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Marriott hotels loyalty program

Marriott Bonvoy, a leading hotel loyalty program, has introduced changes to its rewards system, including increased award prices. Despite this, members can still get value from their stays if they know where to look. This guide provides the essential information you need to maximize your Marriott Bonvoy redemptions. Whether you're a loyal Marriott customer or new to the program, understanding how to redeem points effectively is crucial. With over 30 brands and more than 9,000 properties worldwide, Marriott Bonvoy has something for everyone. As of March 2025, TPG values Marriott Bonvoy points at 0.7 cents apiece, but this can vary depending on your redemption method. Marriott offers five elite status levels: Silver Elite, Gold Elite, Platinum Elite, Titanium Elite, and Ambassador Elite. Each tier requires a set number of nights stayed to achieve, with some credit cards able to fast-track you or provide status outright. Keep in mind that elite benefits are generally only available when booking directly with Marriott. Here's a high-level overview of what each level offers:
• **Member:** Free standard Wi-Fi, discounted member rates, mobile check-in, points and elite night credits earned on paid stays, and fifth-night-free award stays.
• **Silver Elite:** 10% points earning bonus, late checkout, and points earned on paid stays.
• **Gold Elite:** All benefits from Silver Elite plus a 25% points earning bonus, late checkout, space-available upgrades to enhanced rooms (excluding suites), and a welcome gift of points each time you stay. You'll also earn reciprocal earnings with Emirates Skywards.
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• **Platinum Elite:** offers additional benefits beyond Gold Elite, including a 50% points earning bonus on stays and eligible hotel purchases, guaranteed 4 p.m. checkout, and access to a 24-hour dedicated support line.
• **Titanium Elite:** requires 75 qualifying nights in a calendar year and includes an enhanced points earning bonus, 48-hour guarantee for room availability, and United MileagePlus Premier Silver status through Marriott's RewardsPlus partnership with United Airlines.
• **Ambassador Elite:** the top published status tier, requiring 100 qualifying nights and \$23,000 on qualifying purchases in a calendar year, offers dedicated Ambassador service, complimentary Hertz President's Circle status, and a personalized note from the general manager.
Bonvoy Elite Status Validity: Your elite status is valid until the end of the current calendar year and an additional 14 months beyond that. For instance, if you earned your status in 2025, you'll enjoy benefits through the rest of this year, all of 2026, and the first two months of 2027.
Earning Marriott Bonvoy Points: Hotel Stays: You earn 10 points per dollar spent at most Marriott hotel brands. However, some brands offer lower earning rates: 5 points per dollar at Element, Protea Hotels, Residence Inn, TownePlace Suites, and Homes & Villas; 4 points per dollar at StudioRes properties, and 2.5 points per dollar at Marriott Executive Apartments.
Boost Your Earning Rates: Elite status and hotel promotions can increase your earning rates. Keep in mind that you typically need to book directly with Marriott to earn points for a stay.
Credit Card Bonuses and Spending: You can earn Marriott Bonvoy points using co-branded credit cards, which offer bonus points on Marriott purchases. Some cards also provide additional perks like elite status and annual free night awards.
Earning Points Through Events: Event Planners: You earn 2 points per dollar spent, plus applicable elite status bonuses, for any qualifying event held at a Marriott property.
Basic members can earn up to 60,000 points per event, while elite members earn more depending on their tier.
Referring Friends: You can refer up to five new members each calendar year and earn 2,000 points per stay for up to Earn points and rewards through various methods with Marriott Bonvoy! Here's how:
• **Referrals:** Earn 2,000 bonus points per stay for up to five paid stays in the first year, up to a maximum of 10,000 bonus points.
• **Dining:** Join Eat Around Town to earn points when dining at participating restaurants. Non-elite members get 4 points per dollar spent, while elite members receive 6 points.
• **Earning with partners:** Redeem points for car rentals, cruises, and more through Marriott's partnerships:
+ Car rentals: Earn up to 500 Bonvoy points per rental.
+ Cruises: Earn 3-5 points per dollar spent on cruises booked through Cruise with Points.
+ Starbucks: Link accounts to earn 100 Bonvoy points for three qualifying purchases during a Marriott Bonvoy Week.
+ Uber and Uber Eats: Earn Bonvoy points on qualifying rides and food orders.
• **Buying a mattress:** Purchase a mattress from one of Marriott's 15 online retailers and earn 10,000 points per mattress by providing your Bonvoy account number.
• **Transferring points:** Move points from other programs like Bilt Rewards, Chase Ultimate Rewards, American Express Membership Rewards, Singapore KrisFlyer miles, and United MileagePlus elite members to Marriott Bonvoy at various ratios. You must be in good standing with Marriott for at least 30 days with qualifying activity or 90 days without qualifying activity. You can transfer points in increments of 1,000, but there's a limit of six transactions per year and two per month. The total annual point cap is 100,000 points from your account.
Elite night credits, lifetime status, and free night certificates cannot be transferred.
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Looking to cash in your points with the Marriott Bonvoy Moments program? Consider exploring redemptions that offer unique experiences like concert tickets or culinary events. While some options are auction-style and others come with fixed prices, a limited number of members can snag deals for as little as 1 point. If you don't have enough points to book a free night, take advantage of Marriott's "instant redemption" option, which lets you redeem your points for a specific dollar amount. However, this comes with a low redemption rate of only 0.4 cents per point.
Marriott also offers partnerships with over 40 airlines, allowing you to transfer your points into miles. Some transfers come with bonuses, but be aware that times can vary by airline. For cruises and flights, redemptions have a lower value than the standard 0.4 cents per point. Despite some program devaluations, many loyal fans remain committed to earning and redeeming Marriott Bonvoy points for hotel stays. The company offers several cobranded credit cards that can help you earn elite status and snag free nights faster.
Joining Marriott Bonvoy is easy and free, offering exclusive rewards like room upgrades, late checkout, and more. Sign up on their website or app to start earning points through stays, dining out, car rentals, and credit cards.
Redeem your points for free hotel nights, travel experiences, gift cards, or shop online. With special levels and promotions, you can maximize your rewards and enjoy elite status boosts.
Marriott Bonvoy's tiered system offers various benefits for travelers, from Member to Ambassador Elite. Here's a breakdown of each level:
• **Member:** Free Wi-Fi and exclusive member rates
• **Silver Elite:** (10+ nights/year): 10% points bonus, late checkout when available
• **Gold Elite:** (25+ nights/year): 25% points bonus, 2 p.m. late checkout, room upgrades (excluding suites)
• **Platinum Elite:** (50+ nights/year): 50% points bonus, guaranteed 4 p.m. late checkout, lounge access, and an annual benefit
• **Titanium Elite:** (75+ nights/year): additional annual benefits, same as Platinum Elite
• **Ambassador Elite:** (100+ nights/year + \$23,000 annual spend): personal ambassador service
To qualify for elite status, you can:
• **Stay** a certain number of nights per year: 10+ for Silver, 25+ for Gold, 50+ for Platinum, and 75+ for Titanium
• **Earn** elite status through Marriott Bonvoy credit cards: automatic Silver or Gold Elite status, or bonus nights to help qualify faster
• **Match** your status with other loyalty programs can get Marriott Bonvoy Gold status by matching United MileagePlus Premier Gold membership.
To start, call Marriott Bonvoy and request a status match. If approved, you'll have time to complete the required stays to maintain your new status.
Top Benefits of Marriott Bonvoy Membership:
• **Redeeming** points for free hotel nights at over 8,000 properties worldwide
• **'Fifth Night Free'** benefit for extended stays
• **Exclusive** perks like room upgrades, late checkout, and welcome gifts based on elite status
• **Access** to members-only rates and promotions with at least a 2% discount on the lowest public rates
• **Complimentary** in-room internet
• **Point** transfers to over 40 airline partners, including Alaska Airlines and Virgin Atlantic
Earn Marriott Bonvoy points by converting United Airlines miles, staying at hotels during promotions, using credit cards, and dining out with partner restaurants. With 60,000 Marriott points, you get a 10,000-point bonus when converting to 30,000 United miles. For just 50,000 points, book Delta business class to Europe or Cathay Pacific business class to Asia. Use your points for exclusive experiences like concerts and VIP events through Marriott Bonvoy Moments. Additionally, unlock unique travel packages such as luxury safaris or wellness retreats by using your points with top-tier providers. Monitor your points balance as it grows.
A comparison of popular cards reveals the following:
The Marriott Bonvoy Bold Credit Card offers 30,000 bonus points after a \$1,000 spend and 3 points per dollar on Marriott spending. In contrast, the Marriott Bonvoy Boundless Credit Card provides 3 free night awards after spending \$3,000 and 6 points per dollar spent. The Marriott Bonvoy Brilliant American Express Card gives 95,000 bonus points after a \$6,000 spend and 6 points per dollar spent. Apply for a card with a substantial welcome bonus and use it for daily expenses like groceries, gas, and dining to maximize rewards. When redeeming points, consider booking during off-peak times to reduce point requirements.
Marriott Bonvoy allows partial refunds of points if you rebook within the fee-free cancellation window. If you're short on points, combine them with cash for flexibility using the Customize Payments feature. This option is ideal for expensive nights, allowing you to save points for future stays.
Leverage Marriott Bonvoy Elite Status to enjoy perks like free upgrades, bonus points, and lounge access.
Elite Status levels offer varying benefits, including late checkout and room upgrades. Maintain your status through credit card spending or promotions, such as earning 15 Elite Night Credits annually by holding a Marriott Bonvoy credit card.
The Marriott Bonvoy program offers a world of rewards, from earning points on stays to redeeming them for unique experiences. Transfer points to airline miles or enjoy elite status benefits like personalized services. Whether you're a casual traveler or frequent flyer, this program makes every trip more rewarding. For businesses seeking to create a loyalty program like Marriott Bonvoy, Loyally.ai provides features like customizable digital loyalty cards and geolocation marketing. Loyally.ai is a CRM system that helps businesses engage customers and boost retention through its customizable digital loyalty cards, geolocation marketing, built-in CRM system, automated reward distribution, and more. This platform allows companies to design cards that reflect their brand, offer tailored rewards, and target customers near their business with relevant offers.

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