



BRANDTECH TV - TRAVEL INNOVATION FROM MARRIOTT INTERNATIONAL

VIDEO TRANSCRIPT

With Stephanie Linnartz – Chief Commercial Officer at Marriott International

At Marriott International, we're very focused on the fact that technology enhances the guest experience.

One of the things we've launched is something we've called our M Live Studio. It's an opportunity for us to interact with our guest in real time.

A couple recently announced on Instagram that they got engaged. And because we're monitoring what's happening, we saw that special event happen at one of our properties and we created a surprise and delight moment for that customer and delivered some champagne to their room. So it's just a really neat way for us to interact with consumers real time.

This is our igloo, a 360-degree virtual reality experience without the goggles. It's a way for showing owners and franchisees what we're doing with our brand.

Bob: If you think of the convergence of creativity and technology, this is what I think of.

This [Digital Underground] is where we experiment with all things digital and all things innovation. And one of things you can see right here is some of the work we're doing with virtual reality. On the consumer front, we're using virtual reality—or we're testing it right now—as a way for consumers to experience our hotels and locations in a very deep and rich and immersive way.

You'll be able to—by putting on a headset—explore our hotels, experience the property, walk on the beach and walk in the sand.

[Bob testing VRr set]. Stephanie: You can use the controls to transport yourself across the lobby. Hit release and you will be there.

Something that we are very focused on is that the hotel industry is high tech and high touch. Even though technology will be an absolutely critical part of the guest experience, so will the human aspect of staying in our hotels.

Bob: Machine learning + AI impact on strategy and tactics

A few years ago, we launched the Botlr at our Aloft brand. And it is essentially, a little robotic



butler. And it is a really neat way to use technology and robotics to help deliver things to the room, whether it be amenities, extra towels, something from room service. And we're really excited to announce that we're going to launch something, Botlr 2.0, and that's really going to be using chatbots as a way to deliver the same type of experience.

It looks like a little R2D2.

Bob: That can be really powerful. Combining data, Botlr and chatbots. I think you have a very unique solution that can personalize an experience for a guest.

It's all about enhancing the guest experience and using technology as the means to do that.

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