



MARRIOTT
BONVOY™

Local
EXPLORERS

May 2021 - Present

OPPORTUNITY

We identified an opportunity in the market to drive rooms and F&B revenue in summer 2021. By becoming more 'family friendly' and offering an enhanced package to families that would exceed customer expectations and give us an edge over our competitors.

Our objective was simple; to position Marriott as the preferred choice for families looking to staycation this summer.

Originally designed for UK Hotel & Country Clubs (6 hotels), we designed a toolkit that can be implemented by all hotels across EMEA. Delivering a consistent experience for guests whether that be in a city or in the countryside.

We reviewed all operational elements, what the leaders in the market were doing and how we could elevate and execute our offering to something different and exciting that would drive revenue, guest voice and Bonvoy enrolments.



CONCEPTION

A team consisting of Marketing, Operations and Revenue worked together to launch Marriott Bonvoy Local Explorers in May 2021, a fun and engaging concept that encourages and inspires families to get outside and have fun together, to enjoy nature, the lovely hotel grounds and local attractions and activities that we have on offer.

Director of Operations worked with the Hotels to ensure the execution on property would be delivered consistently and to the highest standard.

Director of Revenue worked to ensure the pricing was competitive and would be tracked regularly.

Senior Marketing Manager worked up the creative concept, developing partnerships with key suppliers and designing the digital comms and physical welcome packs that guests received on arrival.



IMPLEMENTATION

To ensure consistency across the hotels, we produced operational guidelines and sent out branded packs so that every child would receive an interactive welcome pack in a Marriott drawstring bag containing the following:

- Pocket guide map of hotel grounds with key areas and information
- Local family attractions
- VIP cards for children to use to access the activities
- Eddie the Explorer teddy bear mascot
- Children's books (2 choices depending on age range)
- Interactive journal and colouring pencils

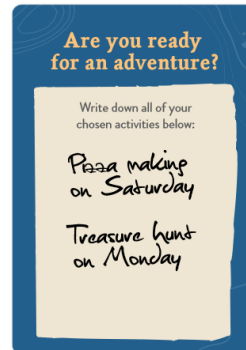


Children's books

INTERACTIVE JOURNAL



VIP card for children to book onto hotel activities



"EDDIE THE EXPLORER" TEDDY MASCOTT

IMPLEMENTATION

The guidelines ensured hotels all delivered the same operational standards:

- *Pre-arrival communication from hotel team to understand child's ages and interests*
- *Interactive arrival experience with welcome pack*
- *Premium package offering & upsell*
- *Bespoke family activation on property (football, mini golf, giant jenga, pizza making classes, cookie decorating classes, table tennis, fitness classes and treasure hunts)*
- *Service excellence*
- *Food & beverage experience for all the family (in room and in restaurants)*
- *Engaged associates interacting with children from the minute they arrive to when they leave*



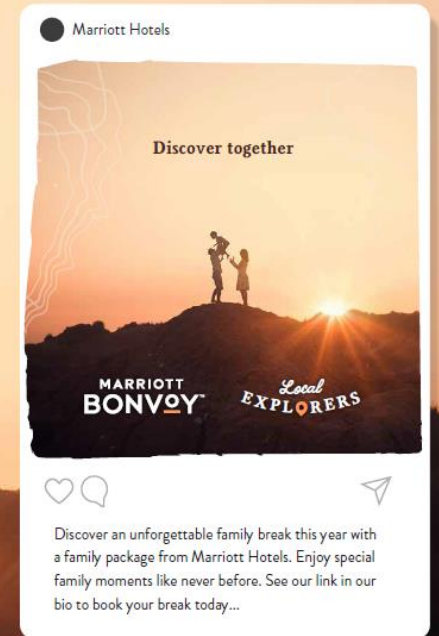
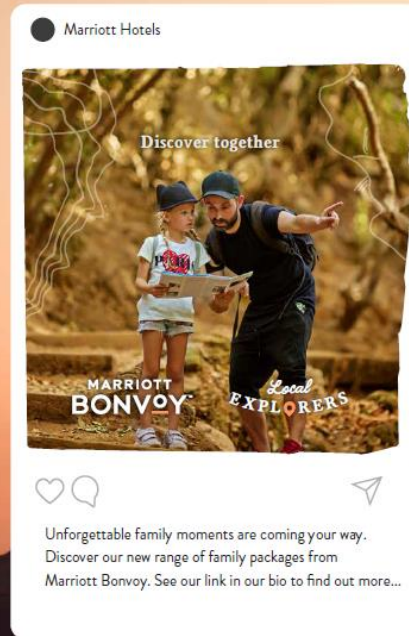
COMMUNICATION

We created a suite of digital assets to advertise the package via OTAs and paid social channels targeting families 1 hour from each hotel.

We ran a social media competition to win a 2 night stay in one of our Hotel & Country Clubs of choice for a family up to 6.

We generated excitement around “Eddie the Exploer” teddy and created a hashtag for guests to use on their visits.

We launched a PR campaign working with carefully selected bloggers to maximise exposure with the right audience.



EVALUATION + FEEDBACK

298 Packages sold from May – September 2021

Plans to roll out to European hotels

Guest Feedback: Marriott Hotel & Country Club St. Pierre

“I write with reference to our recent stay with you at St. Pierre and wish to commend your team at this property.

The reasons why they went above and beyond expectation) are from the helpful, friendly outstanding customer service to my 3yr old daughter (for the Explorers pack and Eddie teddy bear who’s her new best friend, without a doubt, provided me the most amazing customer service I’ve ever received.

We have stayed in hotels all over the world all the way from B&Bs in rural France to 5 star luxury with St Regis, Fairmont, Sofitel and numerous other brands, I currently hold gold with Accor and can say without hesitation, the service your team has provided here have been equal if not superior to other hotel brands both within the Marriott stable and outside of it.”

