DEVELOPMENT GUIDE
“Renaissance” signifies a deep belief in the spirit of exploration and discovery. It’s a spirit that celebrates innovation, creativity, originality, and expression — all the things that contribute to living a life less ordinary. “Renaissance” speaks to the modern discoverer in all of us who lives to unearth life’s hidden gems — collecting new tastes, sights, sounds, and experiences, and adding them to their own story.

WITH EVERY RENAISSANCE STAY, THERE’S ALWAYS SOMETHING WONDERFULLY NEW TO BE FOUND.
A COLLECTION OF HIDDEN GEMS

Every Renaissance hotel is like a gemstone: multifaceted, uniquely cut, with beautiful and interesting characteristics. No two are quite alike, but each and every property has something intriguing and unique about it. It might be a notorious history, an unusual architectural feature, an unexpected view, a fabulous bartender, an interesting furnishing. We celebrate what makes us distinctive, different, wonderful.

The Renaissance brand’s growth and individuality is realized by remaining true to its core values: INTRIGUING · INDIGENOUS · INDEPENDENT.

Renaissance is part of the Marriott family of hotels. In addition, by benefiting from Marriott’s unparalleled demand engines and access to a vast international customer base, Renaissance Hotels’ collection of worldwide ‘gems’ continues to outshine its competitors.
Navigating the Potential

Niche lifestyle brands have introduced travelers to a world of new possibilities, to the realization that travel can be an experience. With Renaissance Hotels, owners and developers have a unique opportunity to develop a differentiated experience and provide the assurance of a global lifestyle brand, while partnering with one of the world’s largest hospitality leaders.
A LIFESTYLE PLATFORM

Operating in a lifestyle space requires focused dedication. At Renaissance, this is achieved through our many brand programs that support the lifestyle platform, including culture and operations, style and design, and marketing and public relations.
Renaissance ambassadors have to live and breathe the brand in order to bring the Renaissance experience to life for our guests. This internal marketing is crucial to the success of the brand. We do this through branded recruitment and selection, heart of house programming, brand-dedicated lifestyle training, attire guidelines, and more.

R Perspectives depict every aspect of the guest’s experience, and ensure that each and every touchpoint is, in some way, uniquely Renaissance. From our detailed OS&E specs that are designed to stay current with guests’ changing needs, to lookbooks that help properties achieve a look that is on-strategy, everything communicates the brand to our guests.
STYLE & DESIGN
Renaissance Chic is the manifestation of our core values into design language. Renaissance Chic is all about the find. Current, compelling and always inspiring. Our aesthetic scheme places ‘modern’ in a new light. It meshes contemporary styling with touches of luxury and creativity. Renaissance Chic sets the tone for the mood.
Our marketing focus is on the online space. RenaissanceHotels.com serves multiple purposes - sells the brand story, makes it easy to book a room, and creates opportunities to highlight brand news and promotional offers. Renaissance builds brand equity quickly and cost-effectively. We partner with established lifestyle brands who have a passionate customer base in this space to mutually leverage brand equities.

Developers not only gain access to the vast resources of Renaissance and Marriott International, but they also gain entry into the lucrative market of their brand partners globally.
RENAISSANCE HOTELS

BE INTRIGUING
Renaissance is an experience that provokes exploration at every turn—a sensory adventure that transports guests to a life less ordinary. With Renaissance, taste, see, feel, sip, hear, do and try things wonderfully new.

BE INDIGENOUS
Renaissance echoes and embraces the locale in a unique point of view. It’s the unofficial gateway to and expert on what’s special about each destination for guests seeking a path of effortless discovery.

BE INDEPENDENT
Renaissance embraces the independently minded and those proud to be utterly original. We set ourselves apart by always giving our guests unusual and fabulous options to make the most of their time and their trip. It’s an invitation for the wonderful and unique.
THE BENEFITS

REVENUE MANAGEMENT  Marriott introduced revenue management to the lodging industry, and its existing One Yield revenue management system is in place in over 3,300 Marriott hotels worldwide. In 2011, 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.

REAP  Reservation System (MARSHA), Marriott’s proprietary global reservation system—MARSHA—powers our industry-leading distribution system and is fully integrated with Marriott’s revenue management, eCommerce, customer loyalty, and property management systems, as well as the Global Distribution System (GDS) used by travel agents and systems of eIntermediaries.

REAP  Reservation System (MARSHA)

MARRIOTT REWARDS  The industry’s leading loyalty program with over 32 million members worldwide provides comprehensive customer data to allow Marriott to capture share through strategic targeted marketing.

MARRIOTT REWARDS

GLOBAL SALES TEAM  Marriott’s Global Sales Team (GST) is comprised of four sales groups; Enterprise Sales, Area Sales, Sales Offices and Property Sales. These teams work together across the globe to meet the needs of our customers and drive Marriott’s preference, premiums, and profits.

In the U.S., the Enterprise Sales team (EST) oversees 300 multi-national corporate accounts that generate approximately $3 billion in annual sales to Marriott’s brands globally as well as the top 1,000 association accounts that generate approximately $750 million a year in future group bookings. This team also covers the top 45 intermediary accounts (Group, TMC, Wholesale, AAA) that generate approximately $5.5 billion in annual sales to Marriott’s brands, globally.

Outside the United States there are Global Sales Offices deployed against key corporate, TMC, Leisure and Group accounts located in primary source markets in 31 countries. This coverage is further complimented by a network of General Sales Agents deployed against accounts located in secondary source markets in 81 countries. Annual production from managed accounts totals approximately 25 million room nights per year.

eCOMMERCE  eCommerce manages and drives revenue growth and customer engagement through Marriott’s electronic sales and marketing channels (Marriott.com and its international sister sites, online travel agencies, GDS, search engines, internet affiliates), which account for over 40% of Marriott’s gross sales. Marriott.com, the world’s largest lodging web site, generated more than US$6.3 billion in gross revenues in 2010 and accounted for 85% of company’s internet-sourced revenue in 2010. In that 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% of the GDS room supply globally, 20% of GDS reservations booked are for room nights at Marriott hotels.
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.
RENAISSANCE HOTELS · EUROPE, AFRICA & THE MIDDLE EAST

St. Pancras Renaissance London Hotel

Renaissance Paris Le Parc Trocadéro Hotel

Renaissance Amsterdam Hotel
RENAISSANCE HOTELS DEVELOPMENT

RENAISSANCE HOTELS · ASIA PACIFIC

Renaissance Sanya Resort & Spa
Renaissance Beijing Capital Hotel
Renaissance Shanghai Zhongshan Park Hotel
Renaissance Shanghai Putuo Hotel
To discover more about Renaissance Hotels and development opportunities, visit, marriottdevelopment.com.