



Marriott and Starwood Loyalty Programs Merge

Marriott has announced that, beginning in August 2018, members of Marriott Rewards, Starwood Preferred Guest, and The Ritz-Carlton Rewards will be able to merge their accounts into a single loyalty program. The unified loyalty program will offer one set of member benefits across all three brands, affecting over 100 million members.

Member benefits include:

- Access to book stays and earn and redeem points among 29 participating global brands comprising 6,500 hotels in 127 countries
- No blackout dates for redemption of points
- Earn points 20 percent faster on average than under previous programs

It's all about the Points

The new loyalty program merger will use a single system for points currency.

- For accounts that combine in August, the points balance will triple
- Members will earn five points for every dollar spent on Residence Inn, TownePlace Suites, and Element
- Members will earn ten points for every dollar spent across all other brands
- Members will earn points for food, beverage, and qualifying incidentals on their folio

Pricing

A Free Night Award chart with peak, standard, and off-peak pricing will be adopted for all hotels. The chart, which will launch with standard pricing in August, will add off-peak and peak prices in 2019. Off-peak pricing will increase redemption opportunities for sought-after properties.

Loyalty Status Structure

Marriott's unified benefits program will allow members to earn elite status faster across all three programs.

- Earn Silver status after ten nights
- Earn Gold status after 25 nights
- Earn Platinum status after 50 nights
- Earn Platinum Premier status after 75 nights
- Platinum Premier members who surpass 100 nights and \$20,000 in spend can join the ambassador program for one-on-one service

The free breakfast for Platinum and Platinum Premier members extends to 23 brands, including Courtyard, AC Hotels, Protea, and Moxy.