

TRAVEL AND HOSPITALITY

Marriott shows members its appreciation with master classes

June 30, 2017



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

By BRIELLE JAEKEL

Hospitality brand Marriott International, Inc. is continuing to invest heavily into its rewards programs to provide members with one-of-a-kind experiences and skills.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

After becoming the largest hotel conglomerate, Marriott is continuing to act bullish with its offerings for its affluent customers. Beefing up its rewards program even more, members will be offered a series of classes at various Marriott locations from experts and celebrities in various fields.

"Our members believe life is an adventure worth pursuing," said David Flueck, senior vice president of Global Loyalty at Marriott International.

Member appreciation

Marriott Rewards and Starwood Preferred Guest has created a series of master classes available exclusively to its loyal members.

Guests who have earned points from any of Marriott's wide range of brands will be able to redeem them for the special classes. Listed on the Marriott Rewards Moments and SPG Moments platforms, members will be able to browse classes available at various destinations owned by Marriott.



Marriott Rewards program offers master classes

Dwyane Wade will be lending his expertise in basketball in which guests are able to complete hands on drills and learn skills from the retired professional athlete. Located in Miami, the course will take place on the JW Marriott Marquis NBA-approved basketball court.

Another professional athlete is joining the new master class series with lessons in surfing. Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach, FL will host pro-surfer Laird Hamilton as he teaches guests how to surf on the hotel's wave machine.

An emphasis on golf will entice Marriott's affluent consumers, as the sport is highly rooted with luxury and affluent culture.

Golf professional Annika Srenstam will provide a two-day clinic at the The Ritz-Carlton in Lake Tahoe, CA while three-time champion Padraig Harrington will share brush-up lessons in Half Moon Bay, CA.

Thomas Bjorn, 21-time worldwide champion, will host a skills clinic The Westin La Quinta Golf Resort & Spa, Benahavis in Marbella, Spain at the venue's Golf and Country Club.

Jean-Michel Cousteau will make an appearance at The Ritz-Carlton, Kapalua, HI to emphasize the shine a light on underwater conservation.

There is also, of course, a series dedicated to culinary experiences for members. For instance, James Beard Award-winning and Michelin-starred chef Eric Ripert will be hosting a master cooking class at the Ritz-Carlton Grand Cayman, as part of the hotel's four-day cookout.

Also, Hotel Arts Barcelona is providing a multi-course private dining experience featuring wine pairings, along with a special experience with chef Paco Prez.



Basketball master class at the JW Marriott Marquis Miami. Image credit: PRNewsfoto/Marriott International, Inc.

Marriott will be providing more experiences similar to this as the program continues on.

Marriott marketing

Since forming the world's largest hospitality brand in fall 2016, Marriott International has added significantly to its luxury portfolio and has additional high-end properties in the pipeline.

On March 1, Marriott held a 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 more](#)).

Hospitality brand Marriott International, Inc. has also worked to curate more one-of-a-kind experiences and activities for customers while traveling with a new acquisition.

PlacePass is a technological platform that curates a series of activities for consumers to book while on vacation, which the hospitality conglomerate will now be investing in. Marriott will be integrating these special experiences into its own platforms for booking with Marriott or its Starwood brands ([see more](#)).

"We're focused on taking the best of Marriott's loyalty programs including our partnerships and extraordinary

portfolio of hotels and stepping it up with master classes that provide transformative experiences travelers cannot get anywhere else," Mr. Flueck said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.