

Marriot International launches Bonvoy loyalty programme

Marriott International has unveiled Marriott Bonvoy, the new loyalty programme, which will replace loyalty brands Marriott Rewards, The Ritz-Carlton Rewards and Starwood Preferred Guest (SPG). Built on the belief that travel enriches us all, Marriott Bonvoy launches on 13 February 2019 with a brand roll-out across all consumer touchpoints, including on property, marketing and sales channels, digital, mobile and co-brand credit cards.



Image via [Marriot International](#)

As of February, Marriott Rewards Moments and SPG Moments will become Marriott Bonvoy Moments, which together with Marriott Moments will feature approximately 120,000 experiences in 1,000 destinations available for purchase or by redeeming points.

In addition to accessing locally relevant sights and excursions, such as hiking into glacial Patagonia, desert treks on camelback in Morocco or cruising to Vietnam's timeless floating villages, members can indulge in once-in-a-lifetime experiences like cooking alongside renowned chefs Daniel Boulud and Eric Ripert, or honing football skills in a master class with Hall of Fame wide receiver Jerry Rice.

"Marriott Bonvoy marks an evolution in travel because it represents more than a loyalty program," said Stephanie Linnartz, global chief commercial officer, Marriott International. "Marriott Bonvoy is a travel programme designed to bring to life our extraordinary portfolio of global brands in 129 countries and territories, while also providing endless inspiration for members to keep travelling and pursuing their passions."

Throughout 2019, Marriott will bring Marriott Bonvoy to life with a series of experiential events for members taking advantage of the company's marketing partnerships with NCAA and the FIA Formula One World Champions, Mercedes-AMG Petronas Motorsport, as well as sponsorship through the Oscars, Coachella Valley Music and Arts Festival, Dubai Jazz Festival, The Hong Kong Sevens and The PGA Tour World Golf Championships-Mexico Championship.

The launch of Marriott Bonvoy will introduce two new names for previous Elite status tier names:

- Marriott Bonvoy Titanium Elite will replace Platinum Premier Elite for members who surpass 75 nights.

- Marriott Bonvoy Ambassador Elite will replace Platinum Premier Elite with Ambassador, which recognises members who surpass 100 nights and more than \$20,000 in spend annually.

Marriott Bonvoy will usher in a new mobile experience. Members using either the SPG or The Ritz-Carlton Rewards apps are encouraged to download the current Marriott app now which will automatically update to become the Marriott Bonvoy app. The SPG and The Ritz-Carlton Rewards apps will be deactivated on that date on the launch date.

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