

When Marriott and ICC came together

Marriott Bonvoy and the International Cricket Council have entered into a strategic partnership that names Marriott Bonvoy as the ICC's Official Accommodation Partner through 2029. The alliance brings together the global appeal of cricket with Marriott International's award-winning travel platform, offering fans and travellers enhanced access to world-class stays and experiences around the world.

The partnership connects cricket's vast international following with Marriott Bonvoy's portfolio and experiences, giving its 260 million members the opportunity to engage with the sport across continents while showcasing the brand to cricket's passionate global fan base of over two billion people.

Connecting global fandom with travel experiences

Commenting on the collaboration, Peggy Roe, EVP and Chief Customer Officer, Marriott International, said the partnership reflects cricket's growing global momentum and fan engagement. She added that Marriott Bonvoy looks forward to delivering exclusive access and once-in-a-lifetime experiences for members who share a passion for the game.

Coverage across major ICC men's events

The agreement spans all ICC Men's events over the next four years, including the ICC Men's T20 World Cup 2026, the ICC World Test Championship Final 2027, the ICC Men's Cricket World Cup 2027, the ICC Men's T20 World Cup 2028, the ICC World Test Championship Final 2029, and the ICC Champions Trophy 2029.

Hosting fans, teams and travellers worldwide

With a footprint of more than 450 hotels across host markets, Marriott is well positioned to accommodate teams, fans and travelling members attending ICC events. Fans purchasing official travel packages through ICC Travel and Tours will be able to stay across Marriott Bonvoy's global portfolio of brands.

Designing premium fan experiences

As one of the world's most-watched sports, cricket offers a powerful platform for fan engagement. Through this partnership, Marriott Bonvoy and the ICC will collaborate to create premium hospitality offerings at select venues, curate bespoke cricket-related content, roll out local activations and design immersive experiences that bring fans closer to the game—both on and off the field.

Leadership perspectives from Marriott International

Rajeev Menon, President, Asia Pacific (excluding China), Marriott International, said the partnership will deepen engagement in key cricket markets including India, Australia, New Zealand and Sri Lanka, while delivering tailored cricket experiences to Marriott Bonvoy's global membership.

Satya Anand, President, Europe, Middle East & Africa, Marriott International, noted that the collaboration transforms a shared passion for cricket into unforgettable journeys, giving members new ways to experience ICC events across destinations.

ICC leadership on enriching fan engagement

ICC Chairman Jay Shah said the partnership reflects a shared ambition to redefine how fans experience cricket, combining the global reach of the sport with Marriott's world-class destinations.

ICC CEO Sanjog Gupta added that while the on-field spectacle remains central, lifestyle, hospitality and travel experiences play a critical role in enhancing fan engagement. He said the ICC looks forward to working with Marriott Bonvoy to create memorable travel and hospitality experiences that elevate the fan journey and turn moments into lifelong memories.