



THE RITZ-CARLTON

# April 2021 Email Review

April 19, 2021

data  
axle

DUBAI, UNITED ARAB EMIRATES

# April 10<sup>TH</sup> Newsletter

THEME: Trey Ratcliffe's 80 Stays


Subject Line:

INSIDE THE RITZ-CARLTON: Journey Around the World


Pre-Header:

Plus, discover family getaways in [Region] that everyone will enjoy





THE RITZ-CARLTON



AROUND THE WORLD IN 80 STAYS


Photographer Trey Ratcliff set out to circumnavigate the globe—stopping at 80 of The Ritz-Carlton hotels and resorts along the way. Follow along on this epic trip as he shares his ten favorite images.

SEE ALL 10

THE RITZ-CARLTON, SAN FRANCISCO

Journey to San Francisco, one of the stops on Trey Ratcliff's 80 Stays Tour, and enjoy sweeping city views of the iconic skyline.

EXPLORE >



FAMILY GETAWAYS ACROSS THE U.S.

Discover hotels designed for families, with experiences that nurture time together and activities that encourage kids to explore.

EXPLORE GETAWAYS






PHOTO BY TREY RATCLIFF, 2015

SAIL FROM ST. LUCIA TO ARUBA

Mornings spent paddleboarding over calm turquoise waters and experiences awaiting you ashore — a Caribbean voyage with The Ritz-Carlton Yacht Collection weaves moments of repose and indulgence into a journey of discovery.

BON VOYAGE



MARITIME-INSPIRED MOMENTS AT THE RITZ-CARLTON, SARASOTA

In maritime tradition, ringing bells anchored a crew's sense of time. Each day at 5 p.m., the tradition is kept alive in the rose garden where eight bells are rung in timed intervals, between nostalgic tales of the sea.

EXPLORE SARASOTA



THE RITZ-CARLTON, SARASOTA

## Performance Summary: April 2021

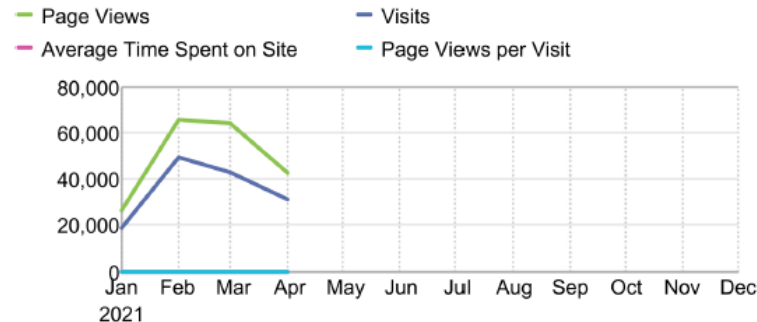
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- 2021 continues to see strong open rates hovering around 30%
- Trey Ratcliff's Journey feature *Around the World in 80 Stays* proved popular with over 35% of the total click traffic
- Bookings declined by 50% MoM – planned to change cookie booking window from 7 to 30 days
- Slightly lower CTOR MoM – contributing factors:
  - The April issue had less content that we have seen in previous months
  - Strong engagement drivers such as the *Near Me* property recommendations and multiple property *Hotel Spotlight* did not feature
- Continue to see strong engagement with Geo targeted content
  - Travel by Interest versioned by region for the first time

# April 2021 Newsletter Performance

<b>29 M</b> Emails Delivered +18.6% (450.0 K)	<b>839.6 K</b> Opens +61.4% (+319.5 K)	<b>0.16%</b> Unsubscribe Rate -0.00 pts.
<b>29.3%</b> Open Rate +7.8 pts.	<b>44.6 K</b> Clicks +39.5% (+12.6K)	<b>Top Content Performers (US)</b> <ol style="list-style-type: none"> <li>80 Stays Around The World</li> <li>Family Getaways Across The U.S.</li> <li>Sail From St. Lucia To Aruba</li> <li>Maritime Inspired Moments At The Ritz-Carlton, Sarasota</li> <li>The Ritz-Carlton, San Francisco</li> </ol>
<b>1.56%</b> CTR +0.2 pts.	<b>5.3%</b> CTR -0.8 pts.	

Page Views and Visits - YTD  
Marriott Global Suite - Journey Only Traffic  
2021



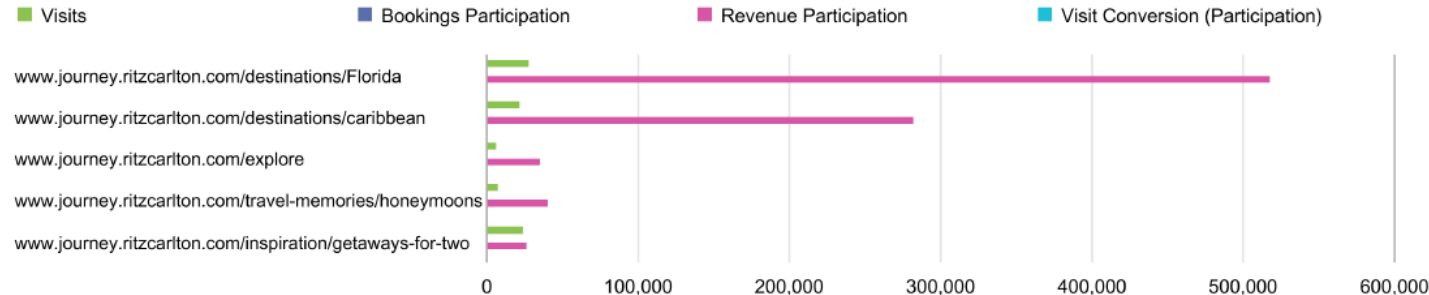
Date	Page Views	Visits	Average Time Spent on Site
Jan 2021	26,156	18,635	1.99
Feb 2021	65,892	49,466	1.39
Mar 2021	64,202	42,857	1.72
Apr 2021	42,684	31,139	2.39
May 2021	0	0	0.00
Jun 2021	0	0	0.00
Jul 2021	0	0	0.00
Aug 2021	0	0	0.00
Sep 2021	0	0	0.00
Oct 2021	0	0	0.00
Nov 2021	0	0	0.00
Dec 2021	0	0	0.00
Total	198,934	142,097	7.49



# Page Traffic

## Bookings Participation - Journey Pages YTD

Marriott Global Suite - Visits touching Ritz Carlton  
2021



Page	Visits	Bookings P...	Revenue Particip...	Visit Conversio...
1. www.journey.ritzcarlton.com/destinations/Florida	27,775	19.5%	0.1%	188
2. www.journey.ritzcarlton.com/destinations/caribbean	21,848	15.4%	0.1%	81
3. www.journey.ritzcarlton.com/explore	6,296	4.4%	0.0%	21
4. www.journey.ritzcarlton.com/travel-memories/honeymoons	7,297	5.1%	0.0%	19
5. www.journey.ritzcarlton.com/inspiration/getaways-for-two	23,996	16.9%	0.0%	17
6. www.journey.ritzcarlton.com/travel-memories/family	7,806	5.5%	0.0%	13
7. www.journey.ritzcarlton.com/destinations/california	1,073	0.8%	0.0%	12
8. www.journey.ritzcarlton.com/travel-memories/Trey-Ratcliff-Top-10-Travel-Photos	17,552	12.4%	0.0%	9
9. www.journey.ritzcarlton.com/travel-memories/kid-friendly-vacation-ideas	4,110	2.9%	0.0%	5
10. www.journey.ritzcarlton.com/food_drink/culinary	527	0.4%	0.0%	5
11. www.journey.ritzcarlton.com/home	2,394	1.7%	0.0%	4
12. www.journey.ritzcarlton.com/explore/secluded-spectacular	1,851	1.3%	0.0%	4
13. www.journey.ritzcarlton.com/travel-memories/perfecting-family-vacation	652	0.5%	0.0%	4
14. www.journey.ritzcarlton.com/inspiration/beauty-of-silence	1,514	1.1%	0.0%	2
15. www.journey.ritzcarlton.com/real-weddings	1,424	1.0%	0.0%	2
16. www.journey.ritzcarlton.com/inspiration	1,371	1.0%	0.0%	2
<b>Total</b>	<b>142,097</b>	<b>1.5%</b>	<b>133,949</b>	<b>\$145...</b>



FAMILY GETAWAYS ACROSS THE U.S.

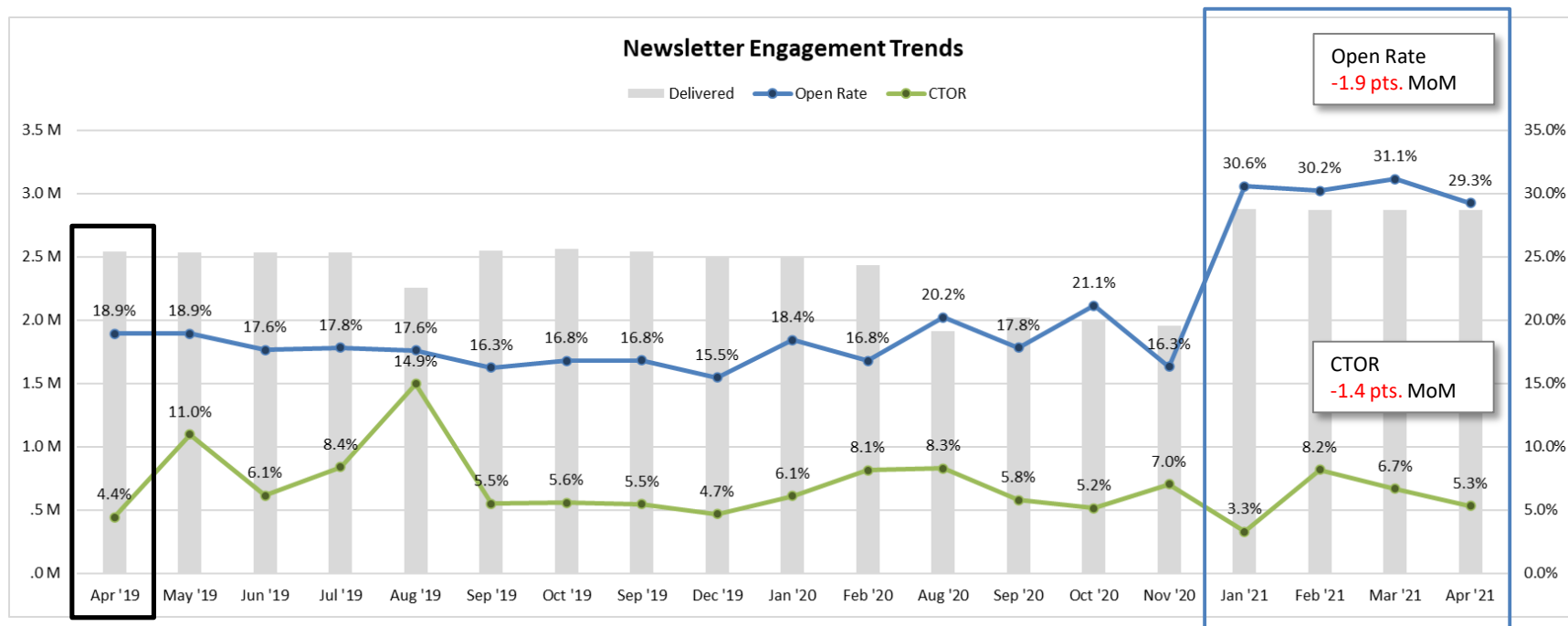
## Travel By Interest Journey



AROUND THE WORLD IN 80 \$TAYS

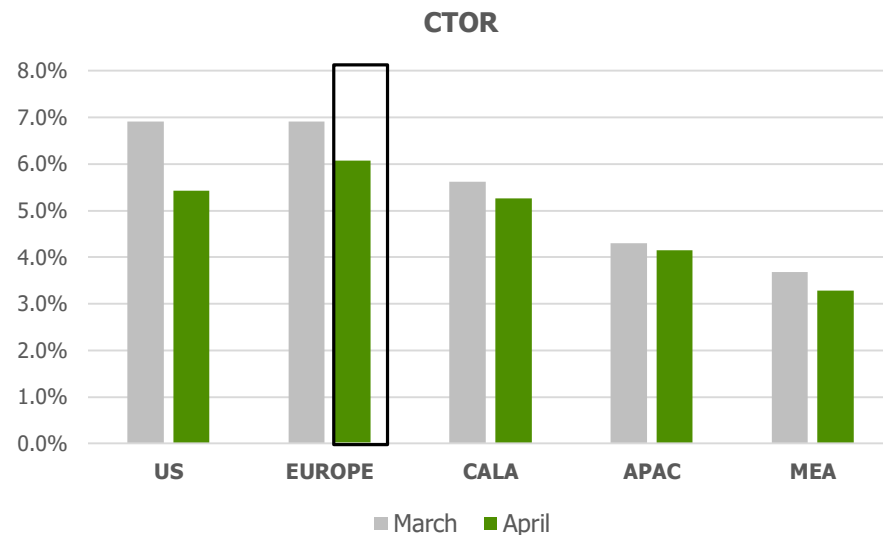
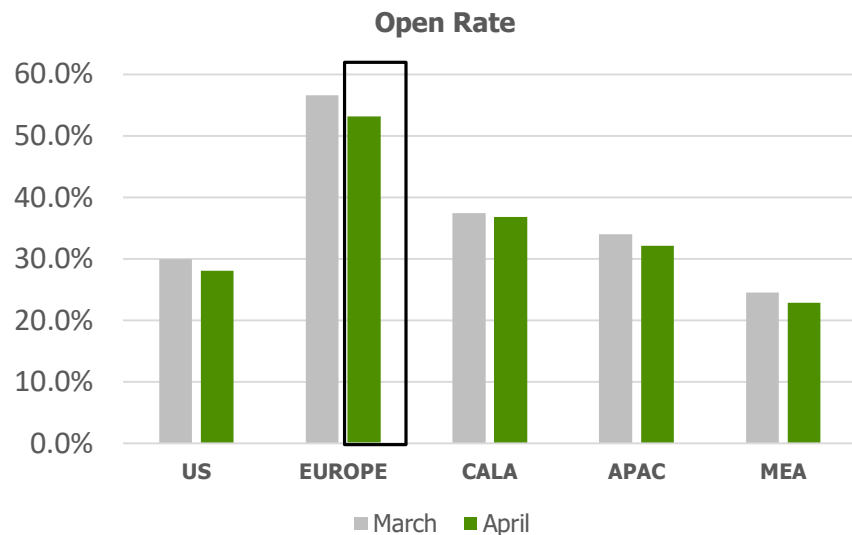
# Open Engagement Continues

CTOR continues to fluctuate - less content may have impacted engagement. Implement new tactics from key learnings. Ongoing optimization with test and learn plan



# Regional Engagement MoM View

Europe is the standout region with a 53% open rate and 6.1% CTOR – overall MoM dip in engagement.



## April Delivered Counts

US	2532.4 K
EUROPE	50.3 K
CALA	13.4 K
APAC	88.7 K
MEA	71.2 K

## Strong Open Rates For All Segments

"Other Guests" continued strong engagement with the highest open rate across all segments.

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Apr.	vs. R12	Apr.	vs. R12	Apr.	vs. R12	Apr.	vs. R12	Apr.	vs. R12	Apr.	vs. R12	Apr.	vs. R12
DELIVERED	2.6 M	+24.0%	76.3 K	-13.1%	67.4 K	-12.4%	67.5 K	-10.8%	52.4 K	-20.9%	29.3 K	-15.2%	2.9 M	+18.6%
OPENS	767.6 K	+73.7%	19.6 K	-5.0%	18.4 K	-6.0%	16.9 K	-6.0%	11.2 K	-17.7%	5.9 K	-6.5%	839.6 K	+61.4%
OPEN%	29.8%	+8.5 pts.	25.7%	+2.2 pts.	27.3%	+1.9 pts.	25.0%	+1.3 pts.	21.4%	+0.8 pts.	20.2%	+1.9 pts.	29.3%	+7.8 pts.
CLICKS	38.6 K	+50.2%	1.6 K	+2.7%	1.7 K	-10.7%	1.5 K	-2.5%	855	-6.5%	361	-7.6%	44.6 K	+39.5%
CTR	1.5%	+0.3 pts.	2.1%	+0.3 pts.	2.5%	+0.1 pts.	2.2%	+0.2 pts.	1.6%	+0.3 pts.	1.2%	+0.1 pts.	1.6%	+0.2 pts.
CTOR	5.0%	-0.8 pts.	8.0%	+0.6 pts.	9.3%	-0.5 pts.	8.8%	+0.3 pts.	7.6%	+0.9 pts.	6.1%	-0.1 pts.	5.3%	-0.8 pts.
UNSUB%	0.17%	-0.00 pts.	0.07%	-0.04 pts.	0.07%	-0.03 pts.	0.07%	-0.03 pts.	0.07%	-0.06 pts.	0.11%	-0.04 pts.	0.16%	-0.00 pts.



# New Audience Segment Performance MoM

Slight engagement declines across the board – will continue to measure performance for this new audience.

April 2021	Luxury Stayers	MoM	HH +\$150K	MoM	Past TRC Openers	MoM	Past LUX Openers	MoM	Amex Brilliant Cardholders	MoM
Delivered	227.1 K	+0.5%	96.7 K	+1.3%	2.1 M	-0.5%	4.0 K	+19.7%	36.3 K	+28.2%
Open	24.3 K	-0.4%	10.6 K	-5.3%	750.9 K	-6.3%	1.1 K	+8.0%	8.1 K	+60.9%
Open Rate	10.7%	-0.1 pts.	11.0%	-0.8 pts.	36.6%	-2.3 pts.	26.4%	-2.9 pts.	22.3%	+4.5 pts.
Click	1.5 K	-10.3%	617	-25.8%	39.7 K	-25.9%	65	-26.1%	511	+22.8%
CTR	0.7%	-0.1 pts.	0.6%	-0.2 pts.	1.9%	-0.7 pts.	1.6%	-1.0 pts.	1.4%	-0.1 pts.
CTOR	6.3%	-0.7 pts.	5.8%	-1.6 pts.	5.3%	-1.4 pts.	6.2%	-2.8 pts.	6.3%	-2.0 pts.
Unsub Rate	0.12%	+0.01 pts.	0.16%	+0.03 pts.	0.17%	-0.01 pts.	0.20%	+0.02 pts.	0.17%	+0.01 pts.

Past luxury brand stayers (last 24 months)

Has HHI \$150K or more

Previous email recipients with an English language preference from November TR-C Newsletter (CK# 5624) - both members and non-members







Past email openers of RC Residences solos, St. Regis Residences solos, Quintessentially solo, RCYC Dec solo

Amex Brilliant cardholders







# Consistent Trend Across All Groups

Other Guests show a consistent 30% open rate but saw a slight decline in CTOR. Sun Seekers and The Celebrators continue to be the most engaged group.

Aug '20 – Apr '21\*

April '21 Engagement Trends			
OTHER GUESTS	Del.	2.6 M	MoM +0.06% (+1.4 K)
	Open%	29.8%	
	CTOR	5.0%	
WELL-TRAVELED EXECUTIVES	Del.	76.3 K	MoM -0.03% (-20)
	Open%	25.7%	
	CTOR	8.0%	
SUN SEEKERS	Del.	67.4 K	MoM -0.07% (-49)
	Open%	27.3%	
	CTOR	9.3%	







Aug '20 – Apr '21\*

April '21 Engagement Trends			
THE CELEBRATORS	Del.	67.5 K	MoM -0.04% (-98)
	Open%	25.0%	
	CTOR	8.8%	
OCCASIONAL EXPLORERS	Del.	52.4 K	MoM -0.24% (-126)
	Open%	21.4%	
	CTOR	7.6%	
THE ASPIRERS	Del.	29.3 K	MoM -0.25% (-74)
	Open%	20.2%	
	CTOR	6.1%	






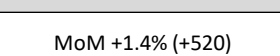


\*No Newsletter Dec '20

# Titanium And Ambassador The Most Engaged Member Levels

Aug '20 – Apr '21\*

		April '21	Engagement Trends
NON-MEMBER	Del.	204.1 K	MoM -1.0% (-2.0 K)
	Open%	16.2%	
	CTOR	5.3%	
BASIC	Del.	1.3 M	MoM -0.8% (-10.0 K)
	Open%	29.1%	
	CTOR	4.7%	
SILVER	Del.	340.6 K	MoM -0.3% (-1.1 K)
	Open%	31.3%	
	CTOR	5.0%	

Aug '20 – Apr '21\*

		April '21	Engagement Trends
GOLD	Del.	542.5 K	MoM +1.4% (+7.6 K)
	Open%	31.8%	
	CTOR	5.8%	
PLATINUM	Del.	207.3 K	MoM +1.5% (+3.1 K)
	Open%	31.1%	
	CTOR	6.3%	
TITANIUM	Del.	241.7 K	MoM +1.2% (+2.9 K)
	Open%	31.0%	
	CTOR	6.6%	
AMBASSADOR	Del.	37.0 K	MoM +1.4% (+520)
	Open%	28.9%	
	CTOR	6.6%	

# April 2021 Heat Map

(Creative: North American Version)

- The animated featured story was compelling for readers
- Geo-targeted *Travel by Interest* feature saw MoM lift for all regions vs. static March content
- *Yacht Collection* featured in the top 3 articles
- Compelling Instagram image proved enticing with 5.2% of the clicks

Header 3.7% Clks

Hero "Journey" 35.4% Clks

Hotel Spotlight (Geo-targeted)  
7.0% Clks

Travel by Interest (Geo-targeted)  
14.5% Clks

Shop 4.5% Clks

Footer (not shown) 8.3% Clks

Yacht Collection 10.9% Clks

Scenography 10.4% Clks

Instagram 5.2% Clks



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Photographer Trey Ratcliff set out to circumnavigate the globe—stopping at 80 of The Ritz-Carlton hotels and resorts along the way. Follow along on this epic trip as he shares his top favorite images.

SEE ALL 80

THE RITZ-CARLTON, SAN FRANCISCO

Staying in San Francisco, one of the stops on Trey Ratcliff's 80-stop tour, and enjoy sweeping city views of the iconic skyline.

EXPLORE >



FAMILY GETAWAYS ACROSS THE U.S.

Discover hotels designed for families, with experiences that nurture love, togetherness and activities that encourage kids to explore.

EXPLORE GETAWAYS



INDULGE IN OUR SIGNATURE SCENTS

Re-create the sensual and inviting ambience of your favorite hotel at home with our exclusive collection of candles created for The Ritz-Carlton hotels by Artisan. Permeated with custom scents including abalone, Ritz-Carlton and green tea.

DISCOVER OUR CANDLE



SAIL FROM ST. LUCIA TO ARUBA

Mornings spent paddleboarding over calm turquoise waters and experiences awaiting you ashore — a Caribbean voyage with The Ritz-Carlton Yacht Collection weaves moments of repose and indulgence into a journey of discovery.

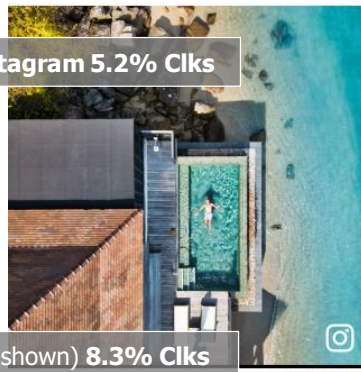
BOOK VOYAGE



MARTIME-INSPIRED MOMENTS AT  
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In maritime tradition, ringing bells anchored a crew's sense of time. Each day at 5 p.m., the tradition is kept alive in the rose garden where eight bells are rung in timed intervals, between nostalgic tales of the sea.

EXPLORE SARASOTA

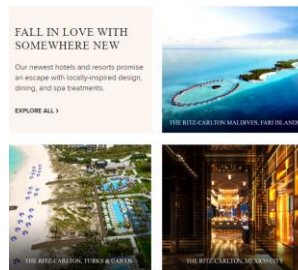


# Content / Module Performance: April 2021

(North American Version)

MODULE	February '21 (Resorts)	March '21 (Road Trips)	April '21 (Celebrity)
HEADER	2.5%	23.8%	3.7%
HERO	20.3%	23.0%	35.4%
NEAR YOU		16.0%	
JOURNEY PROMO			
JOURNEY	17.0%	6.0%	
JOURNEY 2		3.8%	
PROPERTY	10.5%	5.3%	
Yacht Collection	7.0%	6.6%	10.6%
Hotel Spotlight		16.2%	7.5%
New Openings	19.3%		
VIDEO		2.6%	
TRAVEL BY INTEREST	5.7%	3.6%	14.5%
SCENOGRAPHY		7.3%	10.1%
PROMOS	3.6%		
SHOP			4.5%
INSTAGRAM	2.1%	1.0%	5.4%
FOOTER	6.3%	6.2%	8.3%

- April issue performed very well with reduced content – showed strong engagement throughout the email
- Hotel Spotlight (New Openings)* featuring multiple properties was a standout performer in the February issue



- Near You* was a highlight in the March issue



# Top Content Themes: April 2021

(North American Version)

- For the first time this year the Hero feature drove the bulk of the traffic with 18.3k clicks
- Next up *Travel By Interest* with 7.6K
- Instagram feature drove 2.7K clicks

THEME	MODULE	ARTICLE	CLICK	CTR
CELEBRITY	HERO	<b>80 Stays Around The World</b>	<b>18.3 K</b>	0.69%
FAMILY	TRAVEL BY INTEREST	<b>Family Getaways Across The U.S.</b>	<b>7.6 K</b>	0.29%
ISLAND	YACHT	Sail From St. Lucia To Aruba	5.6 K	0.21%
BEACH	SCENOGRAPHY	Maritime Inspired Moments At The Ritz-Carlton, Sarasota	5.4 K	0.20%
HOTEL SPOTLIGHT	HOTEL SPOTLIGHT	The Ritz-Carlton, San Francisco	3.6 K	0.14%
BEACH	INSTAGRAM	<b>Instagram</b>	<b>2.7 K</b>	0.10%
SHOP MARRIOTT	SHOP	INDULGE IN OUR SIGNATURE SCENTS	2.3 K	0.09%



# April Geo-Targeted Hotel Spotlight and Travel-by-Interest

- *Hotel Spotlight* had a positive lift in engagement with the exception of North America [*Hotel Spotlight* had a more prominent module in the March issue]
- *Travel By Interest* saw a 6 > 12pts lift in click traffic across all regions vs. the single honeymoon article we featured in the March issue

## NORTH AMERICA

7.0% Clks  
-9.3 pts. Apr vs. Mar



THE RITZ-CARLTON, SAN FRANCISCO  
Journey to San Francisco, one of the stops on The Ritz-Carlton's 80 Stops Tour, and enjoy sweeping city views of the iconic skyline.

EXPLORE >

## CALA

9.2% Clks  
+2.0 pts. Apr vs. Mar



THE RITZ-CARLTON, ST. THOMAS  
Journey to St. Thomas, one of the stops on The Ritz-Carlton's 80 Stops Tour, and enjoy island-inspired elegance and endless white-sand beaches.

EXPLORE >

## EUROPE

11.2% Clks  
+3.2 pts. Apr vs. Mar



THE RITZ-CARLTON, BUDAPEST  
Journey to Budapest, one of the stops on The Ritz-Carlton's 80 Stops Tour, and experience Hungary's rich culture and history from the city center.

EXPLORE >

## MEA

11.2% Clks  
+4.9 pts. Apr vs. Mar



THE NILE RITZ-CARLTON, CAIRO  
Journey to Cairo, one of the stops on The Ritz-Carlton's 80 Stops Tour, situated along the Nile River and just steps from the historical Egyptian Museum.

EXPLORE >

## APAC

18.2% Clks  
+8.8 pts. Apr vs. Mar



THE RITZ-CARLTON, KOH SAMUI  
Journey to Koh Samui, one of the stops on The Ritz-Carlton's 80 Stops Tour, a tropical paradise situated along Thailand's spectacular coastline.

EXPLORE >



THE RITZ-CARLTON, BAHAMA, SOUTH BAHAMA

### FAMILY GETAWAYS ACROSS THE U.S.

Discover hotels designed for families, with experiences that nurture time together and activities that encourage kids to explore.

EXPLORE GETAWAYS



THE RITZ-CARLTON, CAIACO

### FAMILY GETAWAYS IN THE CARIBBEAN & LATIN AMERICA

Discover hotels designed for families, with experiences that nurture time together and activities that encourage kids to explore.

EXPLORE GETAWAYS



THE RITZ-CARLTON, BAHAMA

### FAMILY GETAWAYS ACROSS EUROPE

Discover hotels designed for families, with experiences that nurture time together and activities that encourage kids to explore.

EXPLORE GETAWAYS



THE RITZ-CARLTON, CAIRO

### FAMILY GETAWAYS ACROSS THE MIDDLE EAST

Discover hotels designed for families, with experiences that nurture time together and activities that encourage kids to explore.

EXPLORE GETAWAYS



THE RITZ-CARLTON, HONOLULU

### FAMILY GETAWAYS ACROSS ASIA-PACIFIC

Discover hotels designed for families, with experiences that nurture time together and activities that encourage kids to explore.

EXPLORE GETAWAYS

15.2% Clks  
+11.7 pts. Apr vs. Mar

15.9% Clks  
+11.0 pts. Apr vs. Mar

11.9% Clks  
+9.0 pts. Apr vs. Mar

10.6% Clks  
+6.1 pts. Apr vs. Mar

12.9% Clks  
+6.9 pts. Apr vs. Mar

# Subject Line Test Results

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- Branded subject line with variations of the featured content did not produce a clear winner
  - Test compelling article lower in the email vs. the feature
- Pre-header was geo targeted for the first time
  - Geo target subject line

April Subject Lines	Winner vs. Alt. SLs	Description of Winner
<ul style="list-style-type: none"><li>INSIDE THE RITZ-CARLTON: Journey Around the World</li></ul>	Winner	<b>Inspirational</b> Results were not statistically significant, consider re-testing
<ul style="list-style-type: none"><li>INSIDE THE RITZ-CARLTON: Around the World in 80 Stays</li></ul>	-0.03 pts.	
<ul style="list-style-type: none"><li>INSIDE THE RITZ-CARLTON: Top 10 Travel Photos</li></ul>	+0.20 pts.	
Pre-header: Plus, discover family getaways in <b>[Region]</b> that everyone will enjoy		

# ACTIONABLE INSIGHTS

# Actionable Insights

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- Subject line recommendations
  - Test compelling article lower in the email vs. the feature
  - Geo target subject line
- Tactics to drive consistent CTOR
  - Consistently feature multiple properties in the Hotel Spotlight module in addition to New Opening or Hotel Spotlight feature
  - Consistent Geo Targeting including:
    - Continue “Near You” property recommendations
  - Feature Instagram images that gives the subscriber “they want to be there” feeling
  - Develop new test and learn strategies
- Compliment featured content article with booking opportunities



THE RITZ-CARLTON

# Thank You!



data  
axle

ARUBA

# April 2021 Financial Engagement Comparaisons

Metrics	Apr. 2021	MoM	vs. 12-Month Average
Bookings	18	-50.0% (-18)	-76.9% (-60)
Room Nights	42	-52.3% (-46)	-79.2% (-160)
Revenue	\$13.8 K	-57.7% (-\$18.8 K)	-75.1% (-\$41.7 K)

March Financials  
for Reference

Metrics	Mar-2021	MoM	Mar 2021 vs 12 Mo Avg.
Bookings	36	16.1%	-59.2% (-52)
Room Nights	88	-33.8%	-61.8% (-142)
Revenue	\$32.6 K	-29.7%	-45.3% -27.0

Note:

- Rolling 12-Month Average (Oct 2019 – Mar 2021)
- Financial Data Source: Omniture 7-Day



# New Targeting Criteria 2021

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- Include previous month email recipients
- Include additional customers using the criteria below to reach the 3M deployment max:
  - Past luxury brand stayers (last 24 months) **OR**
  - Has HHI \$150K or more **OR**
  - Past email openers of RC Residences solos, St. Regis Residences solos, Quintessentially solo, RCYC Dec solo **OR**
  - Amex Brilliant cardholders
- Note: include those with an English language preference

## Previous Criteria:

- Include previous month email recipients
- Include additional customers using the criteria below to reach the 3M deployment max :
  - Past luxury brand stayers (last 18 months)
  - Has HHI \$150K or more
- Exclude European residents
- Note: include those with an English language preference