Letter From the Editor:

Dear Colleagues:

Much like Janus the Roman god, who represents contemplation on the old year while looking forward to the new, I like to take some time during January to reflect back and to look ahead – back on the accomplishments of 2010 and ahead to an exciting new year.

Marriott International had a year filled with openings, celebrations and milestones.

- The Cosmopolitan of Las Vegas became a new addition to the Autograph Collection. The hotel added more than 3,000 rooms to The Strip.
- Residence Inn celebrated the opening of its 600th hotel, in North Conway, NH
- The JW Marriott and Ritz-Carlton hotel complex opened at L.A. Live
- The first hotels in Sweden – the Courtyard Stockholm Kungsholmen and the Renaissance Malmo
- The Ritz-Carlton Hotel Company ranked highest in guest satisfaction by J.D. Power and Associates
- Marriott Hotels and Resorts opened the 500th hotel – The Pune Marriott Hotel & Convention Centre, in Pune, India

Be sure to visit the Marriott News Center to see complete details of the busy year.

Closer to home, our Individual Incentives team was busy too:

- Rolling out new paperless and environmentally friendly award directories available to you and your award recipients at www.marriottredeemincentives.com under Step 1 Decide.
- Hotel Front Desk training launched worldwide to ensure all award redeemers have a seamless redemption and stay experience no matter where they travel.
- A tremendous increase, 173%, in eIncentives usage, the eco-friendly version of our stay awards. Go Green!

For me personally 2010 was an enriching year. I enjoyed my first year on the Incentive Research Foundation’s Research Committee and have recently been elected to serve on the Board of Trustees. I’m looking forward to continuing to expand my industry involvement throughout the New Year.

When we look into 2011 we see many opportunities to deepen our relationships with each of you. Our staff continues to focus on keeping our products relevant and optimizing our service. As the New Year unfolds, we will continue to seek out ways to deliver the best possible experience for you and your customers.

Warm regards,

Stacey Milne
the awards themselves – and simple to use! In addition to a fresh, new look, we've made dramatic improvements in regards to functionality and usability. It's literally a one-stop shop that allows the user to view, select and reserve their award(s) quickly and efficiently. Check it out now.

Reminder: The new eDirectories are available 24 hours a day, 7 days a week at www.marriottredeemincentives.com in Step 1 Decide. 2011 eDirectories have now been posted.

Noteworthy at Marriott & The Ritz-Carlton

Learn about industry awards, accolades from far and wide and milestones worthy of celebration:

Marriott News
The Ritz-Carlton News

Find out what's on Bill Marriott's mind and what other Marriott executives are thinking:
Bill Marriott's Blog

Hotel Openings
Marriott
The Ritz-Carlton

Brand Spotlight

Renaissance Hotels Launches New Navigator Program to Help Guests Discover "Hidden Gems" of Various Cities Around the World

Navigator Keeps Guests "In The Know"
Renaissance Hotels (www.renhotels.com) announced its newest global hospitality program called "Navigator" as the hotel chain continues its efforts to provide hotel guests and local patrons with resources that allow them to be "In The Know" and discover a destination's hidden gems.

Read more

Product Spotlight

Worldwide Premier Award
Discover British Columbia or enjoy a canopy tour in beautiful Costa Rica. Take a stroll through St. Stephen's Green, Europe's grandest garden in Dublin, Ireland, or explore the beautiful and exotic Spanish island of Mallorca. The choices are endless.

The Worldwide Premier Award includes accommodations for one night, applicable room taxes and breakfast for two the following morning at more than 3,000 participating JW Marriott Hotels, Renaissance Hotels, Marriott Hotels & Resorts, Courtyard, Fairfield Inn & Suites, Residence Inn, SpringHill Suites and TownePlace Suites hotels worldwide.

Stay any day of the week or weekend. Seasonality restrictions may apply.

Click here for a directory of Worldwide Premier Award participating properties.

Trade Talk

Report Highlights Strategic Value of Face-to-Face Meetings
Even as virtual meetings become increasingly common, a new study from the Cornell Center for Hospitality Research (CHR) focuses on the specific strategic advantages of face-to-face meetings for large groups. The report, The Future of Meetings: The Case for Face-to-Face, was written by Christine Duffy, President and CEO of Maritz Travel Company, and Mary Beth McEuen, Vice President and Executive Director of The Maritz Institute. McEuen notes that the report identifies three key reasons for face-to-face meetings: 1) to capture attention, especially for new concepts; 2) to inspire a positive emotional climate; and 3) to build human networks and relationships. "Face-to-face meetings possess the unique ability to spur action and drive business results through creating powerful, emotional ties to your business mission and message," she says. "The fact remains that there's no substitute for meeting in person when you want to build emotional support and develop relationships." The study, which is part of CHR's Industry Perspectives series, is available at www.hotelsschool.cornell.edu/research/chr/pubs/perspective/

Our Products
Marriott Individual Incentives: The Perfect Partner

When you team up with Marriott, you partner with one of the most respected brands in the business. No other hotel group offers such a wide choice of rewards to such a vast range of destinations and experiences. Marriott Individual Incentives has a full suite of awards to suit all of your recognition, motivation, and reward needs. We invite you to check out our full menu of awards here.

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