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Marriott Hotels Inspiring Meetings for the Next Generation

LONDON – 8 January, 2013 – Today, Marriott Hotels, the flagship brand of Marriott International is launching *Meetings Imagined*, a first-of-its-kind concept that reinvents how meetings are planned, making them more visual, social, and purposeful. The online MeetingsImagined.com platform provides expert tips, the latest meeting trends, and hundreds of inspirational images to spark creativity – all curated by the objective of the meeting. Using the website, customers can collaborate with hotels to design custom experiences or view signature experiences, as well as post favourite images on social media sites, such as Pinterest and Facebook.

“Marriott Hotels – the industry leader in hosting meetings – is on a transformational journey that will enable our guests to travel brilliantly,” said Paul Cahill, senior vice president of brand management, Marriott Hotels. “While others may focus on just meeting logistics, Marriott is reimagining the experience for the next generation with its innovative Meetings Imagined concept that infuses a more sophisticated approach based on objectives and outcomes.”

Meetings Imagined is based on the belief that every meeting should inspire participants by being uniquely designed to achieve specific objectives. The concept is the result of research showing key shifts in how the next generation customer works collaboratively and uses technology, both of which are seen as an integral part of how things are accomplished today.

After speaking with many of Marriott’s next generation customers and analysing over 40,000 meetings hosted at Marriott’s US hotels yearly, seven purposes for meetings emerged: celebrate, decide, educate, ideate, network, produce and promote.

Rather than focusing just on dates, rates and room layouts, Meetings Imagined takes a holistic approach, honing in on the specific purpose of the meeting to create and design a more engaging experience, that reflects the changing way people are working today.



The site allows anyone planning a meeting or event to infuse creativity and purpose into their gathering down to the smallest detail. It offers tips for successful meetings from ice breakers, to food and music to set the mood. MeetingsImagined.com features some of the best experiences Marriott has hosted around the world. Planners can tailor food and beverage, setup, technology and experiences based on the ultimate goals of each meeting, to design more inspiring and engaging experiences for attendees.

The platform is currently available in four European hotels - London Marriott Grosvenor Square, Paris Marriott Rive Gauche, Munich Marriott Hotel and the Amsterdam Marriott Hotel. Five Marriott Hotels within the United States will testing the new Meetings Imagined concept; including the Chicago Marriott O'Hare, Tysons Corner Marriott, Gaithersburg Marriott Washingtonian Center, Orlando World Center Marriott, and the Atlanta Marriott Marquis. The platform will roll out to more Marriott Hotels in 2014. To see specific Idea Starters from participating hotels and a full list of locations, visit MeetingsImagined.com.

Meetings Imagined is a continuation of Marriott Hotels' innovation in technology, spaces and service, building upon the brand's existing offerings: the Meeting Services App (Red Coat Direct) and the next generation meeting room. Additionally, with the expansion of its Mobile Check-In feature on the [Marriott Mobile App](#), guests can now check-in to 350 Marriott Hotels properties in 19 countries globally, using their smartphones, and expects to offer check-out functionality in the first half of 2014. By the end of 2015, Marriott Hotels expects to fully introduce its Greatroom lobby concept to all hotels globally. The Greatroom lobby features an open and flexible lobby space for guests to use for business, leisure or time to themselves. They are be stylish, modern, comfortable and welcoming with all day menus for light bites and meals and full access to technology from Wi-Fi to power points.

About Marriott Hotels

With 500 hotels and resorts in nearly 60 countries around the world, Marriott Hotels is evolving travel through every aspect of the guest's stay, enabling the next generation to Travel Brilliantly. Boldly transforming itself for mobile and global travelers who blend work and play, Marriott leads the industry with innovations, including the Greatroom, Future of Meetings and Mobile Guest Services that elevates style & design and technology. All Marriott hotels participate in the award winning Marriott Rewards frequent travel program that allows members to earn hotel points or airline miles for every dollar spent during each stay. For more information, visit www.MarriottHotels.com.

To join the ongoing Marriott conversation, like us on Facebook (Facebook.com/Marriott) and follow us on Twitter (Twitter.com/Marriott, @Marriott).



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