

TRAVEL AND HOSPITALITY

Marriott International announces partnership with MGM Resorts

July 21, 2023



MGM Resorts International has partnered with its fellow hotel group to create the "MGM Collection with Marriott Bonvoy." Image credit: Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International has reached a licensing agreement with another major player in the space, MGM Resorts International, creating a new sub-label in the process.

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The two hotel groups have partnered to create the MGM Collection with Marriott Bonvoy. Launching in mid-October 2023, the long-term deal includes 17 of MGM's resorts across the U.S. while linking the duo's MGM Rewards and Bonvoy loyalty programs.

"We are excited to make MGM Resorts' incredible properties available on Marriott channels, allowing our members to enjoy Marriott Bonvoy benefits when they stay at MGM Collection with Marriott Bonvoy resorts," said Anthony Capuano, president and CEO of **Marriott International**, in a statement.

"We look forward to increasing our global rooms distribution by 2.4 percent as we grow our presence on the Las Vegas Strip and in other compelling destinations across the U.S."

Hotel harmony

Eight of the MGM locations included in the collection are in Las Vegas, one of the top U.S. destinations for industry conventions and conferences.

Totalling 40,000 rooms across the country, the expansion grants Marriott International an even larger foothold in the market, while allowing its members more options for vacations, work trips and other lodging opportunities. While not all of the 17 spots will be available at launch, they are all expected to be bookable by the end of the year.

Marriott International and **@MGMResortsIntl** announced an exclusive long-term strategic licensing agreement and the creation of MGM Collection with Marriott Bonvoy, launching in October 2023. <https://t.co/2uUhMCGmFE> pic.twitter.com/Aj6y68fVFj

"This historic, long-term agreement brings together two of the most trusted and iconic brands in hospitality and entertainment," said Bill Hornbuckle, president and CEO of MGM Resorts, in a statement.

"We've seen firsthand the strong demand from Marriott International customers through our existing relationship at The Cosmopolitan of Las Vegas, and this new agreement will enable us to further optimize our overall profitability," Mr. Hornbuckle said. "We're thrilled to now scale the relationship and offer Marriott Bonvoy members greater distribution access to our award-winning resorts as well as exclusive event and entertainment opportunities - in Las Vegas and across the U.S."

Though folded into the greater Marriott system - including the mobile Bonvoy app and Marriott.com - MGM's channels for rewards and booking will still be available.

As part of the licensing deal, all of the 17 added locations will be folded into Marriott brands, such as The Luxury Collection, The Autograph Collection and Marriott Bonvoy. The hospitality giant now has a portfolio spanning more than 8,500 spots around the globe.

As a perk of the partnership, Marriott Bonvoy members can gain points for transactions on the BetMGM gambling platform, while also receiving exclusive offers, games and experiences. Both brands promised more information on this aspect of the collaboration come this fall.

The partnership comes at a promising time for the travel and hospitality industries, as global luxury spending is expected to reach \$1.5 trillion in 2024. ([see story](#))