

# Everyday Earn: Solos Performance Summary

August 2022

MARRIOTT  
**BONVOY**®



# Performance Insights: Onboarding Pathways + Checklist

- *A Win!* Inactives generated most of the revenue for both solos – 50% and 65%, respectively.
- While total deliveries increased with the Checklist solo (send #2) compared to Onboarding Pathways (send #1), the data shows declines in all KPIs for Checklist, with exception of **unsub rate which saw a -0.03 pt decrease**.
- Performance data from both solos showing lower engagement from On Property enrollment sources compared to all other sources. However, the On Property sources drove the highest conversion rates of all sources from the Checklist deployment, so more exploration/testing could be done to lift engagement.
- The Digital No Reservation enrollment source for Inactive segments presents opportunity to test more – their CTR has room for growth, while their other KPIs are on par with Bonvoy averages.
- Active Super Engaged were segmented for Checklist based on their poll response from Onboarding Pathways. Delivery volumes were relatively low because they were highly targeted, and while CTR was high, these Active Super segments did not generate revenue from the Checklist campaign, like they did for Onboarding Pathways. Consider evaluating how we target these Super Engaged segments to optimize their engagement and drive continued revenue.

# Everyday Earn: Checklist Solo Overview

July 7, 2022 – 37 days after Onboarding Pathways

**1.5 M**  
Delivered

**97**  
Bookings

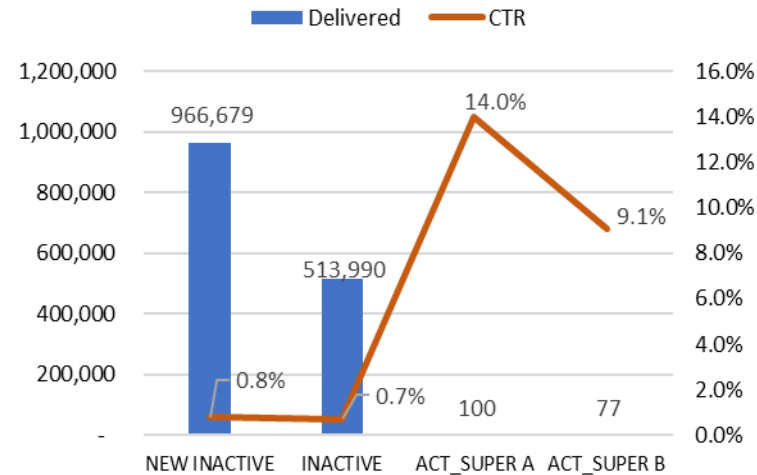
**0.8%**  
CTR

**0.87%**  
Conversion Rate

**0.26%**  
Unsub Rate

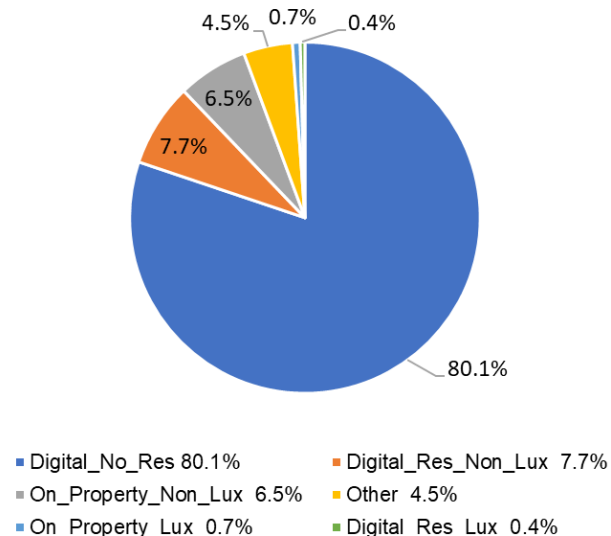
**\$46.8 K**  
Revenue

### Engagement by Segment

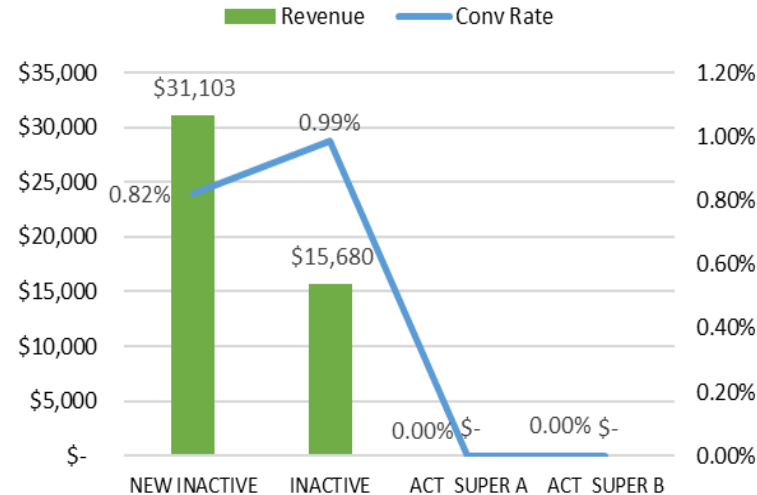


- Similar proportion of email deliveries by enrollment source, as compared to Onboarding Pathways.
- ~400K more deliveries for Checklist deployment than Onboarding Pathways due mostly to net-new New Inactive audience segment.
  - This newly activated segment also generated 65% of revenue (\$31K) from Checklist solo.
- CTR of 0.8% was below July average of 1.09%. Compared to Onboarding Pathways:

### % Emails Delivered by Enrollment Source



### Revenue by Segment



- -0.88 pt. decrease in CTR
- But -0.03 pt. decline in unsub rate shows better engagement for some audiences.
- We saw higher CTR rates from the two Active\_Super segments, but these segments did not drive revenue.

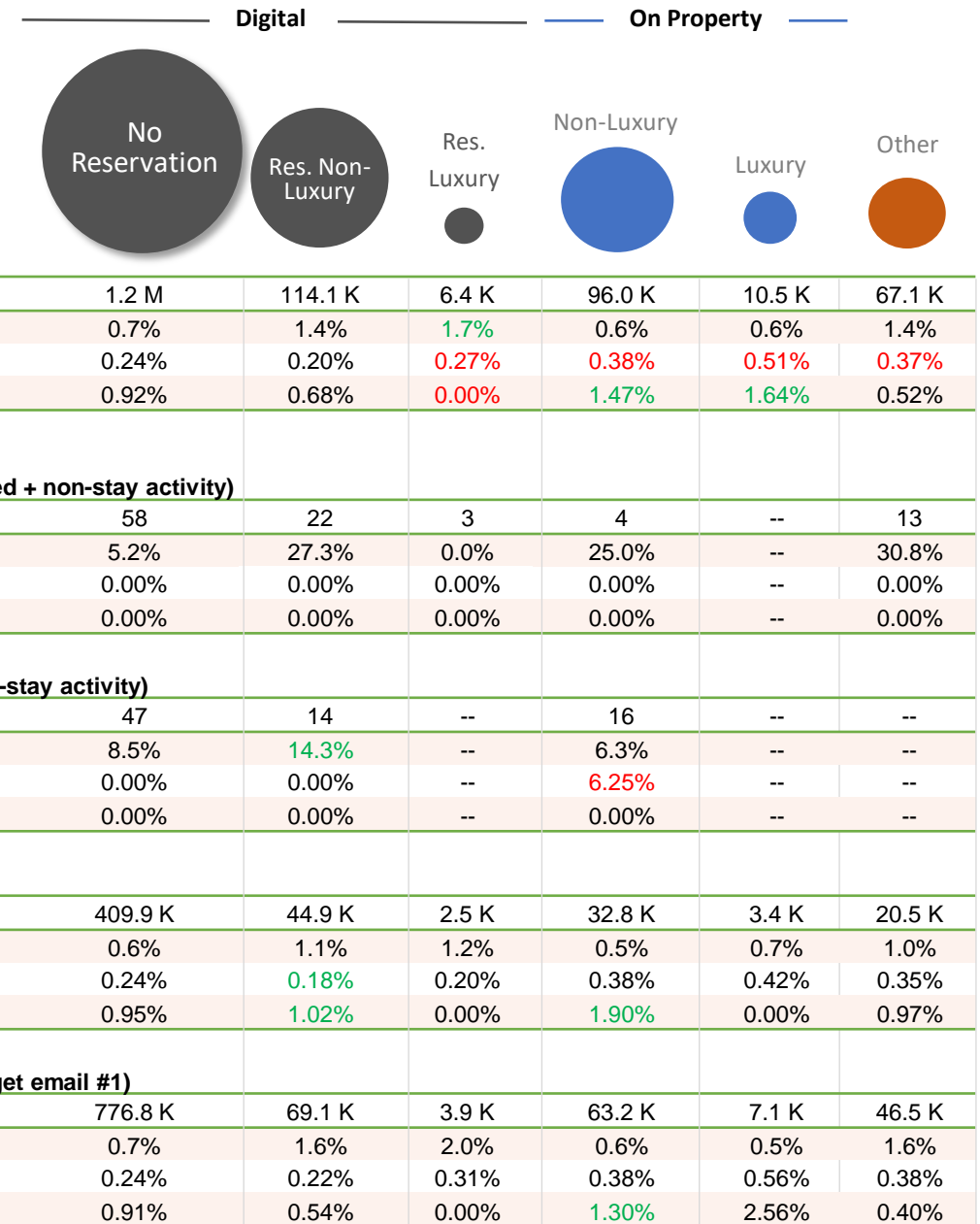
#### July 2022 Bonvoy Avg.

- CTR = 1.09%
- Unsub Rate = 0.23%
- Conversion = 0.92%

# Checklist Solo:

## Segmentation Performance by Enrollment Source

- In comparison to Onboarding Pathways, deliveries increased across all enrollment sources with Other having the largest increase of 65%.
- Digital Reservation Luxury source drove the highest CTR for the Checklist campaign across all enrollment sources at 1.7% but this source did not drive revenue.
- On Property enrollment sources are still seeing higher unsub rates than the other sources, as well as the July average of 0.23%.
  - However, On Property enrollment sources are also **driving higher conversion rates**, and so could be an opportunity to develop a separate strategy to lift engagement and drive more revenue from On Property sources.
  - Explore versioning content as well as collecting feedback from On Property audience to better understand program interest.
- Could be opportunity to test messaging/offers within the Digital No Reservation enrollment source for Inactives- CTR presents opportunity for growth, while the other KPIs are on par with Bonvoy averages.



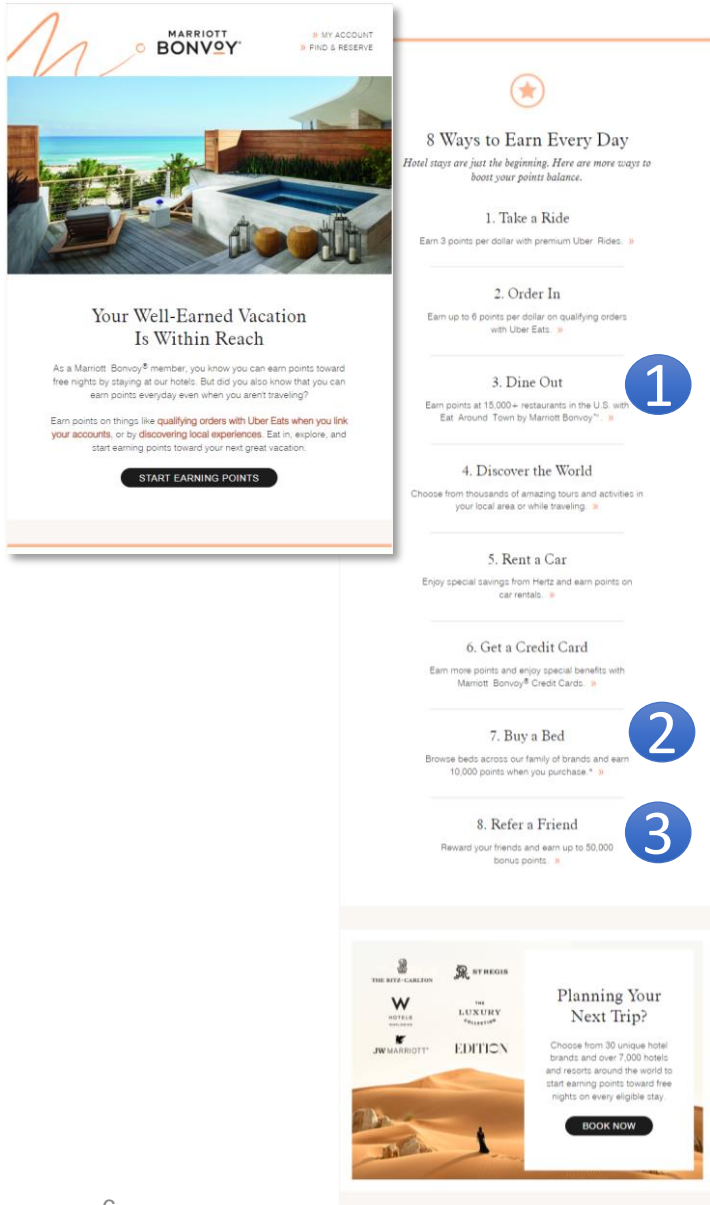
# Checklist Solo Engaged Inactive Members

- Follow-up activation campaign generated additional engagement from the recipients of Onboarding Pathways (email #1); also activated nearly 1M additional inactive members that were selected to receive this solo
- Email generated total of 97 bookings and \$47K in tracked email revenue
- 65% of bookings and revenue came from the net-new 967K inactive member segment
- Phase 2 efforts of this campaign series are underway: moving to triggered campaign, regional versioning, test & learn planning
- Will use solo engagement as benchmark to measure against trigger performance

Segments	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue
1. ACTIVE_SUPER A (clicked + has non-stay activity)	100	14	14.0%	0.00%	0	\$ -
2. ACTIVE_SUPER B (0 non-stay activity)	77	7	9.1%	1.30%	0	\$ -
3. INACTIVE	513,990	3,551	0.7%	0.25%	35	\$15,680
4. NEW INACTIVE (did not get email #1)	966,679	7,562	0.8%	0.26%	62	\$31,103
<b>Grand Total</b>	<b>1,480,846</b>	<b>11,134</b>	<b>0.8%</b>	<b>0.26%</b>	<b>97</b>	<b>\$46,783</b>



# Checklist Solo: Heat Map by Segment



- Hero captured the most clicks for both Inactive segments, but both Active Super audiences responded more to the checklist
- Top 3 checklist responses: Dine Out option for EAT was #1 for all segments, followed by Buy a Bed for Boutiques, and Refer a Friend; consistent trend across most segments

Module	INACTIVE	ACTIVE_SUPER A (clicked + has non-stay activity)	ACTIVE_SUPER B (0 non-stay activity)	NEW INACTIVE (did not get email #1)	Grand Total
Header	15.16%	0.00%	0.00%	13.65%	14.11%
Hero	<b>41.68%</b>	44.44%	27.27%	<b>43.88%</b>	<b>43.16%</b>
Checklist	19.36%	<b>50.00%</b>	<b>63.64%</b>	19.79%	19.72%
Brand Module	5.01%	0.00%	0.00%	4.40%	4.59%
Footer	18.78%	5.56%	9.09%	18.27%	18.42%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

# Checklist Solo: Heat Map by Enrollment Source

- Hero and Checklist drove the most clicks for all sources except On Property
  - Both On Property sources saw high CTR in the footer, coming primarily from the Unsubscribe link.
- As with segment level heat map, the top drivers in the Checklist were Dine Out, Buy a Bed and Refer a Friend
  - Take a Ride also saw good click rates for the Digital sources. The Other source also responded favorably to Rent a Car and Take a Ride links.

	DIGITAL			ON PROPERTY		
% of Clicks by Enrollment Source	No Res	Res Lux	Res Non Lux	Lux	Non Lux	Other
<b>Header</b>	<b>13.50%</b>	<b>17.42%</b>	<b>16.62%</b>	<b>16.98%</b>	<b>14.39%</b>	<b>14.71%</b>
Find & Reserve	1.63%	1.52%	1.29%	1.89%	1.75%	1.07%
Marriott Bonvoy Header Logo	3.96%	4.55%	4.17%	5.66%	2.22%	2.44%
My Account	7.92%	11.36%	11.17%	9.43%	10.41%	11.20%
<b>Hero</b>	<b>43.43%</b>	<b>50.00%</b>	<b>47.04%</b>	<b>27.36%</b>	<b>36.61%</b>	<b>40.02%</b>
<b>Checklist</b>	<b>18.91%</b>	<b>25.00%</b>	<b>23.73%</b>	<b>7.55%</b>	<b>12.05%</b>	<b>25.91%</b>
Buy a Bed	3.58%	5.30%	3.65%	0.00%	3.04%	5.95%
Dine Out	4.74%	3.03%	7.72%	3.77%	2.69%	6.17%
Discover the World	0.90%	1.52%	1.44%	0.00%	0.70%	1.14%
Get a Credit Card	1.78%	3.79%	1.90%	0.94%	0.82%	1.37%
Order In	1.08%	3.79%	1.24%	0.00%	0.82%	2.52%
Refer a Friend	3.05%	3.79%	2.32%	0.00%	1.17%	3.13%
Rent a Car	1.66%	0.76%	2.06%	1.89%	1.29%	2.97%
Take a Ride	2.12%	3.03%	3.40%	0.94%	1.52%	2.67%
<b>Brand Module</b>	<b>4.87%</b>	<b>2.27%</b>	<b>3.40%</b>	<b>5.66%</b>	<b>4.68%</b>	<b>4.19%</b>
<b>Footer</b>	<b>19.30%</b>	<b>5.30%</b>	<b>9.21%</b>	<b>42.45%</b>	<b>32.28%</b>	<b>15.17%</b>
Unsubscribe	17.06%	5.30%	7.36%	37.74%	30.41%	13.57%
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

# Recommendations and Next Steps

## Recommendations

- For On Property sources, explore a potential separate strategy to lift engagement and drive more revenue due to mixed KPIs -- higher unsub rates, yet higher conversion rates.
  - Explore versioning content, as well as collecting feedback from On Property audience to better understand program interest.
- Explore opportunity to test messaging/offers within the Digital No Reservation enrollment source for Inactives -- CTR presents opportunity for growth, while the other KPIs are on par with Bonvoy averages.

## Next Steps

- Explore how we will align Everyday Earn campaign strategies with the Welcome email series.
- Will continue to track engagement/performance of triggered campaigns following these solos
- Build a roadmap that charts quarterly test opportunities and recommendations, tactics, learnings questions and goals to help optimize campaign results



# APPENDIX

# Everyday Earn Checklist Solo: Creative and Targeting

July 7, 2022

**Targeting criteria:** U.S. members with an English language preference who:

- **INACTIVE:** Received Onboarding Pathways Inactive message + had 0-point activity since receiving
- **ACTIVE SUPER A:** Received the Onboarding Pathways Active Super Engaged message + clicked the poll answer, 'Ability to earn points to redeem for future travel' and have had a non-stay related point activity
- **ACTIVE SUPER B:** Received the Onboarding Pathways Active Super Engaged message + clicked the poll answer, 'Ability to earn points to redeem for future travel' and have had 0 non-stay related point activity
- **NEW INACTIVE – *did not receive email #1*:** Remaining members who have enrolled in the last 12 months + had 0-point activity (stay or non-stay related)

## PCIQ Subject Lines

**SL1:** Elizabeth, Earn Your Way to More Vacay

**SL2:** 8 Ways to Earn Free Vacation

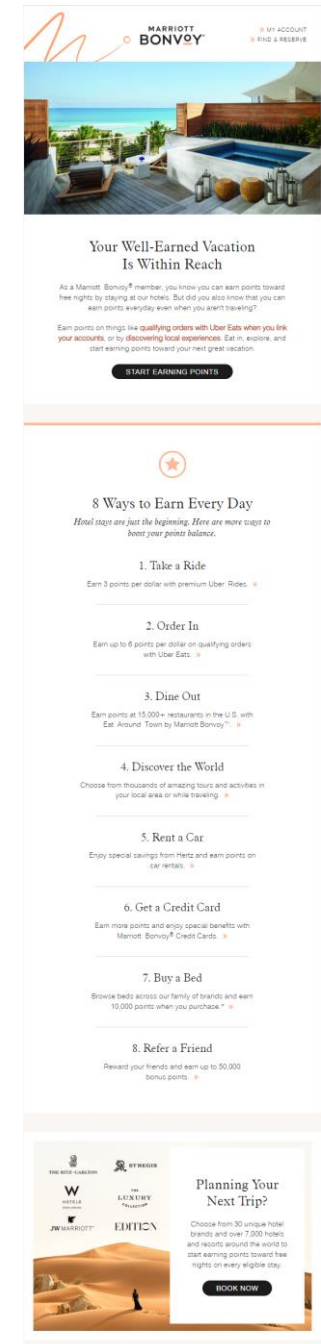
**SL3:** How to Earn a Free Vacation

**PH:** Stay in or venture out – either way you'll earn points toward free nights.

**Banner, hero headline and hero copy were versioned** for each segment based on stay/no-stay activity.



## All Segments



# Everyday Earn: Onboarding Pathways Solo Overview

May 26, 2022

**1.1 M**  
Delivered

**254**  
Bookings

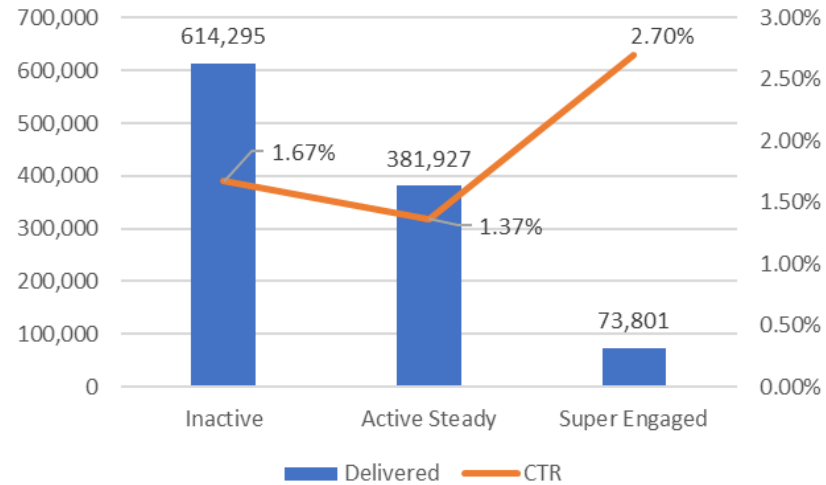
**1.63%**  
CTR

**1.45%**  
Conversion Rate

**0.29%**  
Unsub Rate

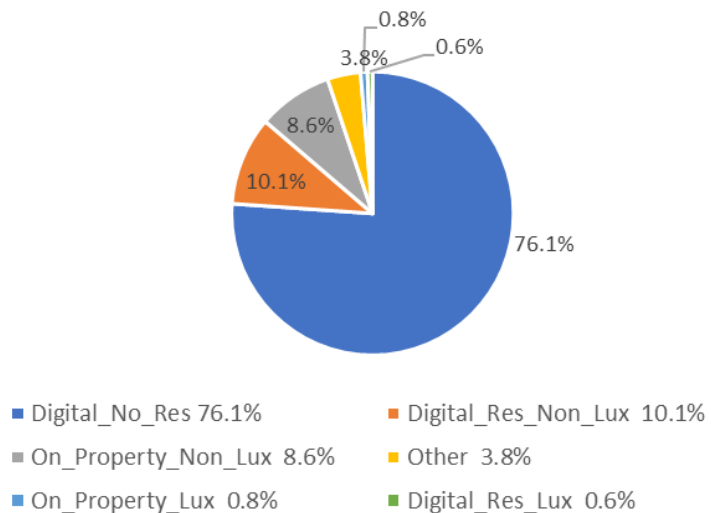
**\$105 K**  
Revenue

Engagement by Segment

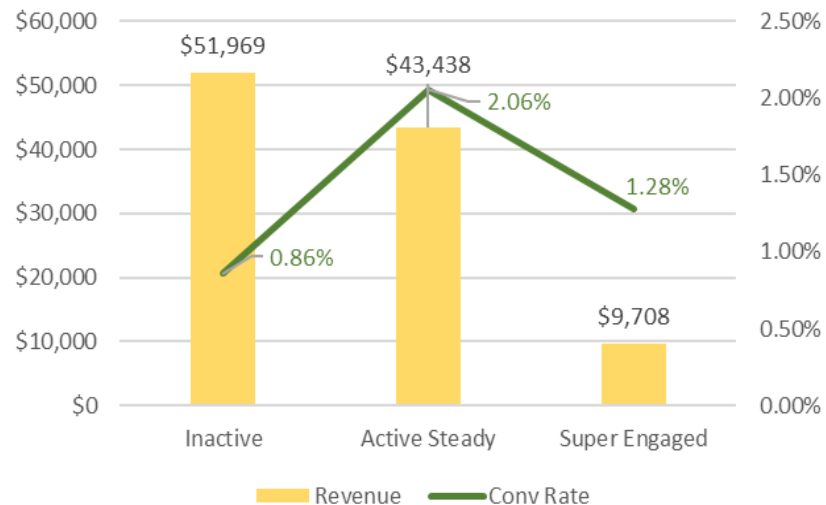


- Overall CTR of 1.63% was above May average of 0.93%, but high unsub rate shows disengagement for some audiences.
- Within the **Active Steady** segment, a slight decline in CTR is made up for with the **strong 2.06% conversion rate**. Active Super Engaged drove the best click activity at 2.70% CTR.

% Emails Delivered by Enrollment Source



Revenue by Segment



- The Inactive segment drove the most revenue**, but the lowest conversion rate. As could be expected, this segment is not as engaged yet.

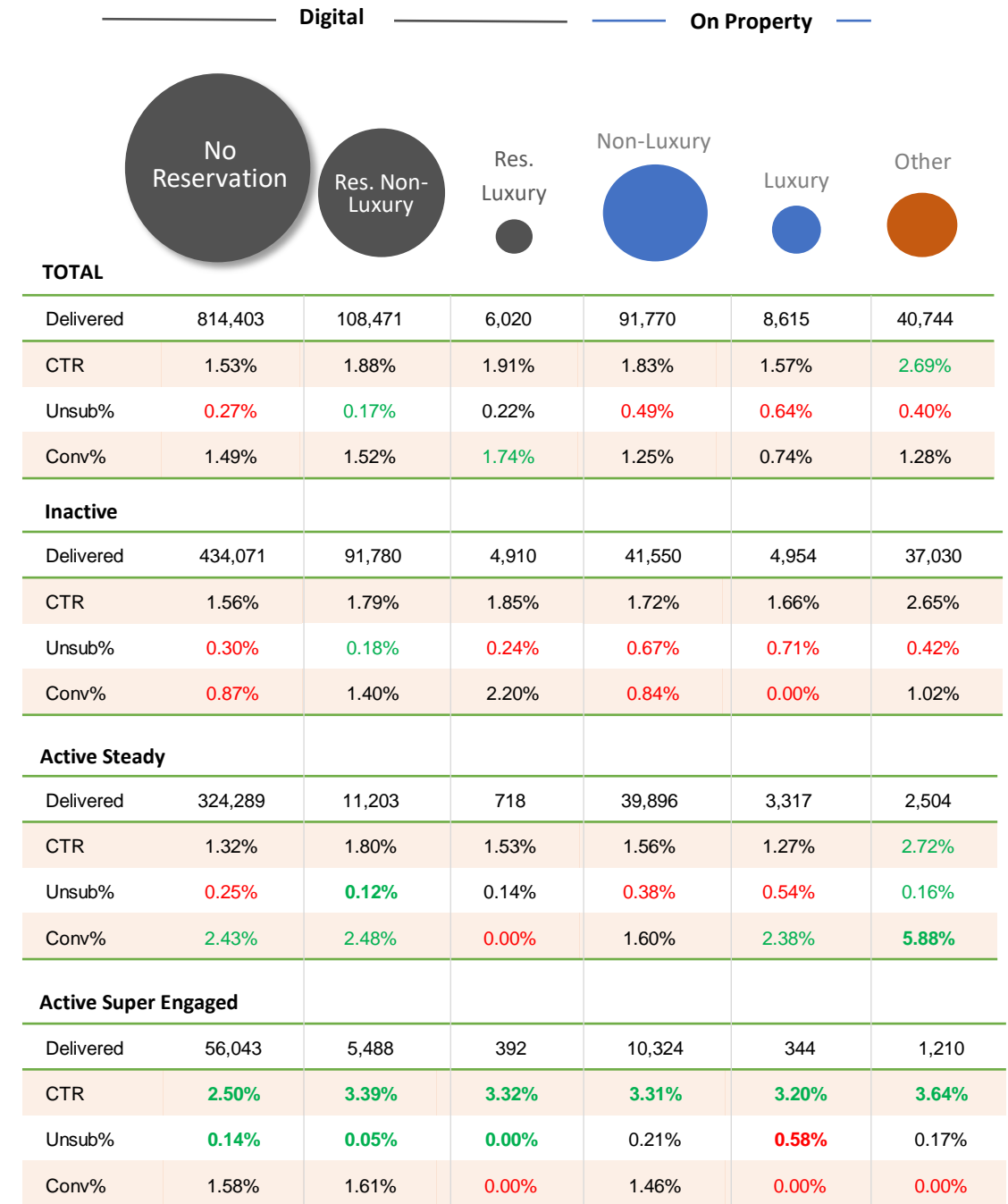
**May 2022 Bonvoy Avg.**

- CTR = 0.93%
- Unsub Rate = 0.14%
- Conversion = 1.11%

# Onboarding Pathways:

## Segmentation Performance by Enrollment Source

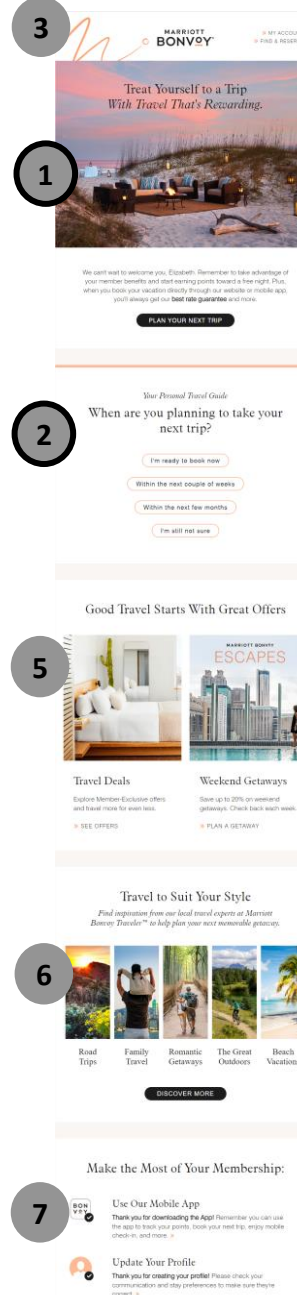
- Most delivery volume is coming from the Digital No Reservation enrollment source, while the Digital Reservation Luxury source is driving the least number of deliveries across all segments.
- Overall click rates are strong across all segments compared to May Bonvoy average of 0.93%. This is a positive sign that content and messaging seem to be resonating at this stage.
- Within all segments, **unsub rates** for the On Property enrollment sources are generally much higher than the other enrollment sources, as well as the May Bonvoy average of 0.14%. There could be an opportunity to develop a separate strategy for the On Property enrollment sources to lift engagement and conversions.
- Active Steady saw some of the highest conversion rates.** Specifically, the Other enrollment source within Active Steady delivered the highest conversion rate across all sources, at 5.88%. Click activity for Active Steady was also highest within the Other enrollment source, at 2.72%.
- While **click rates are strong for Active Super Engaged**, conversion rates for this segment may be lower than expected. Prioritizing testing within this segment may be an opportunity to keep them engaged and drive more conversions.



# Onboarding Pathways: Heat Maps

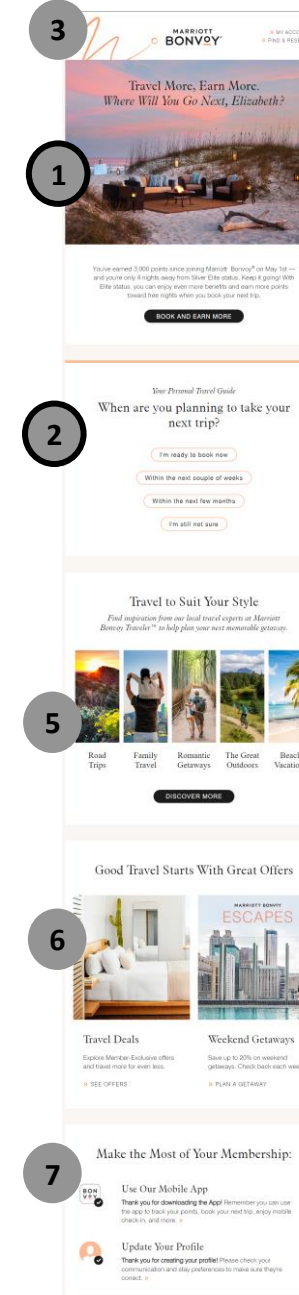
- Hero and Poll were the most engaging modules for **Inactive** and **Active Steady** segments
  - Engagement was close between modules; Poll successfully engaged openers and pulled activity from the Hero module
- Active Super** segment engaged strongly with the Account Box (43% of clicks), and the Poll received more clicks than the Hero
- Inactive** audiences had stronger engagement in Offer content (11% of clicks); click activity was nearly the same for both offers
- Travel Inspiration clicks were stronger for **both Active segments** compared to other secondary content – Romantic Getaways and Beach Vacations were the top 2 clicked travel ideas

## Inactive



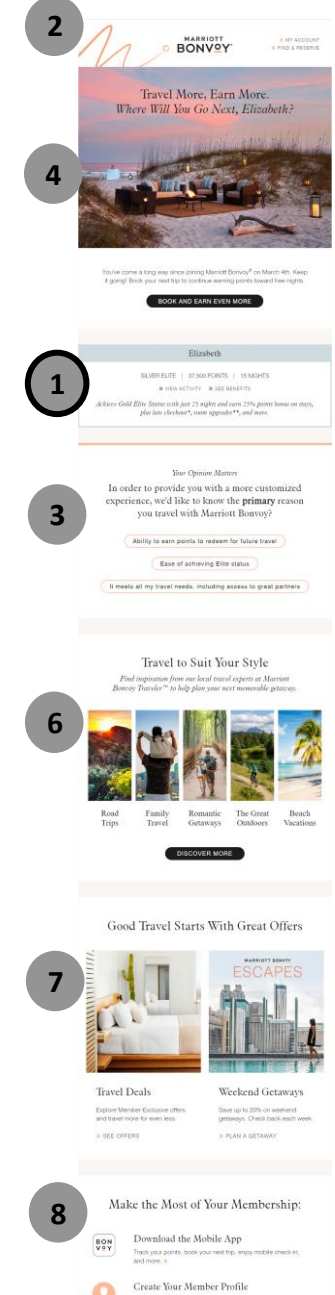
Footer = #4

## Active Steady



Footer = #4

## Active Super Engaged



Footer = #5



# Onboarding Pathways: Heat Map Details

Modules	Inactive		Active Steady		Active Super Engaged	
Header	1676	15%	1057	18%	371	16%
Hero	3238	28%	1490	25%	264	12%
Member Account Box					978	43%
See Benefits	--	--	--	--	474	21%
View Activity	--	--	--	--	504	22%
Poll - Questions/Answers	2340	20%	1397	24%	360	16%
<i>...the primary reason for traveling with Marriott Bonvoy?</i>						
Ability to earn points to redeem for future travel	--	--	--	--	172	8%
Ease of achieving Elite status	--	--	--	--	25	1%
It meets all my travel needs, including access to great partners	--	--	--	--	115	5%
<i>When are you planning to take next trip?</i>						
I'm ready to book now	742	6%	474	8%	--	--
I'm still not sure	406	4%	241	4%	--	--
Within the next couple of weeks	469	4%	289	5%	--	--
Within the next few months	720	6%	385	6%	--	--
Offers	1299	11%	364	6%	76	3%
Travel Deals	648	6%	157	3%	37	2%
Weekend Getaways	651	6%	207	3%	39	2%
Travel Inspiration	739	6%	502	8%	87	4%
Beach Vacations	258	2%	160	3%	19	1%
Family Travel	93	1%	78	1%	13	1%
Road Trips	123	1%	62	1%	13	1%
Romantic Getaways	195	2%	140	2%	28	1%
The Great Outdoors	39	0%	48	1%	8	0%
Discover More (catch-all CTA)	31	0%	14	0%	6	0%
Make the Most of Membership	589	5%	275	5%	48	2%
Create Your Member Profile	81	1%	59	1%	11	0%
Download the Mobile App	258	2%	120	2%	20	1%
Update Your Profile	242	2%	89	2%	15	1%
Use Our Mobile App	8	0%	7	0%	2	0%
Footer	1550	14%	813	14%	93	4%
Grand Total	11434	100%	5924	100%	2277	100%

# Poll Responders Were Ready to Book And Enjoy Earning Points

Poll - Questions/Answers	Inactive		Active Steady	
Total Module Clicks / % of clicks	2,340	20%	1,397	24%
<b>I'm ready to book now</b>	<b>742</b>	<b>6.5%</b>	<b>474</b>	<b>8.0%</b>
Within the next couple of weeks	469	4.1%	289	4.9%
<b>Within the next few months</b>	<b>720</b>	<b>6.3%</b>	<b>385</b>	<b>6.5%</b>
I'm still not sure	406	3.6%	241	4.1%

*Your Personal Travel Guide*

When are you planning to take your next trip?

★ I'm ready to book now

Within the next couple of weeks

Within the next few months

I'm still not sure

Poll - Questions/Answers	Active Super Engaged	
Total Module Clicks / % of clicks	360	16%
<b>Ability to earn points to redeem for future travel</b>	<b>172</b>	<b>7.6%</b>
Ease of achieving Elite status	25	1.1%
It meets all my travel needs, including access to great partners	115	5.1%

*Your Opinion Matters*

In order to provide you with a more customized experience, we'd like to know the **primary** reason you travel with Marriott Bonvoy?

★ Ability to earn points to redeem for future travel

Ease of achieving Elite status

It meets all my travel needs, including access to great partners

# Heat Maps by Enrollment Source: Inactive (Top 3 modules)

Digital

No Reservation

- Hero = 29.8%
- Poll = 21.6%
- Header = 13.5%

Reservation Luxury

- Header = 23.2%
- Hero = 21.1%
- Poll = 18.2%

Reservation Non-Luxury

- Hero = 25.3%
- Poll = 20.2%
- Header = 18.7%

On Property

Luxury

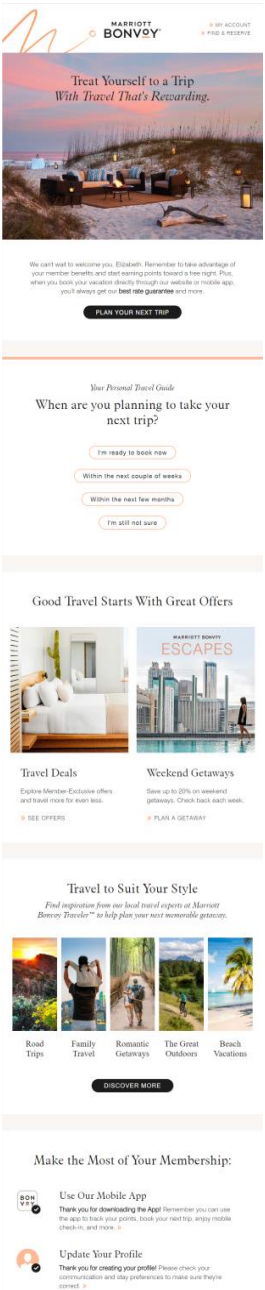
- Footer = 31.3%
- Header = 20.8%
- Hero = 19.8%

Non-Luxury

- Footer = 25.8%
- Hero = 22.3%
- Poll = 16.6%

Other

- Hero = 29.2%
- Poll = 17.3%
- Offers = 13.5%



# Heat Maps by Enrollment Source: Active Steady (Top 3 modules)

Digital

No Reservation

- Hero = 26.5%
- Poll = 24.1%
- Header = 16.8%

Reservation Luxury

- Header = 28.6%
- Poll = 21.4%
- Travel Insp = 21.4%

Reservation Non-Luxury

- Poll = 26.2%
- Hero = 22.3%
- Header = 20.5%

On Property

Luxury

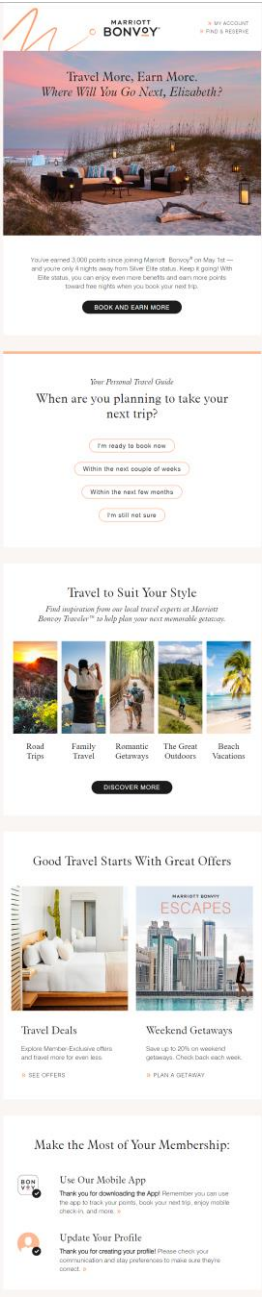
- Footer = 26.9%
- Header = 23.1%
- Hero = 21.2%

Non-Luxury

- Header = 23.4%
- Poll = 19.0%
- Hero = 18.6%

Other

- Poll = 42.7%
- Hero = 21.3%
- Header = 10.7%



# Heat Maps by Enrollment Source: Active Super Engaged (Top 3 modules)

## Digital

### No Reservation

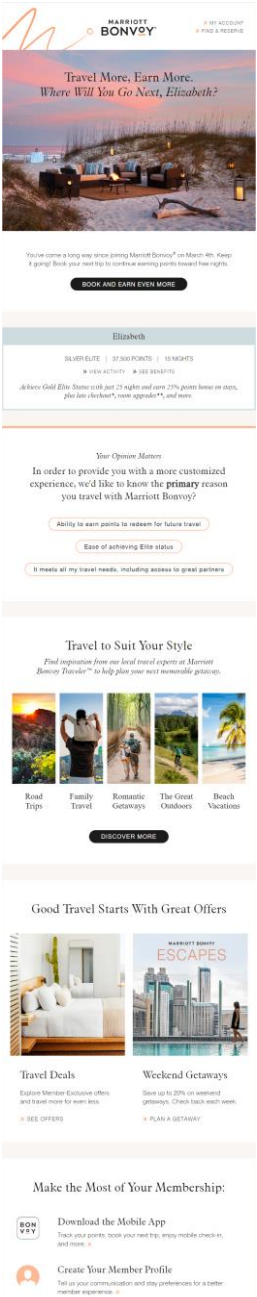
- **Account box = 42.4%**
- **Header = 16.0%**
- **Poll = 15.1%**

### Reservation Luxury

- **Account box = 35.7%**
- **Header = 21.4%**
- **Poll = 21.4%**

### Reservation Non-Luxury

- **Account box = 47.3%**
- **Poll = 26.6%**
- **Header = 14.3%**



## On Property

### Luxury

- **Account box = 46.2%**
- **Header = 23.1%**
- **Footer = 23.1%**

### Non-Luxury

- **Account box = 44.8%**
- **Header = 18.7%**
- **Poll = 12.2%**

## Other

- **Account box = 30.0%**
- **Poll = 28.0%**
- **Hero = 14.0%**



# Onboarding Pathways: Heat Map Details

<b><u>INACTIVE</u></b>	Digital_No_Reservation	Digital_Reservation_Luxury	Digital_Reservation_Non_Luxury	On_Property_Luxury	On_Property_Non_Luxury	Other_Enrollment
HEADER	13.5%	23.2%	18.7%	20.8%	16.1%	13.4%
Hero	29.8%	21.2%	25.3%	19.8%	22.3%	29.2%
Account Box	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Poll	21.6%	18.2%	20.2%	8.3%	16.6%	17.3%
Offers	11.3%	11.1%	13.0%	3.1%	6.3%	13.5%
Travel Inspiration	6.4%	12.1%	5.9%	9.4%	4.2%	8.5%
Make the Most of Membership	3.9%	6.1%	7.9%	7.3%	8.3%	6.5%
Footer	13.5%	8.1%	9.0%	31.3%	25.8%	11.7%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

<b><u>ACTIVE STEADY</u></b>	Digital_No_Reservation	Digital_Reservation_Luxury	Digital_Reservation_Non_Luxury	On_Property_Luxury	On_Property_Non_Luxury	Other_Enrollment
HEADER	16.8%	28.6%	20.5%	23.1%	23.4%	10.7%
Hero	26.5%	14.3%	22.3%	21.2%	18.6%	21.3%
Account Box	0.4%	0.0%	0.9%	3.8%	0.4%	0.0%
Poll	24.1%	21.4%	26.2%	9.6%	19.0%	42.7%
Offers	6.4%	0.0%	11.4%	1.9%	3.5%	6.7%
Travel Inspiration	8.6%	21.4%	9.6%	1.9%	7.2%	9.3%
Make the Most of Membership	3.7%	7.1%	3.9%	11.5%	10.1%	5.3%
Footer	13.5%	7.1%	5.2%	26.9%	17.8%	4.0%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Onboarding Pathways: Heat Map Details

<b><u>ACTIVE SUPER ENGAGED</u></b>	<b>Digital_No_Reservation</b>	<b>Digital_Reservation_Luxury</b>	<b>Digital_Reservation_Non_Luxury</b>	<b>On_Property_Luxury</b>	<b>On_Property_Non_Luxury</b>	<b>Other_Enrollment</b>
HEADER	16.0%	21.4%	14.3%	23.1%	18.7%	12.0%
Hero	13.1%	7.14%	5.4%	0.0%	9.0%	14.0%
Account Box	42.4%	35.71%	47.3%	46.2%	44.8%	30.0%
Poll	15.1%	21.429%	26.6%	0.0%	12.2%	28.0%
Offers	3.6%	14.29%	3.0%	0.0%	1.5%	10.0%
Travel Inspiration	4.0%	0.00%	3.0%	0.0%	4.1%	0.0%
Make the Most of Membership	1.6%	0.00%	0.0%	7.7%	4.9%	2.0%
Footer	4.2%	0.00%	0.5%	23.1%	4.9%	4.0%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Overview of Campaign Strategy

## Campaign Goals:

- Increase the % of new members with first points activity within 60 days of membership and over the first year

## Objectives:

- Engage new members with a multi-touch, personalized series of messages that furthers the onboarding experience beyond the welcome communications
- This campaign will inform future iterations of enrollment activations

**Audience:** Members who have joined the program in the last **10-120** days and have either had 0, 1, or 2+ stays since joining

- Phase 1: solo emails were sent to U.S. members with an English language preference; trigger & in-language versions will be part of phase 2 efforts
- Additional messages through other channels will be part of future enhancement efforts

### Primary Segments:

#### Inactive

Members who joined the program in the last 10-120 days AND had **0 stays** since joining

#### Active Steady

Members who joined the program in the last 10-120 days AND had **1 stay** since joining

#### Active Super Engaged

Members who joined the program in the last 10-120 days AND had **2+ stays** since joining


## Performance Metrics:

- CTR, bookings
- % of new members that have either earned or redeemed in their first 120 days
- Other post-click activities =
  - EAT registration and earnings
  - Uber earnings and account linkage
  - Cobrand card engagement (new accounts and usage)
  - Other: App downloads, Boutique purchases, rental car earning, refer-a-friend earning, etc.

**MARRIOTT BONVOY**

> MY ACCOUNT  
 > FIND A REDWINE

## Welcome to Rewarding Travel. Earn Points Toward What You Love.



Thank you for joining Marriott Bonvoy®. We're excited to experience the extraordinary at distinctive hotels close to home and in the world's most inspiring destinations. Where can we take you?

**DISCOVER HOTELS**


---

### Personalize Your Stay, <Fname>

Activate your membership account to receive tailored recommendations, add personal touches to stays, get exclusive offers, and more

**ACTIVATE YOUR ACCOUNT**

---






### Put the World in Your Hands

Download the Marriott Bonvoy App to receive the best rates, access complete details on sight-see tours, and more

**DOWNLOAD THE APP**

---

### Benefits That Exceed Expectations




-  Flexible Booking & Cancellation Policies
-  Elite Status Benefits
-  Personalized Service & Attention

Beyond enjoying the best rates, earn points toward free nights and unparalleled experiences, use the new Mobile Check-in, enjoy exclusive offers and live Wi-Fi, and more.

**SEE ALL BENEFITS**

---


### New Tips to Optimize Your Membership Are Coming Soon


-  New Program Introductions
-  All-Inclusive Resort Deals
-  Breakfast & Dinner Perks


\*Partial property. Marriott Rewards, a Luxury Collection Hotel, Costa Rica


**MARRIOTT BONVOY**


[illegible]























































































































































































































































































































































# Onboarding Pathways Solo

Deployed  
May 26<sup>th</sup>

(10 days after  
Welcome)





MARRIOTT

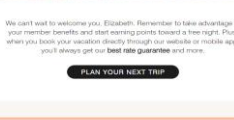
BONVOY

MY ACCOUNT

FARE & RESERVE

Treat Yourself to a Trip

With Travel That's Rewarding.



We can't wait to welcome you, Elizabeth. Remember to take advantage of your member benefits and start earning points toward a free night. Plus, when you book your vacation directly through our website or mobile app you'll always get our **best rate guarantee** and more.

PLAN YOUR NEXT TRIP

Your Personal Travel Guide

When are you planning to take your next trip?


I'm ready to book now

Within the next couple of weeks

Within the next few months

I'm still not sure

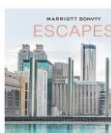
Good Travel Starts With Great Offers



Travel Deals

Explore Member Exclusive offers and travel more for even less.

SEE OFFERS




WEEKEND GETAWAYS

Save up to 20% on weekend getaways. Check-back each week.


PLAN A GETAWAY

Travel to Suit Your Style


Find inspiration from our local travel experts at Marriott Bonvoy Traveler™ to help plan your next memorable getaway.




Road Trips




Family Travel



Romantic Getaways




The Great Outdoors



Beach Vacations


DISCOVER MORE

Make the Most of Your Membership:



Use Our Mobile App

Thank you for downloading the App! Remember you can use the app to track your profile, book your next trip, enjoy mobile check-in, and more.



Update Your Profile

Thank you for creating your profile! Please check your communication and site preferences to make sure they're correct.



[My Account](#)
[Pins & Reserves](#)



## Your Well-Earned Vacation Is Within Reach

As a Marriott Bonvoy® member, you know you can earn points toward free nights by staying at our hotels. But did you also know that you can earn points *everyday* even when you aren't traveling?

Earn points on things like [qualifying orders with Uber Eats](#) when you link your accounts, or by [discovering local experiences](#). Eat in, explore, and start earning points toward your next great vacation.

START EARNING POINTS



### 8 Ways to Earn Every Day

*Hotel stays are just the beginning. Here are more ways to boost your points balance.*

- #### 1. Take a Ride

Earn 3 points per dollar with premium Uber Ride. [»](#)
- #### 2. Order In

Earn up to 6 points per dollar on qualifying orders with Uber Eats. [»](#)
- #### 3. Dine Out

Earn points at 15,000+ restaurants in the U.S. with Eat Around Town by Marriott Bonvoy.™ [»](#)
- #### 4. Discover the World

Choose from thousands of amazing tours and activities in your local area or while traveling. [»](#)
- #### 5. Rent a Car

Enjoy special savings from Hertz and earn points on car rentals. [»](#)
- #### 6. Get a Credit Card

Earn more points and enjoy special benefits with Marriott Bonvoy® Credit Cards. [»](#)
- #### 7. Buy a Bed

Browse beds across our family of brands and earn 10,000 points when you purchase \*. [»](#)
- #### 8. Refer a Friend

Reward your friends and earn up to 50,000 bonus points. [»](#)



THE WESTIN COLLECTION



W HOTELS



JW MARSHALL COTTAGE



RTZ RESORTS



THE LUXURY COLLECTION



EDGEMOOR

### Planning Your Next Trip?

Choose from 30 unique hotel brands and over 7,000 hotels and resorts around the world to start earning points toward free nights on every eligible stay.

BOOK NOW



## Everyday Earn Checklist

Launched July 7<sup>th</sup>  
~ 30 days after  
Onboarding Pathways