

Alex MacClellan Vice President Marriott International

View From The Top Panel Discussion: Key Learning From The Pandemic - Hospitality

ENGAGE TRANSFORM 2021 DIDITAL BREAKTHROUGH

ENGAGE 2021 DIGITAL BREAKTHROUGH



- Marriott's hotel digital marketing arm
- Support SEO, Paid Media, Hotel Websites and custom digital websites
- Provide services to over 3,500 hotels worldwide

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Uncertainty

- Double down on what works
- Vendor Flexibility

ENGAGE 1 2 0 2 1 **TRANSFORM AND GROW** DIGITAL BREAKTHROUGH



Uncertainty

• Stick with core principles

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Google BRIGHTEDGE	MDS HOTELS : NON-MDS HOTELS						
	US	CANADA	APEC	G. CHINA	CALA	EMEA	GLOBAL
Total Ranked Keywords (Pages 1-10)	3.5x	6x	8x	25x	5.5x	2x	3.5x
Local 4-Pack Keywords	2x	2x	lx	lx	2x	2x	2x
Page 1 Keywords	2.5x	2.5x	2x	2x	2.5x	2x	2x
Bookings From Natural Searc	2x	Зx	4x	1.5x	4x	2x	2x

- Uncertainty
- Stick with core principles
- Experienced a disproportion
 SEO Growth 2H
 2020 - 2021

ENGAGE 12021 TRANSFORM ENHANCE AND GROW DIGITAL BREAKTHROUGH



Commitment to Clean

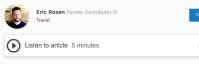
As we welcome you back to our hotels around the world, we are committed to provi environment that aligns with expert protocols for working to defeat COVID-19. Considmagnetic land and welcome of the welcome of details are also and the set of the set of

outside experts in food and water safety, hygiene and infection prevention, and hotel operations, our Marriott Cleanliness Council is redefining our cleaning and safety standards. We will actively monitor and evolve our solutions to ensure a continued focus on the health and safety of our guests and associates.

Forbes

Sep 11, 2020, 02:26pm EDT | 1,961 views

Marriott's New What To Expect Feature Is A Great Resource For Booking Hotel Stays During COVID



Several months into the COVID-19 pandemic, and many hotels are still struggling to reopen and fill rooms. Travelers remain anxious about staying healthy while hitting the road, and many are reluctant to spend their hard-earned dollars while facing the unexpected.



Marriott has rolled out a new "What To Expect" feature to keep guests informed abo upcoming stays ... [+] GETTY IMAGES

To ease travelers' minds, the major hotel chains have put comprehensive (and well-publicized) cleaning and sanitation protocols in place. Marriott launched the Global Cleanliness Council, enlisting both in-house and outside experts to overhaul housekeeping, engineering and food safety among other facets of its Communicate and build confidence.



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• Return to work flexibility

 See an increase of Customer adoption for on property digital (mobile check in, QR codes, etc.)