



## Thinking of You – Marriott Launches New Services

### “THINKING OF YOU” – MARRIOTT LAUNCHES NEW SERVICES

#### **Introduces New Bed, Web Site Enhancement and Guest Assistance Programs**

WASHINGTON, D.C., – Oct. 5, 2000 – Marriott International, Inc. (NYSE:MAR) announced today “Thinking of You,” a series of new guest services and brand enhancements, including the debut of a totally redesigned bed, At Your Service SM one-call guest assistance, express reservations on Marriott.com, e-mail reservation confirmation, a resort personal planning service, and a special web resource for travelers.

“We have a reputation for listening to our guests and providing meaningful services and innovative products,” said J.W. Marriott, Jr., chairman and chief executive officer for Marriott International. “Thinking of You’ represents Marriott’s ongoing commitment to anticipating the needs of the guest and placing a strong focus on providing the highest quality service possible.”

#### **The New Marriott Bed**

The new Marriott Bed features a seven-inch Jamison mattress with plush quilting on the top and sides, as well as a down comforter with duvet cover, lightweight down blanket and Down Surround® pillows. Down items are manufactured by the Pacific Coast Feather Company® and undergo a patented Hypercleaning process to ensure the bedding is hypoallergenic. Marriott spent more than a year designing and testing the bed for Marriott Hotels, Resorts and Suites and Marriott Conference Centers – eight hotels participated in extensive customer research. Installation began this fall and plans call for approximately 75 percent of the brands’ guest rooms to receive the new bed by early 2003.

#### **“One Touch” At Your Service SM**

With one call, guests at select Marriott Hotels, Resorts and Suites; Renaissance Hotels, Resorts and Suites; and Marriott Conference Centers can access all hotel services. By dialing the At Your Service number, the guest has instant access to an At Your Service associate who is trained to handle guest requests ranging from room service to housekeeping, concierge, bell stand, business center, laundry/valet service, the hotel restaurant(s), recreational activities, engineering, wake-up call request and directions to local attractions. At Your Service enables Marriott to recognize and respond to guest needs more efficiently and effectively, and expands a hotel’s ability to address guest preferences, enhance guest travel experiences and recognize frequent customers.

#### **Marriott.com – Personalized Express Reservations**

Marriott.com, the company’s award-winning web site, is adding personalization features that streamline online reservations by eliminating the need to re-enter personal information. Travelers can now voluntarily register basic profile information, including method of payment, preferred hotel brand, preferred room type, Marriott Rewards® membership number and e-mail address. For updating, or to delete information, profiles can be accessed online at any time – all information is encrypted and protected in a secure environment. Marriott.com receives three million visits per month and is the first lodging web site to provide a personal profile reservation service.

#### **Reservation Confirmation via E-mail**

Marriott now offers immediate reservation confirmation via e-mail to anyone who books a guest room through Marriott worldwide reservations centers located in the U.S. and abroad. The new service, which is the first of its kind in the hospitality industry, will be available for bookings at all Marriott brands. This service is being implemented as a result of recent consumer research conducted by Marriott that found that travelers want to feel more prepared for and less apprehensive about their travel arrangements before they actually begin to travel. Also included in the e-mail confirmation is a hyperlink to each hotel’s web page on Marriott.com where the guest can find property-specific information, including driving directions, restaurants and special amenities.

#### **Marriott Resorts -- Personal Planning Service**

With Marriott’s Personal Planning Service, guests can enjoy “one-stop shopping” to plan an ideal, customized vacation at select Marriott Resorts in premier destinations across the country. Individuals, couples or families staying one night or more with at least a five-day advance reservation can now enjoy the luxury of a personal planning coordinator who will pre-arrange all resort dining, golf and tennis, spa treatments, children’s care and activities, and other special needs ranging from a rollaway bed to a bottle of champagne upon arrival. The coordinator also will schedule popular off-site activities, including local tours, shows and exhibits, and visits to other area attractions. Marriott resorts currently offering Personal Planning Service include: Camelback Inn Marriott Resort Golf Club & Spa, Marriott’s Desert Springs, Rancho Las Palmas Marriott Resort & Spa, Grand Hotel Marriott Resort & Golf Club, Tan-Tar-A Marriott Resort Golf Club & Spa, Aruba Marriott Resort & Stellaris Casino, and Harbor Beach Marriott Resort.

Marriott and STSN Develop New Portal – TravelersEdge.com

Marriott and STSN have developed TravelersEdge.com, an online web site designed to provide travelers with instant access to information and services while on the road. The web site will be accessible in Marriott properties equipped with STSN high-speed Internet access.

TravelersEdge.com will supply guests with property and destination information, as well as general news, sports, weather, travel and entertainment updates. Marriott guests will be able to access information ranging from the hotel's room service menu to local gallery exhibits, stock quotes to flight schedules, and sports updates to online shopping. In addition, guests can personalize the information displayed to match their interests, allowing guests access to their customized portal selections during future stays.

To make reservations, call 1-800-228-9290 or visit [www.marriott.com](http://www.marriott.com).

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MARRIOTT INTERNATIONAL, INC. (NYSE:MAR) is a leading worldwide hospitality company with over 2,000 operating units in the United States and 58 other countries and territories. Marriott Lodging operates and franchises hotels under the Marriott, Renaissance, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn, SpringHill Suites and Ramada International brand names; develops and operates vacation ownership resorts under the Marriott, Ritz-Carlton and Horizons brands; operates Marriott Executive Apartments; provides furnished corporate housing through its ExecuStay by Marriott division; and operates conference centers. Other Marriott businesses include senior living communities and services, wholesale food distribution, procurement services, and The Ritz-Carlton Hotel Company LLC. The company is headquartered in Washington, D.C., and has approximately 151,000 employees. In fiscal year 1999, Marriott International reported systemwide sales of \$17.7 billion. For more information or reservations, please visit us at [www.marriott.com](http://www.marriott.com).