

"Self check-in will be available via mobile devices, in an atmosphere designed for "savvy travellers who thrive on self-service and embrace new technology."





## HOTELS

## **IKEA Partnered with Marriott** to create Moxy

"Designed to capture the rapidly emerging millennial traveler, the new brand combines contemporary stylish design, approachable service and, most importantly, an affordable price".







Source: <a href="http://business.time.com/2013/03/08/marriott-ikea-launch-a-hotel-brand-for-millennials-what-does-that-even-mean/#ixzz2PDuPoUdP">http://business.time.com/2013/03/08/marriott-ikea-launch-a-hotel-brand-for-millennials-what-does-that-even-mean/#ixzz2PDuPoUdP</a>