink

●●●●● 4.6 • 311 Reviews

1825 E. 18th Street  
Yuma, AZ, USA, 85365



+1 (928) 783-7853



**Enjoy a beautiful Italian meal with unlimited bread.**

Dine out tonight with friends and family and enjoy our delicious gourmet meals, designed to...

[Read More](#) ▾



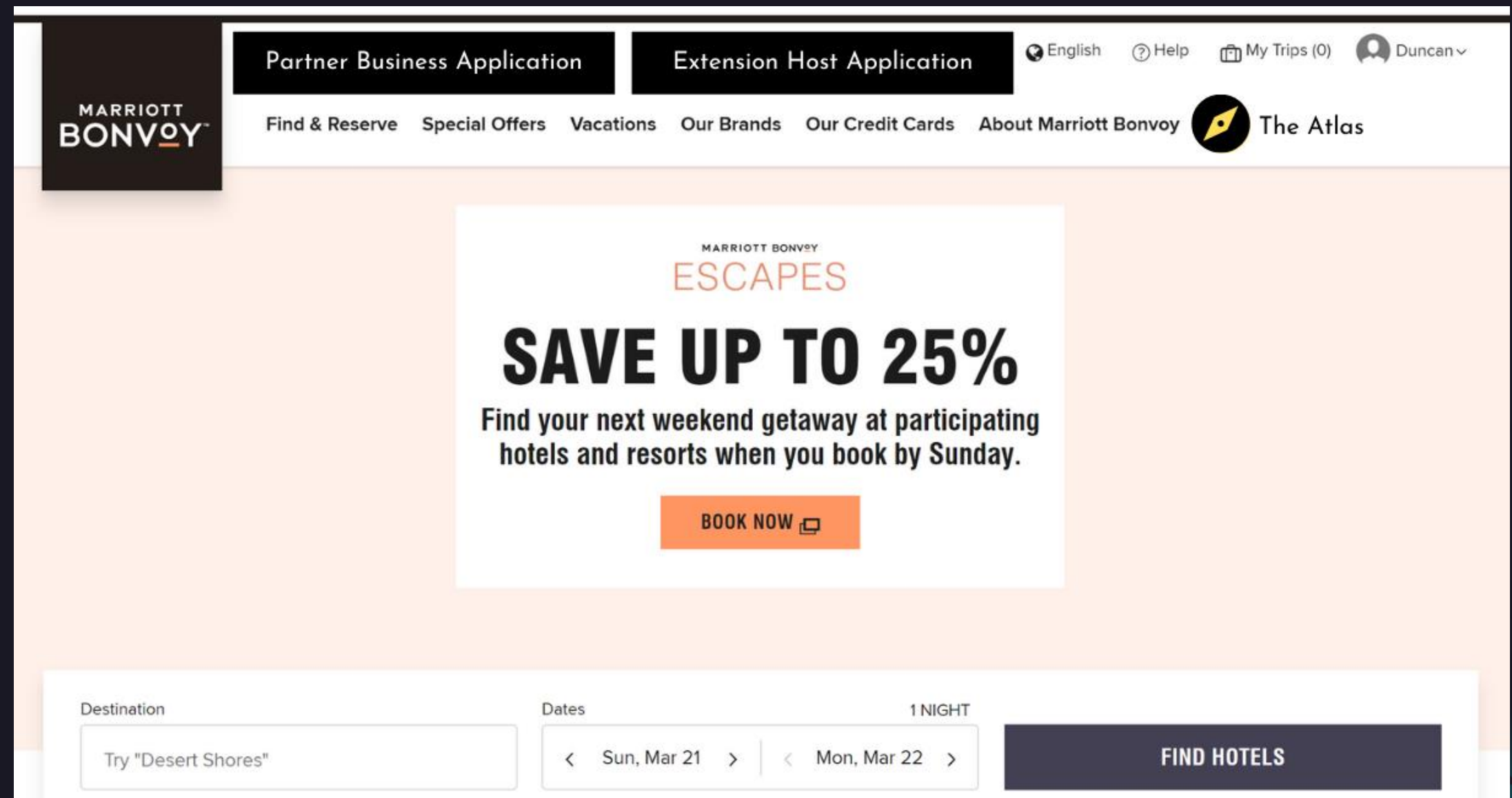
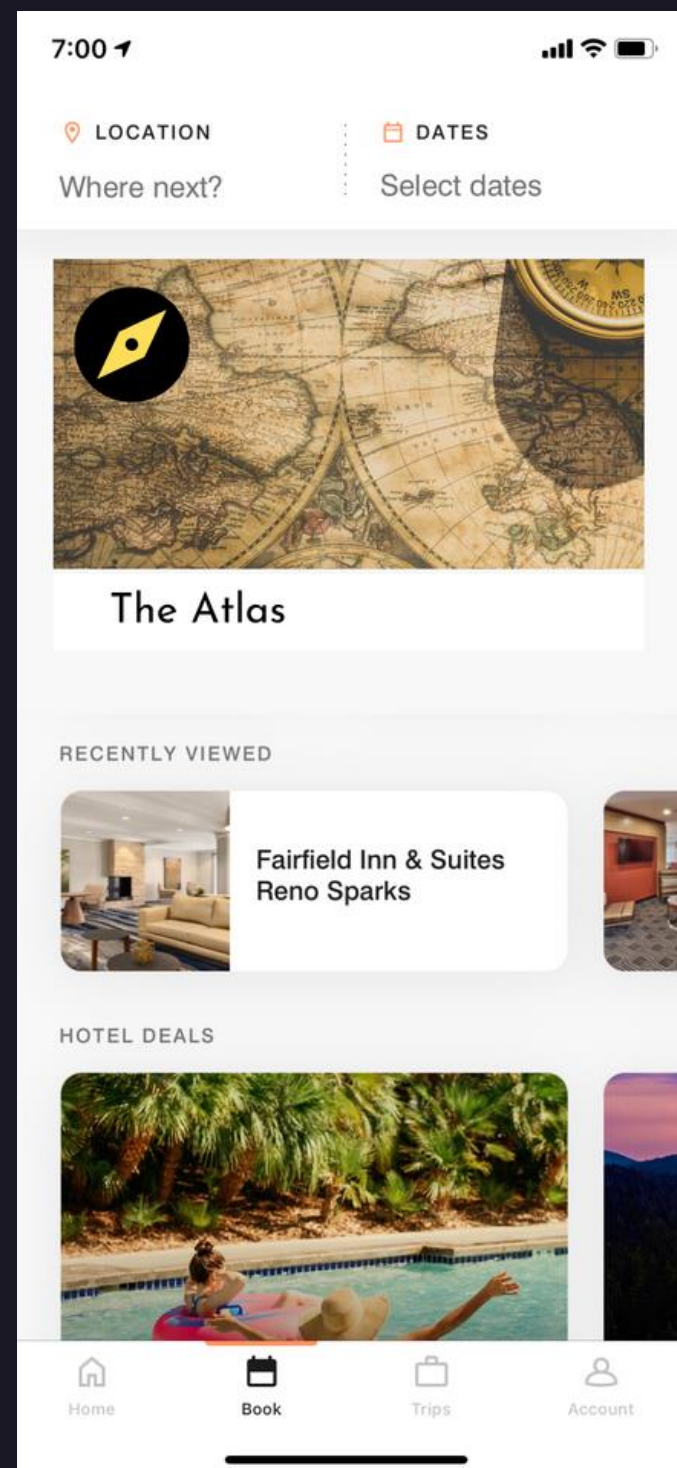
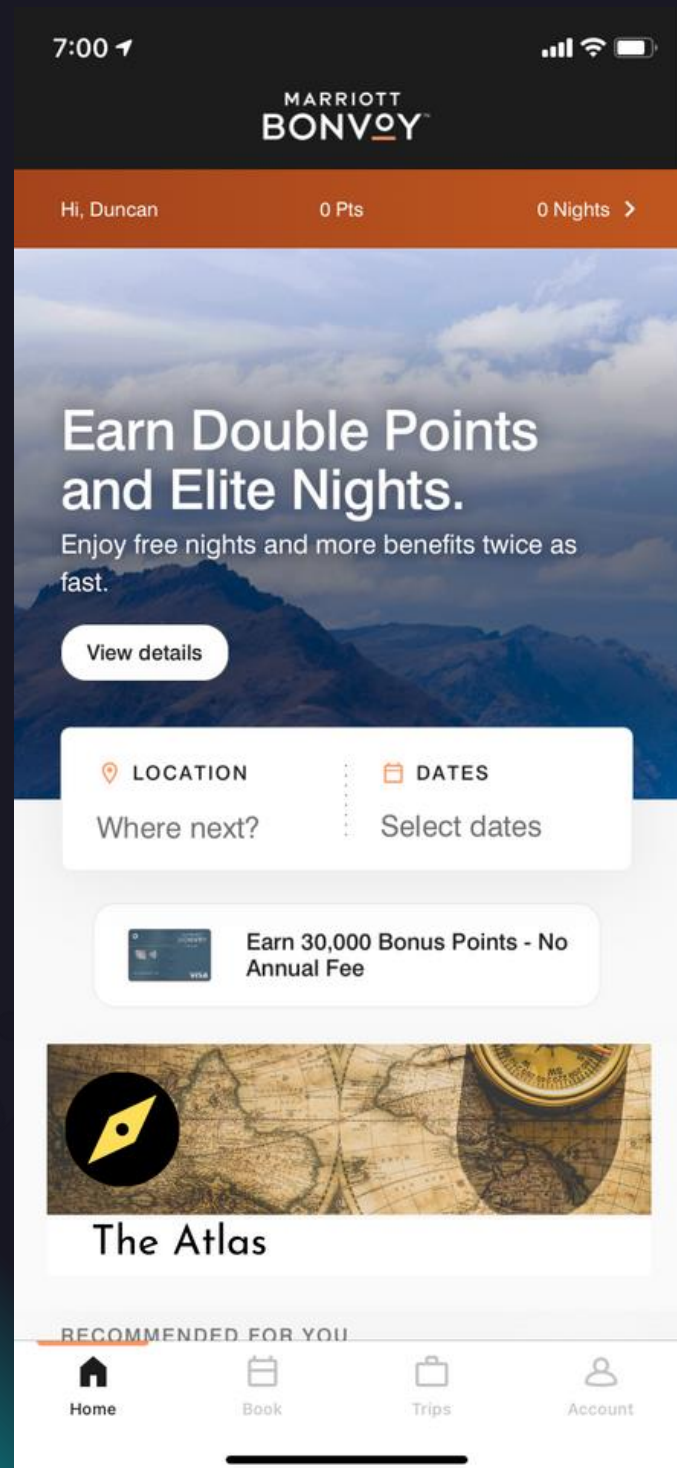
**Purchase**

# Partner Business Profile





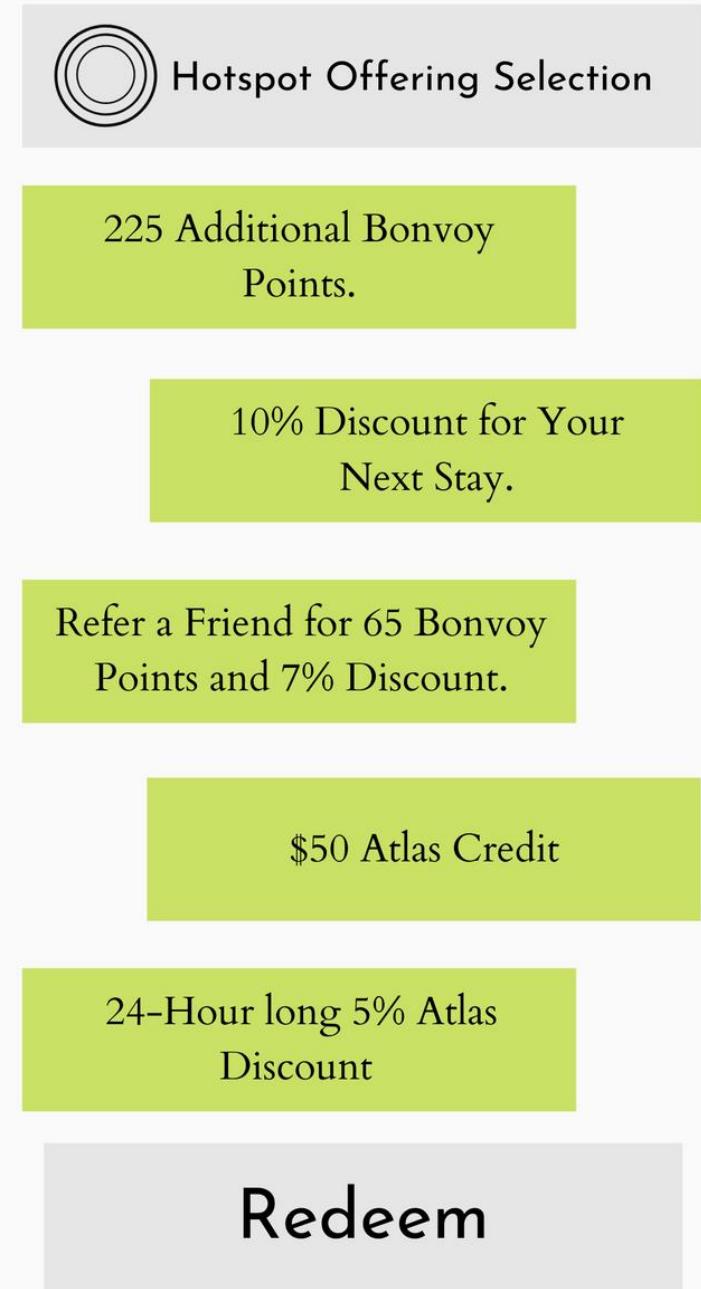
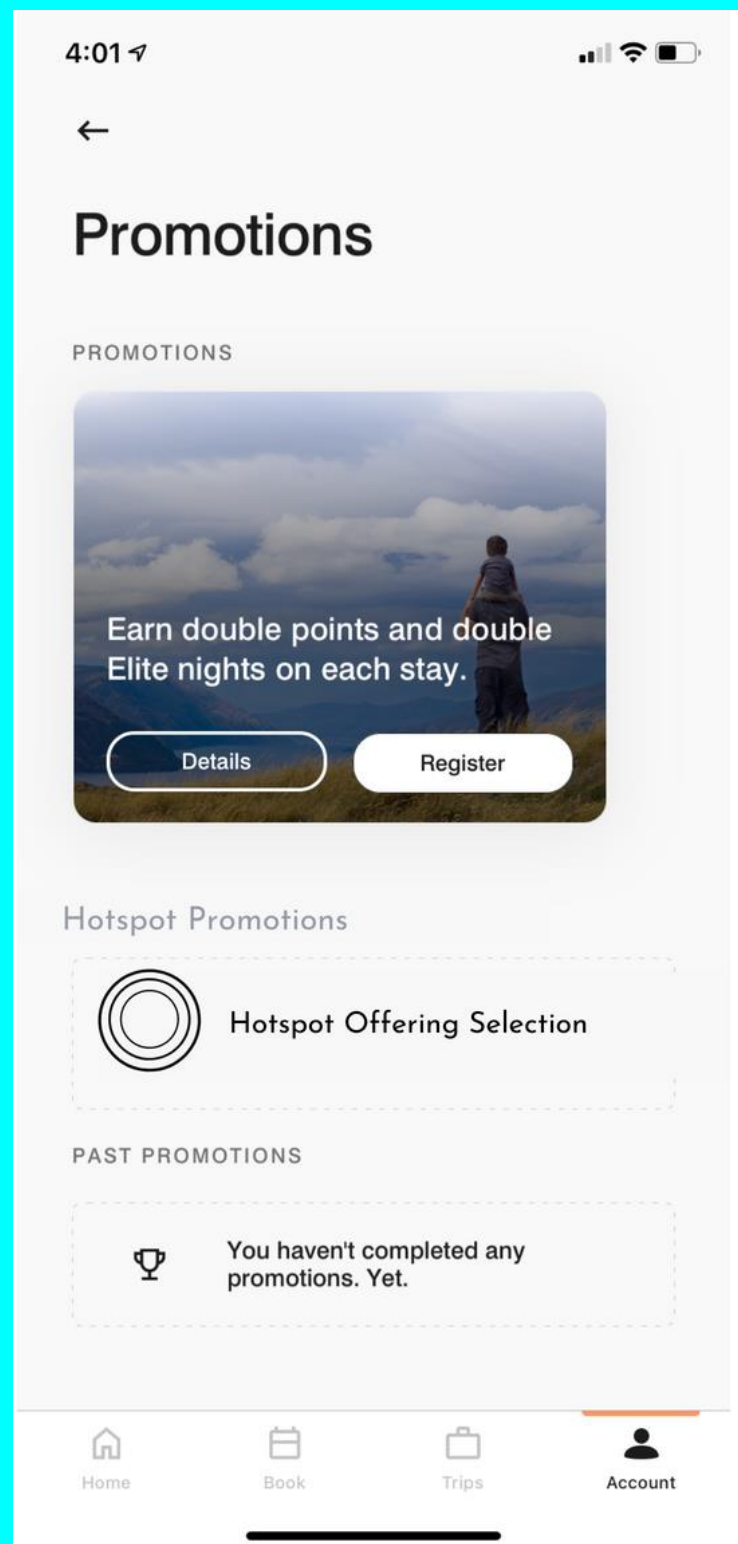
# The Atlas Entrance







# What is the Hotspot System?



Select one item and then hit Redeem. Whichever item you redeem will show up on the Atlas as an Icon on the right hand side of the map. To activate the selection, simply tap the icon.



# The Hotspot Overlay



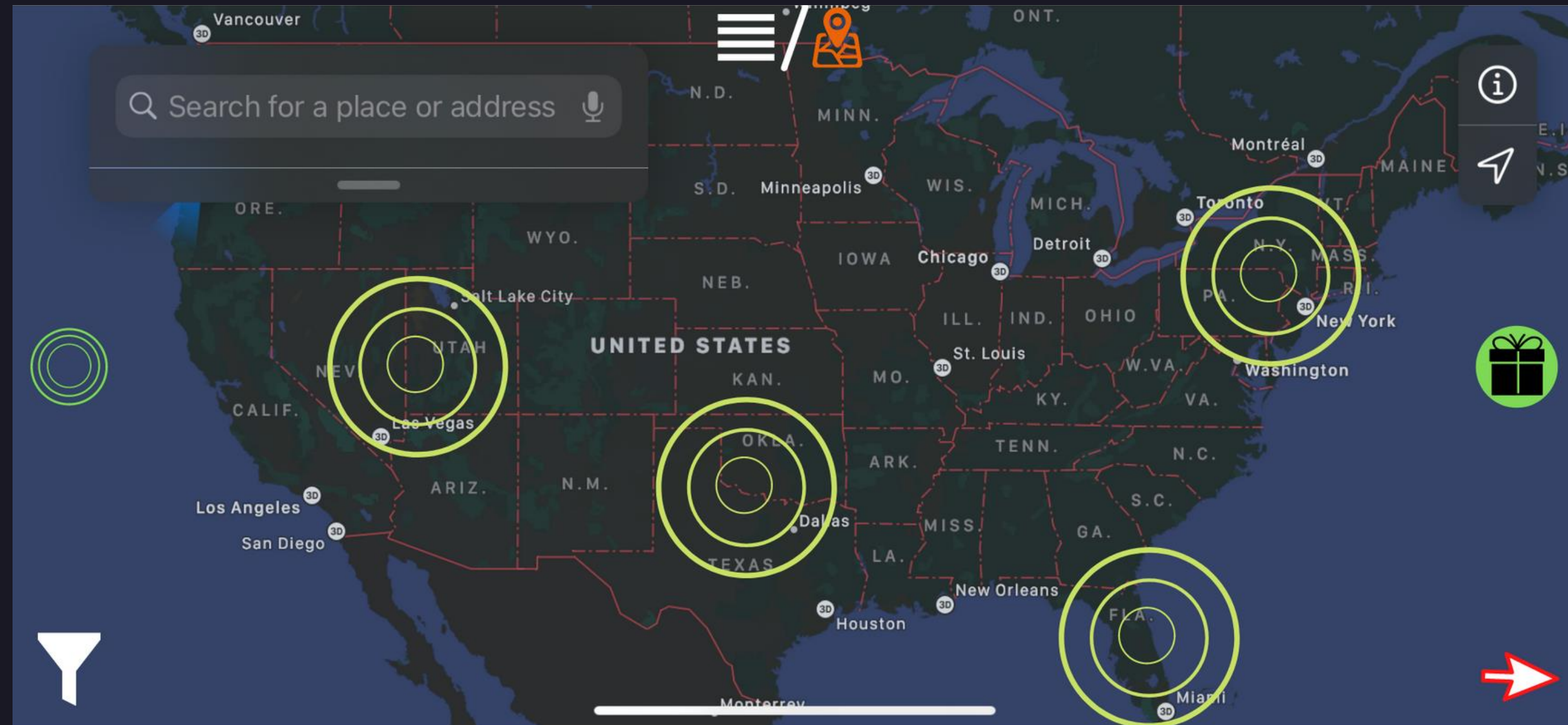
225 Additional Bonvoy Points.

10% Discount for Your Next Stay.

Refer a Friend for 65 Bonvoy Points and 7% Discount.

\$50 Atlas Credit

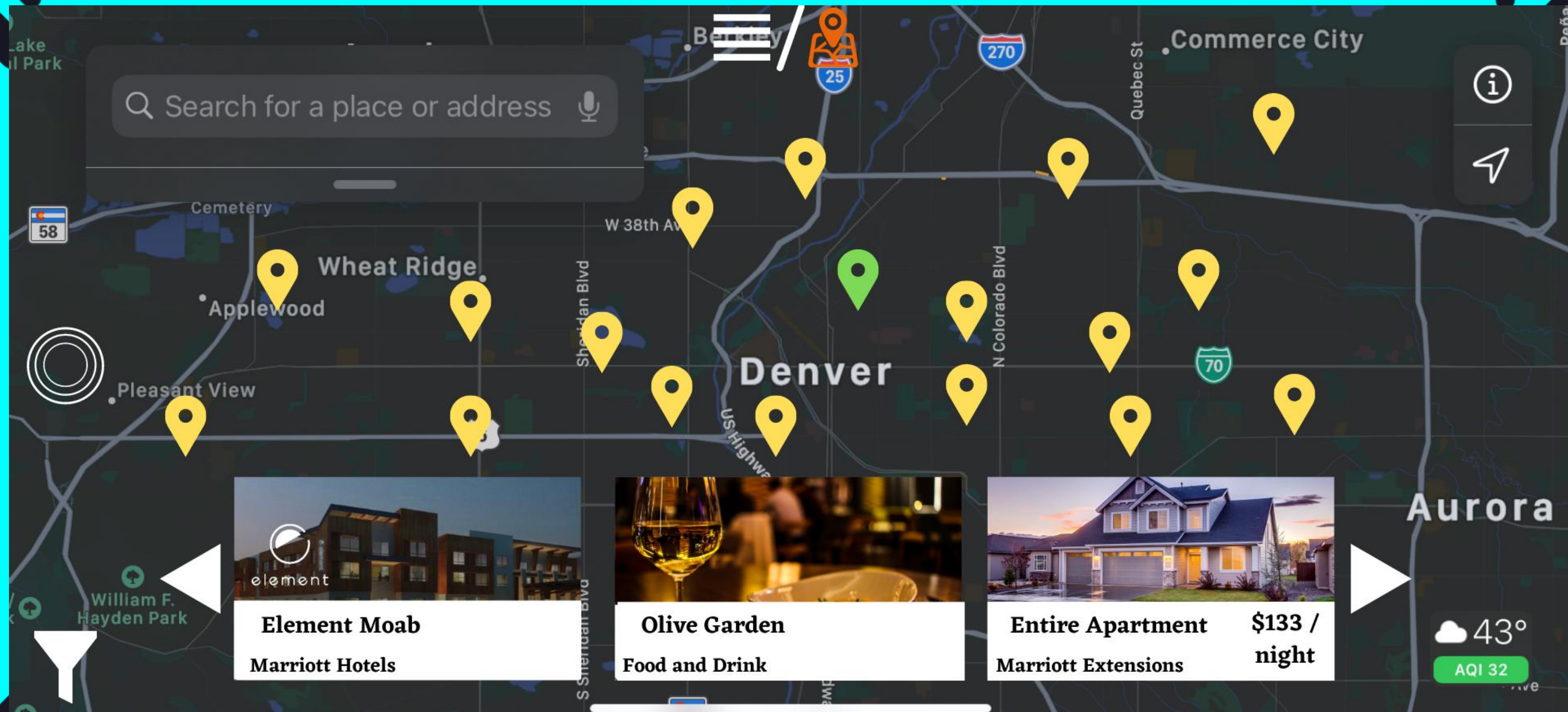
24-Hour long 5% Atlas Discount







# What are Marriott Extensions?

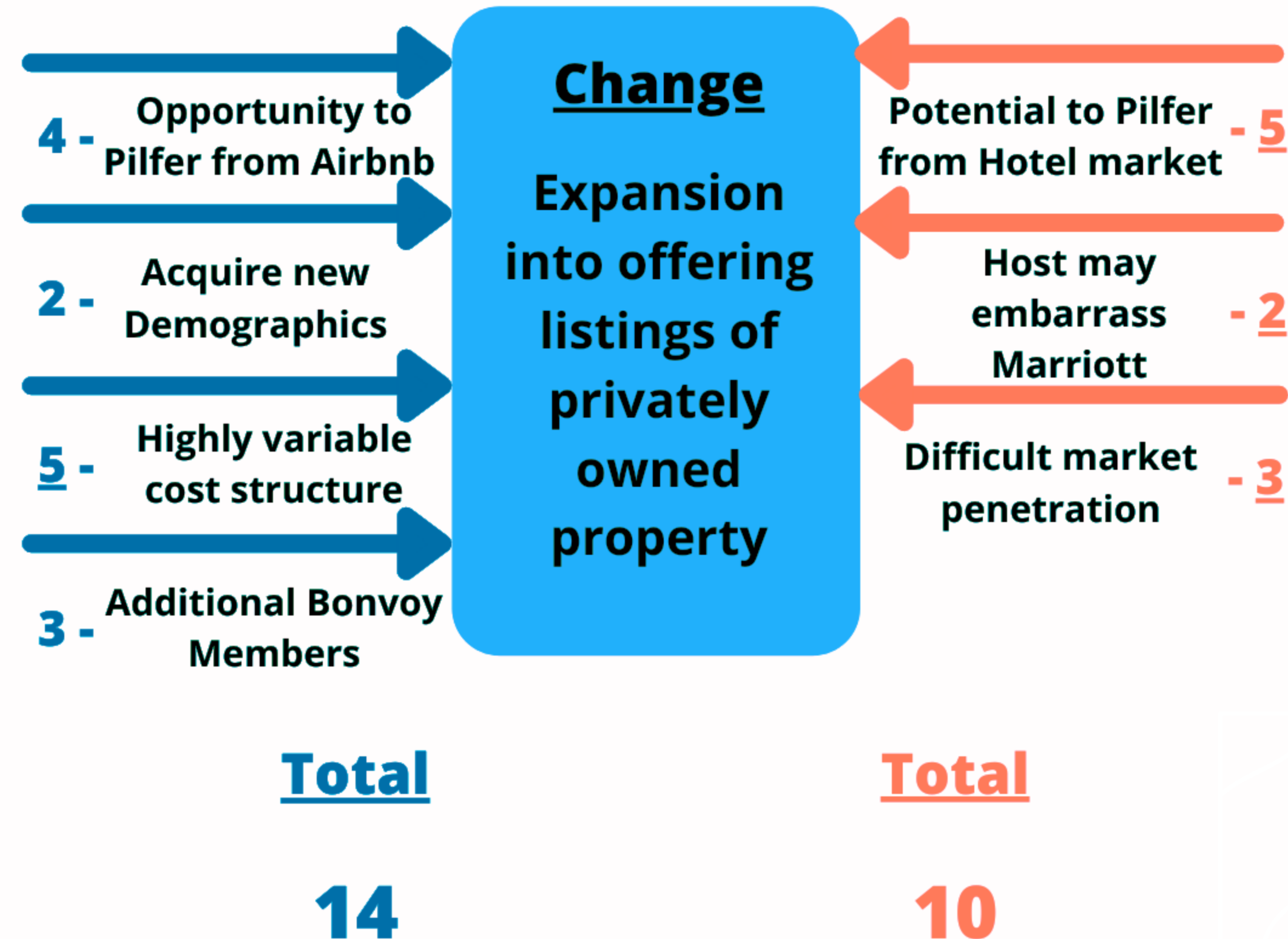




## Extensions FFA

### Driving Forces

### Restraining Forces



# Marriott Extensions Force Field Analysis



**A comfy apartment  
space for many**

**\$133/  
night**

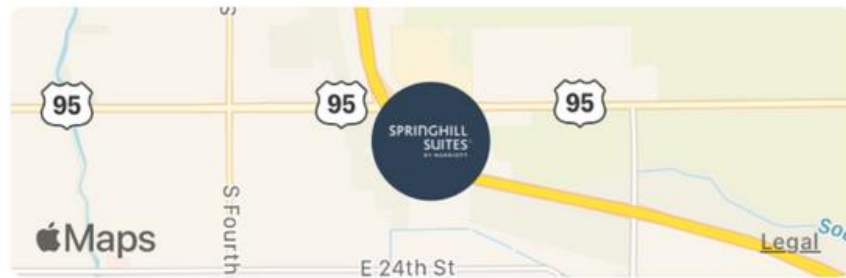
●●●●● 4.6 • 311 Reviews

**Marriott Extensions**

1825 E. 18th Street  
Yuma, AZ, USA, 85365



+1 (928) 783-7853



**Entire Apartment hosted by Stacy**

**8 guests - 4 beds - 2 baths**

A fantastic space located in a  
quiet neighborhood, this  
apartment offers a great view and  
lots of room to move...

[Read More](#) ▾



**Photos**

**Purchase**





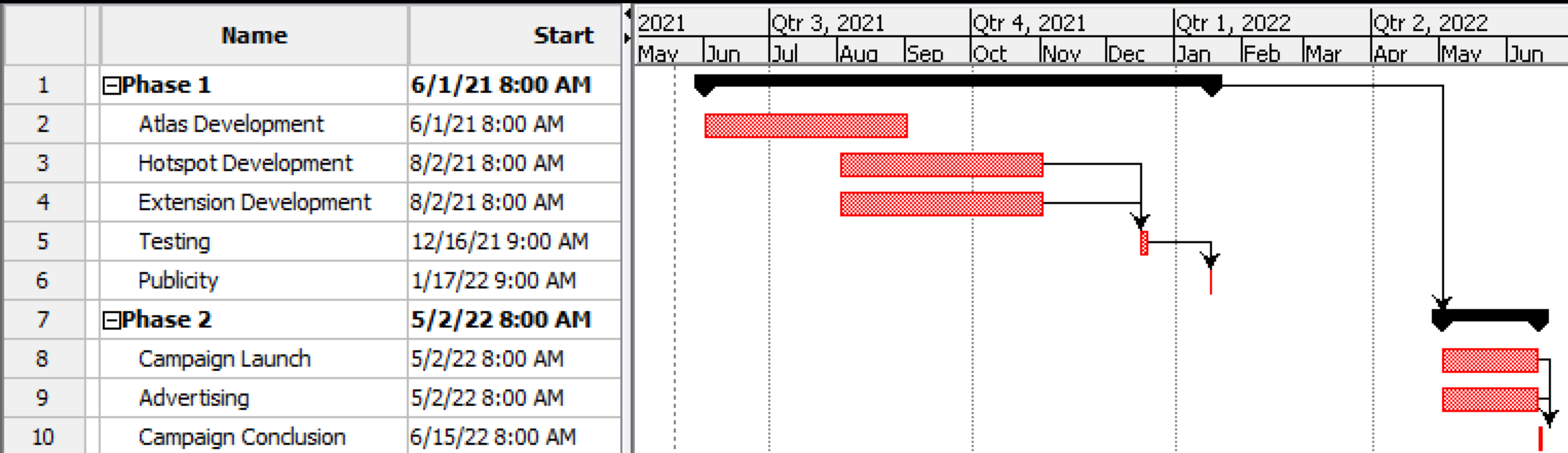
# Traditional Advertisements







# Gantt Chart





# Budget



**Impressions**  
***51,686,686+***

**Phase 1 Costs**

**\$308,566**

**Phase 2 Costs**

**\$4,891,346**

**Budget Total**

**\$5,199,912**

# Revenue

Activity	Expected Revenue	Expected Cost	ROI
The Atlas	\$5,433,114	\$4,771,857	14%
Hotspots	\$205,041	\$130,778	57%
Extensions	\$484,710	\$330,778	47%

**Total Revenue**

**\$6,122,865**

**Total Cost**

**\$5,199,912**

**Total ROI**

**18%**





# Key Metrics

## Primary

RETENTION  
RATE

NUMBER OF  
BOOKINGS FROM  
BONVOY MEMBERS

NUMBER OF  
NEW BONVOY  
MEMBERS

## Secondary

ANALYSIS OF  
THE USER  
FUNNELS

QUALITY OF  
SERVICE

EFFECTIVENESS  
OF ADVERTISING

RETURN ON  
INVESTMENT



# Risk Mitigation

## PARTNER EMBARRASSMENT

Terms and  
Conditions  
alongside  
Contracts

## RISK OF FAILURE

Evaluation  
periods

## UNEXPECTED PROBLEMS

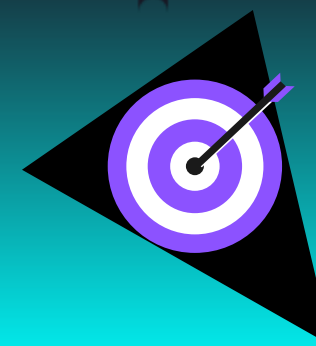
"On Call" staff



# Thank You!

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