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View From The Top Panel Discussion: Key Learning From The Pandemic - Hospitality

ENGAGE TRANSFORM
2021 ENHANCE
DIGITAL BREAKTHROUGH AND GROW

ENGAGE TRANSFORM
2021 ENHANCE
AND GROW
DIGITAL BREAKTHROUGH



- **Marriott's hotel digital marketing arm**
- **Support SEO, Paid Media, Hotel Websites and custom digital websites**
- **Provide services to over 3,500 hotels worldwide**

Milestone

ENGAGE

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ENHANCE
AND GROW
2021 DIGITAL BREAKTHROUGH



- **Uncertainty**
- **Double down on what works**
- **Vendor Flexibility**

ENGAGE TRANSFORM 2021 ENHANCE AND GROW DIGITAL BREAKTHROUGH



- **Uncertainty**
- **Stick with core principles**

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Google

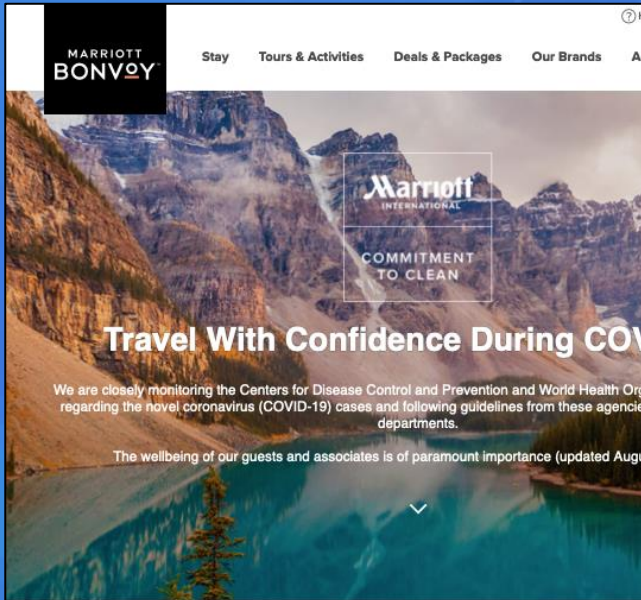
BRIGHTEDGE

MDS HOTELS : NON-MDS HOTELS

	US	CANADA	APEC	G. CHINA	CALA	EMEA	GLOBAL
Total Ranked Keywords (Pages 1-10)	3.5x	6x	8x	25x	5.5x	2x	3.5x
Local 4-Pack Keywords	2x	2x	1x	1x	2x	2x	2x
Page 1 Keywords	2.5x	2.5x	2x	2x	2.5x	2x	2x
Bookings From Natural Search	2x	3x	4x	1.5x	4x	2x	2x

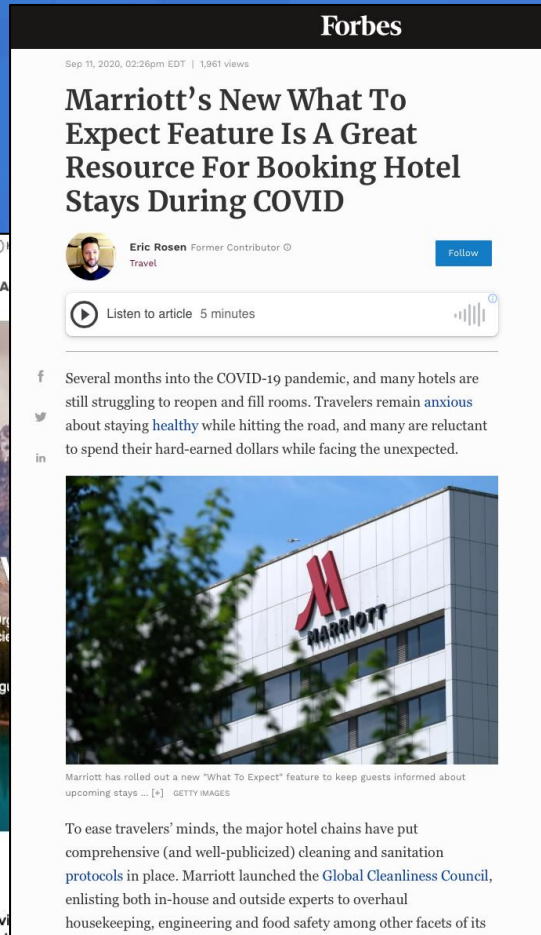
- **Uncertainty**
- **Stick with core principles**
- **Experienced a disproportion SEO Growth 2H 2020 - 2021**

ENGAGE TRANSFORM 2021 ENHANCE DIGITAL BREAKTHROUGH AND GROW



Commitment to Clean

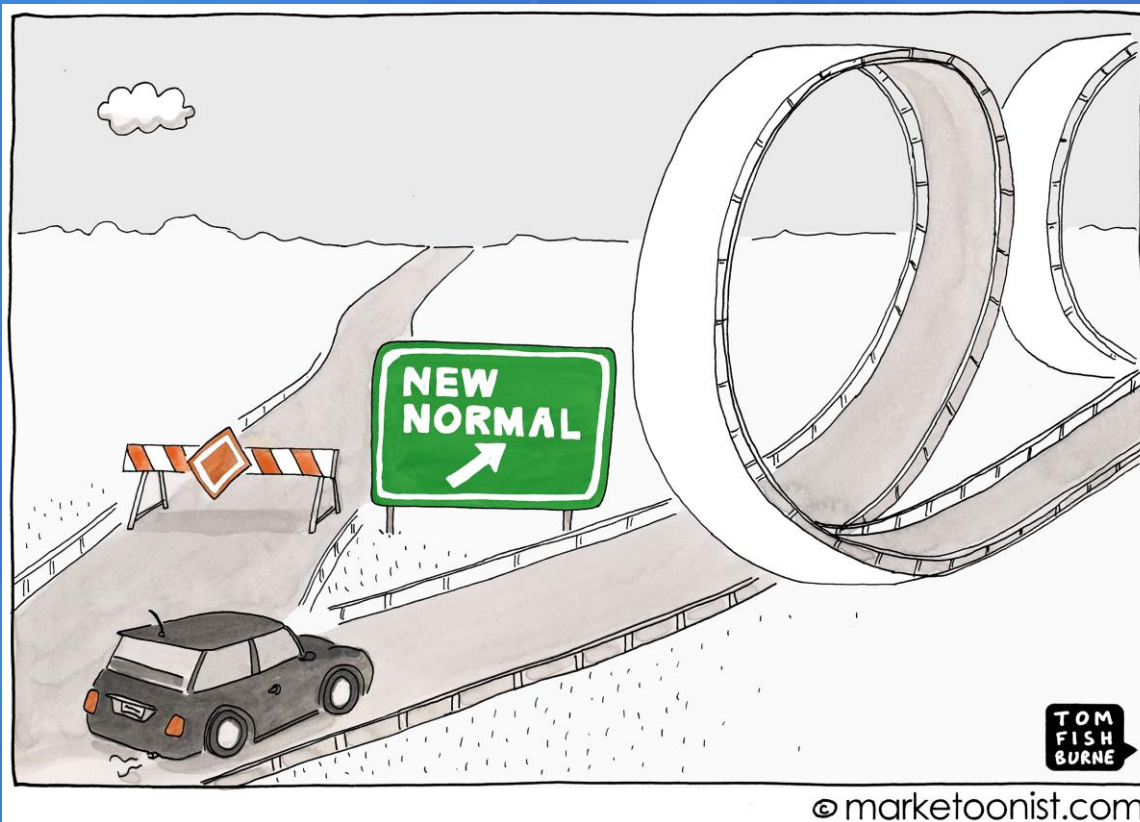
As we welcome you back to our hotels around the world, we are committed to providing a safe and healthy environment that aligns with expert protocols for working to defeat COVID-19. Consulting with leading industry and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, our Marriott Cleanliness Council is redefining our cleaning and safety standards. We will actively monitor and evolve our solutions to ensure a continued focus on the health and safety of our guests and associates.



- Communicate and build confidence.

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- Return to work flexibility
- See an increase of Customer adoption for on property digital (mobile check in, QR codes, etc.)