



Marriott Launches Personalized-service Program

Marriott has introduced "**Spirit To Serve Our Guests**," a five-point service program that includes:

- Telephone technology that instantly identifies guests and transfers their personal preferences to the booking screen of a Marriott reservations agent.
- Personalized, pre-arrival e-mails with details about a guest's upcoming stay and destination, including information on weather, transportation, events and attractions, local restaurants and other entertainment.
- Marriott's Rewarding Welcome, which helps hotel employees deliver Marriott Rewards members' personal stay preferences (based on information they've entered online) for extra towels, foam pillows, refrigerators, specific newspapers, etc.
- A "virtual concierge," available at nearly 400 properties worldwide, through which guests can order ahead for room service, dinner reservations, car service, connecting rooms, etc. At Marriott and Renaissance resorts, guests can also schedule a round of golf, sign up for tennis lessons or book spa treatments.
- DreamRewards' Tracker, which lets members monitor how close they are to redeeming guest loyalty points for their desired reward.

For further information and reservations, please contact your Travel Agents or Marriott International – GSA Philippines at:



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