

Delivering Exceptional Experiences

An Interview with Louise Bang, Regional Vice President, Sales and Distribution, Caribbean and Latin America, Marriott International, Inc.

EDITORS' NOTE *With more than 20 years of hospitality industry experience encompassing global sales and on-property leadership experience, Louise Bang has gained her expertise working for the world's leading hotel groups, including Marriott International, The Ritz-Carlton Hotel Company, and Hilton International. She has vast international experience with a global approach to business, given her unique, in-depth understanding of various cultures and the hospitality industry derived from years of experience working with more than 20 countries. Bang is also tri-lingual in English, Spanish, and Danish, with understanding of Swedish, Norwegian, French, and some knowledge of Arabic. She earned a BS degree with first class honors in hotel and catering management from the University of Surrey and an Executive MBA from Cass Business School.*



Louise Bang

the beliefs that are most important to us stay the same – putting people first, pursuing excellence, embracing change, acting with integrity, and serving our world. Being part of Marriott means being part of a proud history and thriving culture. Our culture and values are more than guidelines – they are the brand's identity in how we deliver exceptional experiences to our guests and create a positive impact in the travel industry. I'm blessed to be surrounded by amazing, hardworking people, and its impact is most evident

in the words I often hear from both current and past colleagues – the joy of working alongside people who strive to do the best every day.

Will you highlight Marriott's business in the Caribbean and Latin America?

Marriott International is the largest international hotel chain in the Caribbean and Latin America region, with a diverse portfolio of hotels and resorts with options that cater to every traveler's needs and preferences. Our hotels and resorts range from luxury and full-service brands to select-service, extended-stay, and all-inclusive options, offering a wide range of travel experiences for guests. Associates are committed to providing exceptional hospitality experiences that showcase the

unique charm and beauty of each destination, where our guests can take the opportunity to learn, grow, and discover the richness of the region and themselves.

What are your views on the state of the meeting and event business in the Caribbean and Latin America markets?

Whether it's incentives, a social group, destination meetings, or business events, visitors can experience and embrace both the environment and culture of a specific locale while achieving important goals, and the Caribbean and Latin America markets continue to be top travel destinations for both business and leisure as they offer unrivaled opportunities for groups, meetings, incentives, events, and conferences. The region offers a blend of natural beauty, rich cultural heritage, and vibrant communities, making it an attractive choice for hosting memorable events. As a global nomad and future thinker, I see tremendous opportunities for growth and innovation in this industry in this market. By leveraging the unique offerings and resources available in these destinations, we can create exceptional meeting and event experiences that leave a lasting impact on attendees. For example, for groups looking for a grand event, Peru's luxury hotel options include JW Marriott hotels in Lima and Cusco, as well as Palacio del

COMPANY BRIEF *Marriott International, Inc. (marriott.com) is based in Bethesda, Maryland, and encompasses a portfolio of nearly 8600 properties under 31 leading brands spanning 139 countries. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company offers Marriott Bonvoy®, its highly awarded travel program.*

Will you provide an overview of your role and areas of focus?

As the regional vice president of sales and distribution for Marriott International's Caribbean and Latin America region, my role focuses on developing talent and supporting the rapid expansion as the company grows its footprint in the Caribbean and Latin America. I lead the overall sales and distribution strategy for Marriott International's Caribbean and Latin American hotels and am an eternal cheerleader of travel, inspiring teams and colleagues to exceed expectations and help grow the demand for travel to the region. Additionally, I take the time to envision opportunities that lie further ahead and break down the vision into approachable steps for our team to be successful.

How do you describe Marriott International's culture and values?

Our core values at Marriott International make us who we are. As we change and grow,



JW Marriott Cusco



JW Marriott Lima

“Being part of Marriott means being part of a proud history and thriving culture.”

Inka and Tambo del Inka, Luxury Collection hotels. These properties supply multiple conference rooms as well as outdoor activities suitable for team-building exercises or incentive travel. For pleasure travelers, options of city hotels like The Ritz-Carlton, Mexico City, and W Mexico City are conveniently located just steps away from the city’s chicest shopping, allowing seasoned travelers to work and travel at the same time with local museums and attractions within its hotel’s walking distance.

How does Marriott work with its clients to develop memorable meetings and events that create opportunities for emotional and genuine connections to be made?

At Marriott, we recognize the importance of transforming meetings into memories that foster emotional and genuine connections. We work closely with our clients to understand their objectives, preferences, and desired outcomes. Our dedicated event planning teams collaborate with clients to design customized experiences that incorporate local culture, personalized touches, and innovative elements. We leverage our expertise, industry knowledge, and the unique assets of each destination to create immersive experiences that go beyond traditional gatherings. By focusing on the details and understanding the impact of our offerings, we aim to deliver exceptional events that leave a lasting impression on attendees.

Do you feel there are strong opportunities for women in leadership positions in the industry?

The hospitality industry presents tremendous opportunities for women to thrive in leadership positions. At Marriott International, we are committed to gender equality and empowering women to assume leadership roles. We strongly believe in celebrating the unique perspectives that a

diverse workforce and leadership team bring, fostering meaningful connections between our associates, leaders, and guests. Marriott International is committed to gender equality and empowering women to take on leadership roles. We actively promote and support the development of women in various career paths, providing mentorship, training, and networking opportunities. By creating an inclusive environment that values diversity, we can continue to cultivate strong female leaders who contribute to the industry’s success.

What has made the hospitality industry so special to you?

The hospitality industry is special to me for several reasons. I consider myself a global citizen and have lived in Europe, the Middle East, and

the United States. Additionally, I grew up in a very international environment in the south of Spain, where tourism was the primary income source for many. I wanted to make the world my home and got inspired by tourism, an industry that would allow me to be a global citizen and live anywhere in the world. By combining my passion for travel and exploration with my love for creating exceptional experiences for guests, I love what I do – I connect with people from diverse backgrounds and cultures, I nurture the development and growth of my team members, and I witness their achievements and help others make memorable lasting impressions. I also have the opportunity to immerse myself in different destinations, experiencing culture, history, and gastronomy, which I find truly enriching. ●



The Ritz-Carlton, Mexico City