

TRAVEL AND HOSPITALITY

Marriott gives merged loyalty programs a rebrand

January 16, 2019



Al Manara, a Luxury Collection Hotel, Saraya Aqaba. Image credit: Marriott

By STAFF REPORTS

As Marriott International combines its Marriott Rewards, the Ritz-Carlton Rewards and Starwood Preferred Guest, it is giving the recently unified loyalty programs a revamped name.

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

Launching on Feb. 13, Marriott Bonvoy will include new branding across channels. While the loyalty programs were brought together in August, creating a single image for the program will help to further consolidate the rewards programs.

New identity

Marriott will roll out a new logo and marketing for Bonvoy across touchpoints, including at its properties, as well as digital and advertising. The co-branded credit cards will also be given a new look.

As part of the rebrand, the SPG and Ritz-Carlton Rewards mobile applications are being discontinued in favor of a singular mobile experience.

With Marriott Bonvoy, the group is introducing two new names for elite member tiers, for those who stay at least 75 nights. Platinum Premier Elite will become Marriott Bonvoy Titanium Elite, and Platinum Premier Elite with Ambassador will turn into Marriott Bonvoy Ambassador Elite.

The hotel group is also rebranding its Marriott Rewards Moments and SPG Moments to Marriott Bonvoy Moments.

This year, Marriott Bonvoy Moments will debut experiences in partnership with organizations including the NCAA and Mercedes-AMG Petronas Motorsport.

Marriott Bonvoy

"Marriott Bonvoy marks an evolution in travel because it represents more than a loyalty program," said Stephanie Linnartz, global chief commercial officer at Marriott International, in a statement. "Marriott Bonvoy is a travel program designed to bring to life our extraordinary portfolio of global brands in 129 countries and territories, while also providing endless inspiration for members to keep traveling and pursuing their passions."

"Represented by a simple, bold and modern logo, Marriott Bonvoy is welcoming and optimistic," she said. "Our 120 million members have access to the world's leading hotel portfolio at the best room rates and member benefits, as well our collection of Moments experiences that bring exploration and discovery of the world to the forefront."

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.

After an announcement in early 2018, 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](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.