

GDS Chain Code Changes

Important Message for our Travel Partners

Overview

The acquisition of Starwood Hotels and Resorts Worldwide (SPG) continues to give our company a unique opportunity to grow, innovate, and deliver a better guest experience than ever before. Below is an update of the work ahead of us in 2018 to integrate our portfolio of 30 brands within GDS platforms.

August 30, GDS Master Chain Code change

On **August 30**, all former-Starwood (SPG) brands will move from the GDS Master Chain Code “SW” to the Marriott Master Chain Code “EM.” At this point, all brands in the Marriott Portfolio, with the exception of Bulgari Hotels & Resorts, will be searchable under the “EM” Master Chain Code in the GDS. We recommend that you plan to begin using the EM Chain Code for all relevant hotel searches at that time, and that you make the appropriate changes within your internal reporting platforms.

September – New Four Points Chain Code (FP)

The current individual SPG Chain Codes will remain unchanged and will be searchable and bookable as they are today, with the exception of Four Points hotels. Four Points does not currently have a unique GDS Chain Code, but starting in September we will introduce the new “FP” chain code for all Four Points properties in the GDS. Four Points will continue to be accessible under the current Sheraton Hotels Chain Code (SI) until that time. It is important to also note there will be **no** change to GDS Property ID numbers for all brands including Four Points. We will share specific dates and further details with you no later than September 4.

Please note that we are sharing this information with our mutual corporate customers as well as Corporate Booking Tool providers.

We are committed to keeping you informed as we make progress along this path. We appreciate and value your partnership as we work to harmonize our platforms and programs to better serve our mutual customers. Additional details and timely updates about these and other programs and platforms will be communicated as more information is available and will be posted on travelagents.marriott.com. If you have questions in the meantime, please contact your Marriott International Global Account Executive.

Thank you for your continued partnership,

Tammy Routh
Senior Vice President, Global Sales

Drew Pinto
Senior Vice President, Distribution