Independent hotels have carved an enviable niche within the lifestyle lodging market. Utterly extraordinary and proudly independent, these unique hotels are distinctive both in name and personality. They leave lasting memorable imprints—an experiential signature—much like a priceless autograph.

Recognizing an opportunity to maximize an independent hotel owner’s investment, Marriott® International proudly introduces the Autograph Collection, a full-service franchise or management offering for a selected group of high-personality, upper upscale and luxury hotels that fulfills the promise of delivering signature experiences and shuns predictability.

The Autograph Collection provides the means for hotels to remain independent and maintain their unique name, logo and identity, while benefiting from Marriott’s unparalleled demand engines, as well as the economies of scale created by the global lodging leader. Additionally, the Autograph Collection provides an opportunity to attract new customers to hotels through access to Marriott’s vast customer base.
AUTOGRAPH COLLECTION
PARTNER WITH THE HOSPITALITY LEADER

For owners and developers, the Autograph Collection presents an ideal opportunity for an independent hotel to establish a relationship with one of the world’s leading hospitality companies. Autograph Collection hotels will enjoy the flexibility of maintaining independence while harnessing Marriott’s powerful, global business engines, including key sales and marketing channels, Marriott Rewards, the award-winning Marriott.com, and the company’s global reservation system. Like Marriott’s other full-service brands, hotels in the Autograph Collection will be held to service excellence standards that drive customer loyalty and consistently give Marriott brands the leading edge. Most importantly, as notable properties continue to join, the collective prestige will lift each individual hotel’s profile, making association an invaluable benefit—after all, you are known by the company you keep.

HARNESS THE POWER OF MARRIOTT’S GLOBAL BUSINESS ENGINES TO GENERATE REVENUE AND REALIZE SIGNIFICANT COST SAVINGS.

RESERVATION SYSTEM
MARRIOTT REWARDS
eCHANNELS
GLOBAL SALES
TRAVEL INTERMEDIARIES
ALLIANCES AND PARTNERSHIPS

AUTOGRAPH COLLECTION
AN APPLICATION FOR EVERY INDEPENDENT HOTEL

Other global chains have “collection” brands, but the strength of the Autograph Collection lies in its unique ability to deliver a wide range of conceptually innovative hotel experiences. Appealing to travelers who seize every chance to add richness and detail to life, the Autograph Collection connects them with what’s fresh, inventive and original. Some guests may gravitate toward edgy, urban settings or find their niche in super-luxury resorts, while others prefer iconic, historic properties or art-filled surroundings. Autograph Collection hotels with similar attributes are grouped into distinct segments that reflect a common customer promise and the lifestyle experiences the property provides.
Funky, audacious hotels for the young-at-heart that tap into a city’s edgier vibe—a good place to connect and converse with other creatives.

Treasured landmarks and celebrated structures where the allure of a city’s distinctive past meets all the luxuries and innovations of today. Experience another time and place.

Hotels that deliver effortless relaxation amid picturesque settings. Experience secluded gardens, indulgent spa treatments, a heated pool and whirlpool, and a hammock under the shade of a canopy of trees.
Harness the Power of Marriott

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 will be fully integrated into Marriott systems and benefit from best-in-class sales and marketing engines, long recognized as top performers in the industry.

Reservation System

Marsha, Marriott’s renowned reservation system, is the strongest and first 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 (GDS) used by travel agents and other e-intermediaries. In 2008, Marsha:

- Generated more than 77 million new reservations
- Produced more than US$27 billion in gross room revenue
- Processed reservations for more than 183 million room nights
- Achieved a 45.4% sales conversion rate
- Generated US$165 million in cross-sales

Marriott Rewards

With over 31 million members worldwide, Marriott Rewards is the industry’s most preferred loyalty program. Marriott Rewards members making a paid stay generate 50 percent of all room nights sold. In addition, Marriott Rewards’ robust information systems provide comprehensive customer data that allows Marriott to capture shared through strategic targeted marketing. Marriott Rewards continually evolves with its customers, providing some of the industry’s most enviable benefits and redemption opportunities.

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 their total account needs, including managed corporate travel, complex groups, and some nontraditional business solutions. As a result of this strategy, Marriott has extended 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.

Revenue Management

Marriott introduced revenue management to the lodging industry, and its existing One Yield revenue management system is in place in over 3,000 Marriott hotels worldwide. In 2010, the company will roll out an innovative new system in all full-service Marriott hotels in North America. Consolidated inventory/total yield will deliver improved revenue management capability by providing a comprehensive sales and service system for events, coupled with automated availability, pricing guidelines, forecasting and revenue optimization capabilities for transient, group and local catering business.

ECommerce

Marriott’s eCommerce channels encompass both the Internet and the GDSs, and in 2008, more than 40 percent of Marriott’s gross sales were generated through electronic channels. Marriott.com, the world’s largest lodging website, generated more than US$6 billion in revenue and accounted for 88 percent of the company’s Internet-sourced revenue in 2008. In the same year, Marriott customers booked more than 48 million room nights online. In addition, Marriott commands an impressive premium relative to GDS reservations. While the company accounts for 7 percent of the GDS room supply in North America, 20 percent of GDS reservations booked for North American hotel rooms are at Marriott hotels.

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.

Marriott Business Services (MBS):

Marriott Business Services is a centralized group that has transformed traditional hotel finance and HR functional capabilities by leveraging technology and integrating processes. Participating hotels can enhance the economics of their properties by consolidating, streamlining and standardizing processes and supporting systems in labor management and scheduling, accounts payable, and billing and accounts receivable.

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 (on-property promotional signage and check-in pieces).

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.
AUTOGRAPH COLLECTION
THE SIGNATURE OF SUCCESS

The Autograph Collection presents an exceptional opportunity for owners, franchisees and developers to partner with Marriott and benefit from the commanding knowledge, expertise and experience of the world’s lodging leader.

Add your imprint to the Autograph Collection. Learn more at DevelopAutographCollection.com or contact Marriott Lodging Development at 301.380.4137.