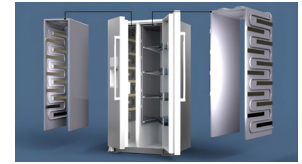




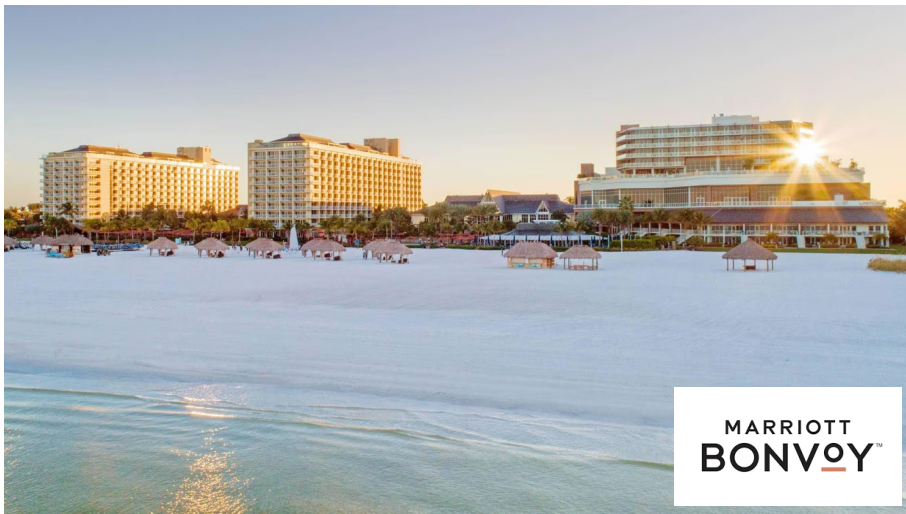
# The Journal



New cold technology reduces carbon emissions by 30%



## Forbes: 9 Bold Marriott Moves To Be In The ‘Right Places At The Right Times’



JW Marriott Cancun Mexico

Collection Adult All-Inclusive Resort, Dominican Republic, that was previously operating as an independent, and JW Marriott Hotel São Paulo, which brought Marriott’s luxury portfolio to the largest city in South America. Hospitality brands like Marriott can grow faster through conversions, especially when targeting particular regions of the world.

Marriott’s reach in Africa, in general, is growing, too. When Marriott acquired Starwood, it gained French-born Le Méridien Hotels and Resorts, which already had a substantial portfolio on the continent. Then Marriott added South Africa’s Protea Hotels, a brand it continues to grow with new hotels in Nigeria and Botswana. A new property will open in Stone Town on the Tanzanian island of Zanzibar later this year, and by 2025, the first Protea by Marriott will open in Ethiopia, near Lake Tana.

**Oct 1<sup>st</sup>, 2024 Ramsey Qubein – Contributor - Ramsey Qubein covers the latest airline, hotel and cruise travel news.**

One of the largest hospitality companies in the world is continuing to grow and evolve as market conditions change. Post-pandemic, people are working, traveling and vacationing in new ways. Marriott International is adapting to fit this new world by introducing (and continuing) innovative initiatives to stay relevant to both consumers and investors.

“Our goal is to be everywhere our guests want us to be, with the right property in the right location at the right price point,” said Leeny Oberg, chief financial officer and executive vice president, development, Marriott International. Here’s how Marriott is doing just that.

Growth in the Caribbean and Latin America through property conversions pool The Westin Porto de Galinhas, an All-Inclusive Resort in Brazil, opened in late 2022. Marriott

Last year, more than half of Marriott’s new rooms in the region were conversions, a signal that hotel owners see strength in the company’s distribution, reputation and 30+ brands. In the first quarter of 2023, there were already more than 3,000 conversion rooms in the works. Hotel owners cite greater visibility and the opportunity to leverage costs as part of a larger entity as reasons to join the Marriott fold.

Among the most celebrated conversions to Marriott are Sanctuary Cap Cana, a Luxury

## Emphasis on growing markets

It's not just Africa and Latin America that are big for Marriott, the hospitality company is making tremendous inroads with other emerging markets. Marriott is set to announce its 500th hotel in China this year with the Rissai Valley, a Ritz-Carlton Reserve, boasting 87 luxury villas with the nature reserve.

This year alone, Marriott will open 47 properties in China representing 13,000 rooms. Among the most recent announcements are a new EDITION in the southwestern city of Dali by 2025, the Sheraton Hangzhou Fuyang to open in 2025, the first Four Points by Sheraton to open next year in Xuancheng (Anhui province) and a Fairfield by Marriott in Lijiang Ancient Town (Yunnan province) next year.

## hotel

The W Istanbul is a popular Marriott Bonvoy redemption property. Marriott

A new partnership with Vietnamese management company Vinpearl will bring 15 new Marriott properties to the country. Eight new hotels are in the works in Madinah, Saudi Arabia, as part of an agreement with Rua Al Madinah Holding Company. The brand is also expanding in Turkey with 13 deal signings adding to the existing 48 hotels in the country, including properties like W Istanbul and EDITION Bodrum. Altogether, Marriott will eventually have more than 10,000 rooms there.

## Rebranding Sheraton lobby

The new concept for Sheraton lobbies is to create a "public square" feeling where people can gather, ... [+]Marriott Sheraton began a significant brand refresh before the Covid-19 pandemic, but had some of its "mojo" stolen during the downturn. It's back though. Sheraton properties around the world from Cairo to Phoenix are investing millions into a new look and feel to position it as a destination for business travelers to connect while being at the center of the action for leisure travelers.

## hotel on the beach

Sheraton Cebu Mactan Resort uses local Filipino ingredients and treatment methods at the first ... [+]Marriott The rejuvenation of Sheraton Spa is another part of the brand evolution with many locations around the world. Most recently the first Sheraton Spa for the Asia Pacific region opened at the new Sheraton Cebu Mactan Resort. The beachfront resort counts numerous pools, an open-air lobby and top-notch dining among its main draws in addition to the spa. Already, the property has seen strong popularity with guests from around the region because of it, according to its management.

Sheraton is Marriott's most global brand, which makes it a key focus for the company. It's not just about redesigning hotels, but adding new properties, too. Asia-Pacific alone saw five new openings in the past year with Kagoshima, Japan and four in China: Rizhao, Ninghai, Beihai and Chengdu.

## Dynamic loyalty pricing hotel

New to the Philippines, The Westin Manila represents a return to the market for the health and ... [+]Marriott

Like most other hospitality and airline loyalty programs, Marriott Bonvoy switched to dynamic pricing a few years ago. The system removes hotel award redemption categories and award charts, which makes it harder for travelers to know how many points they need to save for a redemption. If they know their dates of travel, it's possible to check, but the amount may change as inventory for the hotel fills up. This is beneficial to the bottom line, but irks loyalty program members.

Post-pandemic, key moves for many programs have tightened up some of the perks, but Marriott does not leave its travelers empty-handed. The loyalty program still provides massive benefits in terms of free hotel stays and onsite amenities like club lounge access or breakfast for certain elite status tiers. Not all hotels offer the same level of benefits, but on the whole, it has kept Marriott Bonvoy competitive.

## hotel with red door

The Madrid EDITION is just one of many new Marriott brands for the Spanish capital. The JW Marriott ... [+]Marriott

For 2024, Marriott Bonvoy is making a rather generous move. For travelers that currently have elite status, but don't meet the requirements to meet the same tier for next year, there is good news. Instead of dropping down to the lowest tier, the program is offering what is known as a "soft landing." For example, if a Titanium member (one of the top levels) does not travel enough with Marriott to meet any status tier for 2024, they would only drop one elite status tier (down to Platinum) instead of losing status entirely. It's a pro-consumer move that keeps the member engaged and tied to the program while also retaining future business.

## Leaning into rest and wellness

people running on the beach

Nearly 225 running concierges around the world lead Westin guests on guided, complimentary runs ... [+]Marriott

Joining other hotel brands like Hyatt, Marriott is leaning into the health and wellness space. This is nothing new to Marriott. Its Westin brand has long delivered on the promise of well-being. From white tea-scented fragrance and workout equipment to borrow to its RunWESTIN program and sleep-encouraging menu items, Westin has plenty of fans. Freshly blended juice and smoothie menus, bedside lavender aromatherapy balm and Hyperice recovery equipment are also on tap at Westin properties, including new locations like The Westin Manila and The Westin London City.



Oscartek wine Provino, Gala and Gem as part of the new JW image

lavender plant

AC by Marriott guests can create their own turndown sachets with fresh lavender. Marriott

Other Marriott brands have their own wellness amenities. At AC by Marriott properties, guests can make their own lavender turndown sachets to enjoy in their room. When checking in at Element Hotels, guests receive warm or cold scented towels, cards with recommendations for sound sleep and caffeine-free teas. Post-pandemic, caring for yourself when traveling is paramount, and Marriott wants this to be an important part of its brand experience.

A new partnership with FitnessOnDemand is bringing virtual fitness classes and wellness content to nearly 500 hotels across the portfolio. This is in addition to the live and online classes already offered at gyms across the Marriott network.

30 brands not enough, two more join Marriott Bonvoy hotel with van City Express Hotels is one of the newest brands to join Marriott Bonvoy. Marriott

Adding to its nearly three dozen brands, Marriott added the affordable, mid-scale City Express Hoteles portfolio of hotels to the Marriott Bonvoy network this year giving it instant saturation to important markets like Mexico and Chile. In fact, it is responsible for boosting the region's growth for Marriott by 45% and has made Marriott the largest brand in Latin American.

"With this brand acquisition, we have significantly grown our presence in the Caribbean and Latin America, particularly in secondary and tertiary markets, making us the largest hotel company in the region," said Brian King, president, Caribbean and Latin America (CALA), Marriott International.

Marriott is also creating a 32nd brand in the same price category, but focused on the extended stay guest. Still without a name and referred to as Project MidX Studios, the first property is anticipated to open late next year. It will join other Marriott extended stay brands like Residence Inn by Marriott, Element by Westin, TownePlace Suites by Marriott and Marriott Executive Apartments, cementing Marriott's position in the long-stay market.

A new solution to Airbnb: Apartments by Marriott Bonvoy kitchen

Rather than someone's personal home, developers will build these specifically for Apartments by ... [+]Marriott

Marriott's answer to Airbnb was brilliant with Homes & Villas by Marriott offering similar (if not better) accommodations, often in vacation destinations. Travelers could earn or redeem points for their stay, which is not something that can be done when staying with Airbnb (although there is a mileage-earning partnership with Delta SkyMiles).

Advancing the idea even further, the hospitality launched Apartments by Marriott Bonvoy. The idea could not have come at a better time with more people working remotely or blending work and travel.

living room

Marriott already has a brand known as Executive Apartments, but Apartments by Marriott Bonvoy will ... [+]Marriott

"Travelers planning vacations and long business trips today are seeking more choice in accommodations, and the introduction of Apartments by Marriott Bonvoy responds to those trends while offering developers a premium product backed by our trusted name and distribution platform," said Stephanie Linnartz, president, Marriott International.

These home developer-designed accommodations are larger than hotel rooms (even those in the extended stay category), but still allow Marriott to gain a piece of the residential accommodations pie. Marriott loyalty members can earn or redeem points for these properties, which will be more reflective of the neighborhood rather than follow formulaic designs the way typical extended stay hotels do.

**The Ritz-Carlton Yacht finally sets sail yacht**

**Evrima set sail earlier this year. Marriott**

Evrima, the first of The Ritz-Carlton Yacht Collection has finally set sail. Marriott's entry into the luxury cruise market allows Marriott Bonvoy members to do business with the brand even when not staying in hotels. Loyalty members can earn and redeem points as well as enjoy elite status perks like welcome amenities, free laundry and priority boarding.

The second ship, Ilma, will join the fleet next year adding to Marriott's new at-sea properties.

According to Bloomberg reports, the brand was working on securing \$400 million in additional funding to add more "superyachts" to the fleet and tap into the \$1.2 trillion luxury travel market.

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# New technology keeps food refrigerated with phase change materials, reduces carbon emissions by 30%

by Oak Ridge National Laboratory

A technology developed by Oak Ridge National Laboratory works to keep food refrigerated with phase change materials, or PCMs, while reducing carbon emissions by 30%.

More than 100 million household refrigerators in operation across the United States consume up to 2 kilowatts of electricity daily. These refrigerators contribute to energy consumption and carbon emissions by using compressors that cycle on and off day and night, pumping refrigerants across evaporator coils to maintain low temperatures for fresh and frozen compartments.

ORNL's innovation uses advanced evaporators with PCMs installed in each compartment for cold energy storage. PCMs are useful for heating and cooling because they store and release energy when changing from solids to liquids or vice versa. Researchers applied porous metals, direct-contact defrosting technology and a refrigerant with low global warming potential to enhance performance and minimize environmental impact.

ORNL researchers test a new household refrigeration technology that cycles once overnight and uses a phase change material to reduce carbon emissions while maintaining temperature and performance. Credit: ORNL, U.S. Dept. of Energy  
"PCMs are integrated with evaporator coils to keep temperature constant, requiring one operating cycle and allowing refrigerators to operate almost 100% at nighttime, when energy use is lower," ORNL's Zhiming Gao said. "This reduces electricity demand, saves costs and maintains efficiency."

