

## MAR-1107 Ambassador Announcement

### **Achieved Ambassador IN 2022 or BEFORE 2022 Transactional**

**SL:** An Important Update to Your Ambassador Benefits

**PH:** We are excited to share an upcoming enhancement starting mid-2023

**Headline:** An Elevated Ambassador Elite Experience Is Coming

**Copy:** [Fname, thank][Thank] you for your dedication as an Ambassador Elite member—and for your commitment to staying with us during times of tremendous change.

We know travel has changed, and we [recognize][recognise] that your reasons for travel may have changed, too. Whether you're making up for missed opportunities to connect with loved ones, [maximizing][maximising] the opportunities to work from anywhere, or turning business trips into weekend getaways, a thoughtful, [personalized][personalised] experience for each type of trip matters more than ever.

Thanks to your feedback, we are excited to share an update in our evolution of the Marriott Bonvoy® Ambassador [Program][Programme] to better serve you no matter where your travels take you.

**Starting in mid-2023**, personal Ambassadors will once again be assigned and available to help service your travel needs and preferences.

- Your personal Ambassador will work with you, **starting in mid-2023**, to learn your preferences and will work across our portfolio of 8,000+ properties and on-site amenities to tailor your travel experiences accordingly.
- In addition to your personal Ambassador, our round-the-clock Ambassador Service support team will continue to be available to assist you anytime, anywhere.
- To **ensure** we can continue to provide the highest quality of personal service to our most engaged and loyal members, we will be elevating the Ambassador Elite qualifying achievement criteria. **[Starting January 1, 2023][Starting 1 January 2023]**, members will need to earn 100 or more Elite Night Credits and meet the new \$23K USD qualifying spend each calendar year to maintain their Ambassador Elite status.

Congratulations on achieving Ambassador Elite status this year! You will enjoy Ambassador Elite benefits through February 2024. **Your personal Ambassador will reach out to you in mid-2023.** Until then you will continue to receive support through the current Ambassador Service. Make sure to keep your profile up to date with our expanded preferences in your Account so your personal Ambassador will have the proper details to give you the most [personalized][personalised] service when they reach out.

**CTA:** LEARN MORE

**URL:** <https://help.marriott.com/s/article/Article-34300>

### **Achieved Ambassador IN 2022 or BEFORE 2022**

**SL:** An Important Update to Your Ambassador Benefits

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Thanks to your feedback, we are excited to share an update in our evolution of the Marriott Bonvoy® Ambassador [Program][Programme] to better serve you no matter where your travels take you.

**Starting in mid-2023**, personal Ambassadors will once again be assigned and available to help service your travel needs and preferences.

**Headline:** What's to Come

**Headline:** One-to-One Connection

**Copy:** Your personal Ambassador will work with you, **starting in mid-2023**, to learn your preferences and will work across our portfolio of 8,000+ properties and on-site amenities to tailor your travel experiences accordingly.

**Headline:** 24/7 Assistance

**Copy:** In addition to your personal Ambassador, our round-the-clock Ambassador Service support team will continue to be available to assist you anytime, anywhere.

**Headline:** More Exclusivity

**Copy:** To **ensure** we can continue to provide the highest quality of personal service to our most engaged and loyal members, we will be elevating the Ambassador Elite qualifying achievement criteria. **[Starting January 1, 2023][Starting 1 January 2023]**, members will need to earn 100 or more Elite Night Credits and meet the new \$23K USD qualifying spend each calendar year to maintain their Ambassador Elite status.

Congratulations on achieving Ambassador Elite status this year! You will enjoy Ambassador Elite benefits through February 2024. **Your personal Ambassador will reach out to you in mid-2023.** Until then you will continue to receive support through the current Ambassador Service. Make sure to keep your profile up to date with our expanded preferences in your Account so your personal Ambassador will have the proper details to give you the most [personalized][personalised] service when they reach out. We look forward to welcoming you at one of our hotels soon.

**CTA:** LEARN MORE

**URL:** <https://help.marriott.com/s/article/Article-34300>

Page Break

**VERSION 2: Enjoyment Ambassadors in 2022, Not Yet Achieved for 2023**

**SL:** An Important Update to Your Ambassador Benefits

**PH:** We are excited to share an upcoming enhancement starting mid-2023

**Headline:** Announcing an Elevated Ambassador Experience

**ALT:** An Ambassador Benefit Is Getting an Update

Change Is Coming / Thanks to You

**Copy:** [Fname, thank][Thank] you for your dedication as an Ambassador Elite member—and for your commitment to staying with us during times of tremendous change.

We know travel has changed, and we [recognize][recognise] that your reasons for travel may have changed too. Whether you're making up for missed opportunities to connect with loved ones, [maximizing][maximising] the opportunities to work from anywhere, or turning business trips into weekend getaways, a thoughtful, [personalized][personalised] experience for each type of trip matters more than ever.

Thanks to your feedback, we are excited to share an update in our evolution of the Marriott Bonvoy® Ambassador [Program][Programme] to better serve you no matter where your travels take you.

**Starting in mid-2023**, personal Ambassadors will once again be assigned and available to help service your travel needs and preferences.

## **Why Wait Module [Ambassador Elite Members Only]**

**Headline:** Why Wait?

**Copy:** You're [XX] nights and [\$XX] qualifying spend away from enjoying Ambassador status through February 2024. In order to lock in your Ambassador Elite benefits before the [program][programme] is updated—including access to your personal Ambassador in mid-2023—you must meet the criteria by the end of this year. Those that don't meet the Ambassador Elite criteria again will enjoy Titanium Elite benefits starting February 2023. Meanwhile, keep your profile up to date with our expanded preferences in your Account to make sure your personal Ambassador will have the proper details to give you the most personalized service.

**Section Headline:** 2023 Ambassador [Program][Programme] Updates

**Headline:** One-to-One Connection

**Copy:** A personal Ambassador will work with you, **starting in mid-2023**, to learn your preferences and will work across our portfolio of 8,000+ properties and on-site amenities to tailor your travel experiences accordingly.

**Headline:** 24/7 Assistance

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**CTA:** LEARN MORE

**URL:** <https://help.marriott.com/s/article/Article-34300>

## **VERSION 3: Active Titanium Elites in 2022**

**SL:** An Important Ambassador Benefit Update

**PH:** We are excited to share an upcoming enhancement starting mid-2023

**Headline:** Announcing an Elevated Ambassador Experience

**Copy:** [Fname, thank][Thank] you for your dedication as a Titanium Elite member—and for your commitment to staying with us during times of tremendous change.

We know travel has changed, and we [recognize][recognise] that your reasons for travel may have changed too. Whether you're making up for missed opportunities to connect with loved ones, [maximizing][maximising] the opportunities to work from anywhere, or turning business trips into weekend getaways, a thoughtful, [personalized][personalised] experience for each type of trip matters more than ever.

As you continue your journeys with Marriott Bonvoy and are on your way toward achieving Ambassador Elite status, we wanted to share an update in our evolution of the Marriott Bonvoy® Ambassador [Program][Programme] to better serve you no matter where your travels take you.

**Starting in mid-2023**, personal Ambassadors will once again be assigned and available to Ambassador Elite members to help service all their travel needs and preferences.

#### **Section Headline:** What Can Ambassador Elites Expect?

##### **Headline:** One-to-One Connection

**Copy:** A personal Ambassador will work with you, **starting in mid-2023**, to learn your preferences and will work across our portfolio of 8,000+ properties and on-site amenities to tailor your travel experiences accordingly.

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##### **Headline:** Why Wait?

**Copy:** You're [XX] nights and [\$XX] qualifying spend away from reaching Ambassador Elite status. In order to lock in your Ambassador Elite benefits before the [program][programme] is updated—including access to your personal Ambassador in mid-2023—you must meet the criteria by the end of this year.

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## **FACEBOOK INSIDER**

**Eyebrow:** Program Announcement

**Headline:** Ambassador Program Updates

**Subhead:** An Elevated Ambassador Elite Experience Awaits

**Copy:** Hey, Insiders!

We know travel has changed, and we recognize that your reasons for travel may have changed too. **A thoughtful, personalized experience matters more than ever.** Thanks to member feedback, we are excited to share an update in our evolution of the Marriott Bonvoy® Ambassador Program to **better serve our Ambassador Elite members.**

**Starting in mid-2023**, Ambassador Elite members will once again be assigned a personal Ambassador to help service all their travel needs. Here's what to expect:

- **Personal Ambassadors will work to learn individual preferences and tailor travel experiences accordingly.** Pro Tip: Having an up-to-date profile will give personal Ambassadors the proper details to provide the most personalized service.
- In addition to personal Ambassadors, **our Ambassador Service support team** will continue to be available for assistance anytime, anywhere.

To ensure we can continue to provide the highest quality of personal service to our most engaged and loyal members, we will be elevating the Ambassador Elite qualifying achievement criteria. **Starting January 1, 2023**, members will need to earn 100 or more Elite Night Credits and meet the new \$23K USD qualifying spend each calendar year to achieve Ambassador Elite status.

To learn more, please visit <https://help.marriott.com/s/article/Article-34300>.

## **FLYERTALK**

**Headline:** An Elevated Ambassador Elite Experience Awaits

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criteria. **Starting January 1, 2023**, members will need to earn 100 or more Elite Night Credits and meet the new \$23K USD qualifying spend each calendar year to achieve Ambassador Elite status.

To learn more, please visit <https://help.marriott.com/s/article/Article-34300>.

**Image Headline:** Announcing Ambassador Program Updates