

# Marriott Digital Services partners with Avvio to deliver online excellence

Marriott Digital Services (MDS), Marriott International's comprehensive in-house digital services solution for hotels, has partnered with leading hotel technology provider – and close partner to HSMAI Region Europe for three years – Avvio, to deliver online excellence for its partner hotel clients.

Avvio is now providing outsourced partner services for the MDS team to support the world's largest hospitality company in its quest to provide hotel partners with a digital experience unmatched by any other organisation of its size.

As digitalisation advances and travelers increasingly expect enhanced and dynamic online interactions with hotels, Avvio and Marriott Digital Services are working together to continue exceeding these expectations.

"We're absolutely delighted to be working with the largest hotel group in the world on such an amazing project. Both Marriott Digital Services and Avvio are forward-thinking and innovative companies that put the guest at the centre of everything, and deliver exceptional online experiences that produce results. As technology advances so do our possibilities and together, I think Avvio and MDS can provide guests with unmatched digital excellence," says Rich Tuckwell, Global VP at Avvio.

## More about Marriott Digital Services

*Marriott Digital Services (MDS) is Marriott International's comprehensive in-house digital services solution for hotels. Originally founded in 2008 under the name Emerge, the programme was an industry first: an in-house, cost-recoverable service providing website management, linked*

*collaboratively managed and sourced search engine optimisation exclusively for Marriott International's hotel partner websites.*

## **More about Avvio**

*Avvio is the premium booking platform and digital agency for hotels and serviced apartment providers. Founded in 2002, Avvio has grown year-on-year by developing cutting-edge technologies that enable accommodation providers to drive outstanding growth in direct bookings, while reducing their dependence on online travel agency channels. A leader in the marketplace, Avvio is the only booking platform provider to offer new partners a guarantee that they will grow their direct bookings by at least 25% within 12 months when they switch to using the Avvio booking engine and supporting services.*

*To find more about switching your booking platform to Avvio, contact Rich Tuckwell at [rich@avvio.com](mailto:rich@avvio.com).*

**Photo:** *Marriot signs deal with Avvio. Photomontage: The HSMAI newsdesk.*