

**MARRIOTT
INTERNATIONAL**

BRINGING TRAVEL INNOVATION TO MARKET WITH SPEED

THE CHALLENGE

CREATING HYPER-RELEVANCY IN TRAVEL – FAST

How can a global business outperform in a competitive industry like travel? With new entrants circling, and customer expectations accelerating every day, unlocking sustainable growth is ever harder to achieve. The secret? Set yourself up for constant reinvention and explore innovative new business models. Also, adopt a customer-centric mindset and seek out new ways to connect with travelers through different types of experiences.

As a renowned industry innovator, Marriott International knows a spirit of experimentation and adaptability is essential for finding and nurturing new ideas. But cultivating that kind of free-spirited, adventurous energy can be hard to do on your own, and quickly.

HOW WE HELPED

ESTABLISHING AN ECOSYSTEM WITH CREATIVE POSSIBILITIES

As a part of our existing relationship with Marriott, we explored ways to co-innovate scalable solutions and invited start up incubator 1776 to join us. Together, we created a unique program to help Marriott tap into a network of startups to discover new technologies that could identify new opportunities and reinvent their guest experience. The program: The Travel Experience Incubator.

The program began with a Challenge to identify promising startups and their game-changing solutions. Startups were selected for the Incubator which took place in Washington, DC over the course of 12 weeks. During this time, a team of experts from Accenture, Marriott, and 1776 guided the diverse group of selected startups as they developed, validated, and tested their pioneering travel and hospitality solutions. Accenture co-created a custom curriculum, facilitated a mentorship program, and provided strategy, technology, and design support. The startup ideas were diverse, ranging from loyalty programs, to improved booking processes, to VIP experiences, to maximizing local activities during a hotel stay. The culmination of the program: Demo Day, where each startup pitched their solutions, with Marriott selecting the best to take to market.

THE RESULT

PILOTING PURPOSEFUL SOLUTIONS IN LESS THAN 9 MONTHS

With more than 160 applications for the Travel Experience Incubator Challenge, and the best seven selected for the Incubator, Marriott acquired a host of exciting new travel ideas exceptionally quickly. In less than nine months from program kick-off, they took forward six of the seven solutions developed through the Incubator, with the intent to pilot the ideas, bringing Marriott customers new and enhanced experiences in real-world scenarios.

An example of this was Marriott's pilot with program finalist Hostmaker. The two companies worked to bring Marriott's exacting standards to the London homeshare market, turning a potential industry threat into an opportunity for growth – and offering customers the best of intimate travel experiences they demand, with the quality that Marriott is known for. Also, Marriott collaborated with Luna Moons to pilot Pack, an all-in-one platform for planning and booking travel with friends and family. They are proof of the power of innovation – and evidence of the essential vitality that relevancy and adaptability can bring to a business.

