



Owner & Franchise Services of Canada Canadian Franchise Support and Resources Webinar

Q&A

Q: I understand that Marriott's Franchise Account Management strategy involves working with the management company, not directly with the hotel. Can the hotel contact their Account Executive for support?

A: Hotels can certainly reach out to the Account Executive or use the various sites (e.g., QA.marriott.com) if needed. While our approach is to manage all questions/issues through the management company, we want to be available to help with any issues you may have.

Q: Does "no changes near term on systems" mean for 2017 but possible changes in 2018? Will we get details with a budget package in the summer so we can plan?

A: We are working through the changes and will communicate as soon as we know what the plan and implementation timelines are. Budget instructions for 2018 will certainly reflect any changes we anticipate in 2018.

Q: What is the waiver policy at Marriott vs. Starwood for the BSA?

A: There is no waiver process for the BSA.

Q: Should Sheraton Hotels start changing to the new uniform rollout or are there more changes coming?

A: Yes, the uniform program is current and should be implemented for Sheraton Hotels. Also, for operational questions, we recommend you email ask.ops@marriott.com as they will be the best resource to address.

Q: Will there be any awards for top performing former Starwood-branded hotels in 2016?

A: Yes.

Q: Where can I access the specific accountability thresholds?

A: In this presentation and on [The Platform](#).

Q: Are the GM conferences for MSB or FS considered mandatory?

A: Yes.

Q: What is the plan for the LRA or QA for 2017? When can we expect the audits?

A: All audits will be unannounced. SW Legacy Hotel Brand Standard Audits will take place in Q3 and Q4.

Q: How do I activate access to the Medallia mobile app?

A: EIDs/Bridge logins are not used to access the Medallia App. It requires a code provided by the QA team. Hotels can find details to access their mobile info on the guestVoice site (accessible via the E-tools menu on the Bridge for former Starwood-branded hotels).

Q: Are the new marketing standards for virtual property tours in conference space mandatory in June?

A: For Sheraton Hotels with 10,000 sq. ft. or more of function space (as noted in the [Sheraton Global Brand Standards](#)), all meeting rooms must have at least one empty virtual tour per meeting room.