

TRAVEL AND HOSPITALITY

Marriott goes around the globe to tout independent portfolio

October 10, 2018



Marriott-owned Al Maha Desert Resort & Spa in Dubai. Image courtesy of Marriott International

By SARAH RAMIREZ

Hotel group Marriott International is launching a global advertising campaign showcasing its independent properties across three brands, marking the conglomerate's first major marketing initiative since it acquired Starwood.

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Entitled "Every One Has A Story," the short film spotlights guests' experiences in different locales, as opposed to the services and amenities Marriott-owned locations offer. Affluent travelers continue to seek out more authentic adventures while traveling than in the past.

"The campaign was inspired by the idea that every one has a story — referring to the hotels themselves and guests who leave with a lasting impression," said Carly van Sickle, global brand director at The Luxury Collection Hotels & Resorts. "While our three collection brands stand strongly on their own, this campaign illustrates the alluring power of these 300 stunning, independent properties together.

"Each of the hotels featured in this new campaign embody the ethos of each collection brand and highlight the range of destinations where one may find an independent hotel."

Around the world

Marriott's new short film features various Luxury Collection, Autograph Collection Hotels and Tribute Portfolio properties. While the Luxury Collection and Tribute Portfolio brands were formerly of Starwood, Autograph was already Marriott-owned and -operated.

The merger between Marriott and Starwood was completed in September 2016 to create one of the largest hotelier groups in the world ([see story](#)).



The Gritti Palace, a Luxury Collection Hotel in Venice. Image courtesy of Marriott International

"Every One Has A Story" begins with an antique globe spinning on its axis.

As the camera zooms in on the globe, the audience is taken inside the lobby of a Nashville Tribute Portfolio property. A man is seen confidently striding in, carrying a guitar case — a reflection of the Tennessean city's musical heritage.

Other guest experiences are slowly revealed, as the distinguished voiceover explains that stories are vital to the 300 independent hotels.

In Singapore's Vagabond Club, a group of revelers are celebrating a special occasion with a bottle of Champagne. A novelist is hard at work at the Gritti Palace in Venice, while a woman is enjoying a serene swim at Costa Rica's El Mangroove.



The El Mangroove in Costa Rica. Image courtesy of Marriott International

Reflecting a motif seen in more hospitality marketing efforts, a wide range of travelers are also featured in the campaign. Not only are the guests diverse in age, gender and ethnicity, but there are solo travelers alongside couples.

Guests are also seen enjoying the culture and environment outside of their resorts, including a night out in a thriving urban center and an adventure through the desert in Dubai.

"All [of these experiences] add up to one thing: you," the voiceover tells audiences, reiterating that travel can help with personal development and serve as a way to make memories.

Luxury push

Marriott's The Luxury Collection, in particular, is making interesting moves with new properties and marketing campaigns.

The brand is diving into ski resorts in North America with its new acquisition.

Hotel Talisa in Vail, Colorado is joining the collection, making it the first ski destination for the portfolio in North America. The resort is known as the only "ski-in/ski-out" hotel in the city.

Year-round activities include mountain biking, kayaking, hiking, snowmobiling and snowshoeing ([see story](#)).

The Luxury Collection also teamed up with creative director and graphic designer Sofia Sanchez de Betak to

translate travel memories into apparel and accessory designs.

Ms. de Betak, who also goes by the nickname "Chufy," visited Japan and explored the country through the lens of Luxury Collection properties. This source of inspiration fueled an exclusive co-branded Chufy x The Luxury Collection fashion capsule.

The Luxury Collection's capsule includes ready-to-wear, sleepwear and accessories. Styles range from a kimono dress to a bomber jacket ([see story](#)).

"Following Marriott International's acquisition of Starwood, we doubled our portfolio of independent hotels across the three independent collection brands including The Luxury Collection, Autograph Collection Hotels and Tribute Portfolio, and significantly increased our global footprint," Ms. van Sickle said. "Marriott International is now able to offer more independent hotel choices than ever before."

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