

Marriott Rewards Members Share 'Insider' Travel Tips in New Digital Lobby

2008-08-26

Online Social Network Allows More Than 3.5 Million Elite Members to Advise Each Other on Getting the Most Out of Travel and Hotel Stays

No one knows the ins and outs of travel better than the globe trotting frequent travelers who belong to Marriott Rewards. Now those members can exchange candid travel advice through a new online travel community - Marriott Rewards Insiders - and share their personal tips on everything from the best beach resorts to where to find the best sushi, to favorite wireless hot-spots for business travelers.

Marriott Rewards Insiders is a lightly moderated online community, and is built specifically for members to share their travel stories, ask questions from other members and give advice and recommendations. Powered by leading social media marketing agency LiveWorld, the site is open to the program's 3.5 million Elite members and will open to all members later in the year.

"Our members told us they wanted a place where they could talk to each other without interference from sponsors trying to sell them something," said Ed French, senior vice president, Marriott Rewards. "We designed an innovative digital lobby to give them a place to share their stories and get authentic, honest information from other frequent travelers just like them."

How does it work? Members can either use the site to just read information or set up their profile and post questions, comments or responses. They can also sign-up for alerts, which are sent when a post is created in a forum the member wants to follow. They can be emailed or posted in the member's profile. Marriott Rewards Insiders offers "expressive profiles" that allow members to personalize their online identification by uploading pictures or avatars, providing travel preferences and personal interests and identifying their home town.

Marriott Rewards points can be earned at over 2,800 Marriott International hotels around the world, including Marriott Hotels & Resorts, JW Marriott Hotels & Resorts, Renaissance Hotels & Resorts, Courtyard by Marriott, Residence Inn by Marriott, Fairfield Inn by Marriott, TownePlace Suites by Marriott, SpringHill Suites by Marriott, Marriott Vacation Club, Horizons by Marriott Vacation Club and Grand Residences by Marriott Vacation Club.

Members may redeem points for hotel stays, frequent flyer miles, cruises, car rentals, brand-name merchandise and more. Marriott Rewards has been named "Best Hotel Rewards Program" by the readers of Business Traveler, Global Traveler, Travel Savvy, Executive Travel and BusinessWeek magazines.

To make a reservation, members can call 1-800-228-9290 or visit Marriott.com. For information about Marriott Rewards, guests can call 1-800-450-4442 or log onto MarriottRewards.com.

About LiveWorld

LiveWorld is the go-to social media marketing agency for everything Fortune 1000 companies need to leverage the power of social network to build their brands and their business. LiveWorld thinks differently about how companies can use social networks for customer dialogue and relationships and is the only company that offers the combination of a full technology platform, community management and marketing strategy, all in one place. This combination - unique in the industry - is the reason why more blue chip companies turn to LiveWorld than any other firm for their ongoing, integrated social media marketing strategy and implementation. With 24 years of experience, an extensive applications hosting platform, and a track record of delivering over 1 million hours of moderation services, LiveWorld offers its clients a team of experienced community managers and moderators who oversee activity and user content online. LiveWorld deploys its services in more than 70 country-language combinations, and is the trusted partner of leading brands worldwide, including: A&E, The Campbell Soup Company, eBay, HBO, HSBC, Kraft Foods, LeapFrog, Marriott, Neutrogena, MINI Cooper USA, TJX, QVC and many others. LiveWorld is headquartered in San Jose, California with additional offices in New York City and London. For further information visit www.liveworld.com.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34254.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html