

**Marriott International Launches Careers Chatbot for Facebook Messenger**  
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**Chatbot MC makes searching for jobs fun and learning about Marriott even easier**

BETHESDA, Md., Oct. 25, 2017 /PRNewswire/ -- Marriott International, Inc., the global hospitality leader with over 6,200 properties in 125 countries and territories, has radically enhanced the job search and apply experience with the launch of *MC* – the Marriott Careers chatbot for Facebook Messenger. Powered by data-driven logic and specialized algorithms, the hospitality industry's first virtual assistant for job seekers creates a more personalized and efficient experience while delivering several other benefits to users who have an interest in a Marriott career.

*MC* converses with job seekers much like a human, guides them to easily apply for open jobs based on discipline and location, and provides education on the company culture and values. Additionally, a brief quiz within the conversation offers job seekers a fun way to learn which of the 30 Marriott hotel brands may align more closely with their interests. Job seekers can chat with *MC* by downloading the latest version of Facebook Messenger and adding Marriott Careers, or by visiting [Marriott Careers](#) on the Facebook website and clicking Message.

*MC* provides information about some of the most commonly asked questions from job seekers, such as:

- "Do you have event manager job openings in Chicago?"
- "Do you have restaurant manager job openings in San Francisco?"
- "How do I get in contact with a recruiter?"
- "How many brands does Marriott offer?"
- "What are Marriott's core values?"

"Personalization is a principle that is changing the expectations of digital audiences globally and with recent advancements in automated technology, we have the opportunity to enhance the search and apply experience for thousands of job seekers," said David Rodriguez, Executive Vice President and Global Chief Human Resources Officer for Marriott International. "To attract the best talent, we need to remain ahead of the curve in tracking and responding to trends particularly as we try to reach the next generation of Marriott associates. As today's job seekers are drawn to companies committed to values and ethics, our ability to educate them on our corporate values and our brands in a fun and personal way is a game changer for hiring."

Innovation has always been part of the Marriott story. Over the last few years alone, Marriott has launched

several new ideas to help put the company at the forefront of travel. Recently, Aloft Hotels, the innovation incubator for savvy global travelers, launched the first ChatBotlr, a new chatbot that gives guests an additional way to make service requests. Aloft's ChatBotlr joins Marriott's other newly implemented service innovations powered by technology. Marriott Rewards chatbots are available on Facebook Messenger, Slack and soon, We-Chat and Google Assistant, and serve loyalty members before, during and between stays.

"We are in the business of delivering memorable hotel experiences and the use of the careers chatbot is an extension of that," said Rodriguez. "By embracing this messaging technology, we are able to provide an around-the-clock, personalized experience that is meant to simplify the job seeking process."

Marriott has consistently been recognized for its culture of putting people first. The company was recently recognized as a LEGEND by Great Place to Work® after 20 consecutive years as a FORTUNE 100 Best Company to Work For®. Other awards include recognition by *DiversityInc* as one of the top 10 companies for diversity and inclusion, and by *Fortune* as one of the Top 10 Best Workplaces for Women and Top 100 Best Places to Work for Millennials.

### About Marriott Careers

Marriott International is proud to be the employer of choice in the global hospitality industry. The average tenure for a hotel general manager at Marriott is 25 years while more than 10,000 people have been with Marriott for more than 20 years. To view more than 15,000 job opportunities available around the world, please visit our website at [www.marriott.com/careers](http://www.marriott.com/careers). In addition, connect with Marriott Careers on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), [YouTube](#) and Snapchat @LifeatMarriott.

**Marriott International, Inc.** (NASDAQ: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of more than 6,200 properties in 30 leading hotel brands spanning 125 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company also operates award-winning loyalty programs: Marriott Rewards®, which includes The Ritz-Carlton Rewards®, and Starwood Preferred Guest®. For more information, please visit our website at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://www.marriottnewscenter.com). In addition, connect with us on [Facebook](#) and @MarriottIntl on [Twitter](#) and [Instagram](#).

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