

TRAVEL AND HOSPITALITY

Marriott International debuts Starwood Preferred Guests card with American Express

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The card was announced back in April. Image credit: Marriott International

By STAFF REPORTS

American Express and hotel group Marriott International are teaming up to provide guests at Starwood Hotels with the new Starwood Preferred Guest American Express Luxury Card.

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The credit card is designed for affluent frequent travelers who want to get the most out of their stay at luxury hotels. The card was announced several months ago but is now finally being put in customers' hands.

"Following our announcement in April and the rollout of Marriott's unified loyalty programs earlier this month, we are thrilled to now offer consumers the new Starwood Preferred Guest American Express Luxury Card," said Eva Reda, executive vice president of global co-brand partnerships at American Express, in a statement. "No matter where life or business may take our card members, our SPG Card products are meant to support them throughout every step of their travel journey.

"The value and perks of these cards were developed in response to their feedback, and we love that we are able to meet their travel needs directly," she said.

Rewards card

Marriott has teamed with American Express to provide its most loyal customers with a card that will help them earn valuable rewards from staying at Starwood Hotels.

To entice consumers to sign up for this card, Marriott has offered 100,000 points to customers who sign up before the end of October and spend \$5,000 in three months.

The card will let customers accrue points which can be redeemed for cash back, free nights and priority bookings at hotels.

This release comes soon after Marriott consolidated the rewards programs of its many hotel brands. This card will therefore also work at any other Marriott hotel.

Loyalty programs are one of the best ways to ensure continued customer retention, something hotel brands are embracing by unifying those programs across multiple brands and merging luxury with mass market.



The Starwood Preferred Guests Luxury Card. Image credit: Marriott International

After an announcement earlier this year, Marriott International has officially unified the loyalty programs across three of its brands, while Hyatt Hotels and Small Luxury Hotels of the World similarly unveiled plans to combine loyalty programs this month. By merging their programs across brands, these groups are pooling resources to gain access to a wider consumer base and ensure a seamless and desirable customer experience no matter where guests stay ([see story](#)).

"We are excited for SPG card members to explore, earn points and experience our extraordinary properties around the world, from palaces in Vienna and Venice to skyscrapers in Hong Kong and Dubai," said David Flueck, senior vice president of global loyalty at Marriott International, in a statement. "The new SPG American Express Luxury Card enables card members to get the most out of our 29 hotel brands, ranging from the St. Regis, The Ritz-Carlton and W Hotels, to Marriott Hotels, Aloft Hotels and Moxy Hotels, providing endless inspiration for them to pursue their passions through travel."