

TRAVEL AND HOSPITALITY

## Marriott leans into power of TikTok

March 11, 2022



*As TikTok only becomes more popular and effective, Marriott is hoping to expand its reach. Image credit: Marriott Bonvoy*

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International's Bonvoy rewards program is looking for three TikTok connoisseurs with a passion for travel to become the brand's official TikTok correspondents in 2022.

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

Over the course of 300 days, each individual will stay in 10 different Marriott locations, such as St. Regis and The Ritz-Carlton, and share their personal experiences through Marriott Bonvoy's official TikTok page. As TikTok has become a widely popular social video-sharing app, brands continue to tap the opportunities and audiences available through the platform.

30 stay, 300 days

Inspired by the program's belief in the transformative power of travel, three selected TikTok experts will be able to share curated experiences through their points of view.

To be considered for the positions, Marriott Bonvoy asks applicants to provide their distinct perspectives on travel and what they could do to elevate the brand's TikTok presence.

[@marriottbonvoy](#) Travel & make TikToks.  
[#30stays300days](#) [#contest](#) I Just Wanna Know -  
Luke Reeves

Applicants must follow [@MarriottBonvoy](#) on TikTok, create a TikTok explaining why they should be selected and use the hashtags [#30Stays300Days](#) and [#contest](#).

Applications will close on March 18, and up to 10 finalists will be contacted by April 1.

If selected, travelers will receive a \$15,000 stipend, personal travel concierge, flights, local transportation, food and beverage, amenities and experiences.

In June 2021, Marriott released a global, multichannel campaign centered around its Bonvoy loyalty program emphasizing the personal and spiritual connections that are fostered while traveling.

As part of the campaign, Marriott Bonvoy launched on TikTok, leveraging the app's popular sound-sharing behavior to encourage users to share their own travel memories to the campaign's inspirational mantra ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

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