

TRAVEL BY DESIGN

WORK-IN-PROGRESS VISUALS

Problem

Marriott Bonvoy has a portfolio of over 30+ hotel brands, but people are neither aware of the breadth of brand offerings nor the fact that many brands under Marriott Bonvoy are luxury-tier, unique stays.

Solution

To raise brand awareness and improve brand perception, develop a 360 content campaign (called “Travel by Design”) encompassing of digital, editorial, video, and podcast content to position Marriott Bonvoy as a leader luxury hotel design.

Create a compelling, intuitive content hub that houses this curated collection of content. Ensure that visuals both showcase the richness of Marriott Bonvoy’s premier properties and reinforces Marriott Bonvoy’s expertise and focus on design.

Refine and evolve the site and content based on user testing and performance data for Season 2.

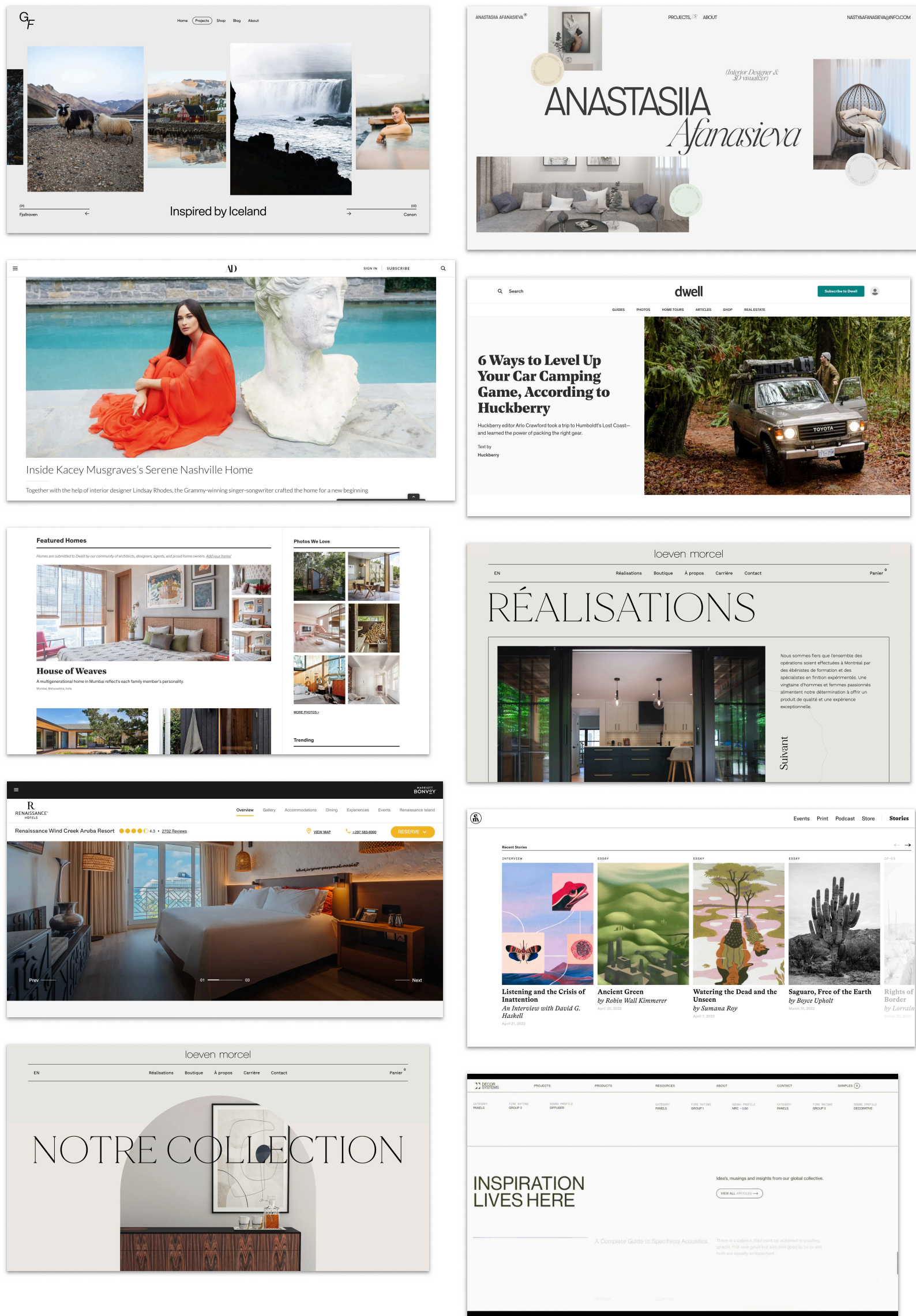
Outcome

The Travel by Design hub achieved over 1.14 million site visits, had an average time spent of 6 min and 32 seconds, and received a score of 80% positive sentiment based on survey responses.

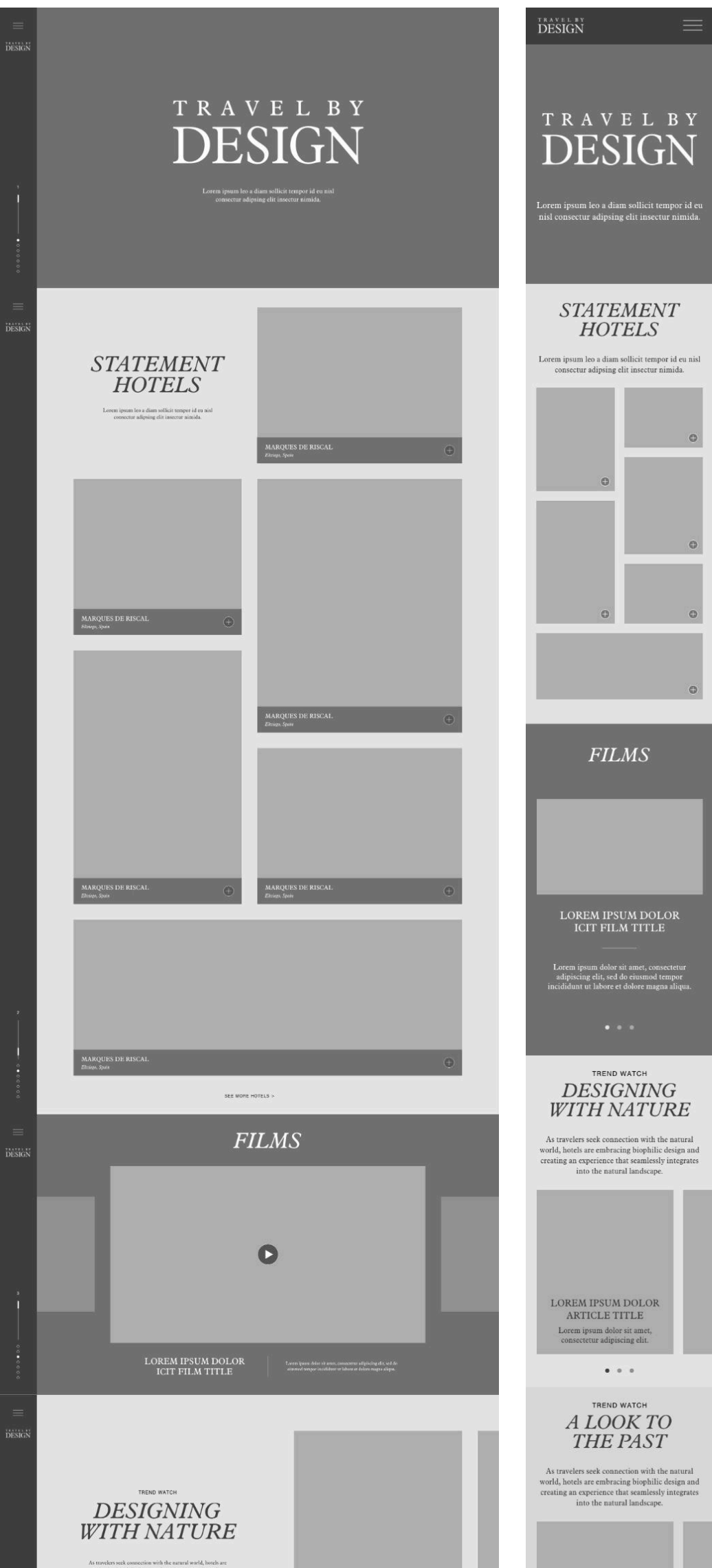
The hub was also an Honoree for the 2024 Webby Awards for Best Landing Page, and it was featured in the 2024 Webby Awards x WP Engine: Crafted with Code digital showcase and corresponding live panel hosted on LinkedIn.

Research + Wireframes

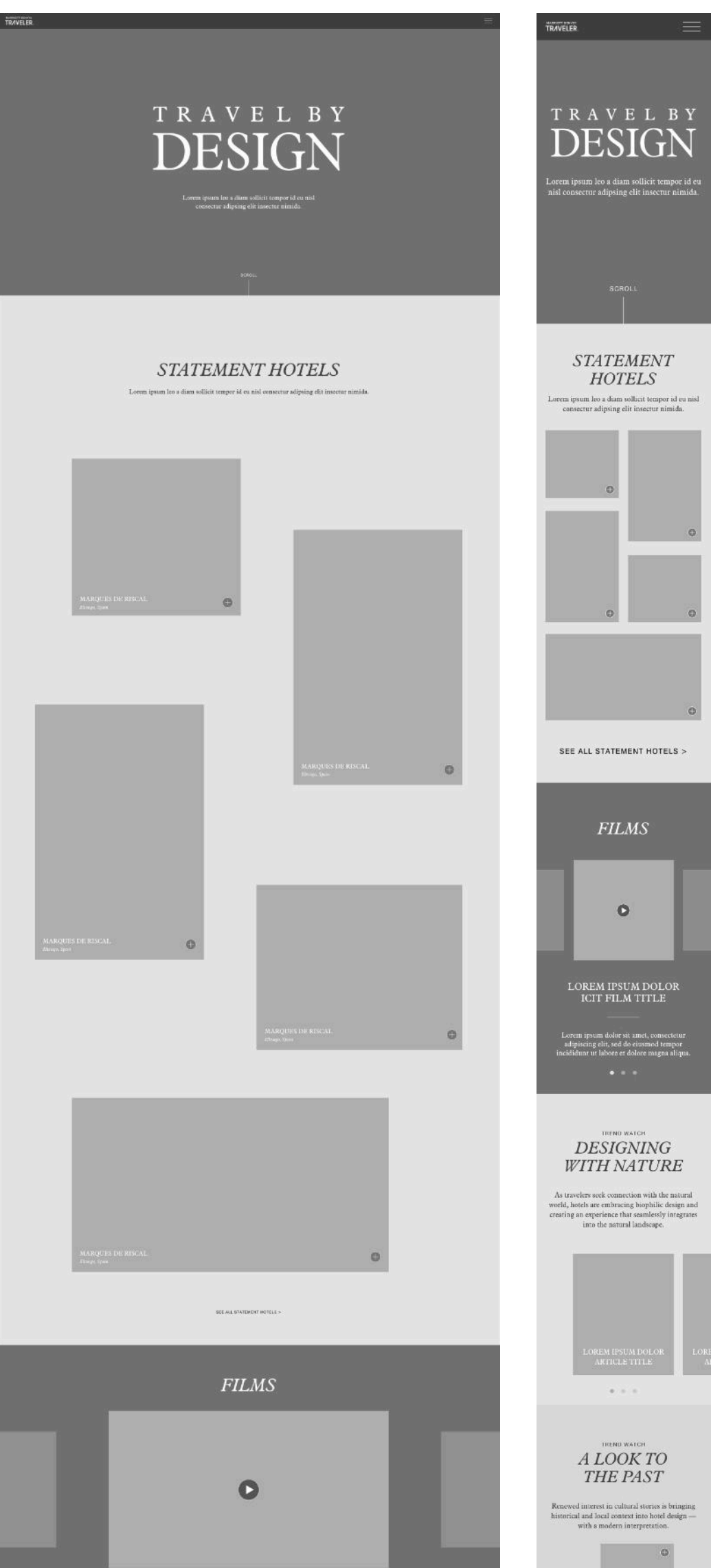
SCREENSHOTS FROM COMPETITORS + SITES WITH GREAT DESIGN



EARLY WIREFRAMES

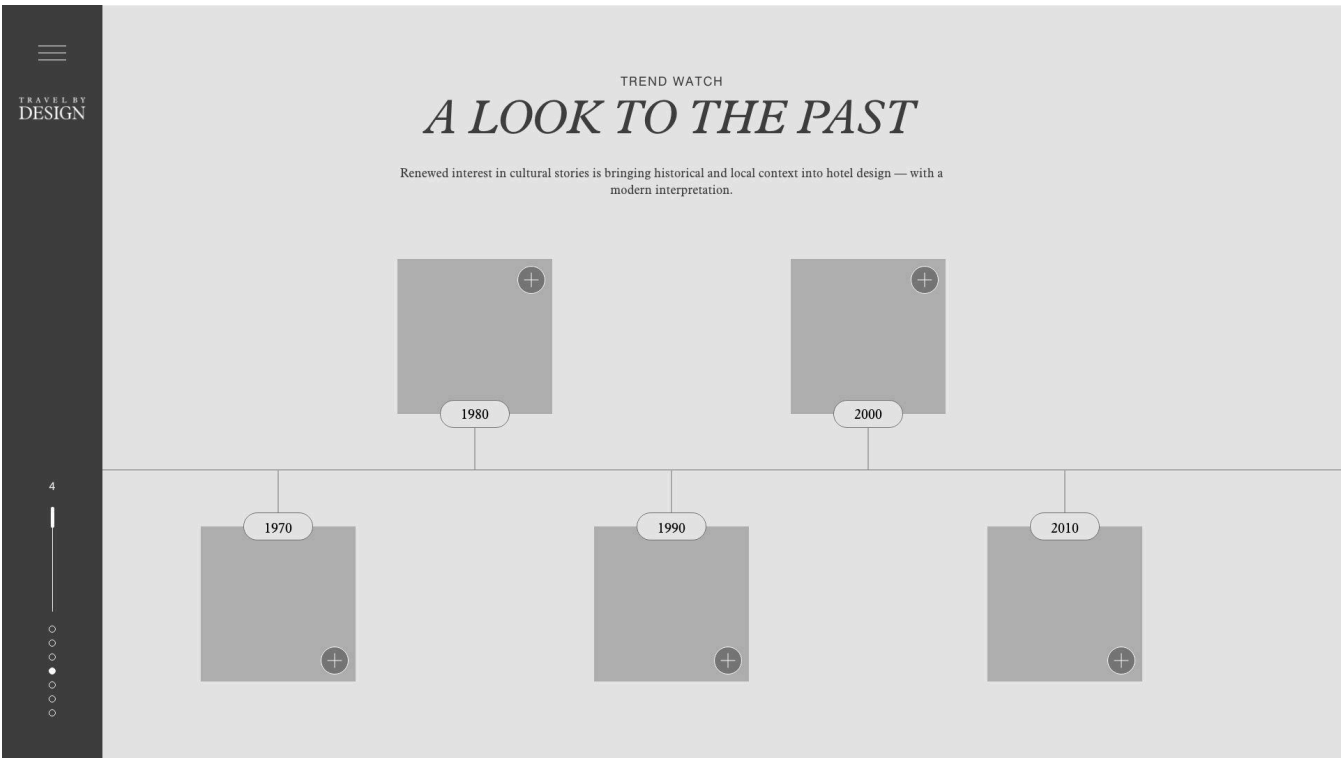


WIREFRAME FINAL ITERATION

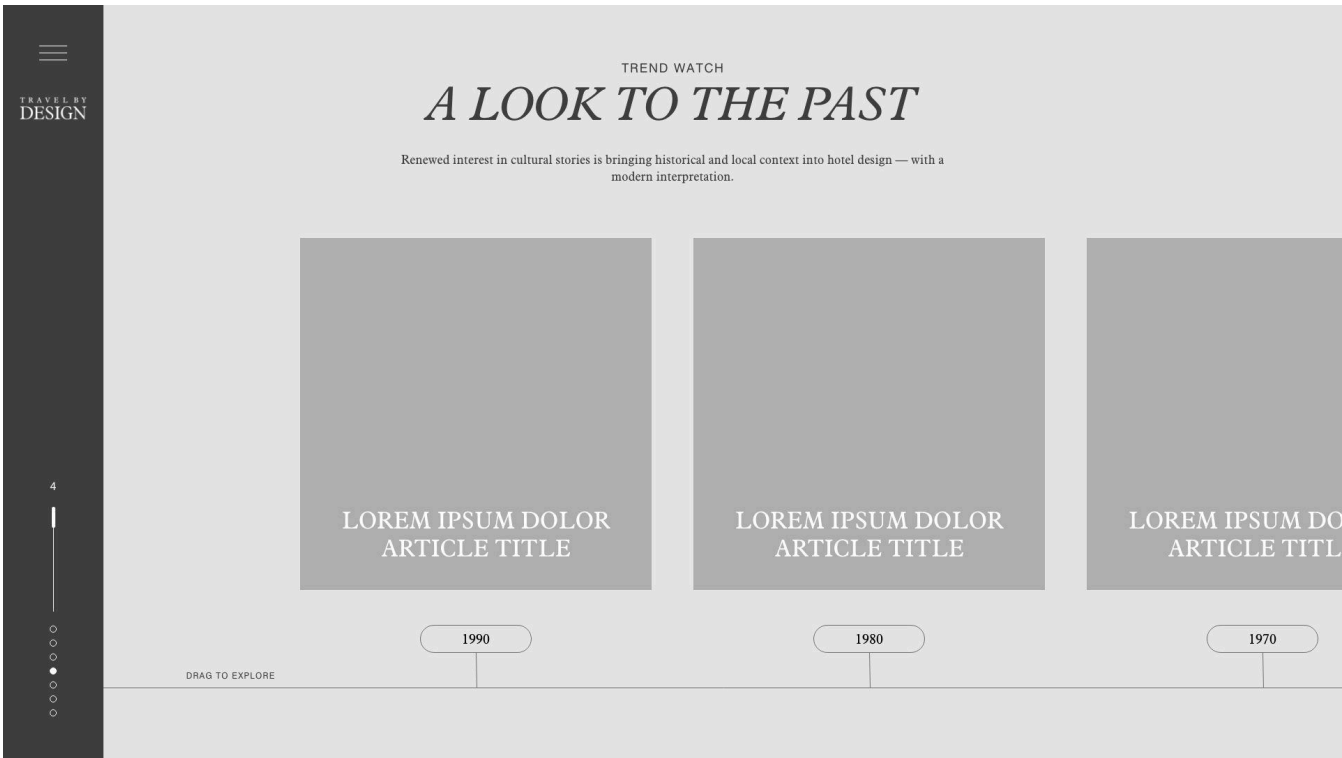


Component Explorations

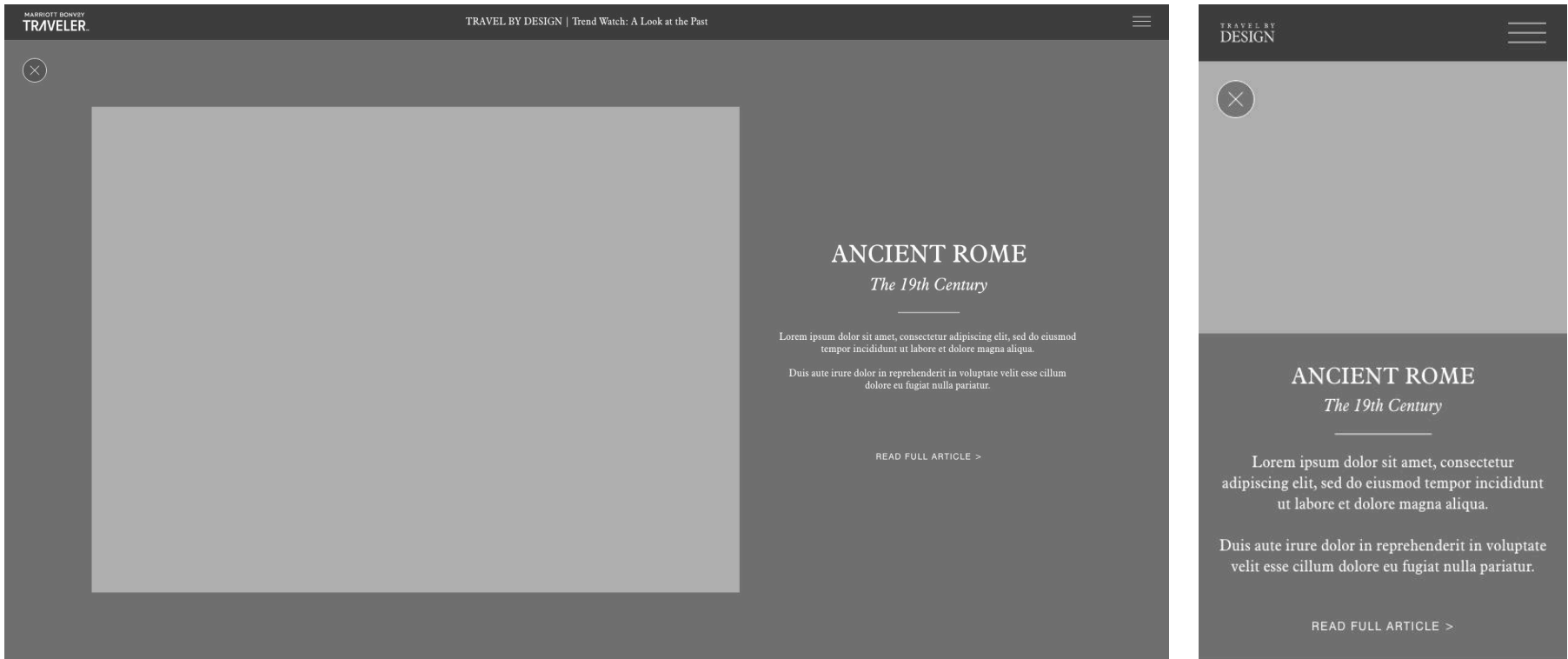
A LOOK AT THE PAST - INTERACTIVE TIMELINE V1



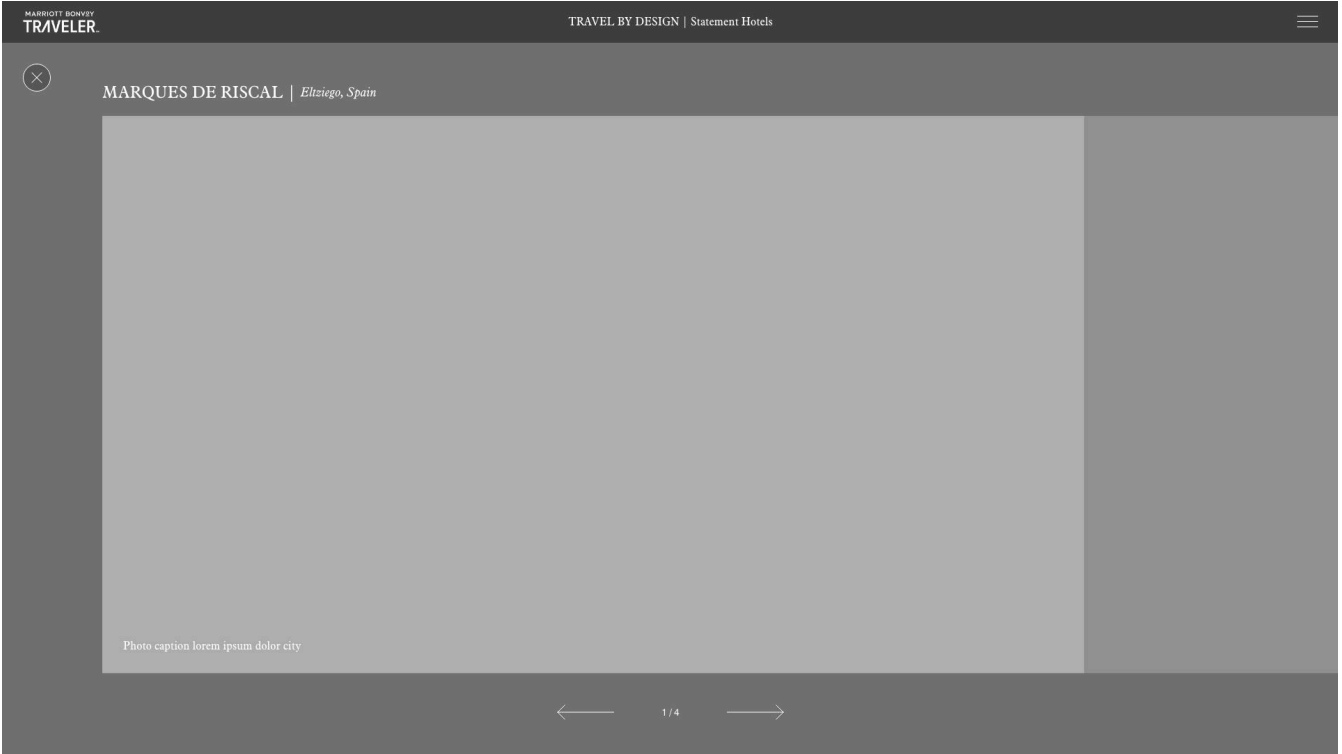
A LOOK AT THE PAST - INTERACTIVE TIMELINE V2



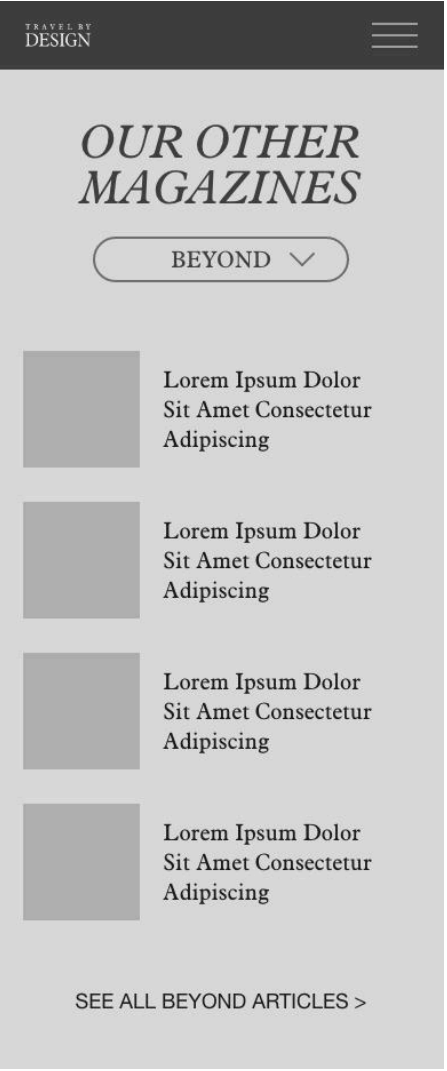
A LOOK AT THE PAST: DETAILS MODAL



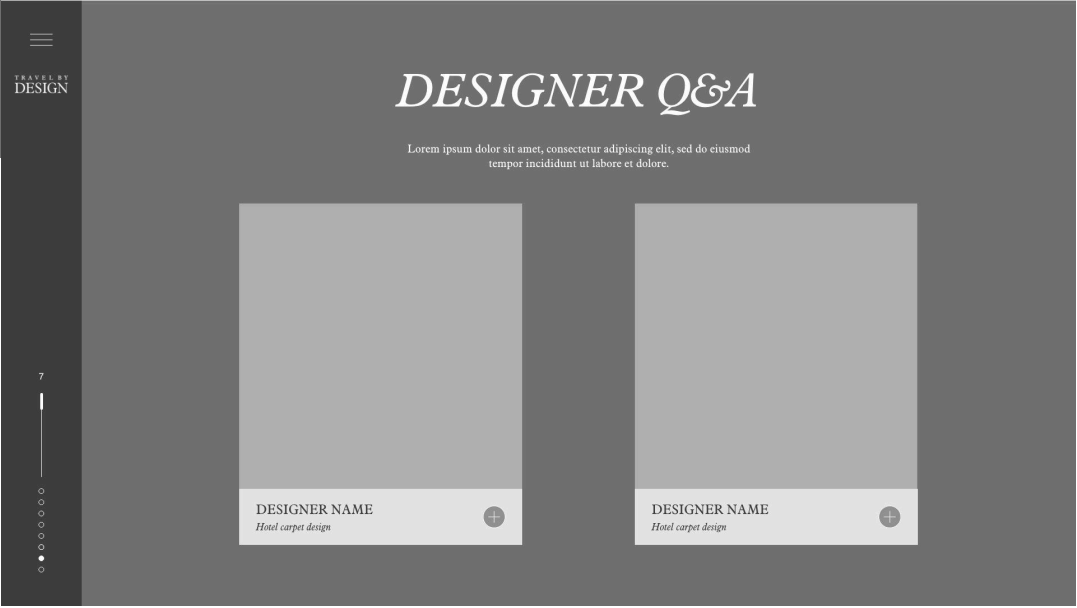
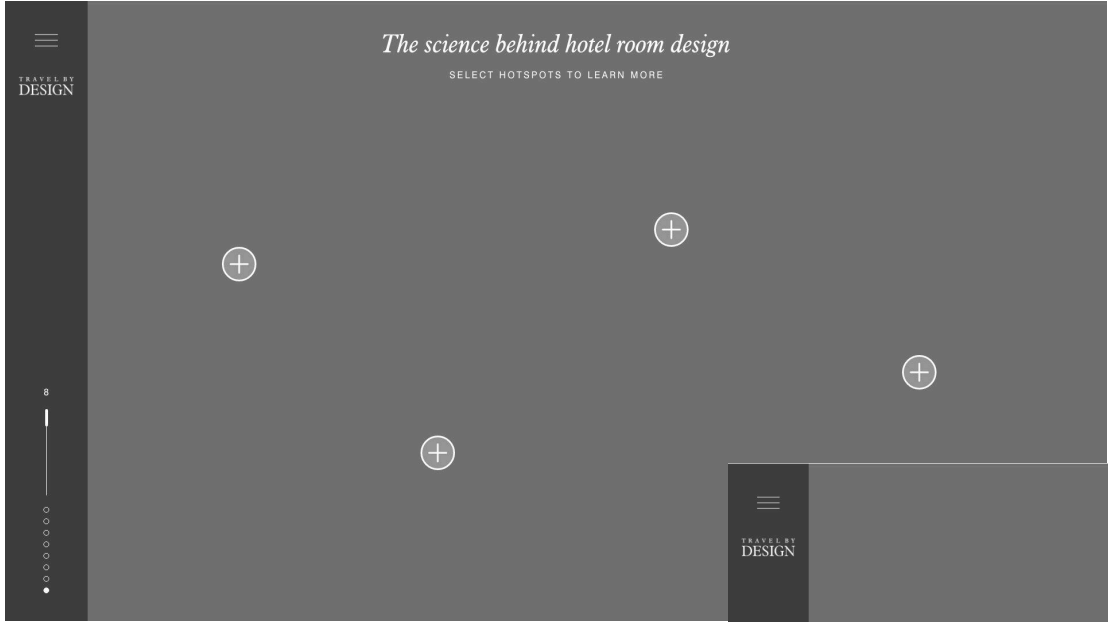
IMMERSIVE CAROUSEL



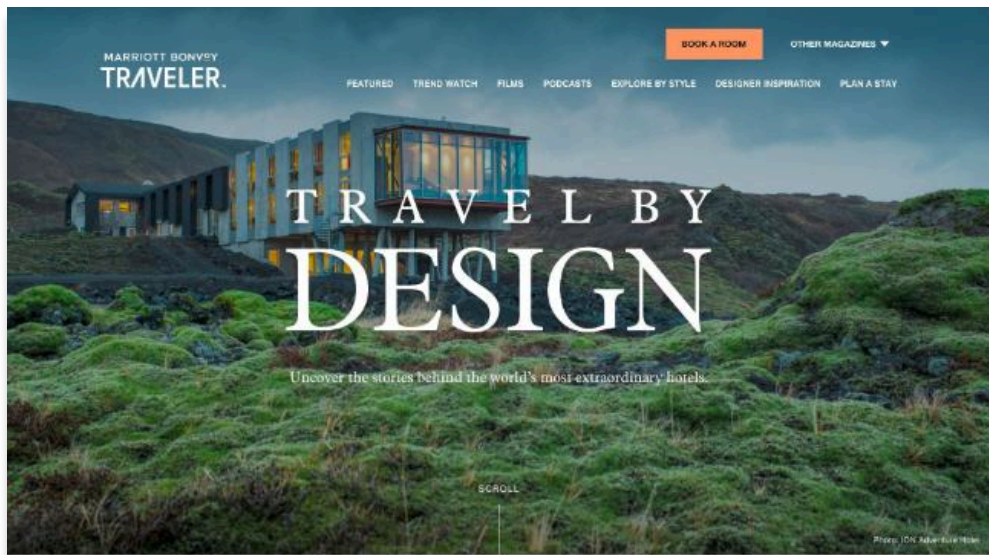
NAVIGATION TO OTHER EDITORIAL BRAND SITES



INTERACTIVE FEATURES



Initial Launch



EXPERIENCE TRANSFORMATIVE DESIGN

Explore the hotels that are infusing creative genius and unrivaled style into every inch of the travel experience.

01



SHORT FILM
Reflections on Eternity: W Rome

Watch Now

02



PHOTO STORY
Perfectly Situated Soaking Tubs

Read More

03



PODCAST
Take a World

Listen Now

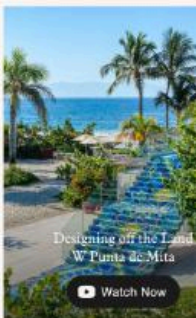
TREND WATCH DESIGNING WITH NATURE

As travelers seek connection with the natural world, hotels are embracing biophilic design and creating an experience that seamlessly integrates into the natural landscape.



The Art of Garden Design: How these Beautiful Hotel Gardens Promote Mindfulness

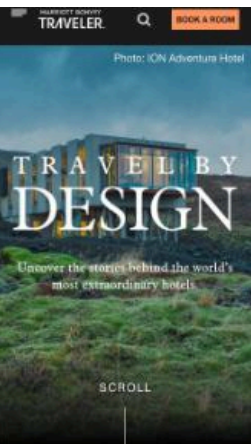
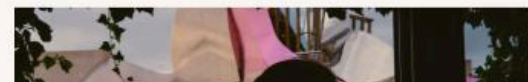
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Designing an Oasis at W Punta del Mar

Watch Now

FILMS



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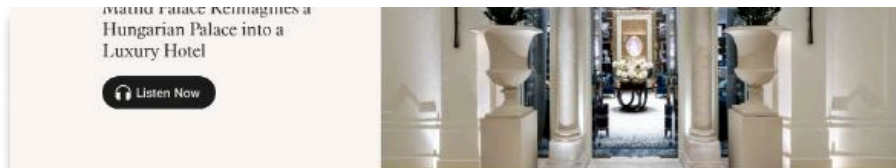
FILMS



Visionary Architecture at the Marques de Riscal

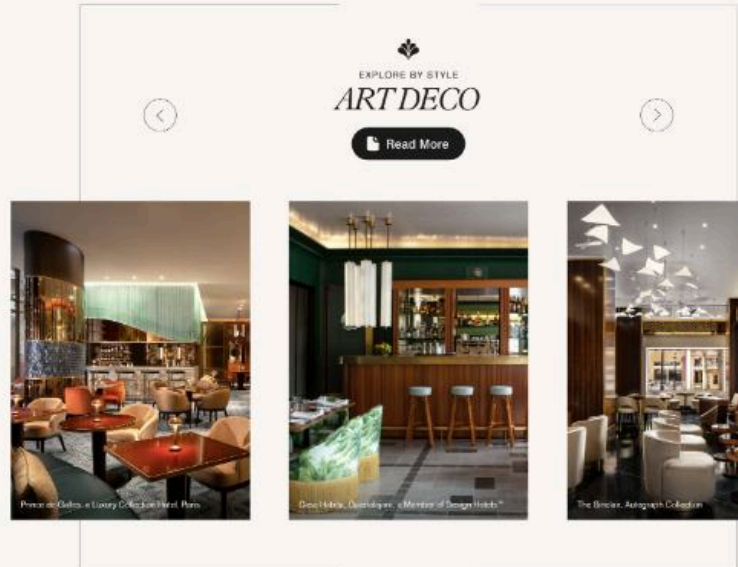
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PODCASTS



Maillat Palace Reimagines a Hungarian Palace into a Luxury Hotel

Listen Now



Prince de Galles, a Luxury Collection Hotel, Paris



Casa Italia, Gstaad Palace, a Member of Design Hotels™



The Simbar, Autograph Collection

DESIGNER INSPIRATION



Mercedes Salazar

“

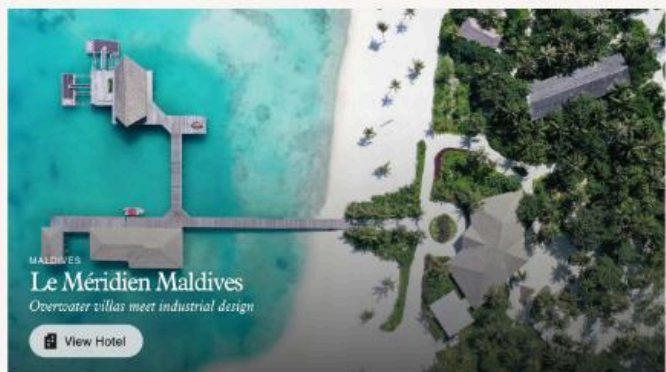
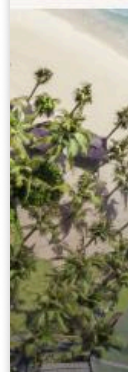
I decided to create this home capsule collection because I believe that the table is one of those magical places where, no matter what, you congregate with loved ones. At the table, we share our words, thoughts, feelings and food.

MERCEDES SALAZAR
DESIGNER, SEYCHELLES-INSPIRED HOMEWARE LINE, CREATED EXCLUSIVELY FOR THE LUXURY COLLECTION

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PLAN A STAY



Le Méridien Maldives
Overwater villas meet industrial design

View Hotel



W Rome
Lorenzini design

View Hotel

1/7

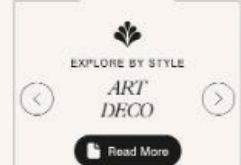
PODCASTS



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Maillat Palace Reimagines a Hungarian Palace into a Luxury Hotel

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EXPLORE BY STYLE
ART DECO

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FEATURED HOTELS (LEFT TO RIGHT):
Prince de Galles, a Luxury Collection Hotel, Paris
Casa Italia, Gstaad Palace, a Member of Design Hotels™
The Simbar, Autograph Collection



Mercedes Salazar

“

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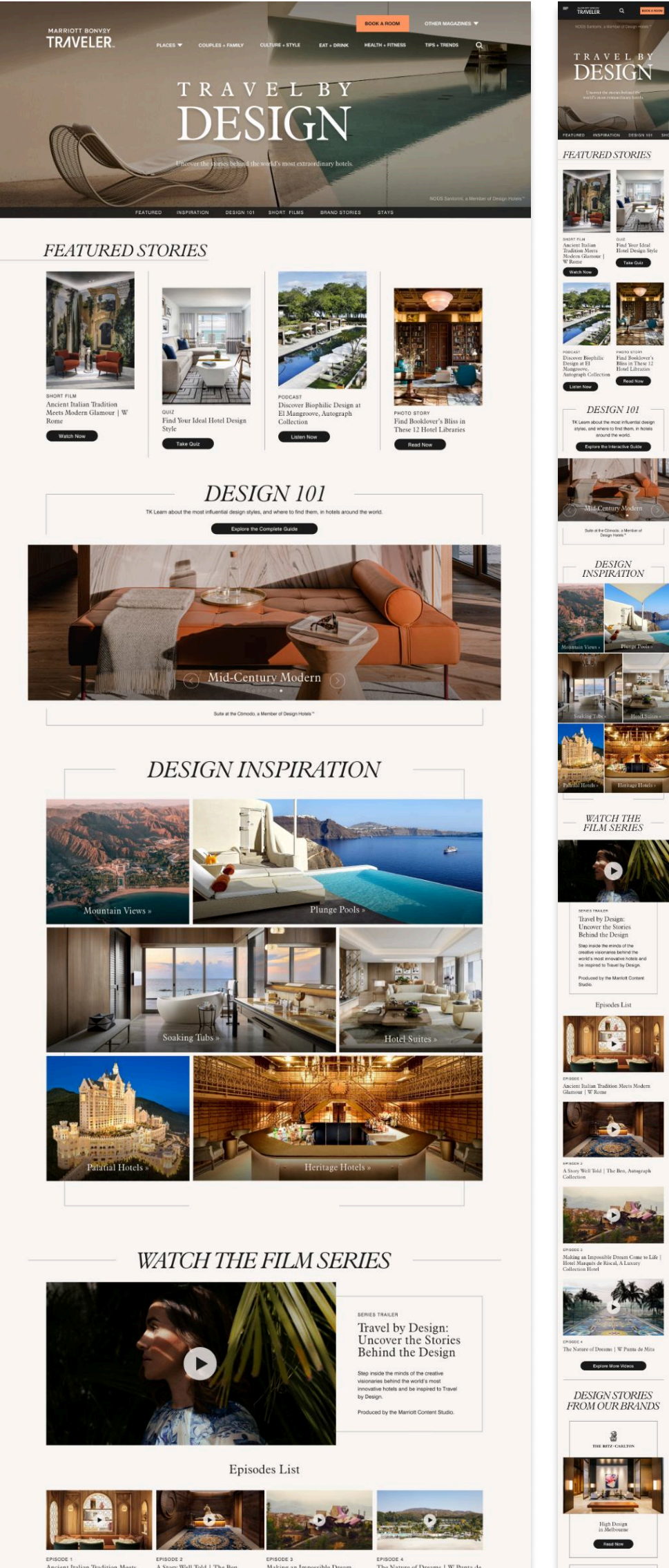
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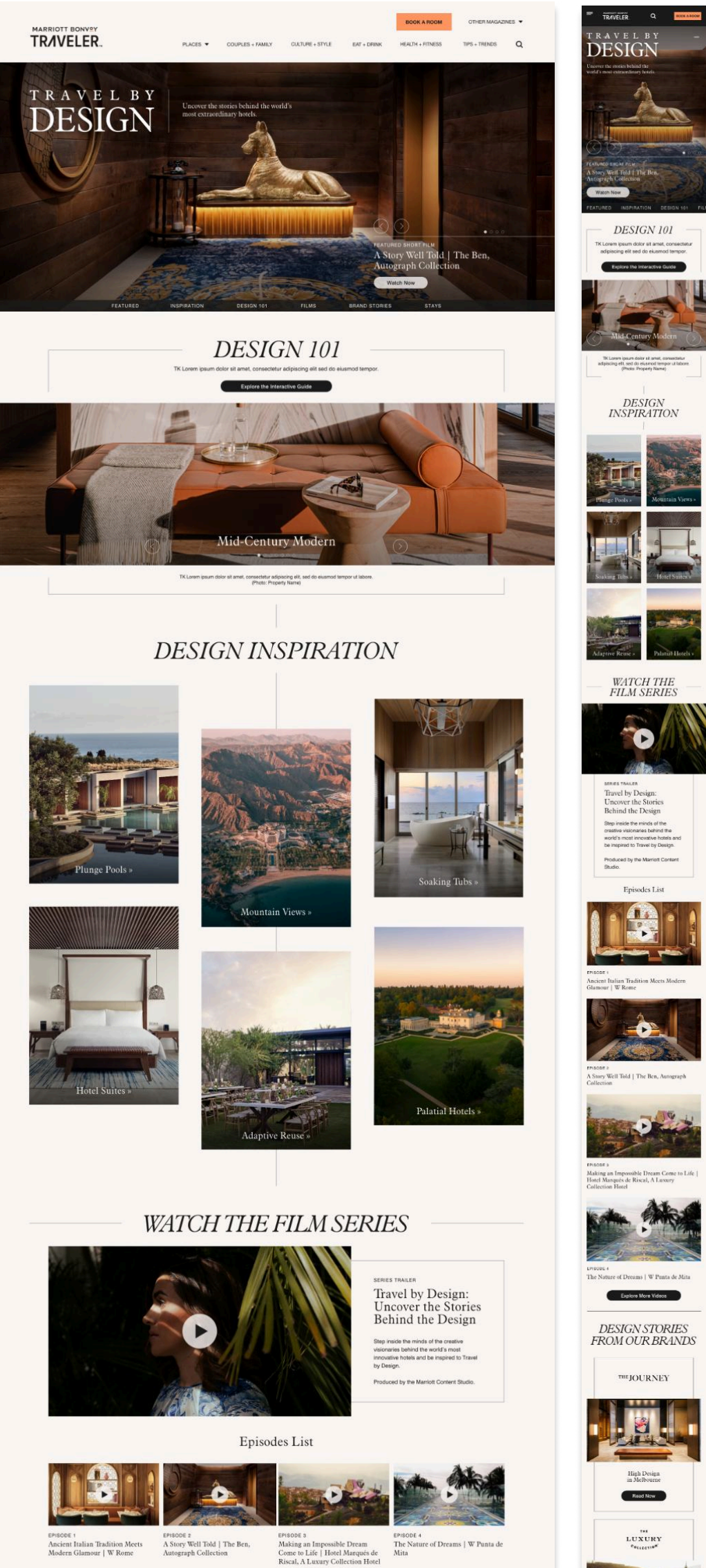
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User Testing & Refinement

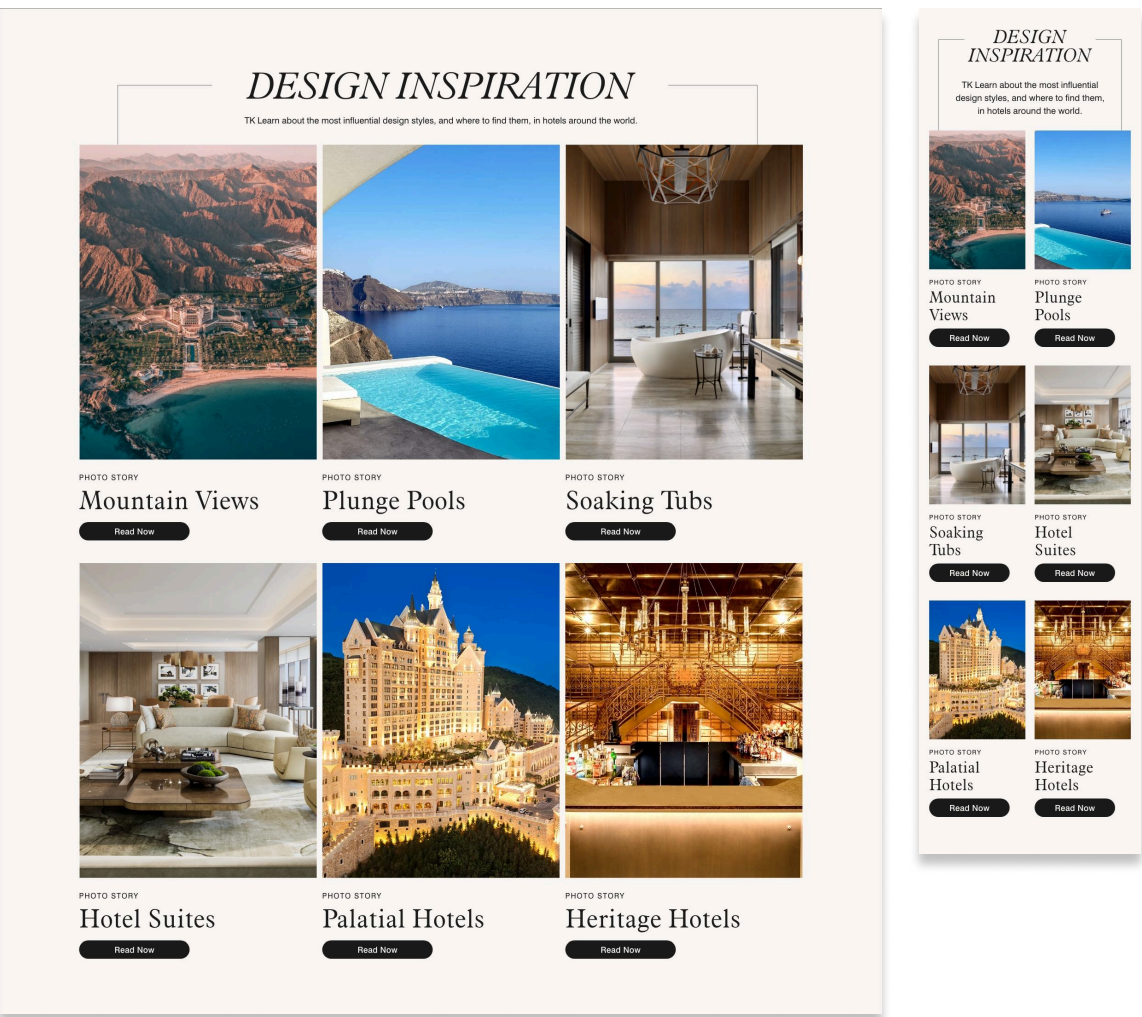
EARLY VISUAL MOCKS



ALTERNATIVE COMPONENT IDEAS



COMPONENT ADJUSTMENTS BASED ON FEEDBACK



ALTERNATIVE IDEAS TO SUPPORT NEW CONTENT RELEASES

