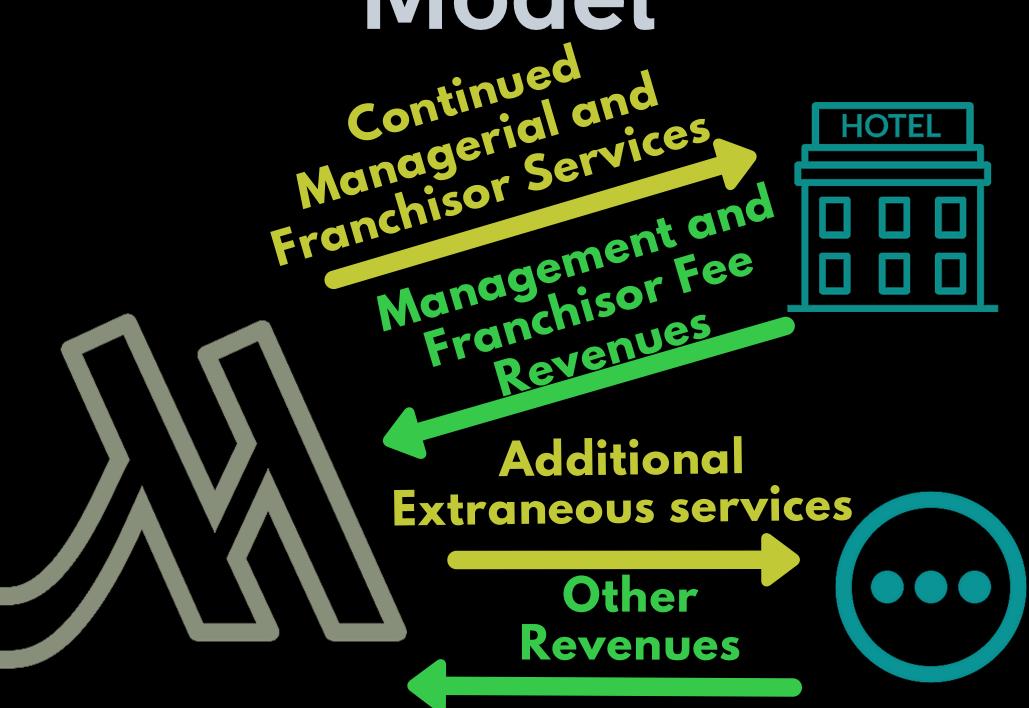




Marriott Business Model







Swot Analysis



STRENGTHS

Brand Diversity
High Consistency and Quality
Prominent Online Presence

SW

WEAKNESSES

Low Industry Retention Rate Travel Website Commission

OPPORTUNITIES

Captive Audience
Potential to Pilfer

THREATS

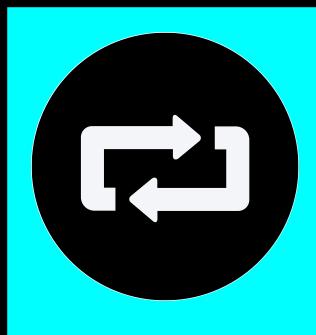
Airbnb's Growing Market Share Potential to be Pilfered From



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

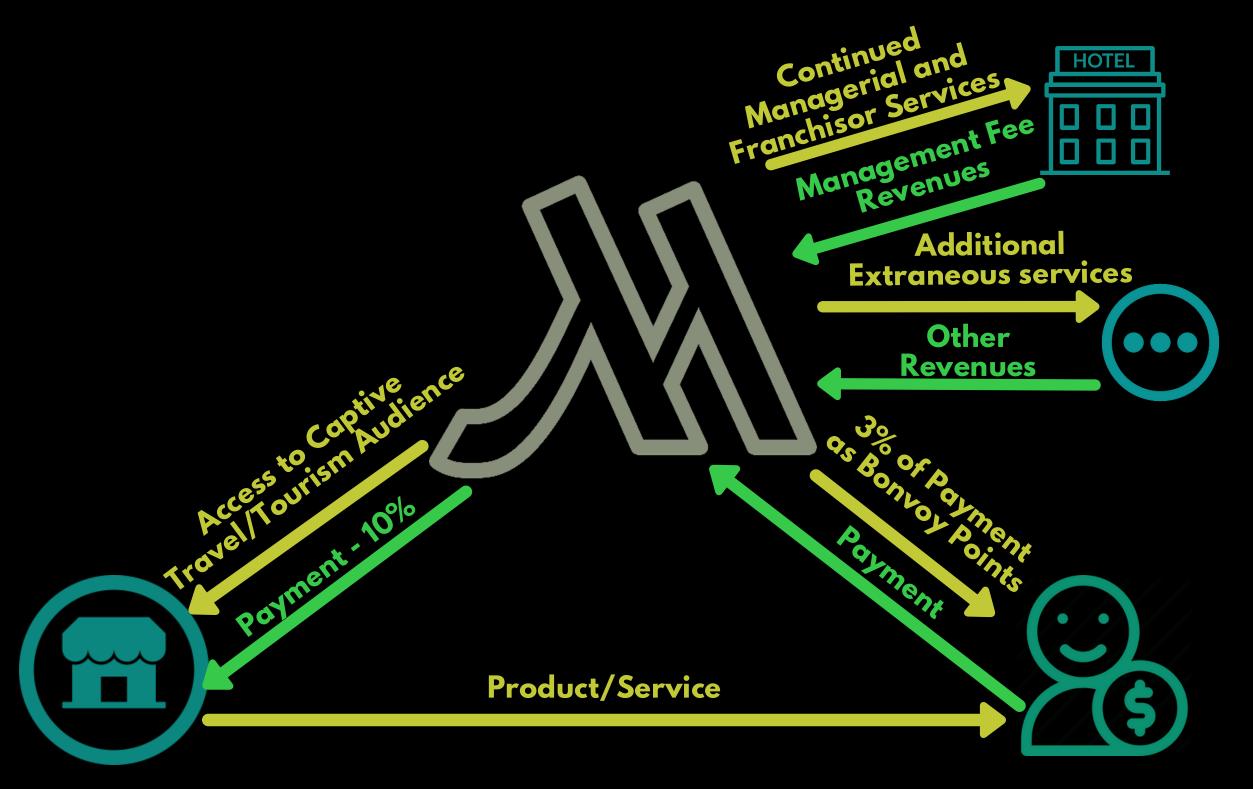
Companies



Entrepreneurs



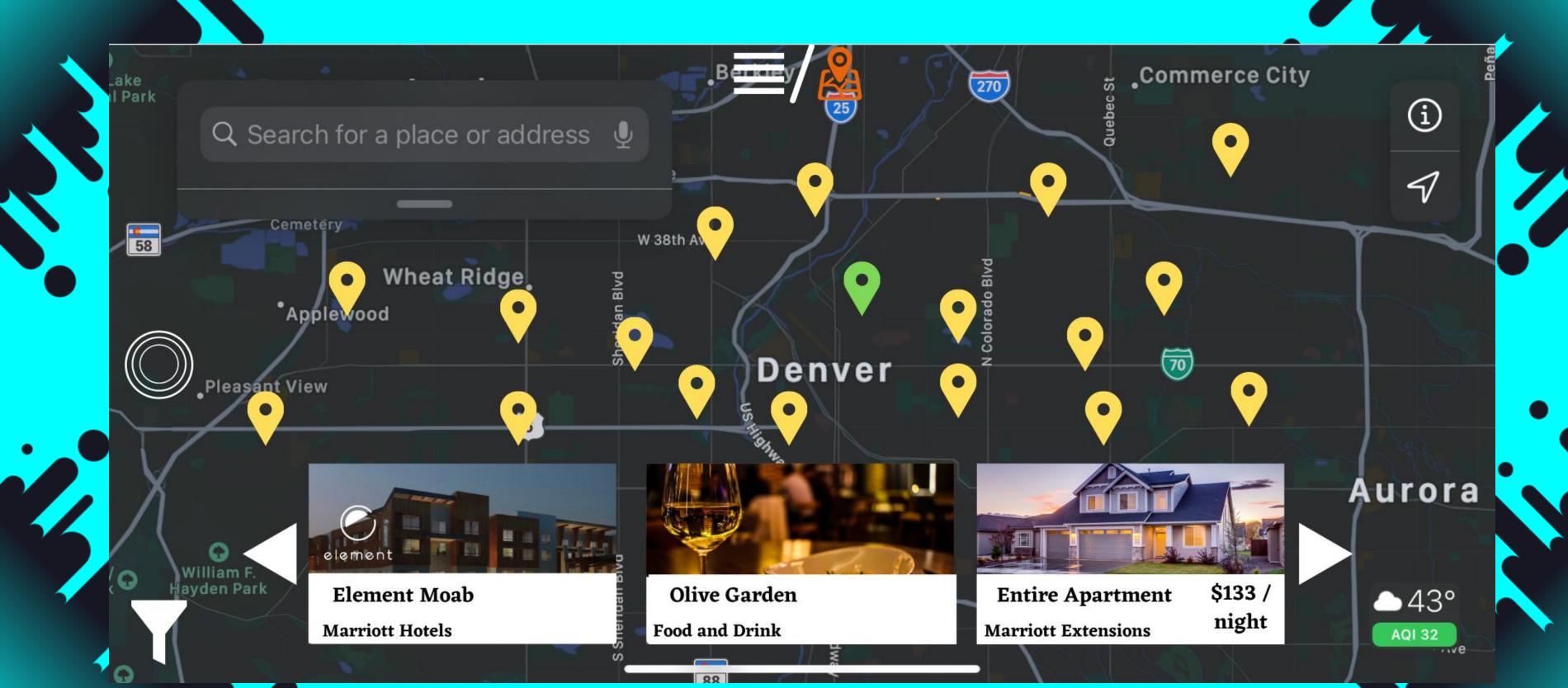
Marriott Business Model (With Atlas)





What is the Atlas?













Element Moab

Marriott Hotels



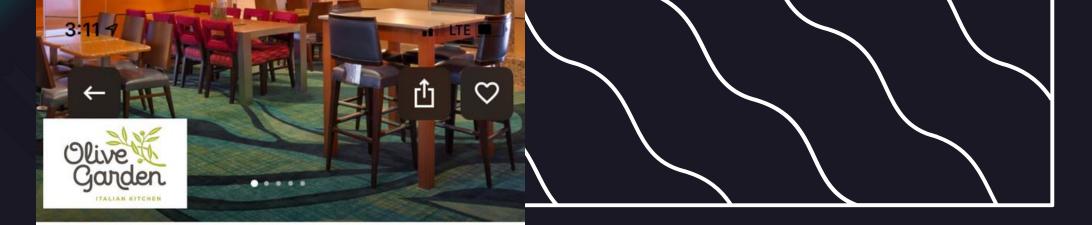
Olive Garden Food and Drink



Entire Apartment \$133 /
Marriott Extensions 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.

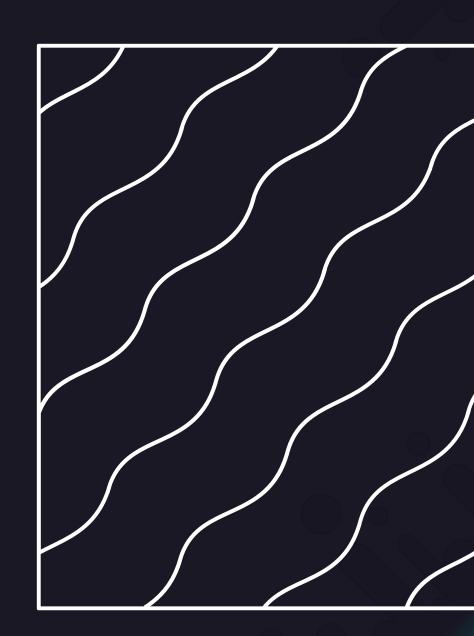
Dine out tonight with friends and family and enjoy our delicious gourmet meals, designed to...

Read More v



Purchase

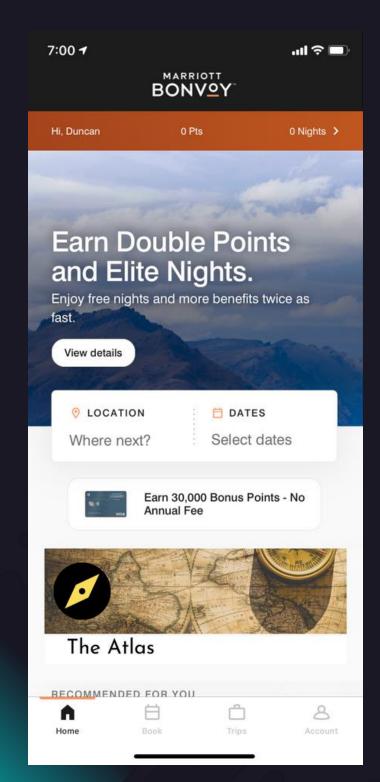
Partner Business Profile

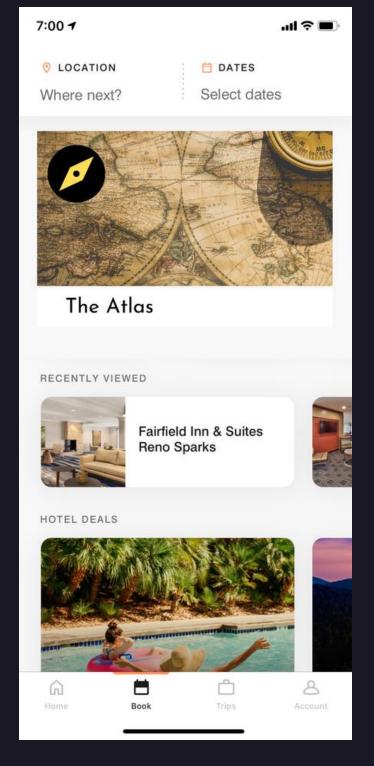




The Atlas Entrance







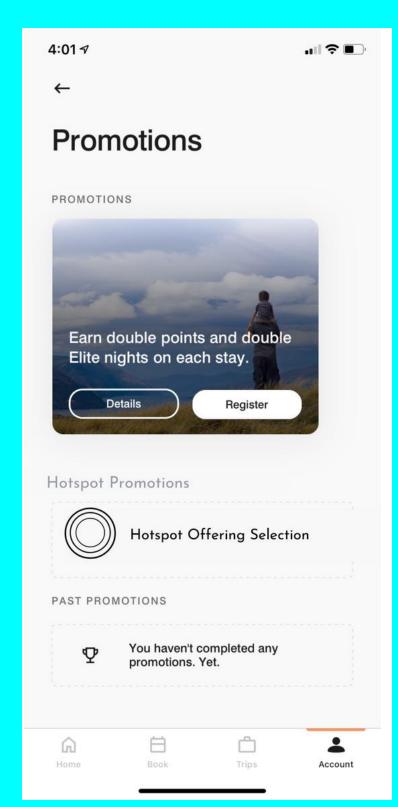
| | Partner Business Applicat | on Extension | Host Application | © English | ☐ My Trips (0) |
|------------------|-------------------------------|----------------------|---|-------------------|----------------|
| BONVOY. | Find & Reserve Special Offers | Vacations Our Brands | Our Credit Cards Abou | t Marriott Bonvoy | The Atlas |
| | Find y | our next weekend ge | TO 25% etaway at participatin you book by Sunday. | | |
| Destination | | ates | 1 NIGHT | | |
| Try "Desert Shor | es" | < Sun, Mar 21 > | < Mon, Mar 22 > | FIND | HOTELS |

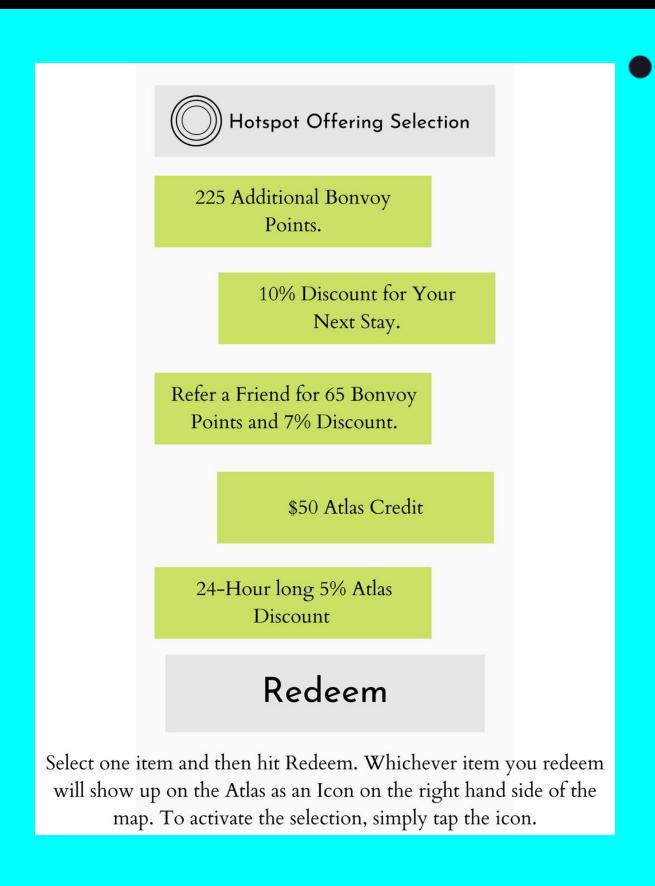


What is the Hotspot System?











The Hotspot Overlay



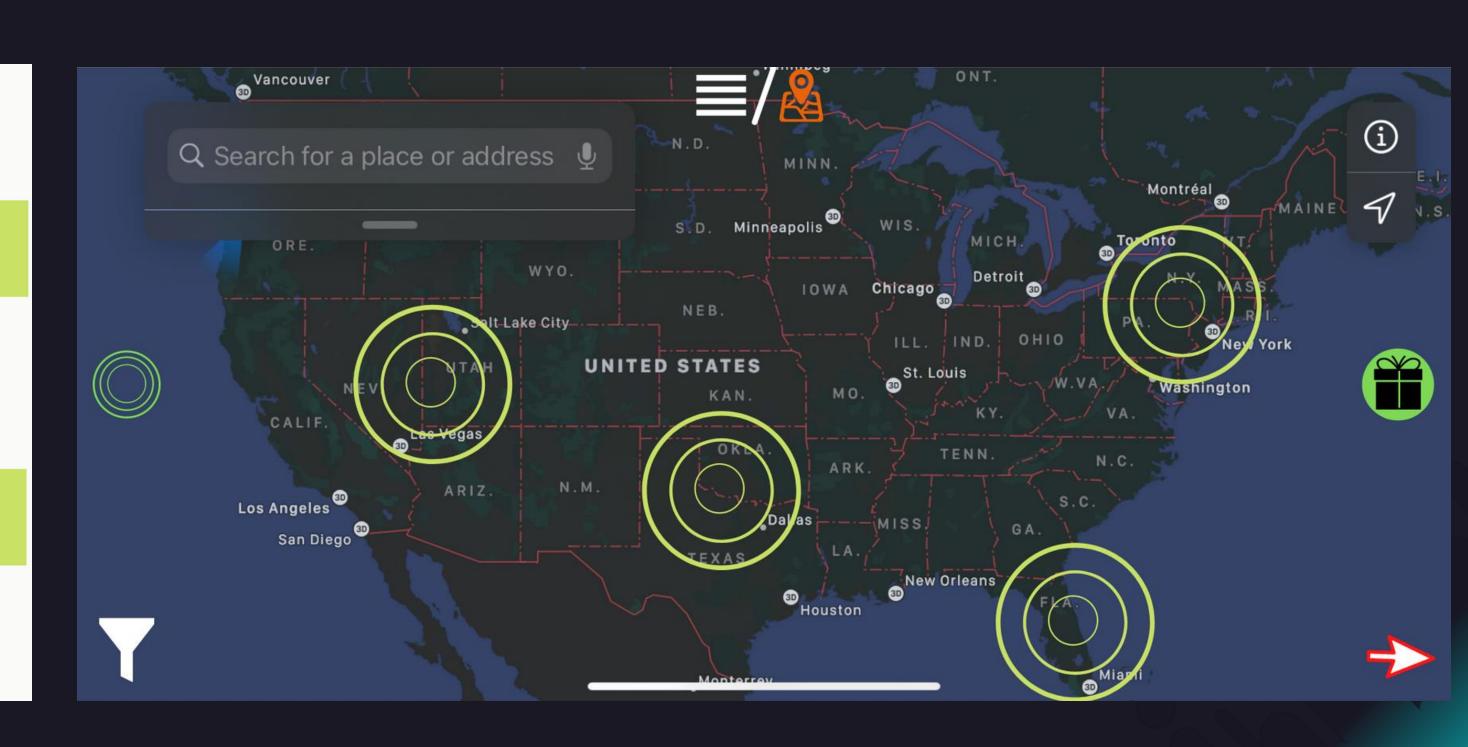
225 Additional Bonvoy Points.

10% Discount for Your Next Stay.

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

\$50 Atlas Credit

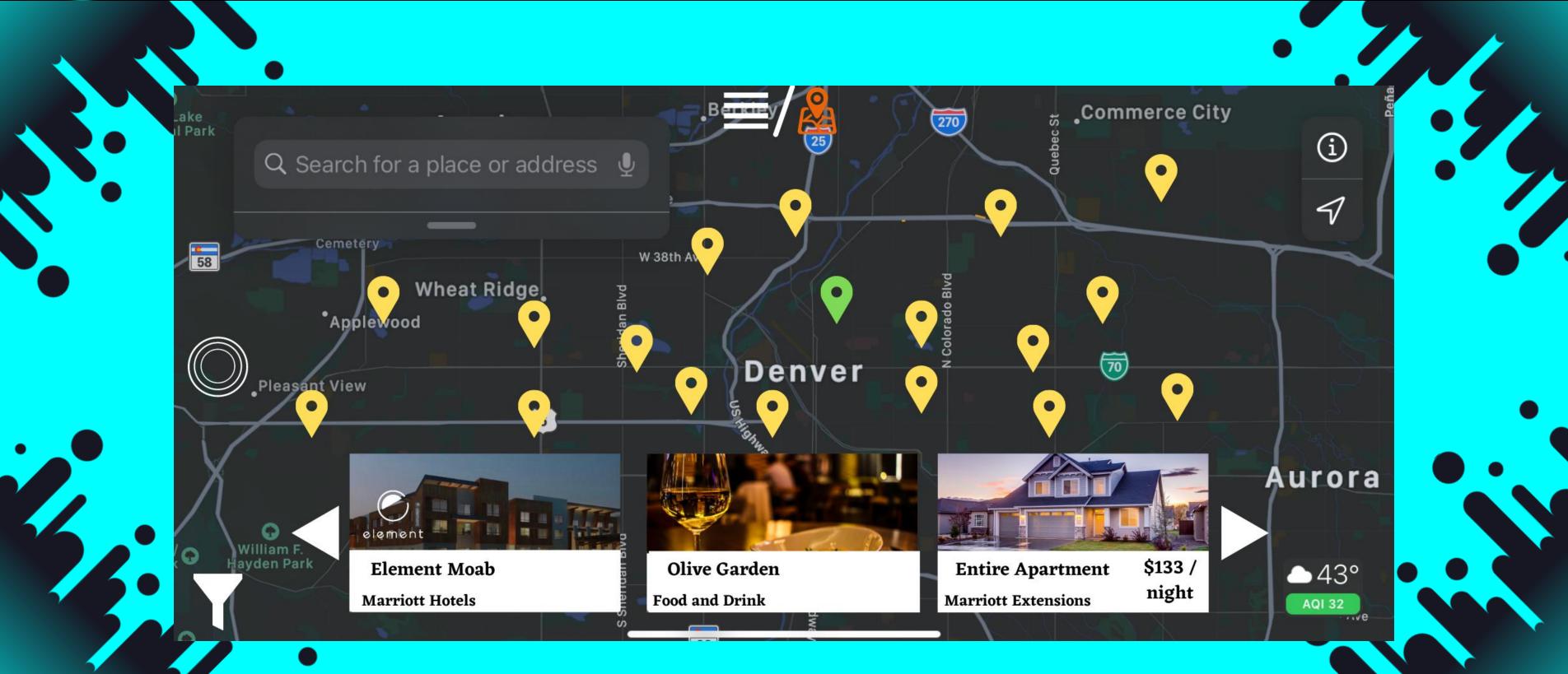
24-Hour long 5% Atlas
Discount





What are Marriott Extensions?





Extensions FFA

Driving Forces

Restraining Forces

- Opportunity to Pilfer from Airbnb
- 2 Acquire new Demographics
- Highly variable cost structure
- 3 Additional Bonvoy Members

Change

Expansion into offering listings of privately owned property

Potential to Pilfer _ 5 from Hotel market

Host may embarrass - Marriott

Difficult market - 3 penetration

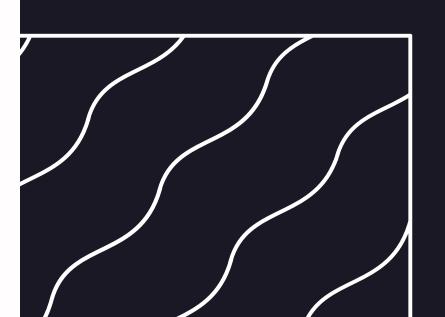
Marriott Extensions Force Field Analysis

<u>Total</u>

14

<u>Total</u>

10





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

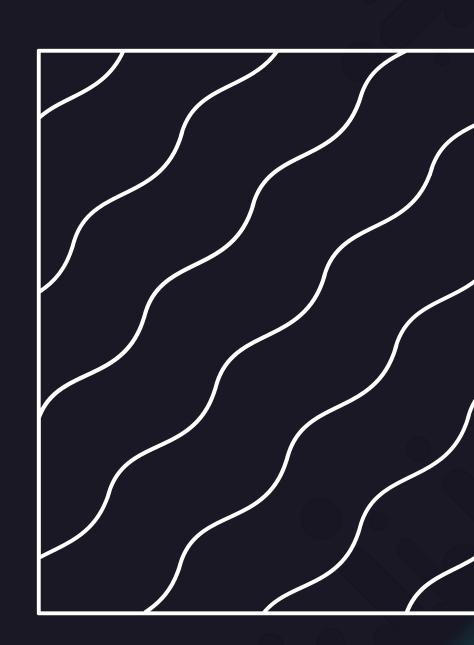
A fantastic space located in a quiet neighborhood, this apartment offers a great view and lots of room to move...

Read More v



Purchase

Extensions Profile





Traditional Advertisements











Gantt Chart



Qtr 2, 2022

Mav

| | Name | Start | 2021 | | Qtr 3, | , 2021 | | Qtr 4 | , 2021 | | Qtr 1, | 2022 | |
|----|-----------------------|------------------|------|-----|--------|--------|-----|-------|--------|-----|--------|------|---|
| | Hame | Juit | Mav | Dun | Jul | lAua | Sep | Oct | Nov | Dec | Jan | Feb | M |
| 1 | ⊟Phase 1 | 6/1/21 8:00 AM | | | | | | | | | 7 | | |
| 2 | Atlas Development | 6/1/21 8:00 AM | | | | | | | | | | | |
| 3 | Hotspot Development | 8/2/21 8:00 AM | | | | | | | | | | | |
| 4 | Extension Development | 8/2/218:00 AM | | | | | | | | | | | |
| 5 | Testing | 12/16/21 9:00 AM | | | | | | | | 1 | | | |
| 6 | Publicity | 1/17/22 9:00 AM | | | | | | | | | T | | |
| 7 | ⊟Phase 2 | 5/2/22 8:00 AM | | | | | | | | | | | |
| 8 | Campaign Launch | 5/2/22 8:00 AM | | | | | | | | | | | |
| 9 | Advertising | 5/2/22 8:00 AM | | | | | | | | | | | |
| 10 | Campaign Conclusion | 6/15/22 8:00 AM | | | | | | | | | | | |



Budget



| Phase | 1 | Co | sts |
|--------------|---|----|-----|
|--------------|---|----|-----|

\$308,566

Impressions 51,686,686+

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 Total Cost Total ROI \$6,122,865 \$5,199,912 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



PARTNER EMBARRASSMENT

Terms and Conditions alongside Contracts

RISK OF FAILURE

Evaluation periods

UNEXPECTED PROBLEMS

"On Call" staff



Brought to you by PETUNIA MARKETING CO.



Presented by

Duncan Everson