

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.

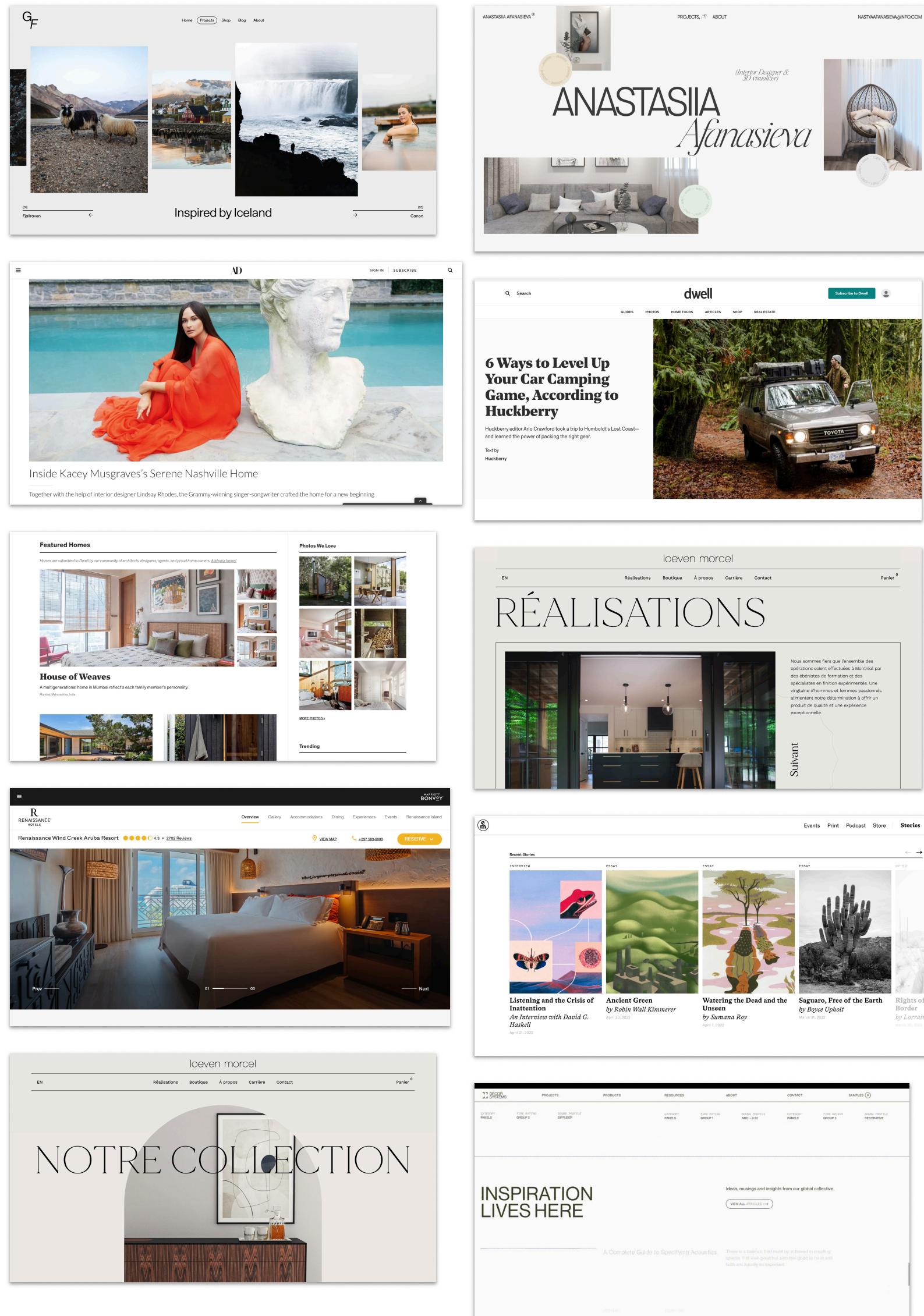
Outcome

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.

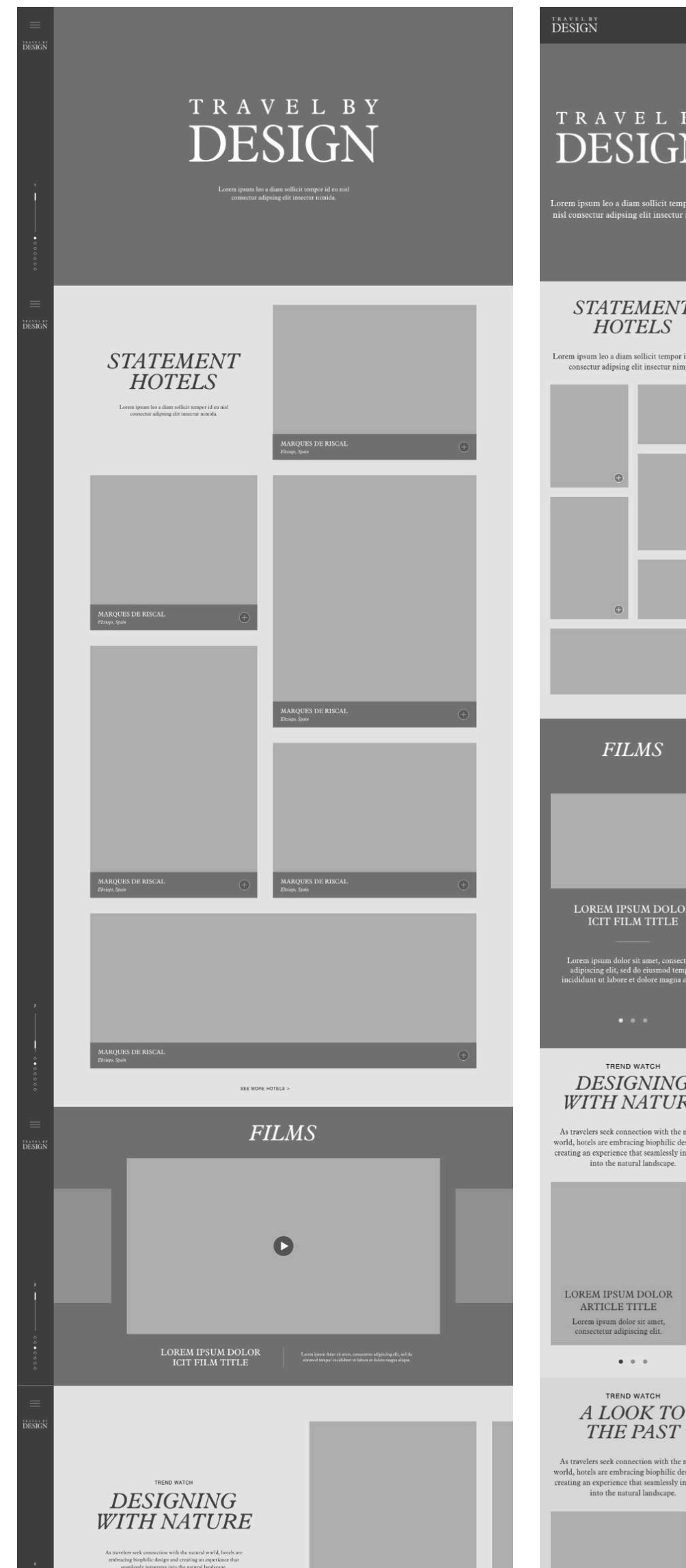
The hub was also an Honoree for the 2024 Webby Awards for Best Landing Page, and it was featured in the 2024 Webby Awards x WP Engine: Crafted with Code digital showcase and corresponding live panel hosted on LinkedIn.

Research + Wireframes

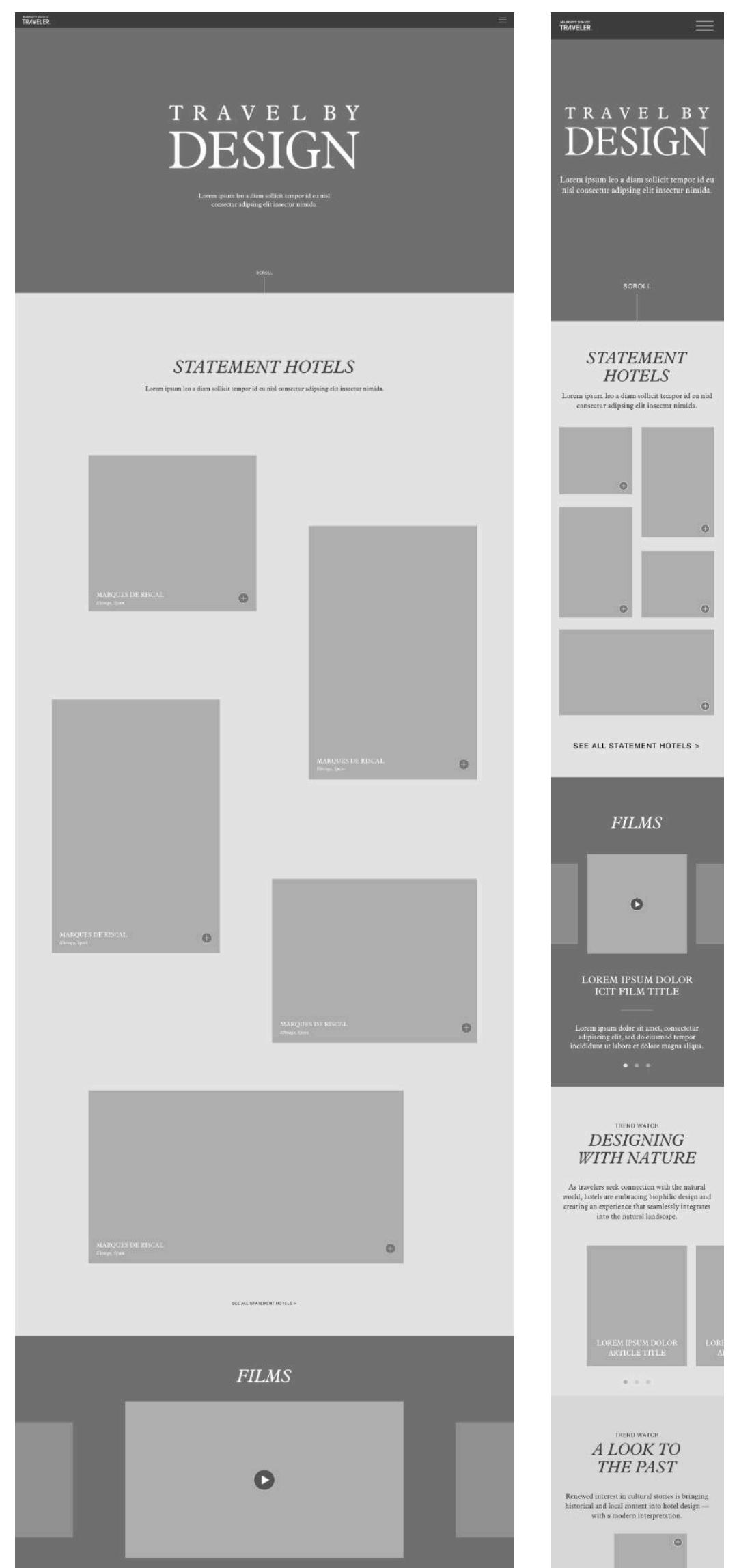
SCREENSHOTS FROM COMPETITORS + SITES WITH GREAT DESIGN



EARLY WIREFRAMES

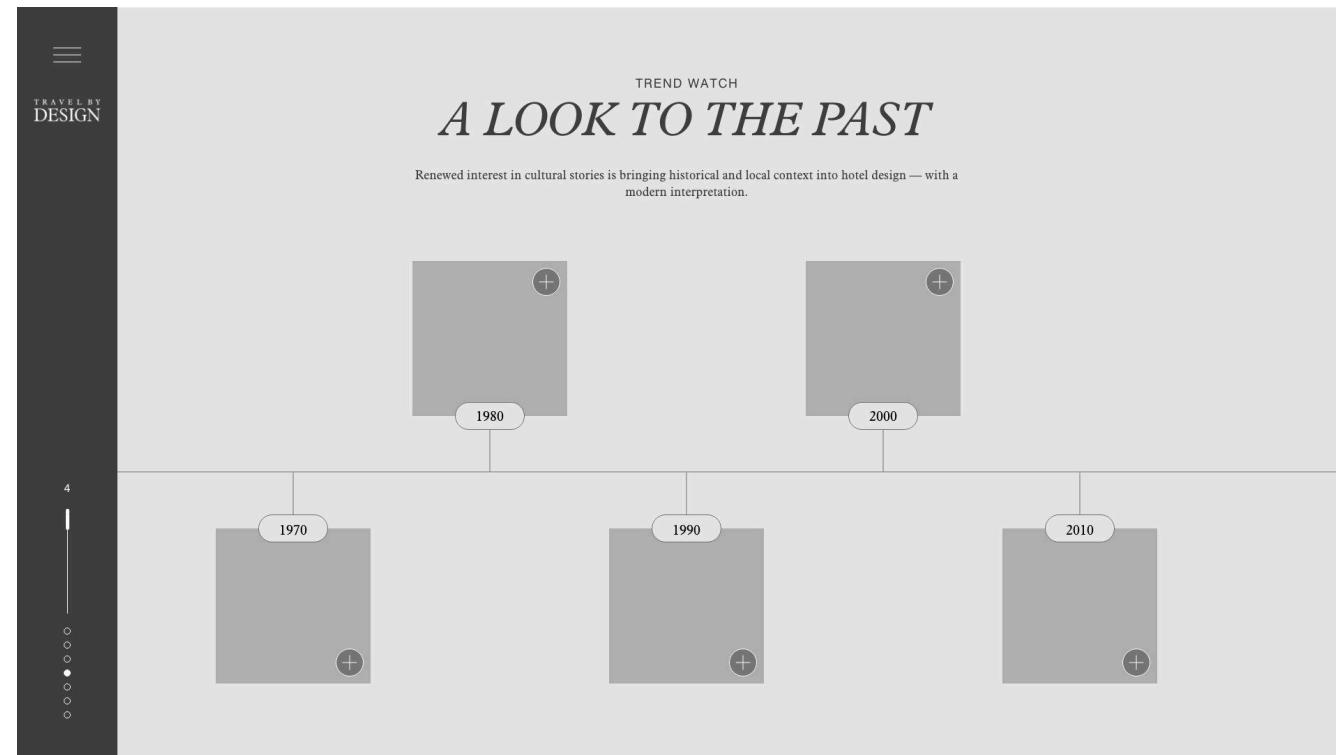


WIREFRAME FINAL ITERATION

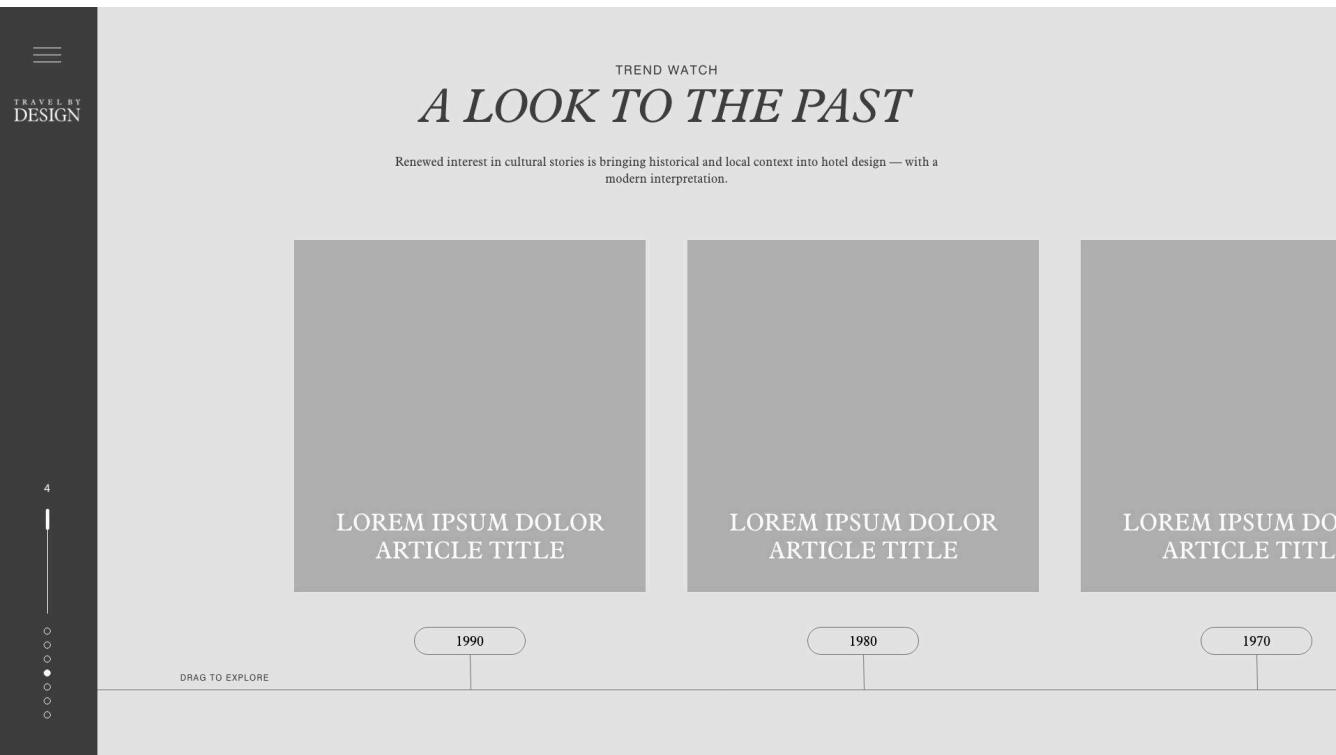


Component Explorations

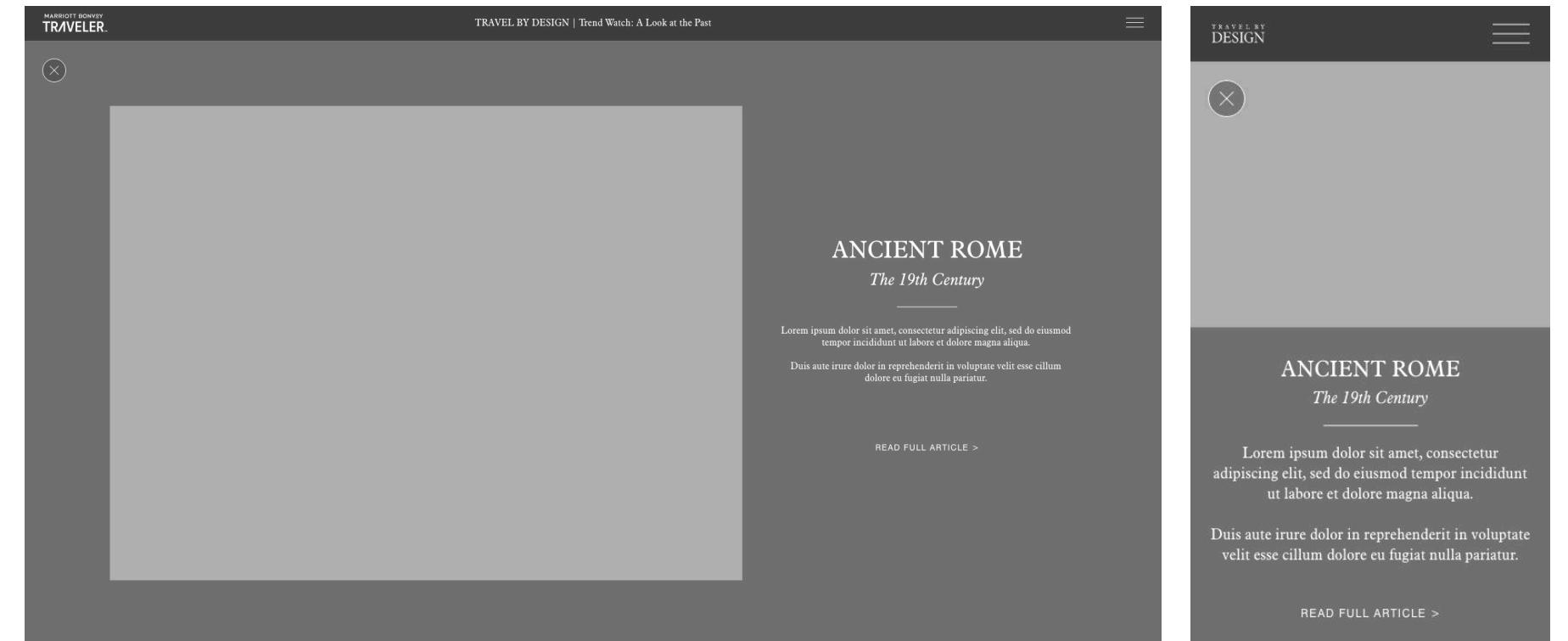
A LOOK AT THE PAST - INTERACTIVE TIMELINE V1



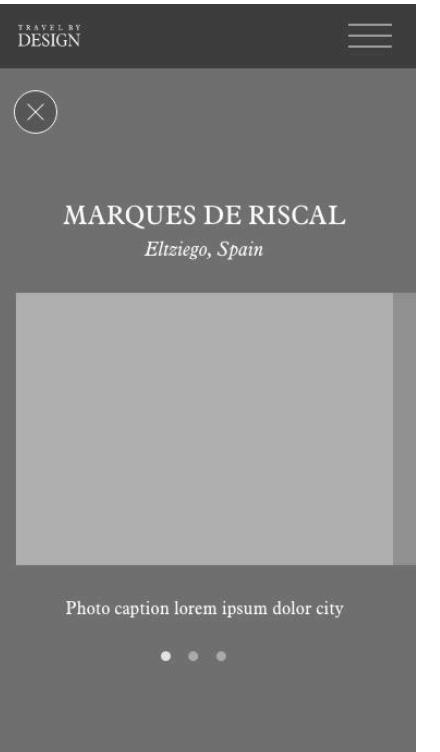
A LOOK AT THE PAST - INTERACTIVE TIMELINE V2



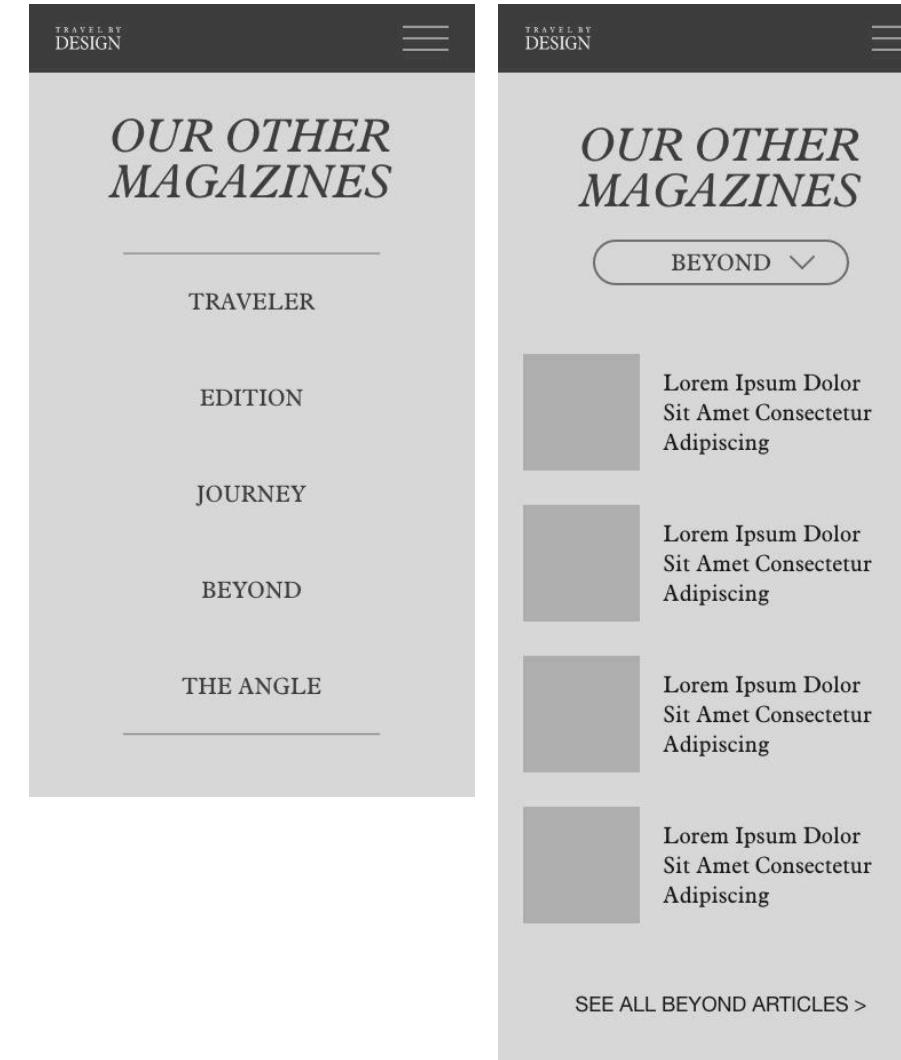
A LOOK AT THE PAST: DETAILS MODAL



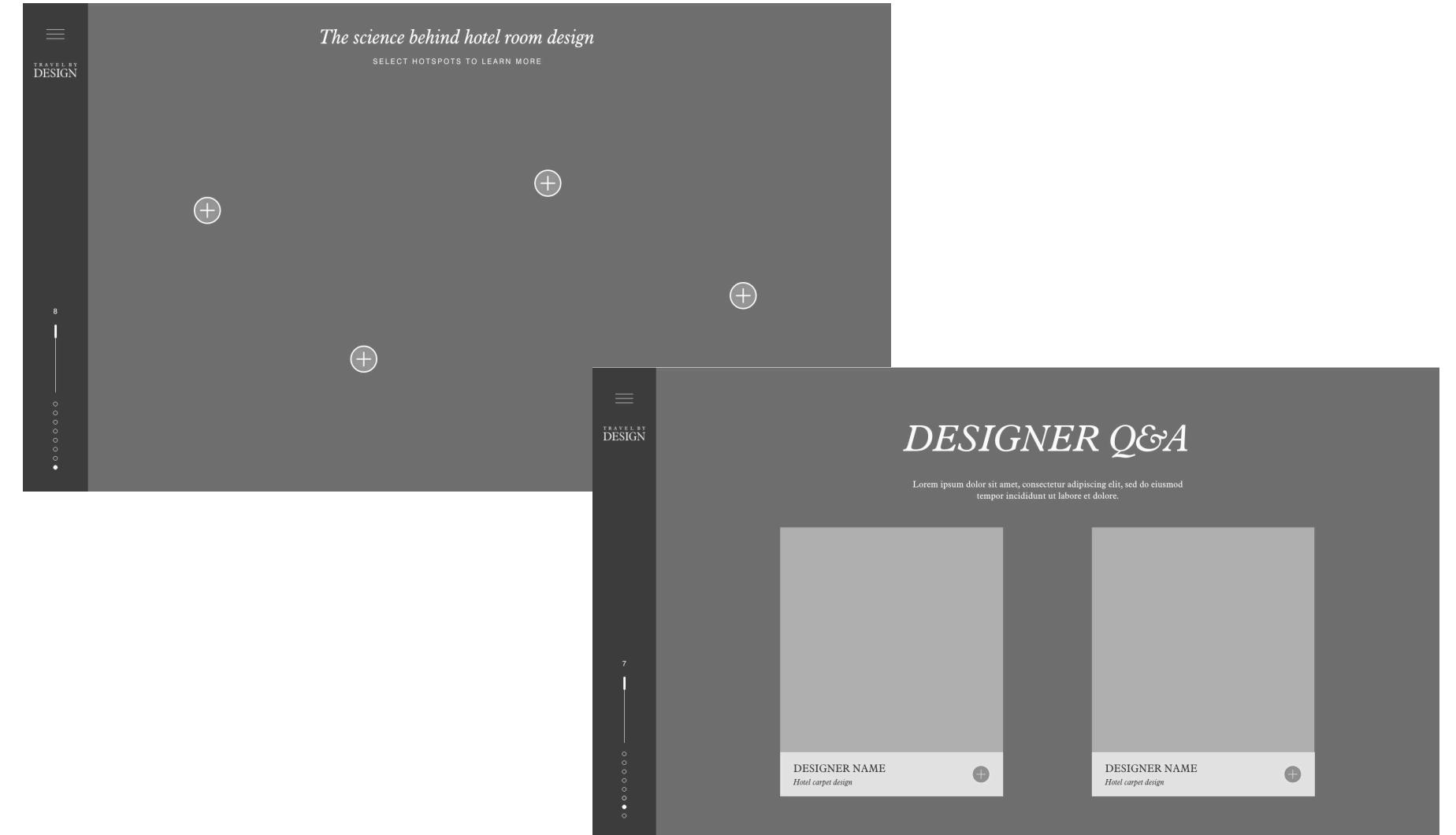
IMMERSIVE CAROUSEL



NAVIGATION TO OTHER EDITORIAL BRAND SITES



INTERACTIVE FEATURES



Initial Launch

The screenshots illustrate the initial launch of the Marriott Bonvoy TRAVELER platform, featuring a variety of content sections:

- Travel by Design:** A large banner with a green, mossy landscape background. The text "TRAVEL BY DESIGN" is prominently displayed, with a subtext "Uncover the stories behind the world's most extraordinary hotels".
- Experience Transformative Design:** A section with the subtext "Explore the hotels that are infusing creative genius and unrivaled style into every inch of the travel experience". It includes three numbered cards: 01 (Reflections on Eternity: W Rome), 02 (Perfectly Situated Soaking Tubs), and 03 (Designing with Nature).
- Films:** A section titled "DESIGNING WITH NATURE" featuring a woman sitting on a large, curved wooden table. Below it is a "Films" section with a thumbnail of a woman in a garden.
- Trend Watch:** A section titled "DESIGNING WITH NATURE" with a subtext "As travelers seek connection with the natural world, hotels are embracing biophilic design and creating an experience that seamlessly integrates into the natural landscape". It includes cards for "The Art of Garden Design" and "Decorating on the Land: W Punta de Mita".
- Designer Inspiration:** A section featuring a woman sitting on a large wooden table, with a quote from 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." It also includes a "Read More" button for Mercedes Salazar.
- Podcasts:** A section titled "ART DECO" featuring a photo of a hotel lobby and a quote from 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." It also includes a "Read More" button for Mercedes Salazar.
- Plan a Stay:** A section titled "PLAN A STAY" featuring an aerial view of a resort in the Maldives and a photo of a villa.

User Testing & Refinement

EARLY VISUAL MOCKS

Marriott Bonvoy TRAVELER

PLACES COUPLES + FAMILY CULTURE + STYLE EAT + DRINK HEALTH + FITNESS TIPS + TRENDS

TRAVEL BY DESIGN

Discover the stories behind the world's most extraordinary hotels.

FEATURED STORIES

- Ancient Italian Tradition Meets Modern Glamour | W Rome
- Find Your Ideal Hotel Design Style
- Discover Biophilic Design at El Mangroove, Autograph Collection
- Find Your Hotel's Bliss in These 12 Hotel Libraries

DESIGN 101

Discover the most influential design styles, and where to find them, in hotels around the world.

Mid-Century Modern

Suite at The Chronicle, a Member of Design Hotels™

DESIGN INSPIRATION

Mountain Views • Plunge Pools • Soaking Tubs • Hotel Suites • Palatial Hotels • Heritage Hotels

WATCH THE FILM SERIES

Travel by Design: Uncover the Stories Behind the Design

Episodes List

EPISODE 1 Ancient Italian Tradition Meets Modern Glamour | W Rome

EPISODE 2 A Story Well Told | The Ben, Autograph Collection

EPISODE 3 Making an Impossible Dream Come to Life | Hotel Marquis de Riscal, A Luxury Collection Hotel

EPISODE 4 The Nature of Dreams | W Punta de Mita

ALTERNATIVE COMPONENT IDEAS

TRAVEL BY DESIGN

Discover the stories behind the world's most extraordinary hotels.

DESIGN 101

Explore the interactive Guide.

Mid-Century Modern

DESIGN INSPIRATION

Plunge Pools • Mountain Views • Soaking Tubs • Hotel Suites • Adaptive Reuse • Palatial Hotels

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COMPONENT ADJUSTMENTS BASED ON FEEDBACK

DESIGN INSPIRATION

TK Learn about the most influential design styles, and where to find them, in hotels around the world.

PHOTO STORY

Mountain Views • Plunge Pools • Soaking Tubs • Hotel Suites • Palatial Hotels • Heritage Hotels

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ALTERNATIVE IDEAS TO SUPPORT NEW CONTENT RELEASES

Travel by Design | FILM SERIES

Step inside the minds of the creative visionaries behind the world's most innovative hotels and be inspired to Travel by Design.

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