

TRAVEL AND HOSPITALITY

## Marriott hotels to leverage new mobile check-in feature

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*The St. Regis in Maldives will be one of the locations to receive this new tech. Image Source: Marriott International*

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By DANNY PARISI

Members of Marriott International's loyalty program will now be able to check in to a large number of hotels through a mobile application, streamlining the check-in process for the hotelier's preferred customers.

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The new mobile check-in feature will be available for every customer who is a member of the Starwood Preferred Guest program. Global rollout of this new mobile feature is expected to wrap up around the end of 2017.

"Mobile check-in is incredibly popular among our Marriott Rewards members with more than 200,000 check-ins occurring each week and that's why we wanted to extend this convenient app feature to SPG members as well," said David Flueck, senior vice president for global loyalty, Marriott International, Bethesda, MD.

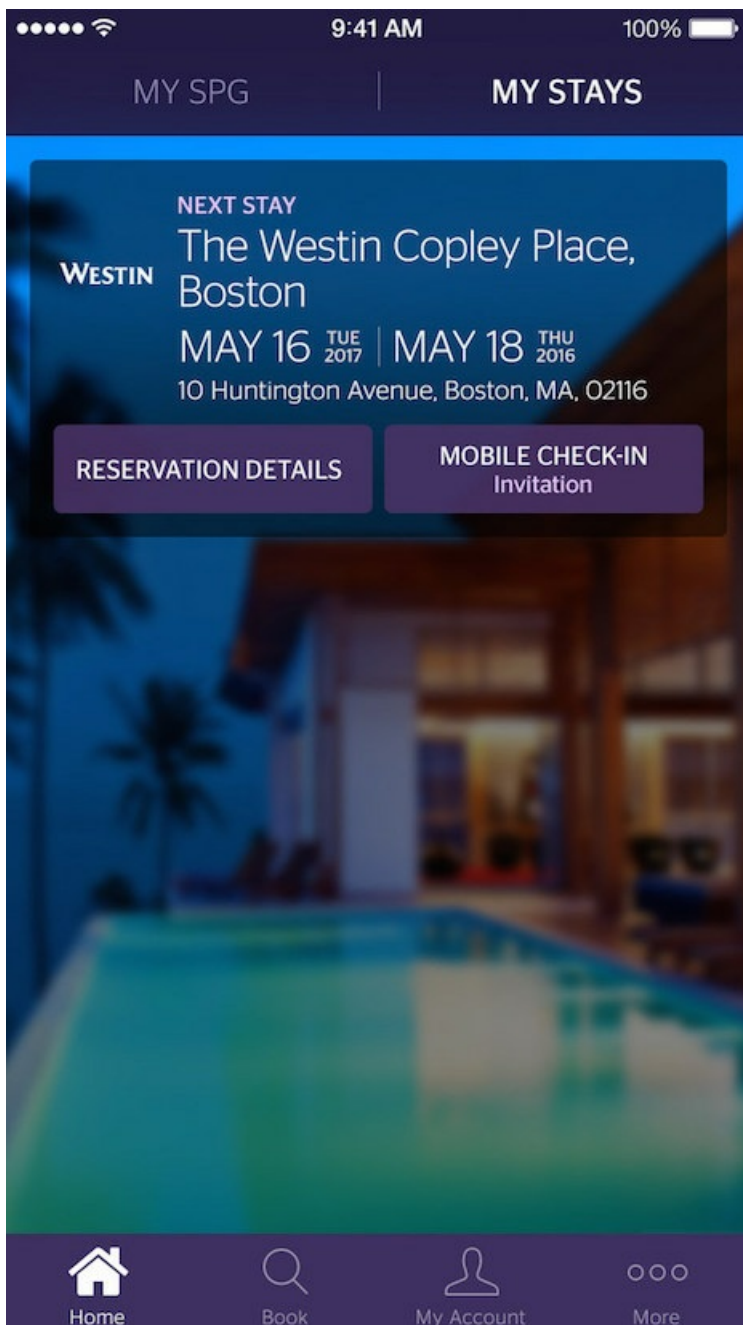
### Mobile check-in

Marriott International has been pushing its mobile app recently, billing it as a one-stop solution for all of its customers' hospitality needs.

Through the app, customers can see all the information they need about their room and booking. Now, Marriott is adding mobile check-in to the menu with a feature that lets customers skip the lines at the front desk and check-in remotely, so they can go straight to their rooms.

Marriott cites data that shows more than half of smartphone owners use their phones for travel-related activities, making mobile check-in a no-brainer.

Some of the luxury hotels that will be affected by this program include The Luxury Collection, Le Mridien and the St. Regis.



*The SPG mobile check-in feature. Image source: Marriott International*

The mobile check-in was originally a part of Starwood Hotels' mobile app before the group was acquired by Marriott. Now, its mobile check-in technology is becoming available at all of Marriott's other hotels.

To use mobile check-in, customers will have to have booked the room using the SPG mobile app or on its Web site. On the day of their check-in, they will receive a notification when their room key is available, and they can simply grab it and go.

But even this part of the check-in process may become streamlined in the future, as Marriott is also bringing mobile key cards to some hotels as well, where customers can use the mobile app on their device as a key to unlock their hotel room.

#### Luxury expansion

On March 1, Marriott held a New York luncheon to discuss its merger with Starwood Hotels & Resorts, an acquisition that was the industry's biggest news of 2016 and a significant milestone for Marriott in its 90-year history. Now that Starwood brands are under the Marriott umbrella, the latter hotelier counts The St. Regis, The Luxury Collection, W Hotels and others within its stable ([see story](#)).

Now those luxury hotels will be able to benefit from some of the mobile technology that both hospitality groups can bring to the table.



*St. Regis Tianjin in China. Image source: Marriott International*

Since acquiring a new host of luxury hotels, Marriott has set about expanding its reach around the world.

Marriott is launching a series of initiatives to cater to the new affluent customer, who is interested more in experience than anything else. The hotel brand will be launching five new destinations within next year for its newly acquired and iconic St. Regis, such as Shanghai, Changsha and Cairo ([see story](#)).

These new properties show that Marriott is committed to giving its luxury hotels the attention and resources they require to thrive and offer affluent customers the experience they expect.

With the addition of mobile check-in, that experience just got a bit more streamlined.

"Mobile check-in is another example of how we are taking the best of our loyalty programs to make the travel experiences for all of our 100 million members even better, with unmatched benefits and services rolled out at scale," Mr. Flueck said.