

TRAVEL AND HOSPITALITY

Marriott, Starwood extend rewards flexibility to loyalty credit cards

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By STAFF REPORTS



In the latest move since their merger, Marriott International and Starwood Hotels & Resorts Worldwide are further connecting their loyalty programs.

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From Oct. 18, those who pay with a Starwood Preferred Guest by American Express card will be able to accrue points at Marriott Rewards hotels, while Chase Marriott Rewards and Ritz-Carlton Rewards Chase cardholders will be able to do likewise at SPG participating properties. This initiative allows guests greater flexibility in where they stay, opening up offers for more than 5,700 properties across the combined collection of hotels.

Earning potential

Starwood American Express cardholders will get two Starpoints for every dollar spent on a qualifying purchase at a participating Marriott property. Similarly, a stay at a Starwood hotel will give Marriott or Ritz Carlton loyalty credit card owners five points per dollar.

"Today, we are giving loyalty Card Members more flexibility to earn points no matter where they stay with us," said Thom Kozik, vice president of loyalty at Marriott. "By making our credit cards even more powerful and attractive for them, they'll earn points more quickly and enjoy travel even sooner."

"This earning opportunity comes just weeks after we introduced great new benefits the day of the merger and shows our ongoing commitment to our members so they can truly experience the portfolio and get the most out of each program," he said.



Image courtesy of St. Regis Tianjin

Marriott International and Starwood Hotels & Resorts Worldwide have attempted to ease the transition of their merger for loyalty customers from the day the transaction closed.

The two hotel brands completed the acquisition process Sept. 23, with Marriott successfully purchasing Starwood on time. While the merger makes Marriott the largest hotel network in the world, both brands are working to expedite their now single rewards program to eliminate any customer loyalty issues early on ([see story](#)).

Consumers can link their loyalty accounts to members.marriott.com to get perks such as unlimited point transfer and elite status matching.

"The rich rewards that existing card members already know and love just got even better as we continue to build bridges to connect our tremendous programs," said David Flueck, senior vice president of Starwood Preferred Guest.

"Now there's even more incentive for members to explore our immense portfolio of more than 5,700 hotels while taking advantage of unprecedented earning power and this is just the beginning, with even more exciting announcements coming in the future from our iconic loyalty programs," he said.

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