Client	Marriott International
Information	Marriott International is a global hospitality company headquartered in Maryland, United States. It operates nearly 9,000 properties across 141 countries and territories with around 30 brands, including Marriott, Sheraton, and The Ritz-Carlton. The company offers luxury, premium, and select-service hotels, as well as vacation ownership properties. With a focus on quality service, Marriott International drives customer loyalty through its Bonvoy rewards program and continues to expand its global footprint through acquisitions and partnerships.
Business objectives	Marriott International seeks to expand its global presence by increasing hotel properties and enhancing brand diversity. The company's focus is on driving growth through acquisitions, franchise development, and partnerships. It aims to deliver exceptional guest experiences by leveraging technology and personalised services. Sustainability and social responsibility are also priorities, with goals to reduce environmental impact and support local communities. Innovation, operational efficiency, and a strong brand portfolio are sought.
Research aims	Marriott International wants to accurately understand guest (customer) preferences for personalised services and technology integration, identify emerging travel trends and destination hotspots, and assess guest satisfaction across different brands and regions. Additionally, they want to explore the impact of sustainability initiatives on customer loyalty, analyse the preferences of different demographic segments, and evaluate the effectiveness of their loyalty programs. Also, better understanding how economic factors influence travel behaviour could help the company adapt to changing market conditions.
Designs to consider	The survey should include Marriott International customers (leisure and corporate customers), as well as customers of its main competitors. They prefer an online methodology, but are willing to consider other designs, if justified. A database of Marriott International customers who have previously stayed at one or more of their properties would be made available to you.
Suggested analysis	Analysis of variance, regression, factor analysis and cluster analysis (among others) could be possible multivariate statistical techniques proposed. However, Marriott International requires a justification of why any proposed techniques would help meet the research aims.
Suggested sample size	At least 5,000 Marriott International customers globally, segmented appropriately, although the company is unsure how many "competitor customers" to sample so would like advice on the appropriate sample size of competitor customers, with an explanation.
Budget and timescale	Marriott International has a large budget and would like the research to be completed within a six-month window.

This case study brief is for the 2024-25 academic year, with a submission deadline of **1 March 2025**.