

TRAVEL AND HOSPITALITY

Marriott Bonvoy bolsters loyalty with One Point Moment Drops'

June 1, 2023



Kicking off the new offering, guests can taste mezcal alongside Aaron Paul and Bryan Cranston, acting costars of the popular American television series "Breaking Bad." Image courtesy of Marriott International

By LUXURY DAILY NEWS SERVICE

Marriott Bonvoy is promoting its rewards program, now offering exclusive experiences for just one loyalty point.

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

For the first time, one Marriott Bonvoy loyalty point can gain travelers access to one-of-a-kind moments with celebrities, sports teams and podcast giants alike. Kicking off the new offering, guests can taste mezcal alongside Aaron Paul and Bryan Cranston, acting costars of the popular American television series "Breaking Bad."

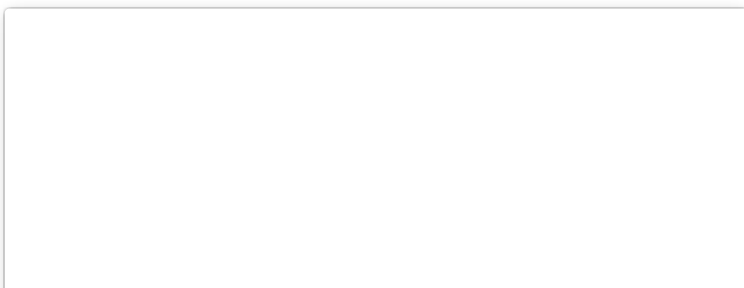
"Now you can turn just a single point into an unforgettable memory, for the first time ever," said Jackie McAllister, vice president of brand and moments marketing at **Marriott Bonvoy**, in a statement.

"We are putting together the ultimate collection of experiences with these One Point Moment Drops and we can't wait to give our members whether they have one point or a million points serious bragging rights."

Point and score

The newly launched program gives those with lesser points bigger perks than before, ringing in the summer vacation season.

The Breaking Bad stars are central to the first of these truly unique experiences that can be gained with a singular loyalty point. The two founded the mezcal brand, Dos Hombres, and will lead a spirits tasting of new, unreleased flavors with Marriott Bonvoy members.



[View this post on Instagram](#)

A post shared by Marriott Bonvoy (@marriottbonvoy)

Available on the Marriott Bonvoy Moments platform, other One Point Moment Drops experiences include hot wings tastings on the "Hot Ones" web show with host Sean Evans a series where participants, including celebrities, eat ultra-spicy wings and get asked deep questions and an appearance on "Crime Junkie," a true-crime podcast.

Additionally, members will have a chance to spend time one-on-one with U.S. women's soccer star, Trinity Rodman. The Marriott Bonvoy rewards program has often supported travelers' love of the sport, entering year four of its partnership with the U.K. soccer team, Manchester United ([see story](#)).

More experiences will be soon made available. Each will be announced on Marriott Bonvoy's Instagram and TikTok accounts, and the Marriott Bonvoy Moments website, a handful of weeks before members can use their points for it, done so through auction-style or fixed-price redemption.

© 2023 Napean LLC. All rights reserved.

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