Uniqueness, expertly curated.

To be a part of the Autograph Collection® is to be among a remarkable group of hotels. Each one unique, one of a kind and with its own distinct perspective.

We believe in being the curator of independent and extraordinary hotels, so no matter where our guests stay, they can be assured it will be an experience unlike any other.
YOU'RE IN GREAT COMPANY
For owners and developers alike, the Autograph Collection® offers the ideal scenario. Independent hotels can have the flexibility of preserving their unique identities while also benefiting from the powerful business engines that garner industry-wide prominence, like robust global distribution systems, leading loyalty programs and innovative sales and marketing strategies.

There's also something to be said about the company you keep. And the collective prestige that comes with such a highly regarded portfolio of hotels like The Cosmopolitan in Las Vegas, Casa Monica® in Florida and Grand Bohemian Hotel Asheville® in North Carolina.
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GRAND BOHEMIAN HOTEL ASHEVILLE

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The perfect place to take in the glitz of the Strip, or rise above it all, this uncompromising resort tantalizes guests with luxurious, residential-style guest rooms, incomparable restaurants helmed by world-renowned chefs, a spa, nightclub, 100,000-square-foot casino and three distinct pool experiences.
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BOUTIQUE ARTS
The place to stay for art lovers and lovers of life. Hotels that are indistinguishable from the dazzling blend of exotic objects, original portraits, murals and music overflowing from their every corner. Think hotel as an artistic experience.

BOUTIQUE CHIC
One-of-a-kind gems that stand on their own through stylish innovation, intimate settings and a distinctive vibe and character.

LUXURY REDEFINED
Those rare places defined by authentic service, total sensory inspiration and singular experiences that will take your breath away.

THE PERFECT FIT
Other global chains have “collection” brands, but the strength of Autograph Collection lies in its unique ability to deliver a wide range of conceptually innovative hotel experiences that resist predictability. So guests will love the way Autograph Collection connects them to what’s fresh, inventive and original. Like edgy, urban settings. Or iconic properties with legendary credibility. Or art-filled surroundings that turn bare walls into inspired stays. Autograph Collection places hotels into distinct segments that reflect a common customer promise and the lifestyle experiences those properties provide. For these guests—the Individualists—Autograph Collection is simply the gateway to hotel experiences that add to their own lifelong memories.

ICONIC HISTORIC
Historic, treasured landmarks and celebrated structures where the allure of a city’s distinctive past meets all the luxuries and innovations of today.

RETREAT
Think sun-stroked beaches and cool pools. Emerald fairways and challenging back nines. A place that enlivens the adventurous soul or soothes it with seductive spa treatments.

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HAIRNESS THE POWER OF MARRIOT®
It takes a smart and powerful engine to drive the performance Marriott achieves. As a full-service franchise or management offering, each hotel in the Autograph Collection is fully integrated into Marriott systems and benefits from best-in-class sales and marketing organizations, long recognized as top performers in the industry. They also benefit from a number of cost-saving opportunities that help drive profit and overall healthy business metrics.

BUSINESS ENGINES

MARRIOTT.COM

Marriott.com is the world’s largest lodging website, which generated more than US$5.6 billion in revenue in 2009 and was also ranked the 8th largest retail website in the same year. Representing over 85 percent of Internet-sourced revenue for Marriott in 2009 and one-third of all rooms booked at Autograph Collection hotels in 2010, the channel is a key benefit that exemplifies the true power of partnering with Marriott.

MARRIOTT REWARDS®

With over 33 million members worldwide, Marriott Rewards is the industry’s most preferred loyalty program. Marriott Rewards members have booked over 40 percent of room nights sold at Autograph Collection hotels. In addition, Marriott Rewards’ robust information systems provide comprehensive customer data that allow Marriott brands to capture share through strategic targeted marketing. Marriott Rewards continually evolves with its customers, providing some of the industry’s most enviable benefits and redemption opportunities.

RESERVATION SYSTEM

MARSHA, Marriott’s renowned reservation system, is the first and strongest globally-integrated reservation system in the lodging industry. MARSHA powers Marriott’s industry-leading distribution system and is fully integrated with the company’s revenue management, eCommerce, customer loyalty, and property management systems, as well as the Global Distribution Systems (GDSs) used by travel agents and other intermediaries. In 2009, MARSHA:
• Generated more than 75 million new reservations
• Produced more than US$23 billion in gross room revenue
• Processed reservations for more than 176 million room nights
• Achieved a 46.5% sales conversion rate
• Generated US$89 million in cross-sold revenue

GLOBAL SALES TEAM

Marriott is the first and only hospitality company to successfully develop and implement strategic account management. Deploying a proactive sales effort against top accounts delivers total account needs, including managed corporate travel, complex groups and some nontraditional business solutions. Marriott Global Sales has also consolidated its Intermediary Segment strategy under a global account team that is designed to optimize revenue, profit and opportunity management across the company’s major distribution channels. As a result of this strategy, Marriott has expanded its reach to cover 400 top corporate accounts with approximately US$19 billion in total available lodging spend and approximately 1,000 top association customers with over US$3 billion in total available lodging spend annually.

eCHANNELS

Marriott’s eCommerce channels encompass both the Internet and the GDSs, and in 2009, more than 40 percent of Marriott’s gross sales were generated through electronic channels. In the same year, Marriott customers booked more than 52 million room nights online. In addition, Marriott commands an impressive premium relative to GDS reservations. While the company accounts for 3 percent of the worldwide GDS room supply in North America, 20 percent of GDS reservations booked for North American room nights are at Marriott hotels.

COST SAVINGS BENEFITS

CREDIT CARD FEES

Hotels can benefit from the reduced rates for large credit card transactions that Marriott has negotiated with Visa®, MasterCard®, including interchange rates, association fees and processing fees. In addition, Marriott enjoys the lowest American Express® rate in the industry, based on US$9 billion in global spend.

eCHANNELS SAVINGS

Marriott’s pioneering agreements with eChannel marketers such as Expedia and Travelocity have changed the way the industry does business, enabling us to increase distribution without eroding revenues. By combining technology leadership and strategic pricing, we lead the industry with our integrated eChannel, Travel Management Company (TMC) and Marriott’s Look No Further® Best Rate Guarantee strategies.

PROCUREMENT ADVANTAGES

Avendra, a major Marriott supplier, provides buyers with economical, fast and easy answers to their procurement needs. The benefits of utilizing Avendra’s scale and supply-chain expertise are substantial. Hotels can save as much as 8 percent to 20 percent on overall purchase costs, as well as reduce inventory expenses 25 percent to 50 percent through the efficiencies of just-in-time purchases. Additionally, hotels can reduce purchase and fulfillment cycles from an average of 7.3 days to only 2 days.

SHARED SERVICES

Marriott provides hotels with multiple opportunities to benefit from the company’s scale, market knowledge and discipline-specific expertise by participating in powerful Shared Services program offerings.

REVENUE MANAGEMENT

Hotels can pay to access cluster revenue-management support. Marriott revenue leaders will work hand-in-hand with hotel general managers and sales, marketing and finance contacts to create accurate forecasts and sales goals, implement pricing and yield strategies to maximize revenue per available room (RevPAR), and optimize rooms and meeting space inventories.

REGIONAL/PROPERTY MARKETING AND eCOMMERCE

Hotels have the option to participate in cluster marketing programs that drive demand by supplementing Marriott’s global and national campaigns. This allows hotels to leverage Marriott’s economies of scale and benefit from key revenue-generating strategies. In addition, hotels can purchase property-specific marketing services. Marriott will help maximize productivity/ROI by analyzing all property marketing spend and executing all hotel-specific marketing plans and tactics, including online and offline efforts, as well as hotel merchandising (e.g. property promotional signage and check-in pieces).
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Let us show you that being out of the ordinary is why you need to be in the Autograph Collection.

We invite you to learn more about Autograph Collection. Please visit us at MarriottDevelopment.com or contact Marriott Lodging Development at 301.380.4137.