

WELCOME TO

 **Marriott®**

THE RITZ-CARLTON
EXCELSIOR
LUXURY PARTNER

EDITION™

JW MARRIOTT

AUTOGRAF
COLLECTION™
HOTELS

R
RENAISSANCE®
HOTELS

MARRIOTT

VACATION CLUB

GAYLORD
HOTELS*

AC
MARRIOTT

INTRODUCING
DELTA
HOTELS

COURTYARD® Residence Inn®

SPRINGHILL SUITES®

FAIRFIELD INN & SUITES®

TOWNPLACE SUITES®

PROTEA HOTELS

moxy

LOYALTY MARKETING



THE ASIA PACIFIC TEAM



ANKA TWUM-BAAH
VP Customer Loyalty & Content



ELMO TSANG
Executive Insights & Loyalty



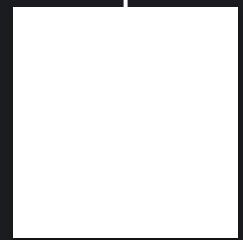
ALEX HAU
Director , Digital Products & eCommerce



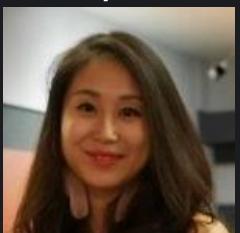
TONY CHOW
Director, Creative & Content Marketing



CHERRY TSUI
Director, Loyalty Marketing & Programs



VACANT
Director, Partnerships & Business Development



TING CHIU
Senior Manager, Digital Products & eCommerce



WAYNE WANG
Manager, Digital Products & eCommerce



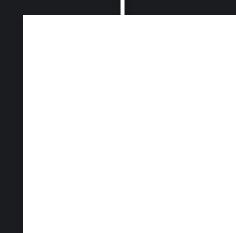
NATHALIE LUN
Assistant Manger, Creative & Content Marketing



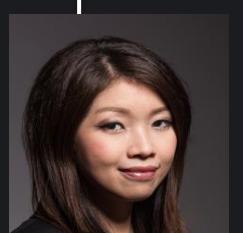
VANESSA SAW
Digital Executive, Social Media & Analysis



EMILY TAI
Senior Manager, Brand Marketing, Portfolio



VACANT
Loyalty Marketing Manger



CONNIE YU
Assistant Manger, Loyalty Programs

A circular graphic with a red border containing the Marriott Rewards logo. The logo features the word "Marriott" in its signature script font above the word "REWARDS" in a bold, sans-serif font. Below "REWARDS" is a horizontal row of twelve white dots.

Marriott
REWARDS®

••••••••••••

THE POWER OF LOYALTY

Our award-winning guest loyalty program that rewards members for stays at participating hotel brands. Marriott Rewards provides a highly effective marketing platform along with its customer relationship management system in order to build long-term relationships with Marriott's most profitable guests.

53M+

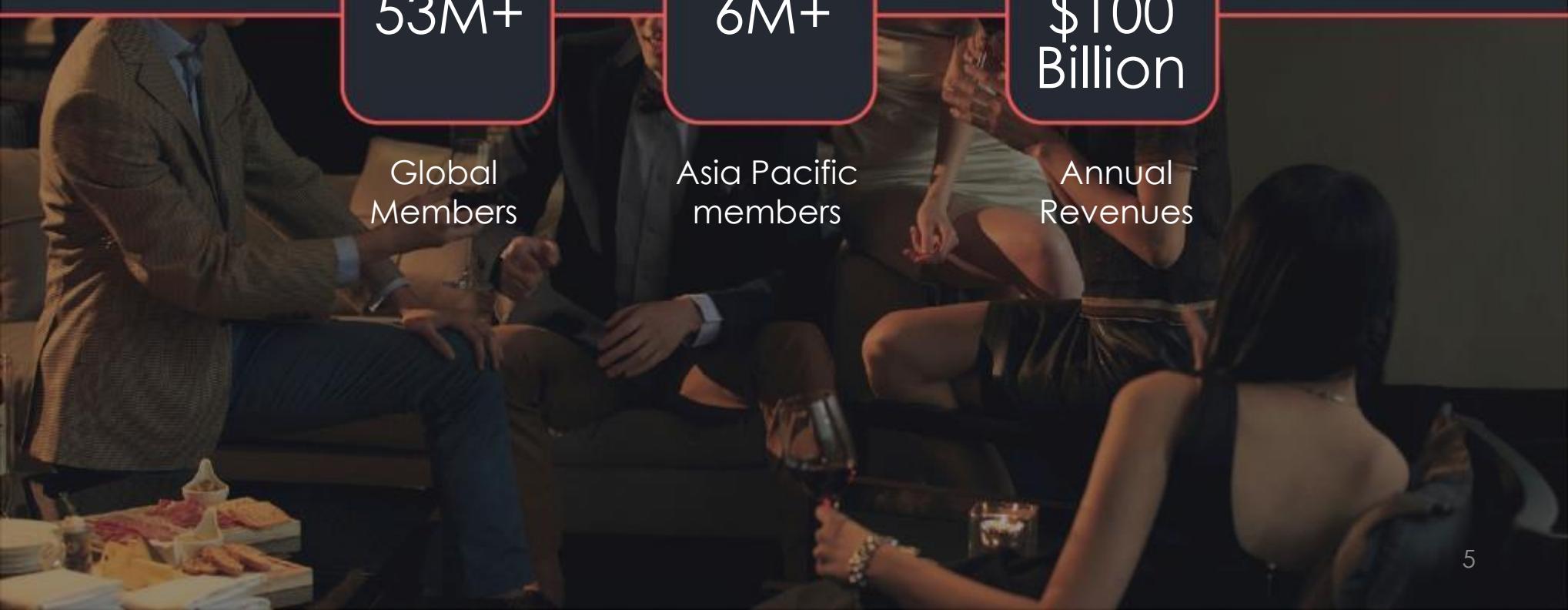
Global
Members

6M+

Asia Pacific
members

US
\$100
Billion

Annual
Revenues



THE POWER OF LOYALTY

- 1 Marriott Rewards members generate over **50%** of the total room nights worldwide
- 2 Marriott Rewards members pay a **higher Average Daily Rate** than non-members with the lowest charge-out rates in the industry
- 3 Marriott Rewards members give us **more** of their trips as they become more loyal



RECENT AWARDS & ACCOLADES

JD Power
And Associates

Highest in Overall
Customer
Satisfaction



Freddie Awards

2016
Program of the Year
9 consecutive years



Fortune

Top Hotel
Loyalty Program



Flyertea

2015
Hotel Loyalty
Program of
the Year



Flyertea

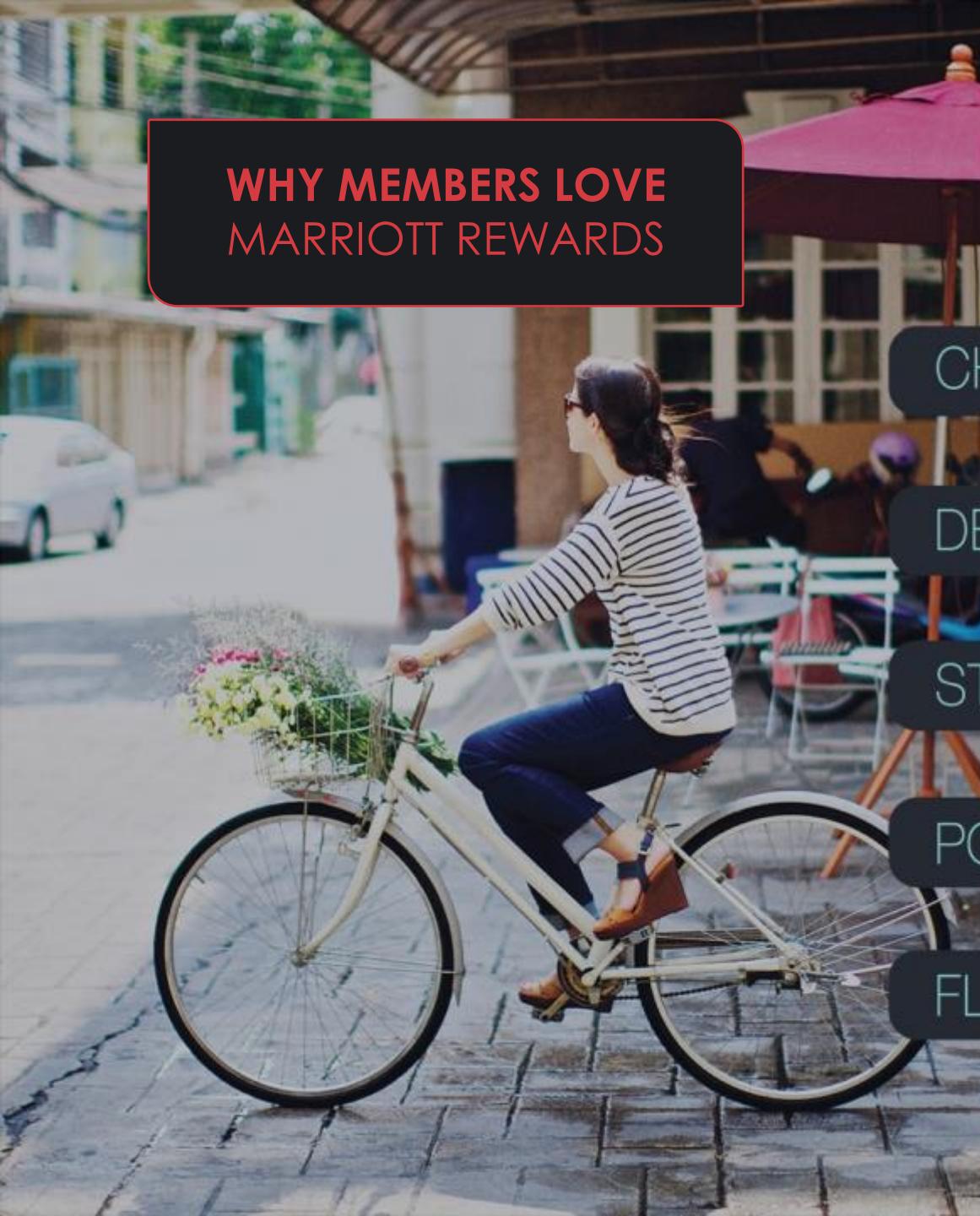
2014
Best Business
Program of
Hotel Groups



We want to be on

EVERYDAY REWARDS PROGRAM FROM
ASIA'S FAVORITE TRAVEL COMPANY



A woman in a striped shirt and blue jeans is riding a white bicycle with a basket of flowers. She is wearing sunglasses and has her hair tied back. She is riding away from the camera on a brick-paved street. In the background, there are buildings, a pink umbrella over a table, and other people walking or sitting at tables.

WHY MEMBERS LOVE MARRIOTT REWARDS

CHOICE

Earn points or airline miles from over 40 global and regional airline partners

DEPTH

17 brands to meet your travel needs

STATUS

Exclusive benefits & recognition

POWER

Additional earning options

FLEXIBILITY

Variety of redemption options

MOST ATTRACTIVE PORTFOLIO OFFERING

"ONLY PROGRAM WITH DEPTH OF PRODUCT IN EVERY LODGING TIER"



THE RITZ-CARLTON REWARDS

Member Selects Primary Brand Relationship

Leverage the Existing
Marriott Rewards Infrastructure

One membership number.
One earnings structure.
One Elite structure.
One systems infrastructure.



THE RITZ-CARLTON
REWARDS

The Ritz-Carlton Rewards branded communications including information on Marriott Rewards hotels.

OR

Marriott
REWARDS
••••••••••••

Marriott Rewards-branded communications including information on The Ritz-Carlton hotels.

THREE POWERHOUSE LOYALTY PROGRAMS



- › Earning points and miles remains the same
- › Member can transfer points with 3 programs



PROGRAM MECHANICS

EARNING POINTS

HOTEL STAY

10 Points / 2 Miles Per \$1 USD

REDEEM

250+ Unique Awards

Free night, airline miles,
Ctrip points, cruises,
car rentals, merchandise

1 Elite Credit Per \$1 Night

RECEIVE

Elite Membership Status

Three Elite Levels receive
enhanced on-property experience,
benefits and recognition

EVENT BOOKINGS



Maximum rewards of
50,000 points or 15,000 miles
with one qualifying event



Rewarding Events-- Points can be earned
from **events, catering & groups**
and split to 2 meeting planners,
up to 50,000 points



More than
40 Airline partners



Refer a friend
and gets bonus points



Via social media
action trigger for MR Points

WAYS TO REDEEM

Over 250 ways to use points

Convert points to upgrades, free nights, golf and spa packages

Brand-name merchandises

Meeting eGiftCards towards next meeting and event

Airline Miles with over 40 airlines & Ctrip Points

Donations to various charities



REDEMPTION STAY

Hotel Category	Points Required Per Night
Category 1	7,500
Category 2	10,000
Category 3	15,000
Category 4	20,000
Category 5	25,000
Category 6	30,000
Category 7	35,000
Category 8	40,000
Category 9 NEW	45,000

Redeem 4 Nights;
Your 5th Night is
FREE!

Marriott Rewards points

CLOSE

Marriott Rewards category: 7

Marriott Rewards members may also combine redemption nights with cash nights within a single reservation using [Cash + Points](#) here and at 3,600+ hotels in 70 countries across 13 distinctive brands.

Nights Stay	Hotel Reward	PointSavers*
One night	35,000	30,000
Two nights	70,000	60,000
Three nights	105,000	90,000
Four nights	140,000	120,000
Five nights	140,000	120,000

* Some locations offer these limited-time, reduced-point offers.

[Marriott Rewards Terms & Conditions](#)

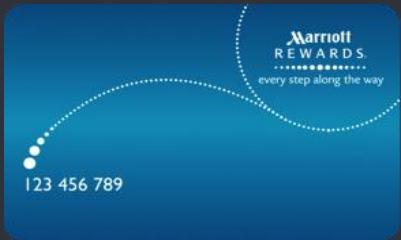
HOTEL CATEGORY	POINTS REQUIRED PER NIGHT	CASH + POINTS PER NIGHT	
		CASH	POINTS
1	7,500	OR \$45	3,000
2	10,000	OR \$50	5,000
3	15,000	OR \$55	8,000
4	20,000	OR \$60	11,000
5	25,000	OR \$65	14,000
6	30,000	OR \$75	17,500
7	35,000	OR \$90	21,000
8	40,000	OR \$145	24,500
9	45,000	OR \$220	28,000

- Current category : 7
- Requires 35,000 points to redeem a free night
- Redeem 4 nights, get 5th night free
- Hotel categories/tiers are reviewed annually by HQ
- Elite member should be entitled to the same benefits whether on a paid or redemption stay

- Starting from 24 March, Members can combine cash and points to redeem a free night

REWARDS AT EVERY LEVEL

Recognize our most valued guests with extra benefits and perks



MEMBERS

0 – 9 Nights Annually

- Free Wi-Fi
- Member Rates
- Mobile Check-in & Check-out
- Mobile Guest Services



SILVER

10 – 49 Elite Nights Annually

- 20% Bonus Points
- Priority Late Check Out
- Elite Offers & Rewards



GOLD

50 – 74 Elite Nights Annually

- 25% Bonus Points
- Guaranteed Late Check-out
- Guaranteed Lounge Access
- Complimentary Room Upgrade



PLATINUM

75+ Elite Nights Annually

- 50% Bonus Points
- Platinum Arrival Gift
- 48 Hour Guaranteed Availability

GLOBAL

AP

- And more...

- 10% Dining Discounts*
- And More...

- 20% Dining Discounts*
- And More...

- Suite Upgrade
- And More...

NEW BENEFITS THE FAB FOUR



Points Sharing

Transfer up to 50,000 points per year to friends and family



Points Advance

Allows you to book a trip using points even if you don't have enough



Cash + Points

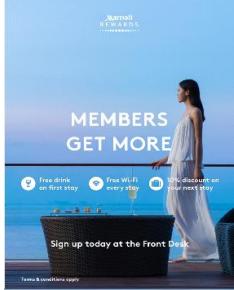
combine cash and points to cover stays



Redemption Stay Credit

Earn Elite credit on redemption stays

SUCCESSFUL LAUNCH OF MARRIOTT REWARDS 2.0 INITIATIVES



Enhance OTA
Second Stay
Program



MAX! by Marriott Rewards kids program APAC launch & India activation



Service Strategy 2.0:
Elite Member Benefit refresh



Surprise and Delight refresh

All MI brands,
except RC
(managed only)

10 POC hotels
(Roll-out in Feb 16'
to all G. China
Hotels)

JW + Resort of all brands in
AP, except RC
(managed only)

All MI brands, except RC
(managed and franchise)

All MI brands, except
RC, FI & MEA
(managed &
franchise)

POSITIVE OUTCOME on MEMBER EXPERIENCE

Elite Appreciation **+5.2% YOY**

guestVoice - Elite Rewards Members Appreciation | Q4 2014 = 64.7% vs. Q4 2015 = 69.9% |

OSACT for Elite Silver Member **+4.3% over 2014**

guestVoice - Elite Silver Member OSAT | Q4 2014 = 57.8% vs. Q4 2015 = 62.1% |

MARRIOTT REWARDS INITIATIVES

Initiatives	Scope	Targeted audience	Objectives	Offers	Above property marketing
Second stay promotion	All MI brands, except RC (managed only)	OTA arrivals and non-members	Drive on-property enrollment, repeated stay & direct bookings	<u>On property:</u> Enroll upon check-in & enjoy an on-the-spot benefit of complimentary cocktails. <u>Post stay:</u> new enrollees will receive an offer email with 10% off BAR on their next stay that is booked on Marriott.com.	N/A
Alipay	Participating hotels in Chinese Greater China, Thailand, Singapore, Japan, South Korea	Chinese	Grabs share of Chinese wallet	8% discounts & 888 bonus points for first time Alipay user (expired on Oct 2016)	eNews, METT, social , PR, website
MAX! by Marriott Rewards	JW + Resort of all brands in AP	Family travellers	Delight young travelers aged 5-12, accompanied with MR Member Engage Members by offering unique benefits to drive Members' stays for family travel	Kids activities and welcome pack	eNews, social, MAX! event activation in India and HK, PR, Playbook & internal communication, website, Flyertea

MARRIOTT REWARDS INITIATIVES

Initiatives	Scope	Targeted audience	Objectives	Offers	Above property marketing
Service Strategy refresh	All AP MI hotels (managed & franchise)	Members	Clearly define the on-property benefits each member can enjoy	APAC specific benefits, on top of Global offerings	N/A
Surprise & Delight	All MI brands, except RC, FI & MEA (managed & franchise)	Basic and Silver Elite	Drive satisfaction and engagement	Basic: complimentary drink/room upgrades Silver: 20% dining discounts/room upgrades	N/A
<u>Elite Enhancement</u>	All brands; except MEA and Resorts (managed & franchise)	Gold & Platinum members	Elevate service and recognition & increase member satisfaction	-Guaranteed late check out for up to 4pm - Room Upgrade given as available, at time of check-in	PR, eNews, Solo email

A photograph of a man and a woman dining at a restaurant. They are seated at a table with a white cloth, a small floral arrangement, and glasses. The restaurant has large windows overlooking a tropical landscape with palm trees and mountains. A large black circle with a red border is overlaid on the right side of the image, containing the text.

**MEMBERS
COMMUNICATIONS**

WAYS TO COMMUNICATE WITH MEMBERS IN ASIA PACIFIC

ACCESS TO EXCLUSIVE EVENTS



MEMBERS COMMUNICATION



SOCIAL MEDIA



INTERNATIONAL DOUBLE ELITE NIGHT

Existing Members who reside outside US earn Double Elite Night Credits on all paid stays

<https://www.marriott.com/rewards/promotion.mi?promotion=IN16&email=member>

APAC MEO

Up to 15% book direct discount for Seoul and Indonesia properties

<http://www.marriott.com/specials/mesOffer.mi?marrOfferId=1160215&displayLink=true>

SUMMER BONUS

2K per stay starting with 2nd paid stay, up to 10K

<http://www.marriott.com.au/rewards/promotion.mi?promotion=SB16>

REWARDING JOURNEYS

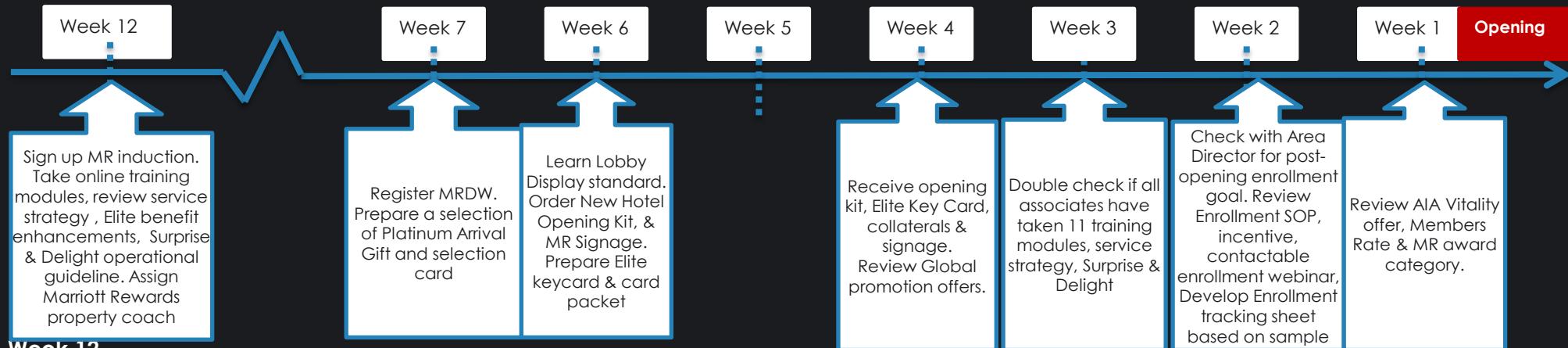
Get 10K points after 4 nights, up to 40K points

<http://ritzcarltonrewards.netlinkrg.com/100000points/en/>



OPENING CHECKLIST

ROOMS & FRONT OFFICE CHECKLIST



Week 12

- Sign up MR Induction:** contact connie.yu@marriott.com
- Online Training modules and certifications:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/training/learning-maps/front-office.html>
- Elite benefit enhancements:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/elite-program/enhancements.html>
- Asia Pacific Service Strategy:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>
- Surprise & Delight operational guideline :** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>

Week 7

- MRDW** provides enhanced revenue management tools for reporting and analysis of reservations data from MARSHA. The system analyzes data to evaluate trends and maximize revenue. <https://extranet.marriott.com/mgs/common/business-resources/business-applications/mrdw>
- Platinum Arrival Gift and selection card:** <https://extranet.marriott.com/mgs/common/lodging-operations/rooms/front-office-administration/procedures/arrival-prearrival/arrival-offerings/platinum-arrival-gifts/eu-ap-me-a-cala-hawaii.html>

Week 6

- New Hotel Opening Kit :** Including Take One Brochures, Membership Cards, Membership Cardholder, Elite Benefits Guides, Rewarding Events Brochures, Rewarding Events Associate Pocket Guides and Marriott Rewards Program Information Pocket Guides. <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/tools-resources/on-property-materials.html>

Elite key card , card holder : <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/tools-resources/on-property-materials.html>

Lobby display standard: <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/operations/rooms/front-office>

MR signage: Contact Loyalty Marketing at Connie.yu@marriott.com. Production & delivery cost borne by hotel. <https://extranet.marriott.com/mgs/marriodocs/mgs/common/continentaldivisions/asiacapacific/operations/rooms/frontoffice/mariottrewards/mariottrewardmembershipzonesignagestandards.pdf>

Week 4

- Recent news & global promotion:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/promotions.html>

Week 2

- Enrollment goal:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/enrolling-new-members/property-enrollment-goals.html>
- Enrollment incentive:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/enrolling-new-members/email-data-capture-incentive.html>
- Monthly enrollment report:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/enrolling-new-members/enrollment-reports.htm>

Week 1

- Rewards Members rate loading:** https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/about-marriott-rewards/member-rates.html?sa_campaign=HomePage/INTL_Associate/Weekly_Update_03142016

Review AIA Vitality offer (managed hotels only):

<https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/partnerships-strategic-alliances.html>

FRONT OFFICE TRAINING MODULES ON MGS

Front Office Learning Map

The Front Office Audience Group includes:

- Front Desk
- At Your Service/Delighted to Serve
- Front Office Managers
- Night Audit

Key

✓ = Completion required for this Audience Group unless otherwise specified; new hires must complete within 90 days of employment; Full Service hotels using FSPMS; new hires must complete this with the [Compass - Navigating the Front Office training program](#).

Note: Courses without a ✓ are not considered relevant to this Audience Group's job responsibilities; however, individuals may opt to take the training if they like.

Course	Notes
Introduction to Marriott Rewards	✓
Elite Benefits	✓
Pre-Arrival Planning/Rewarding Welcome	✓
Enrollments	✓
Enrollment Goals & Incentives	✓
Redemption Process	✓
Instant Redemption	✓
Reimbursements	✓
Missing Stays	✓
Building Effective Offers	
E-mail Marketing	
eBonus Tool	✓
Rewarding Events	
Group Posting Tool	
Revenue Management	
Marriott Rewards Credit Cards	✓ Required U.S., Canada, UK
Exploring Marriott Rewards on Marriott.com	✓

1. Introduction to Marriott Rewards

Learn the basics, including membership levels and how members accrue points or miles.

2. Elite Benefits

Learn about the levels and benefits Elite members receive at specific Marriott brands.

3. Pre-arriving Planning

Learn the steps of Pre-Arrival Planning so you can deliver a Rewarding Welcome.

4. Enrollments

Learn to target and qualify potential new members and enroll them into the Marriott Rewards.

5. Enrollment Goals and Incentives

Learn about how to reach the goals, how to earn the incentive and tools for measuring progress.

6. Redemption Process

Learn how members earn and redeem points and how they can track and manage them.

7. Instant Redemption

Learn how to process Instant Redemptions which helps us to provide memorable service to our most valued guests.

8. Reimbursement

Learn more about the process flow for reimbursement, PointSaver awards and Upgrade awards.

9. Missing stay

Learn how to utilize tools and identify resources to reduce Missing Stays for our members.

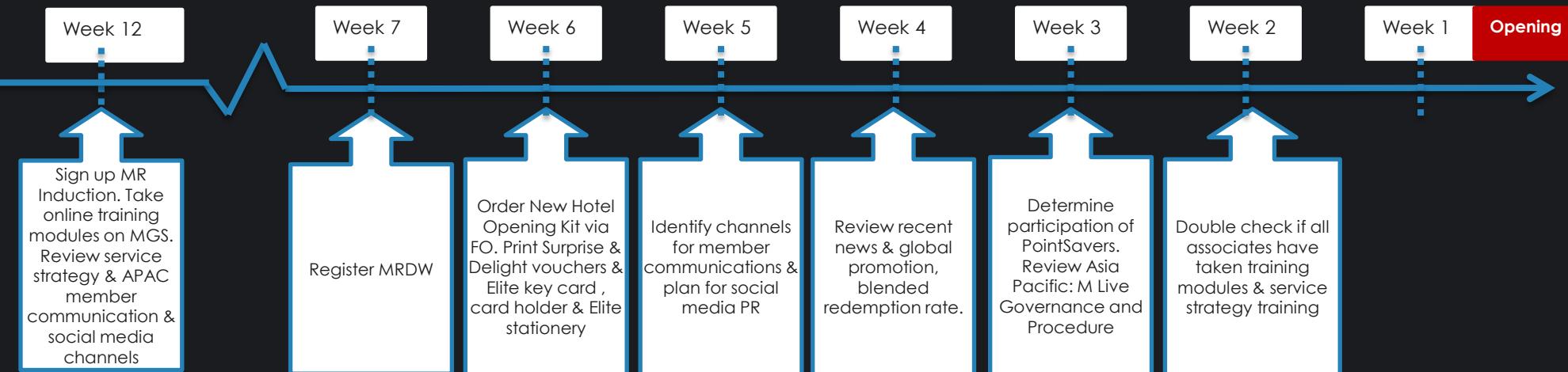
10. e-Bonus tool

Learn about the benefits, key features, and costs of the eBonus Tool.

11. Exploring Marriott Rewards on Marriott.com

Learn how to access and navigate the Marriott Rewards section of Marriott.com

SALES & MARKETING CHECKLIST



Week 12

- **Sign up MR Induction:** contact connie.yu@marriott.com
- **Online Training modules and certifications:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/training/learning-maps/sales-marketing-and-related.html>
- **Asia Pacific member communication channels:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>
- **Asia Pacific Service Strategy:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>
- **Asia Pacific Social media channels:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/content-creative.html>

Week 7

- **MRDW** provides enhanced revenue management tools for reporting and analysis of reservations data from MARSHA. The system analyzes data to evaluate trends and maximize revenue. <https://extranet.marriott.com/mgs/common/business-resources/business-applications/mrdw>

Week 6

- **New Hotel Opening Kit :** Including Take One Brochures, Membership Cards, Membership Cardholder, Elite Benefits Guides, Rewarding Events Brochures, Rewarding Events Associate Pocket Guides and Marriott Rewards Program Information Pocket Guides. <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/tools-resources/on-property-materials.html>

Week 4:

- **Prepare Elite key card, card holder & Elite stationery:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/tools-resources/on-property-materials.html>
- **Print Surprise & Delight vouchers:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>

Week 3:

- **PointSavers:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/pointsavers.htm>
- **Asia Pacific: M Live Governance and Procedure:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/content-creative.html>

SALES & MARKETING TRAINING MODULES ON MGS

Sales & Marketing and Related Learning Map

The Sales & Marketing and Related Audience Group includes associate and managers within:

- On property Sales & Marketing
- Area and Above Property Sales & Marketing, eCommerce
- Reservations and Call Centers

Key

✓ = Completion required for this Audience Group unless otherwise specified; new hires must complete within 90 days of employment.

Note: Courses without a ✓ are not considered relevant to this Audience Group's job responsibilities; however, individuals may opt to take the training if they like.

Course	Notes
Introduction to Marriott Rewards	✓
Elite Benefits	✓
Pre-Arrival Planning/Rewarding Welcome	
Enrollments	✓
Enrollment Goals & Incentives	
Redemption Process	✓
Instant Redemption	
Reimbursements	
Missing Stays	
Building Effective Offers	✓
E-mail Marketing	✓
eBonus Tool	✓
Rewarding Events	✓
Group Posting Tool	✓
Revenue Management	
Marriott Rewards Credit Cards	✓ Required for U.S., Canada, UK
Exploring Marriott Rewards on Marriott.com	✓

1. Introduction to Marriott Rewards

Learn Marriott Rewards basics, including membership levels, participating brands, and how members accrue points or miles.

2. Elite Benefits

Learn about the levels and benefits Elite members receive at specific Marriott brands.

3. Enrollment

Learn to target and qualify potential new members and enroll them into the Marriott Rewards.

4. Redemption Process

Learn how members earn and redeem points and how they can track and manage them.

5. Building Effective Offers

Learn the 7 steps for building effective offers, and the difference between MEO and EEO.

6. Email Marketing

Learn about the compliance requirements regarding e-mail campaigns.

7. eBonus Tool

Learn about the benefits, key features, and costs of the eBonus Tool.

8. Rewarding Events

Learn about the Marriott Rewards Rewarding Events program structure and how to explain the program to customers.

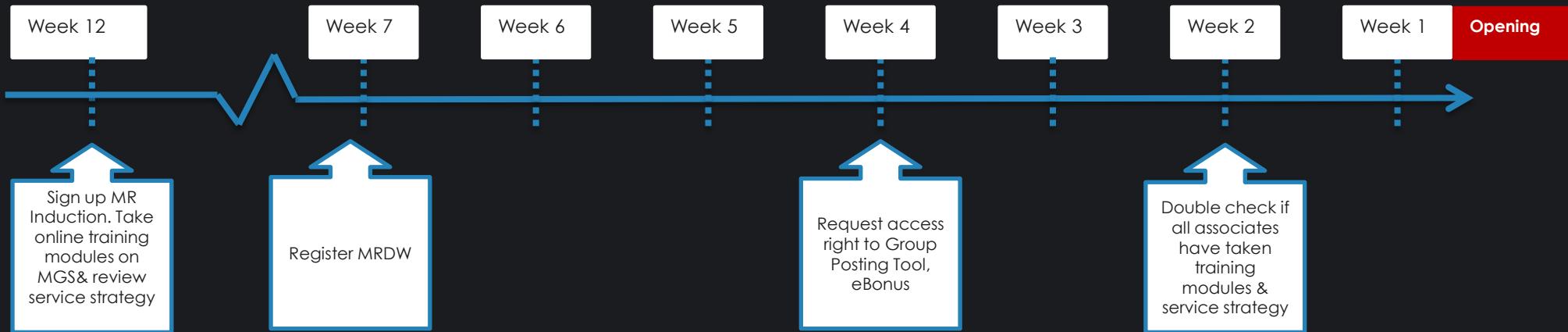
9. Group Posting Tool

Learn how properties use the Group Posting Tool to record information regarding an actualized group, event or meeting so that the earned points or miles can be awarded to our loyal Marriott Rewards members.

10. Exploring Marriott Rewards on Marriott.com

Learn how to access and navigate the Marriott Rewards section of Marriott.com

CATERING SALES & EVENTS CHECK LIST



Week 12

- **Sign up MR Induction:** contact connie.yu@marriott.com
- **Online Training modules and certifications:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/training/learning-maps/catering-sales-event-management.html>
- **Asia Pacific Service Strategy:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.htm>

Week 7

- **MRDW** provides enhanced revenue management tools for reporting and analysis of reservations data from MARSHA. The system analyzes data to evaluate trends and maximize revenue. <https://extranet.marriott.com/mgs/common/business-resources/business-applications/mrdw>

Week 4

- **Group Posting Tool:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/rewarding-events/group-posting-tool.html>
- **eBonus Tool:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/ebonus>

CATERING SALES & EVENT TRAINING MODULES ON MGS

Catering Sales & Event Management Learning Map

The Catering Sales & Event Management Audience Group includes Catering Sales and Event managers and coordinators.

Key

✓ = Completion required for this Audience Group unless otherwise specified; new hires must complete within 90 days of employment.

Note: Courses without a ✓ are not considered relevant to this Audience Group's job responsibilities; however, individuals may opt to take the training if they like.

Course	Notes
Introduction to Marriott Rewards	✓
Elite Benefits	✓
Pre-Arrival Planning/Rewarding Welcome	
Enrollments	✓
Enrollment Goals & Incentives	
Redemption Process	
Instant Redemption	
Reimbursements	
Missing Stays	
Building Effective Offers	
E-mail Marketing	
eBonus Tool	✓
Rewarding Events	✓
Group Posting Tool	✓
Revenue Management	
Marriott Rewards Credit Cards	✓ Required U.S., Canada, UK
Exploring Marriott Rewards on Marriott.com	✓

1. Introduction to Marriott Rewards

Learn Marriott Rewards basics, including membership levels, participating brands, and how members accrue points or miles.

2. Elite Benefits

Learn about the levels and benefits Elite members receive at specific Marriott brands.

3. Enrollments

Learn to target and qualify potential new members and enroll them into the Marriott Rewards.

4. eBonus Tool

Learn about the benefits, key features, and costs of the eBonus Tool.

5. Rewarding Events

Learn about the Marriott Rewards Rewarding Events program structure and how to explain the program to customers.

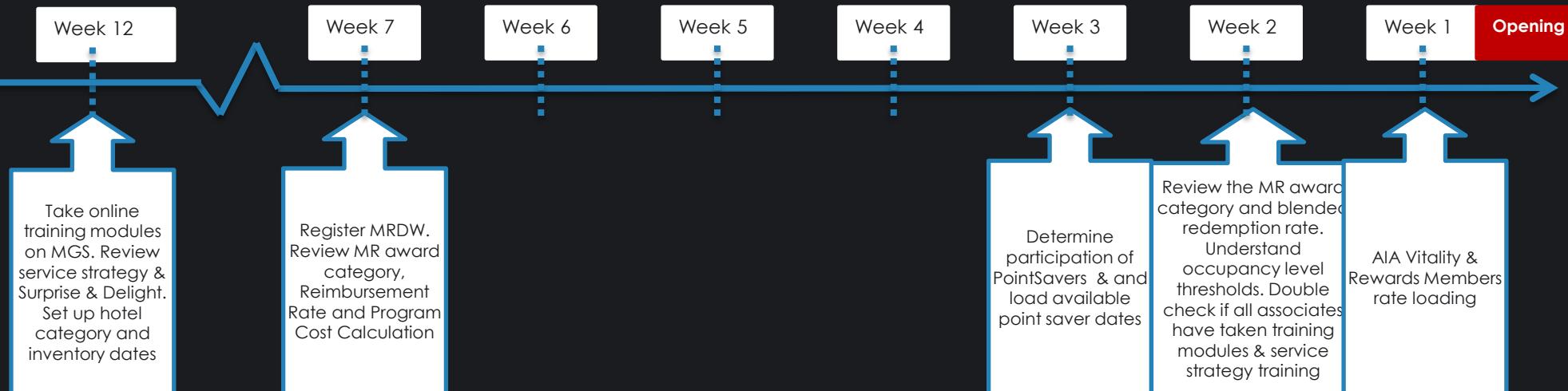
6. Group Posting Tool

Learn how properties use the Group Posting Tool to record information regarding an actualized group, event or meeting so that the earned points or miles can be awarded to our loyal Marriott Rewards members.

7. Exploring Marriott Rewards on Marriott.com

Learn how to access and navigate the Marriott Rewards section of Marriott.com

Revenue CHECKLIST



Week 12

- **Online Training modules and certifications:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/training/learning-maps/revenue-management.html>
- **Asia Pacific Service Strategy:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>
- **Surprise & Delight:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>

Week 7

- **MR award category, reimbursement rate & Program cost calculation:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/about-marriott-rewards/redemption-rewards.html>
- **MRDW** provides enhanced revenue management tools for reporting and analysis of reservations data from MARSHA. The system analyzes data to evaluate trends and maximize revenue. <https://extranet.marriott.com/mgs/common/business-resources/business-applications/mrdw>

Week 3:

- **PointSavers:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/pointsavers.htm>

Week 2:

- **MR award category and blended redemption rate.** Understand occupancy level thresholds. <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/about-marriott-rewards/redemption-rewards.html>

Week 1:

- **Rewards Members rate loading:** https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/about-marriott-rewards/member-rates.html?sa_campaign=HomePage/INTL_Associate/Weekly_Update_03142016
- **AIA Vitality rate loading (managed hotels only):** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/partnerships-strategic-alliances.html>

REVENUE TRAINING MODULES ON MGS

Revenue Management Learning Map	
The Revenue Management Audience Group includes associates and managers within Revenue Management.	
Key	
<input checked="" type="checkbox"/> = Completion required for this Audience Group unless otherwise specified; new hires must complete within 90 days of employment	
Note: Courses without a <input checked="" type="checkbox"/> are not considered relevant to this Audience Group's job responsibilities; however, individuals may opt to take the training if they like.	
Course	Notes
Introduction to Marriott Rewards	<input checked="" type="checkbox"/>
Elite Benefits	<input checked="" type="checkbox"/>
Pre-Arrival Planning/Rewarding Welcome	
Enrollments	
Enrollment Goals & Incentives	
Redemption Process	<input checked="" type="checkbox"/>
Instant Redemption	<input checked="" type="checkbox"/>
Reimbursements	
Missing Stays	
Building Effective Offers	<input checked="" type="checkbox"/>
E-mail Marketing	<input checked="" type="checkbox"/>
eBonus Tool	
Rewarding Events	
Group Posting Tool	
Revenue Management	<input checked="" type="checkbox"/>
Marriott Rewards Credit Cards	
Exploring Marriott Rewards on Marriott.com	<input checked="" type="checkbox"/>

1. Introduction to Marriott Rewards

Learn Marriott Rewards basics, including membership levels, participating brands, and how members accrue points or miles.

2. Elite Benefits

Learn about the levels and benefits Elite members receive at specific Marriott brands.

3. Redemption Process

Learn how members earn and redeem points and how they can track and manage them.

Instant Redemption

Learn how to process Instant Redemptions which helps us to provide memorable service to our most valued guests.

5. Building Effective Offers

Learnt the 7 steps for building effective offers, and the difference between MEO and EEO.

6. Email Marketing

Learn about the compliance requirements regarding e-mail campaigns.

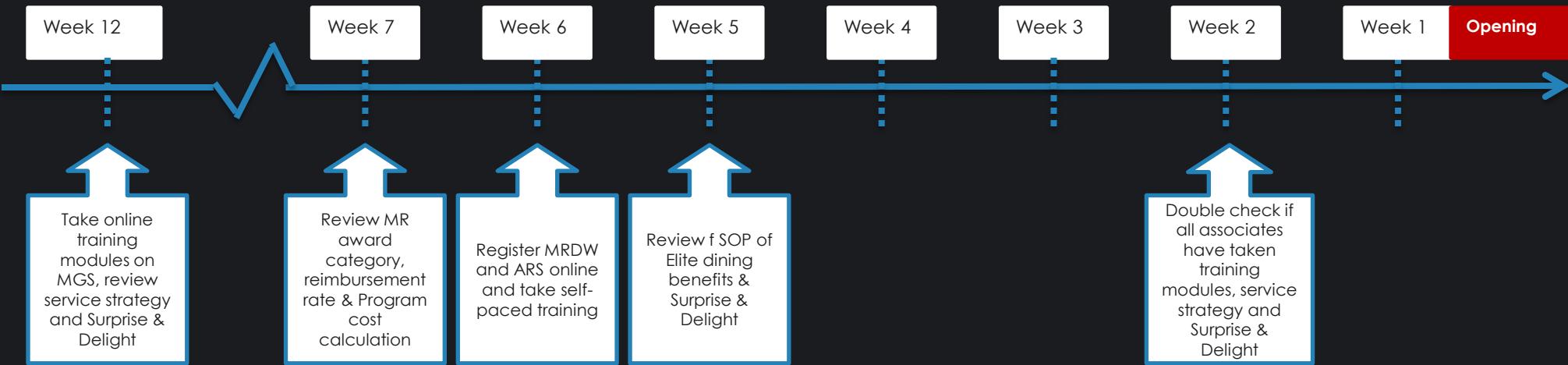
7. Revenue Management

Learn about different Reward types and the property inventory set-up, understand the program's policies that define a standard room and the use of Inventory Control Dates and review the Upgrade Rewards options available to offer members access to your premium room types.

8. Exploring Marriott Rewards on Marriott.com

Learn how to access and navigate the Marriott Rewards section of Marriott.com

FINANCE CHECK LIST



Week 12

- **MGS:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/training/learning-maps/finance-accounting.html>
- **Asia Pacific Service Strategy:** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>
- **Surprise & Delight :** <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>

Week 7

- **MR award category, reimbursement rate & Program cost calculation:** <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/about-marriott-rewards/redeemption-rewards.html>

Week 6

- **MRDW** provides enhanced revenue management tools for reporting and analysis of reservations data from MARSHA. The system analyzes data to evaluate trends and maximize revenue. <https://extranet.marriott.com/mgs/common/business-resources/business-applications/mrdw>
- **Automated Reimbursement System (ARS)** provides the Undiluted ADR and Occupancy Percentages that are used by the Rewards Program to reimburse certificates and is an essential tool for the reconciliation process: <https://extranet.marriott.com/mgs/common/sales-mktg-and-rev-mgmt/marriott-rewards/e-certificate-redemption.html>

Week 5

- Review SOP of Elite dining benefits (managed & franchise) and Surprise & Delight. Understand related financial treatments <https://extranet.marriott.com/mgs/common/continental-divisions/asia-pacific/sales-marketing-revenue-management/loyalty-content-digital-products-partnerships/customer-loyalty-marketing-programs.html>

FINANCE TRAINING MODULES ON MGS

Finance & Accounting Learning Map

The Finance & Accounting Audience Group includes associates and managers within:

- On-property Finance and Accounting
- Above property Finance and Accounting
- Marriott Business Services (MBS)

Key

✓ = Completion required for this Audience Group unless otherwise specified; new hires must complete within 90 days of employment

Note: Courses without a ✓ are not considered relevant to this Audience Group's job responsibilities; however, individuals may opt to take the training if they like.

Course	Notes
Introduction to Marriott Rewards	✓
Elite Benefits	✓
Pre-Arrival Planning/Rewarding Welcome	
Enrollments	
Enrollment Goals & Incentives	
Redemption Process	✓
Instant Redemption	✓
Reimbursements	✓
Missing Stays	✓
Building Effective Offers	✓
E-mail Marketing	
eBonus Tool	
Rewarding Events	
Group Posting Tool	
Revenue Management	
Marriott Rewards Credit Cards	
Exploring Marriott Rewards on Marriott.com	✓

1. Introduction to Marriott Rewards

Learn Marriott Rewards basics, including membership levels, participating brands, and how members accrue points or miles.

2. Elite Benefits

Learn about the levels and benefits Elite members receive at specific Marriott brands.

3. Redemption Process

Learn how members earn and redeem points, how they can track and manage them, every step along the way.

4. Instant Redemption

Learn how to process Instant Redemptions which helps us to provide memorable service to our most valued guests.

5. Reimbursements

Learn more about the process flow for reimbursement, PointSaver awards and Upgrade awards.

6. Missing Stays

Learn how to utilize tools and identify resources to reduce Missing Stays for our members.

7. Building Effective Offers

Learn the 7 steps for building effective offers, and the difference between MEO and EEO.

8. Exploring Marriott Rewards on M.com

Learn how to access and navigate the Marriott Rewards section of Marriott.com

A photograph of a woman in a black and white striped swimsuit sitting on a light-colored sun lounger on a terrace. She is wearing sunglasses and has a relaxed posture. A small round table next to her holds a drink and some magazines. The terrace has a wooden floor and a ceiling with a fan. In the background, there's a glass-enclosed shower area and some greenery.

APPENDIX

LOYALTY MARKETING ON MGS & MRDW

MGS > Continental Division > Asia Pacific > Sales, Marketing & Revenue Management > Loyalty, Content, Digital Products & Partnerships > Content & Creative

Sales, Marketing & Revenue Management

Marriott's dynamic approach to revenue management integrates people, processes and systems in pricing and inventory strategies. The Revenue Management strategy is based on the principle of selling the right product, to the right customer, at the right time and for the right price.

Training

- Sales and Related Skills
- Revenue Management Skills
- Personal & Leadership Skills
- Marketing & Digital Skills

MGS > Sales and Marketing > Marriott Rewards

Marketing

Marketing is a critical component of our loyalty program. We offer various marketing initiatives such as promotional programs, partnerships, and rewards.

MGS > MRDW > Customer > Marriott Rewards > Property Search

Property Search

This report series provides valuable information regarding key accounts. The reports can be used to analyze the performance of your accounts and identify areas where you can improve. The report also includes a summary of the latest news and updates related to the property.

Account

The account report series provides valuable information regarding key accounts. These reports can be used to analyze the performance of your accounts and identify areas where you can improve. The report also includes a summary of the latest news and updates related to the property.

Channel

These reports display information pertaining to the overall revenue, profit, margin, and growth of the channel. These reports can be used to analyze the performance of the channel and identify areas where you can improve. The report also includes a summary of the latest news and updates related to the channel.

Company

The Company Production (CP) MRDW report series provides valuable information regarding key accounts. These reports can be used to analyze the performance of your accounts and identify areas where you can improve. The report also includes a summary of the latest news and updates related to the company.

Demand

The Demand report series provides information about room rate and demand for the property. These reports can be used to analyze the performance of the property and identify areas where you can improve. The report also includes a summary of the latest news and updates related to the property.

Performance

The Market Segmentation report series provides information about a business's market share and performance. These reports can be used to analyze the performance of the market and identify areas where you can improve. The report also includes a summary of the latest news and updates related to the market.

Loyalty, Content, Digital Products & Partnerships

Who We Are

The Customer Loyalty and Content team represents four main disciplines: Customer Loyalty, Content & Creative, Digital Products, and Partnerships & Strategic Alliances. Our overall goal is to drive preference for our portfolio and to win the hearts, minds, and wallets of valuable consumers.

- Discover more information about the team

Customer Loyalty Marketing & Programs

Cherry Tsui
Intro
Director, Loyalty Marketing & Programs, Asia Pacific

Content & Creative

Tony Chow
Intro
Director, Creative and Content Marketing, Asia Pacific

Digital Products & Ecommerce

Alex Hau
Intro
Director, Digital Products & e-commerce, Asia Pacific

Partnerships & Strategic Alliances

Peggy Yip
Intro
Sr. Manager, Partnerships & Business Development, Asia Pacific

Please direct questions about this page to:
Elmo Tsang
February 26, 2016

Member Communications

- Elite Program
- Instant Redemption
- Marriott Rewards Credit Cards
- My Marriott Rewards
- PointSavers
- Redemptions Rewards
- Refer A Friend

Reimbursements and Inventory

- CFIRST Franchise Standards
- eCertificate Processing
- Front Office Procedures
- Guest Satisfaction Models
- No Blackout Dates Policy

Tools and Resources

- Group Posting Tool
- Group Enrollment Tool
- Reporting
- MRDW
- Inventory Update Due to a Major Renovation

Please direct questions about this page to:
PropertySupport@Marriott.com
October 10, 2013

PROPERTY SUPPORT

	Servicing Area	Operations Hours	Team size	Languages	MR Members	MR Silver & Gold*	MR Platinum*	RCR Members	RCR Platinum*
Guangzhou	China / HK / Taiwan / Macau	Members, Silver & Gold 9:00 am - 6:00 pm (Mon-Fri)	12	Chinese (incl. Mandarin and Cantonese), English	<i>Calling From China (Toll Free)</i>				
		Platinum line 8:00am – 8:00 pm (Mon-Fri) 9:00 am - 6:00 pm (Sat-Sun)			400 8300 250	400 8300 255	400 884 4378	400 8850 881	400 8844 378
					<i>Calling from Hong Kong (Toll Free)</i>				
					800 962 962	800 962 110	800 908 393	800 908 443	800 908 393
					<i>Calling from Taiwan (Toll Free)</i>				
					N/A	N/A	080 186 3157	N/A	080 186 3157
Kuala Lumpur	Pan Asia (ex. China, Japan)	8:00 am - 8:00 pm (Mon - Fri) 8:00 am - 5:30 pm (Sat) Closed (Sun)	8	Bahasa, English	603 2688 8080 (Toll) 612 8298 5250 (calling from Aus, Toll)	N/A	N/A	603 2688 8071 (Toll) 612 8031 8492 (calling from Aus, Toll free)	N/A
Tokyo	Japan	9:00 am - 6:00 pm (Mon-Fri)	1 (+1 part time)	Japanese, English	81-3-5405-1513 (Toll)	N/A	N/A	81-3-5405-1854 (Toll)	N/A