

TRAVEL AND HOSPITALITY

Marriott Residences launches first global multichannel experience

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Marriott Residences is launching its first luxury lifestyle publication with the help of NMG Network. Image credit: Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott Residences has selected luxury media agency [NMG Network](#) to develop its first multichannel lifestyle publication.

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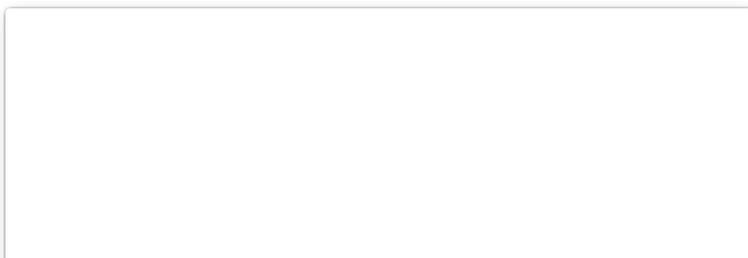
The new premium publication, *Herein*, will be curated for world-class residents and real estate buyers who seek the utmost luxury amenities and sophisticated style around the world. Beginning in the fall, *Herein* will be delivered to current Marriott Residences owners, as well as developers in hospitality hotspots such as Costa Rica, Dubai, Istanbul, New York and Tokyo.

"In partnership with NMG Network, our new lifestyle publication will showcase the most desirable destinations around the world, beautiful interior design, wellness trends, culinary experiences and other facets of the luxury lifestyle owners experience every day across our diverse portfolio of residential communities," said Dana Jacobsohn, chief development officer of U.S. luxury brands and global mixed-use at Marriott Residences, in a statement.

Luxury lifestyle

There are 107 operating Marriott International branded residences around the world affiliated with 16 luxury brands, including The Ritz-Carlton, St. Regis, W Hotels and The Luxury Collection.

Throughout the partnership, NMG will oversee content development, production and advertising sales for *Herein*, allowing marketers to connect directly with affluent consumers.



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A post shared by NMG Network (@nmgnetwork)

The media program further expands NMG Network's national and global reach, especially among influential audiences.

NMG has launched custom industry leading content channels for notable luxury and lifestyle hotels in Hawaii and California and has experience working with upscale residences through Palm, a brand created exclusively for Park Lane Ala Moana in Honolulu.

NMG's multi-Emmy Award winning channels are curated with content with the goal of building brand affinity and purchase intent.

Its targeted omnichannel approach to storytelling provides partners with the opportunity to connect with luxury consumers using content that informs, inspires and entertains.

Last month, Marriott relaunched its Marriott Bonvoy Moments platform, aiming to offer travelers unforgettable experiences.

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 ([see story](#)).

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