

CASE STUDY



ANYONE, ANYWHERE, ANYTIME

Marriott International

THE COMPANY

The Indian operations of the Marriott International hotel chain currently have 21 properties across 12 cities encompassing 5 different brands. By the end of 2014 this is expected to expand to 30 properties and a total of 5,524 rooms.

THE CHALLENGE

By nature the Marriot organisation is diverse in terms of geography and job profiles. As such management sought to implement an activity through which it could connect its employees irrespective of age, gender, location, designation, physical ability and fitness levels.

WHY STEPATHLON?

Stepathlon provided a simple plug and play solution through which Management could implement one common, comprehensive platform enabling the active participation of its employees across 20 hotels in 12 Indian cities.

“Stepathlon is a proactive way to assist our resources in leading a Healthier Lifestyle”

“It allows more and more people to become a lot more aware as to what they need to do to become healthier”

Rajeev Menon, Area Vice President, South Asia, Marriott International

THE OUTCOME

Amongst the employee group, Stepathlon did indeed cater to “Anyone, Anywhere, Anytime.” Participants ranged from Senior Management, Front Office, Reception, Sales, Marketing, F&B, Rooms, Kitchen, Security, Operations and Engineering. There was a sense of camaraderie and healthy competition not only within a particular Hotel, but also across properties as well.



“To The Marriott India Stepathlon Teams. It is great to be at the starting line. We have teams from every Marriott Hotel in India and the Area Office. The competition will be hot I am sure!! Modak's Maniacs are determined to take out the prize so CATCH US IF YOU CAN. Happy Walking”

Pavithran Nambiar, General Manager JW Marriott Mumbai

FACTS AND FIGURES

- **36.84%** of Marriott Stepathletes **increased their fitness level**
- **30.7%** of Marriott Stepathletes **experienced increased engagement at their workplace**
- **26.32%** of Marriott Stepathletes were **more productive at work**
- **28.07%** of Marriott Stepathletes **improved their teamwork within their work group/company** in the 100 Days of Stepathlon
- **24.56%** of Marriott Stepathletes **took less sick days**
- **29.82%** of Marriott Stepathletes experienced **lower levels of stress**
- **35.09%** of Marriott Stepathletes reported **increased energy levels**



*Source – IMRB One – Stepathlon 2013 Pre and Post Event Survey