

TRAVEL AND HOSPITALITY

Marriott relaunches Moments platform with unprecedented experiences

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The revamped Marriott Bonvoy Moments platform offers unique experiences, including an invite to an Alice + Olivia show. Image courtesy of Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International is helping travelers make up for lost time in the relaunch of its **Marriott Bonvoy Moments** platform, aiming to offer unforgettable experiences.

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Launching on Aug. 5, Marriott Moments offers something for everyone, including foodies, fashion lovers, the athletically-inclined and more. Marriott Bonvoy, the group's rewards program, emphasizes one-of-a-kind experiences rather than solely focusing on amenities upgrades.

"After so much time spent unable to do many of the things we enjoy, our members are eager to get back out on the road not just to escape, but to discover all the people, places and experiences the world has to offer," said David Flueck, senior vice president of Marriott Bonvoy, in a statement.

"We are excited to relaunch Marriott Bonvoy Moments, which has always been one of the most beloved elements of our travel program, and to give our members access to money-can't-buy experiences where they can make memories, forge new connections and expand their minds."

Marriot moments

Members of the Bonvoy program can redeem their points, earned through stays at Marriott properties and accelerate earned points with co-branded credit cards from JP Morgan Chase and American Express, for either fixed-price experiences or bidding on experiences through auctions using Marriott's revamped platform.

In June, Marriott International highlighted the transformative power of travel in a global, multichannel campaign centered around its extensive loyalty program.

With the surge in travel demand as the COVID-19 pandemic slowed in the United States and Europe, the Marriott Bonvoy campaign emphasized the personal and spiritual connections that are fostered while traveling ([see story](#)). The loyalty program and marketplace, revamped in 2019 ([see story](#)), covers 30 hotel brands, including the luxury flagships Ritz-Carlton and St. Regis.

The revamped Marriott Bonvoy Moments program has tapped experts and public figures across sectors in an attempt to reach members of various tastes.



Brides can receive some help from Justin Warshaw in designing the wedding gown of their dreams. Image courtesy of Marriott International

Some new experiences include: a clinic hosted by former top tennis player, Andy Roddick; an exclusive NFL kickoff experience; walking the carpet at the MTV Video Music Awards; a consultation with esteemed wedding designer and expert Justin Warshaw; an invitation to a New York Fashion Week invite-only show and more.

To ensure that the best chance that there is something for everyone, experience options available based on different categories: sports, music, culinary, personal and professional development and arts and culture.

Moments in both virtual and in-person settings are also available on the platform.

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