

TRAVEL AND HOSPITALITY

## Marriott Bonvoy brings back Manchester United rewards program, announces new perks

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*Marriott Bonvoy Seat of Dreams is just one of the perks included in the packages. Image credit: Marriott*

By LUXURY DAILY NEWS SERVICE

Marriott International's Bonvoy Hotel is promoting its rewards program, inclusive of a direct line to England's top soccer team, as the partnership enters its fourth year.

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Starting this month, members can put their hard-earned points towards **exclusive experiences** involving the team, via a bidding process that allows for new one-of-a-kind memories to be made. Those who enter stand to gain VIP perks to Manchester United games for the rest of the current season, with activities such as private stadium tours and one-on-one dining experiences offering winners behind-the-scenes access to the team.

"Our members travel to create unforgettable memories and it's why we are thrilled to again offer incredible Marriott Bonvoy Moments experiences with Manchester United for our members who are diehard fans," said Jackie McAllister, vice president of **Marriott Bonvoy** Brand and Moments Marketing, in a statement.

"With Marriott Bonvoy Moments, we give members extraordinary access to pursue their passions in life and enjoy their experiences with family and friends included."

Fan fare

This is the fourth year that Marriott has partnered with Manchester United, and the fan experiences offered have only grown.

Packages open for bids range from sleepovers at Old Trafford Stadium to travels with the team. Opening the doors to fans, the Manchester United offerings grant members a chance to both get to know the decorated team, and enjoy tailored travel experiences.



*The fans who win the bids can enjoy experiences like overnights in Old Trafford Stadium. Image credit: Marriott*

Among the treasures is the "Marriott Hotels Suite of Dreams," an opportunity for a fan of the team to embark on a private tour of the Old Trafford Stadium, stay overnight, eat with Manchester United Legend and watch the match in Marriott Hotel's "M Club" seats. This package is available starting Jan. 4.

The "Manchester United Ultimate European Away Trip" package is also now available. This one sends a fan to Barcelona with the team, as a member of the official Club traveling party, to watch the match and enjoy a local luxury hotel stay.

A package titled "Manchester Matchday Experience" offers a fan the chance to watch Manchester United face Leicester City from the Marriott Bonvoy Seat of Dreams, sitting with a Legend.

Whoever wins this package will also get to enjoy exclusive hospitality benefits while there, including free food and beverage, as well as participate in a Q&A with the Manchester United Legend, a historic group of the team's top scorers. They will also be given dinner at Rosso restaurant and a complimentary stay at Manchester Marriott Victoria & Albert Hotel.

The "Marriott Hotels M Club Suite and Ambassadors' Lounge Hosting" boasts similar benefits.



Fans can enjoy travel experiences as well as interactions with the team with the new packages. Image credit: Marriott On Jan. 24, another seven packages titled the "Pitchside Experience" will be made available for bidding, offering fans photos, Suite access and a visit to the pitch site during team warm-ups.

On Feb. 27, the single "Mascot Experience" will be made available, giving a child the chance to become the Manchester United mascot. Their family and guests will receive complimentary tickets to the Marriott Hotels M Club suite, staying for free at Manchester Marriott Victoria & Albert Hotel.

Starting in the spring, members will also be able to bid on additional packages offering opportunities to participate in an Old Trafford Stadium match coached by Legends.

Members can begin bidding on the packages released on Jan. 4 on the [Marriott Bonvoy Moments](#) website. If members would rather enjoy nostalgic packages, Marriott Bonvoy recently released some offerings in that vein ([see story](#)).