



ACCENTURE TRAVEL EXPERIENCE INCUBATOR DEMO DAY

VIDEO TRANSCRIPT

Jenny Hsieh: We had the privilege of working on this amazing Travel Experience Incubator. Startups disrupt the way we think about travel.

Evan Burfield: Partnerships, so you're bringing together 1776 with our global network of startups; you're bringing together Marriott, the world's largest hospitality company, and you're bringing together Accenture with their incredible global perspective on trends in the travel industry.

Julie Sweet: We went from challenge to seven tangible pilots in a very short amount of time. Each of these pilots and these start-ups had a vision for travel experience that was new, that was different, that was adding something to what Marriott is already doing.

Speaker 4: Here's where it gets interesting. Globally, the leisure travel market is four trillion dollars.

Speaker 5: Their number one requested feature-

Speaker 6: Almost overnight have four times more options

Speaker 7: Boosts engagement, boosts loyalty

Speaker 8: Growing repeat business and driving new revenue streams.

Speaker 9: This is really exciting for both our partners and for our travelers.

Stephanie L.: Innovation has always been core to what we do at Marriott International.

Evan Burfield: I think a lot of companies are excited by the potential of working with start-ups to solve their innovation challenges, but they don't necessarily focus in on the most critical things to organization.

Julie Sweet: It's critical that Marriott focuses always on the customer.

Speaker 7: There's so much functionality in the app right now. This is to add like, an emotional pull.

Bob Ghafouri: All these young folks, they're taking a risk. They're doing something different. They're getting into the game, and they're creating something that's unique that's going to add value to the guests, to Marriott shareholders, to property owners, to society.

Stephanie L.: The spectacular example of our company partnering with Accenture, one of our best partners; all of the start-ups that were involved in the travel incubator, you guys were absolutely amazing. I cannot wait to see where we go from here.

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