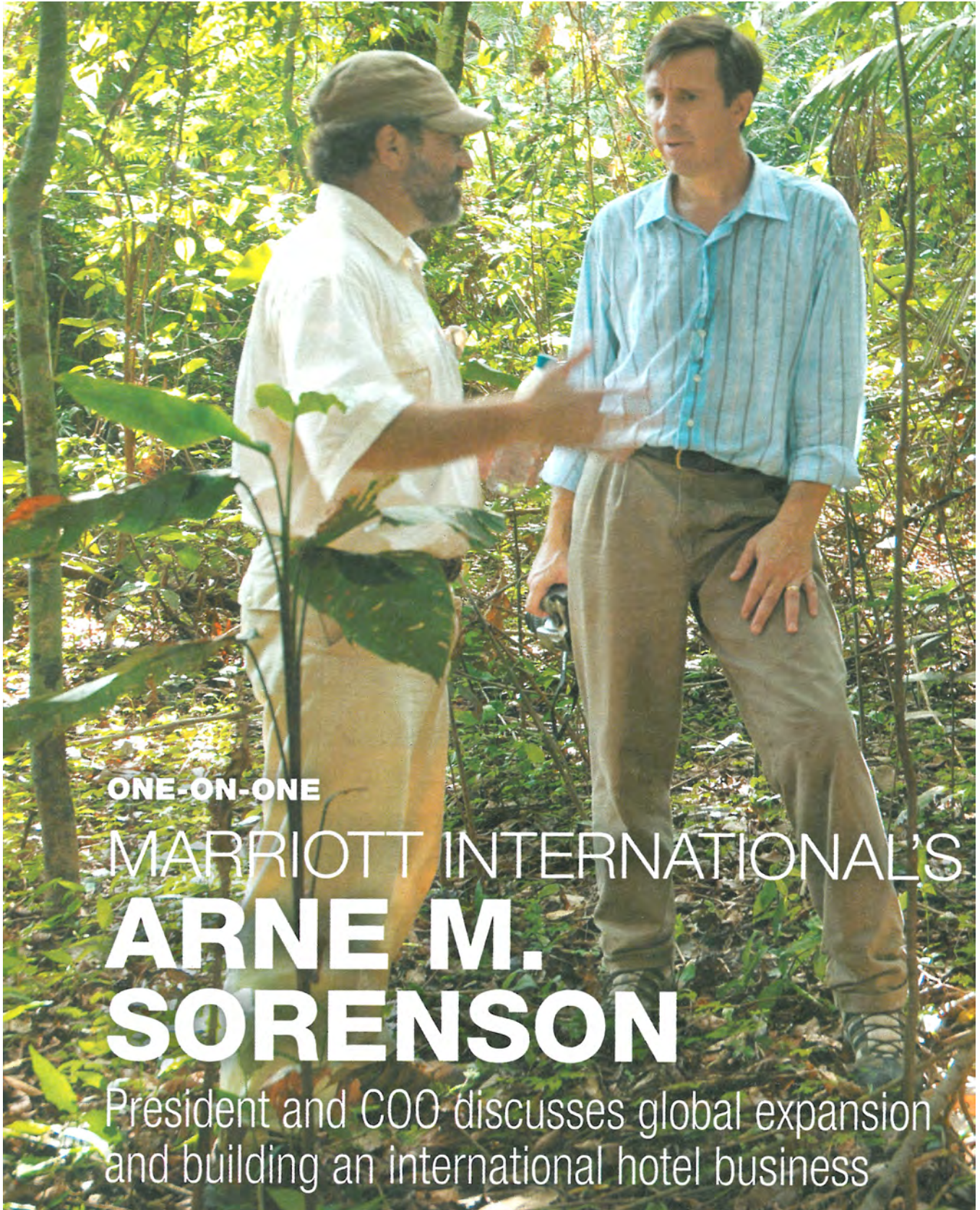


HotelManagement



ONE-ON-ONE

MARRIOTT INTERNATIONAL'S
**ARNE M.
SORENSEN**

President and COO discusses global expansion
and building an international hotel business

the / **zimmerman** / agency

(continued)

Marriott leader

When asked if there is opportunity for Marriott to brand some of the iconic family-owned hotels throughout Europe, Sorenson said that's where the Autograph Collection comes in. That moniker, launched in early 2010 with seven U.S. hotels, is for unique properties that want to make use of Marriott's distribution and rewards system while giving Marriott a presence in cities that have high capital entry costs. Members, for example, include hotels in the eclectic Kessler Collection, the Cosmopolitan in Las Vegas, The Algonquin in New York and four hotels in Spain that came via AC Hotels. It's expected there will be 30 to 40 Autograph hotels opened by year's end throughout the U.S. and Europe.

