

TRAVEL AND HOSPITALITY

## Marriott targets travelers with new line of apartments for more home-like experience

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*Apartments by Marriott Bonvoy are designed to appeal to travelers seeking a more home-like setting on their travels. Image credit: Marriott International*

By LUXURY DAILY NEWS SERVICE

U.S. hotel giant Marriott International has debuted a new set of residential accommodations called Apartments by Marriott Bonvoy as part of a growing consumer preference for homely experiences on the road.

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This addition to the Marriott portfolio comes in response to a growing desire among travelers for extended space, and a more home-like feeling to travel accommodations.

"Travelers planning vacations and long business trips today are seeking more choice in accommodations," said Stephanie Linnartz, president of Marriott International, Bethesda, MD.

"The introduction of Apartments by Marriott Bonvoy responds to those trends, while offering developers a premium product backed by our trusted name and distribution platform," she said.

**Marriott** is the largest operator of hotels worldwide, with luxury labels such as Ritz-Carlton, St. Regis and the Luxury Collection.

### Staying the course

Marriott has offered executive apartments to clients for more than 25 years. What distinguishes **Apartments by Marriott Bonvoy** from these, and from its extended stay options, is a more residential feel, making for a more independent experience.

Clients will enjoy a full kitchen, an in-unit washer and dryer, and standalone bedrooms and living rooms.

This means travelers will forego some of the amenities and services of a traditional hotel experience, such as meeting rooms and food and beverage offerings.

Apartments will reflect the local spirit of their destinations.

This product is designed to appeal to many client profiles.

Young travelers may look to forego the classic hostel option. Indeed, an increasing number of traveling professionals are looking to blur the lines between work and leisure.

Also, the new Marriott option targets anyone seeking an alternative means of stay.

"With Apartments by Marriott Bonvoy, guests will be able to shop a wider array of accommodation options within the Marriott Bonvoy portfolio, growing their loyalty to the portfolio and its range of brand offerings," Ms. Linnartz said.

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