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**MARRIOTT
INTERNATIONAL**

**The Role & Importance of
Hospitality & Guest
Services within the Hotel
Industry**

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INTRODUCTION

Marriott International is one of the world's largest hotel chains.

The company operates over 7,300 properties in 131 countries and territories

Marriott International has 30 different hotel brands, including luxury, premium, select, and extended-stay brands

The company caters to different consumer segments and provides a range of amenities and services to meet the needs of travelers

Marriott International operates a loyalty program, Marriott Bonvoy, which rewards guests for staying at Marriott properties.

MAIN CONSUMERS

Business travelers: Marriott's portfolio of brands includes properties that cater to business travelers, such as Courtyard by Marriott and Fairfield Inn & Suites.

Leisure travelers: Marriott also caters to leisure travelers, including families, couples, and solo travelers.

Groups and events: Marriott includes properties that cater to groups and events, such as weddings, conferences, and conventions.

Luxury travelers: Luxury travelers are those who are willing to pay a premium for high-end amenities and services. Marriott includes luxury properties that cater to high-end travelers.

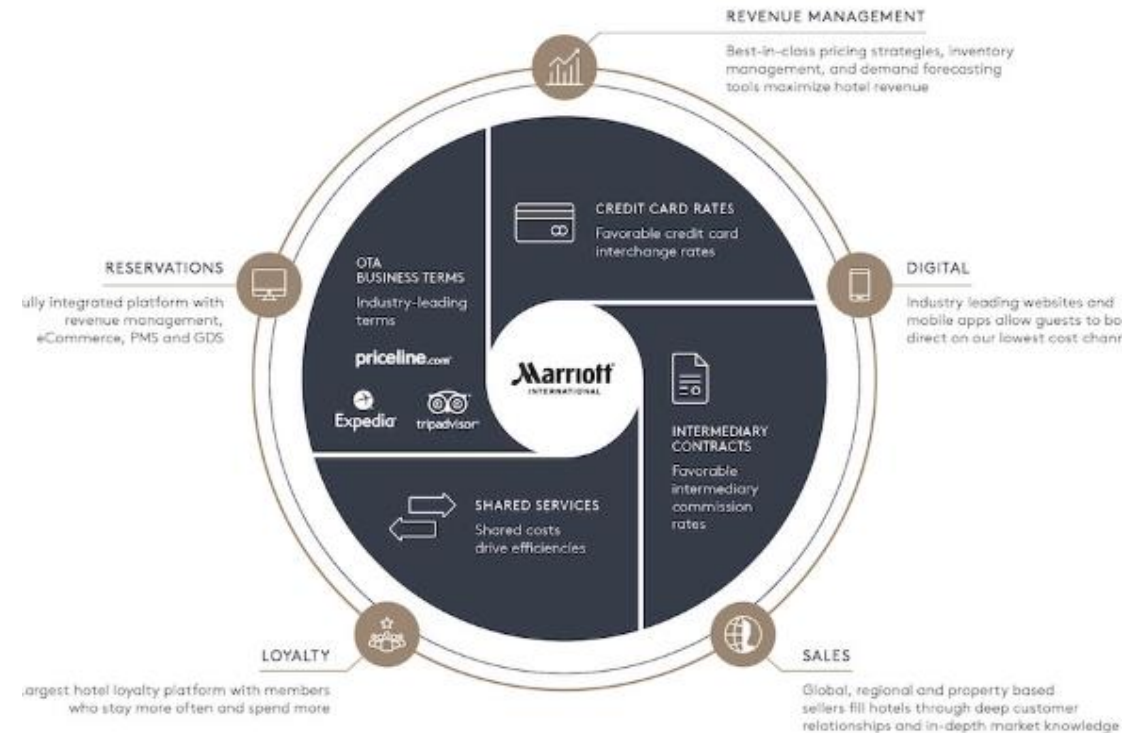
NATURE OF GUEST SERVICES AND FACILITIES

The nature of guest services and facilities offered by Marriott International is to provide guests with a comfortable and enjoyable stay.

These services and facilities are designed to meet the diverse needs of different consumer segments, such as business travelers

Marriott International's wide range of guest services and facilities includes accommodation options, food and beverage options, and eco-friendly practices

Topline Revenue, Bottom-Line Cost Savings



SCOPE OF GUEST SERVICES AND FACILITIES

The scope of guest services and facilities offered by Marriott International is quite vast and covers all aspects of guests' needs and comfort

They are equipped with modern amenities such as high-speed internet and flat-screen televisions.

Marriott International also offers a range of fitness and wellness amenities

The business services offered include high-speed internet, meeting rooms, and business centers, to make it easy for guests to conduct business while on the go.

Marriott International offers a range of additional services such as transportation, laundry, and concierge services, to make guests' stay as convenient and enjoyable as possible



ROLE OF GUEST SERVICES AND FACILITIES

One of the key roles of guest services and facilities in Marriott International is to provide guests with comfortable and well-appointed accommodations.

These accommodation options are designed to meet the needs of different consumer segments and provide them with a comfortable and enjoyable stay.

Marriott also offers dining options to provide guests with a memorable and satisfying dining experience, and to enhance their overall experience at the hotel

The role of guest services and facilities in Marriott International is to help build trust and loyalty among guests, by providing them with a high-quality, personalized service

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Thank you

ANY QUESTIONS