

TRAVEL AND HOSPITALITY

Marriott Bonvoy celebrates wonders of travel in online promotions

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Marriott's loyalty program is rewarding travelers at home. Image credit: Marriott

By LUXURY DAILY NEWS SERVICE

Hotel group Marriott International's Bonvoy rewards program is launching a weeklong celebration of travel to engage consumers who are eager to resume trips after months of lockdowns.

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During Marriott's "Week of Wonders," different offerings will be highlighted as they fall under different travel themes. The group's portfolio includes luxury hotel brands Ritz-Carlton and St. Regis, and all of its brands participate in the Marriott Bonvoy loyalty program ([see story](#)).

"We are all yearning for the time when we can again freely travel and explore the world," said David Flueck, senior vice president of global loyalty at Marriott International, in a statement. "With Week of Wonders, we are bringing members great offers, content and experiences across the entire Marriott Bonvoy portfolio to inspire travelers to dream of travel or recreate their favorite travel experiences at home."

Week of Wonders

Through Oct. 15, Marriott Bonvoy will be exploring one travel theme a day, including inspiration, comfort, discovery, rejuvenation and delight.

Bonvoy members will be able to access special discounts throughout the Week of Wonders.

Marriott Bonvoy launched in early 2019

To celebrate comfort, members can enjoy 30 percent of Bonvoy Boutique purchases, including the Ritz-Carlton fragrance collection and St. Regis Frette linens collection.

To encourage discovery, Bonvoy is offering members the ability to book rooms with points for up to 33 percent off standard rates for travel through Nov. 30. Participating properties include The Ritz-Carlton, Aruba; The Ritz-Carlton, Half Moon Bay; St. Regis Bali Resort and St. Regis Deer Valley.

Spontaneous travelers looking to rejuvenate themselves can also save by booking travel for the next week through Marriott Bonvoy Escapes or Escape to Luxury with Marriott Bonvoy.

For inspiration, Marriott is also premiering original short films on the Bonvoy YouTube channel.

Week of Wonders follows Bonvoy's recent announcement of a new partnership with the National Park Foundation (NPF), the nonprofit partner of the National Park Service, to encourage travelers to explore national parks across the United States. With the hospitality industry slowing due to the coronavirus pandemic, brands are pivoting to focus on staycations and outdoor experiences where it is easier for travelers to social distance ([see story](#)).

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