



2015 UPDATE ON

COMMUNITY ENGAGEMENT



Serve our World is one of Marriott International's five core values.

Through our global workforce, we touch thousands of communities every day and support community needs. Being a part of a community means we offer jobs to local people, provide opportunities to the disadvantaged and operate in an environmentally sustainable manner. We have established a network of 76 Marriott Business Councils comprised of hotel leaders working together in cities and countries around the world to drive macro business initiatives, including corporate social responsibility (CSR), industry advocacy and corporate culture. It is our associates who truly make the difference and help us stand out as an industry leader in the way we serve our guests and communities. They are the "heartbeat" of our company, bringing our culture and core values to life.

GOALS/TARGETS

- Create programs and opportunities that benefit our communities and strengthen our culture, help attract and retain valued associates, and contribute to work/life balance and personal development opportunities.
- Increase collaboration within key markets by growing the number of Marriott Business Councils by 10 percent by year-end 2015 to leverage resources and maximize our collective impact on social and environmental issues.
- Align community engagement and sustainability accomplishments with interests of stakeholders to create measureable business value.
- Double the number of properties and offices reporting community engagement activities through our customized *Just Report It* tool by year-end 2015 to more accurately portray the company's contribution of time, funding and in-kind donations.

MANAGEMENT APPROACH





Our associates and hotels focus on issues that align with our core business, available resources and individual talents of our associates, including:

- **Shelter and Food...** addressing housing and hunger needs, including in times of disaster
- **Environment...** progressing toward a healthier planet and more sustainable future
- **Readiness for Hotel Careers...** educating and training the next generation for a "World of Opportunity"
- **Vitality of Children...** aiding sick and impoverished children
- **Embracing Global Diversity and Inclusion...** providing opportunity, inclusiveness and a warm welcome to all

Each May, our associates, hotels and Business Councils around the world take part in a global day of giving. *Spirit To Serve Our Communities® Day* gives associates the opportunity to share their time and skills-based talents with local communities.

We post associate stories and photos on a public online forum, [Heart of the House](#), to recognize them for all that they do, both at our hotels and in the communities they serve.

CONTRIBUTIONS* (in millions)

	2012	2013	2014
 CASH CONTRIBUTIONS	\$7.2	\$7.8	\$10.4
 IN-KIND CONTRIBUTIONS	\$16.0	\$16.0	\$16.0
TOTAL CASH & IN-KIND CONTRIBUTIONS	\$23.2	\$23.8	\$26.4
 ASSOCIATE FUNDRAISING**	\$4.3	\$3.3	\$3.9
 ASSOCIATE SERVICE HOURS*	459,483	508,270	531,963

* These figures are a combination of Marriott Corporate Headquarters' giving, as well as contributions reported through our properties (managed and franchised), offices and Business Councils.

** Associate fundraising total reflects fundraising for Children's Miracle Network Hospitals exclusively.

WHAT'S TRENDING @MARRIOTTINTL

2014 CONTRIBUTIONS: AMERICAS*



\$4.3M+ CASH



\$11.5M+ IN-KIND



192,000+ VOLUNTEER HOURS

*Countries reported based on Marriott-defined regions.



We use social media channels like Twitter to tell our story. Web links not functional in Chrome browser.



American Red Cross

It's Not A Tweet. It's Relief.

AMERICAS

Advancing opportunities for women in **#Mexico**: JW Marriott® Hotels + @VitalVoices launch mentoring program **#VoicesforWomen** <http://bit.ly/1wu8hQd>



VITAL VOICES
GLOBAL PARTNERSHIP

Marriott hotels in 7 countries provide training to 122 disadvantaged youth in 2014 through **#YouthCareerInitiative** & celebrate 10 yrs of support in **#Brazil** <http://bit.ly/12vmSMR>



Courtyard® partners w/ @NAFCareer-Acads + @ClintonGlobalInitiative to launch **#SuccessForYouth** program to provide **#mentoring** to 10K youth <http://bit.ly/1KxFu3q>



More than 100 Fairfield Inn® general managers rolled up their sleeves to volunteer w/ **#HabitatForHumanity**, from building to serving in local Re-Stores <http://bit.ly/1DETsXU>

Residence Inn® turns unused Twitter characters into \$5 donations to support @RedCross **#DisasterReliefFund** **#RIRelief** <http://rdcrss.org/1G0dt2C>

SpringHill Suites® + @FreshArtists raise nearly \$100K in less than 2 years to **#SaveArt** for under-resourced schools <http://bit.ly/1H5VxTq>

TownePlace Suites® teams with @KelloggsUS to donate 2M breakfasts to children in need as part of their **#RealGiving** initiative & **#NationalBreakfastWeek** <http://bit.ly/1GpGRe4>



Marriott Foundation for People with **#Disabilities** celebrates 25 yrs, 20K youth served, nearly 80% placed in **#jobs** w/ local businesses <http://bit.ly/1OckNXv>



SOS CHILDREN'S VILLAGES INTERNATIONAL

SOS graduate hired to support engineering @MarriottHaiti hotel. We recruit young adults from **#SOSChildrensVillages** around the world <http://huff.to/1P1WyLU>



MARRIOTT WORLDWIDE BUSINESS COUNCILS

76



BUSINESS COUNCILS ACROSS ALL CONTINENTS & ALL BRANDS

41

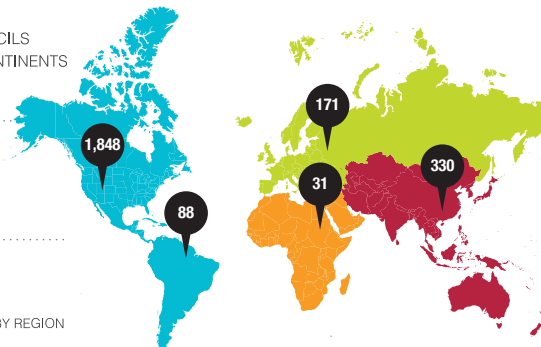


COUNTRIES REPRESENTED

2,468



TOTAL HOTELS REPRESENTED DEPICTED ON MAP BY REGION



WHAT'S TRENDING @MARRIOTTINTL

AMERICAS (CONTINUED)



#Education: Students at the J.W. Marriott, Jr. School in the **#Amazon** learn how **#rainforests** help maintain Earth's drinking + fresh water
<http://bit.ly/1oJfiWq>

HOTELS FOR HEROES

Marriott Rewards® members have used our Featured Cause portal to **#donate** 44+ million points since 2012 to @FisherHouseFdn **#HotelsForHeroes**. 745 **#military** families save \$470K+ in lodging costs
<http://bit.ly/1cQGPD0>

Marriott's hotels in **#Canada** raise \$423K for @CMNHospitals – hosting a Superhero Ball, Golf Fundraiser and more.



More than 1,700 Marriott headquarters associates donate 6K hours to local community, volunteering @ 27 DC-area nonprofits, demonstrating Marriott's **#SpiritToServe**
<http://bit.ly/1xBCIz5>



2014 CONTRIBUTIONS: ASIA PACIFIC*



\$784,000+ CASH



\$955,000+ IN-KIND



136,000+ VOLUNTEER HOURS

*Countries reported based on Marriott-defined regions.

ASIA/PACIFIC

At World Economic Forum's Summer **#Davos** Forum in Tianjin, **#China**, Marriott pledges to offer 20K **#TrainingOpps** for students over next 4 yrs
<http://bit.ly/1C4FnBV>



Marriott maps out pioneering **#HospitalityEducation** initiative in China w/ Nankai University + American Hotel & Lodging Association Educational Institute for an innovative "Marriott Apprentice Program"
<http://bit.ly/1NFyikO>

Marriott hotels in China support education, raised nearly \$330K for **#ChinaYouth** & The **#YaoFoundation**
<http://bit.ly/1ExXwPt>



The **#YaoFoundation** + Marriott partner to donate books + launch a partnership to build 3 schools in **#RuralChina**

<http://bit.ly/1AeKqQx> |
<http://bit.ly/1OHrW26>

Through **#China** **#Hospitality Education** Initiative (CHEI), a program of The J. Willard and Alice S. Marriott Foundation, our hotels participate in first **#TeachingConference** w/ 85 teachers
<http://bit.ly/1b2xtUO>



In 2014, in support of China **#Hospitality Education** Initiative (CHEI) programs, our hotel leaders presented **#hospitality**-focused guest lectures/field trips for 9,900 students.



#MangroveRestoration continues in **#Thailand**. Marriott + IUCN (International Union for the Conservation of Nature) with Mangroves for the Future plant more than 7K seedlings in 2014.

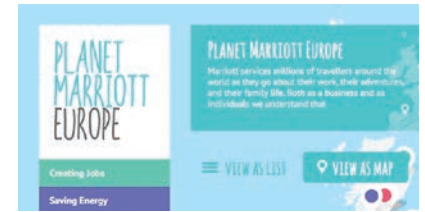


WHAT'S TRENDING @MARRIOTTINTL

2014 CONTRIBUTIONS: EUROPE*



*Countries reported based on Marriott-defined regions.



We give voice to our associates, regional leadership team, guests and the public through [Planet Marriott Europe](#). This social and environmental news platform allows us to engage in conversations across all stakeholders from within and outside of the company.



Reiner Sachau
Chief Operating Officer
Europe

#YouthEmployment: Youth Career Initiative pilots their first program in Hungary with help from the Budapest Marriott Hotel and Courtyard by Marriott Budapest City Centre Hotel [http://bit.ly/1MHdHg5](#)

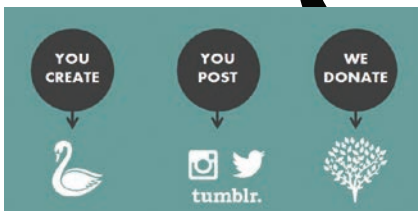
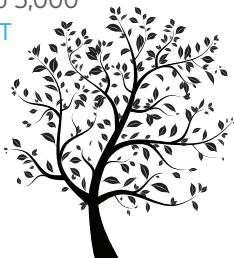


EUROPE



Executive Chairman Bill Marriott commends European Marriott hotels for their **#YouEatWeGive** campaign to raise €230,000 for The Prince's Trust & SOS Children's Villages [http://bit.ly/1CgLv9](#)

Marriott's Europe hotels challenge guests to create towel origami. One tree donated to [@WeForest_org](#) for every post up to 5,000 [http://bit.ly/1JPp15T](#)



#AimHigh: Marriott Europe announces plan to create 20,000 **#CareerOpportunities** for young people aged 15-24 by 2020 [http://bit.ly/1Fv5hX3](#)



Watch Marriott chef apprentices create strawberry desserts in a bake-off for **#YouEatWeGive** campaign [http://bit.ly/1NFw5pA](#)



Marriott's European hotels challenge their associates and guests to take action against **#ClimateChange** during the company's **#EnvironmentalAwareness Month** [http://bit.ly/1SJo5Jn](#)



WHAT'S TRENDING @MARRIOTTINTL

2014 CONTRIBUTIONS: MIDDLE EAST AND AFRICA*



\$315,000+ CASH



\$387,000+ IN-KIND



82,000+ VOLUNTEER HOURS

*Countries reported based on Marriott-defined regions.

MIDDLE EAST AND AFRICA

To celebrate the acquisition of @ProteaHotels, Marriott provides 500 Africans w/ #CleanDrinkingWater for the next 3 yrs + purchases 5,000 hand-beaded @RelateBracelets to support South African youth & senior citizens <http://bizcom.to/1/2f61>



@INJAZIArab partners with industry leaders, including Marriott, through #ExpandYourHorizon to educate #youth on opportunities in growing sectors <http://www.eyh-injaz.org> | <http://bit.ly/1OL76k1>

Forty-one Rwandan @AkilahInstitute for Women grads are enrolled in our #trainingprogram in #Dubai #Kuwait #Doha & will help open the Kigali Marriott Hotel as supervisors & trainers in 2016 <http://bit.ly/1bWFOUO>



We will create jobs and support local communities because our success is only ever possible through strong bonds of friendship, trust and cooperation in the markets we inhabit.



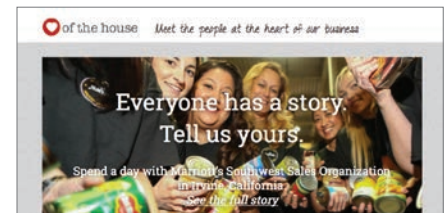
Alex Kyriakidis
President and Managing Director
Middle East and Africa

Marriott execs visit the Disabled Children Association in #SaudiArabia on #KingdomDay to donate craft supplies – part of the Marriott Saudi Business Council's larger partnership w/ DCA <http://bit.ly/10i35Hn>

The African Pride Crystal Towers Hotel & Spa is collaborating w/ Cape Town non-profit chefs' school #InfinityCulinaryTraining; 14 students trained to date, 7 hired full time <http://bit.ly/1RjNu85> | <http://bit.ly/1RjNLbi>

GLOBAL

#BehindTheScenes at Marriott: Heart of the House is our new channel for stories about exceptional guest & #CommunityService <http://bit.ly/1A0HNmu>



Marriott REWARDS

#MembersGiveBack: Marriott Rewards gives members opportunities to donate points to featured causes, 33 million+ points donated in 2014 <http://bit.ly/1JOrNt1>

RELATED LINKS

[Akilah Institute for Women](#)

[Awards and Recognition](#)

[Children's Miracle Network Hospitals](#)

[Marriott 2015 Sustainability Issue Reports](#)

[Marriott China Hospitality Education Initiative](#)

[Marriott's Heart of the House](#)

[Marriott Rewards Featured Causes](#)

[Marriott Point of View on Twitter @MarriottPOV](#)

[NAF](#)

[Our Partners in Corporate Responsibility](#)

[Planet Marriott Europe](#)

[The Ritz-Carlton Community Footprints](#)

[Youth Career Initiative](#)

Unless otherwise noted, this report is based on data from Marriott's 2014 fiscal year and reflects the operational performance of our company-operated properties, which include owned, leased and managed properties, and exclude rooms from franchised, franchised unconsolidated joint ventures and timeshare properties.