

JW Marriott launches “Family by JW” Program in Asia-Pacific

JW Marriott, part of Marriott International recently announced the launch of the Family by JW program in the Asia-Pacific region. Inspired by the legacy of JW Marriott founders, J. Willard and Alice Marriott, Family by JW is a global initiative for children 5 -12 years old. Through vibrant partnerships and non-profit collaborations, and with exclusive on-property experiences, Family by JW is an innovative program designed for multi-generational families traveling together, whether they are exploring a bustling city or seeking relaxation on a tranquil beach.

Families traveling on vacations appreciate the combination of convenience, balance, discoveries and delightful experiences. Family by JW addresses these needs with a variety of meaningful and unforgettable experiences that will benefit all the family, long after vacation ends. Each of the almost 83 JW Marriott hotels and resorts around the world offers authentic opportunities for families to spend quality time together through engaging programming, brought to life by the brand’s three core pillars: Be Mindful and Present, Come Together, and Nourish the Soul.

Family by JW has been created specifically to cater to families traveling together, adding an extra dimension of fun and enriching experiences during their stay. By engaging children and parents through meaningful activities that are interesting and enjoyable for everyone, Family by JW lets every family create their own wonderful holiday memories that will last a lifetime.