



THE RITZ-CARLTON

August 2021 Email Review

August 24, 2021



data
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The Ritz-Carlton, St. Thomas

August 7th Newsletter

Theme: Last-Minute Summer Escapes

Subject Line (Used PCIQ Optimization):

- (List) INSIDE THE RITZ-CARLTON: 4 Dreamy Weekend Retreats
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to Dreamy Weekend Retreats
- (Intrigue) INSIDE THE RITZ-CARLTON: Ready for a Dreamy Weekend Retreat?
- (Solution) INSIDE THE RITZ-CARLTON: Where to Find a Dreamy Weekend Retreat
- (Urgency) INSIDE THE RITZ-CARLTON: Escape the City With a Rural Weekend Retreat

Pre-Header:

Plus, Romance Package in Turks & Caicos, Culinary Tours & More Inspiration for Your Wanderlust

The Ritz-Carlton website features a grid of four images representing different getaway locations: a modern villa, a tropical resort, a rustic cabin, and a lakeside retreat. Below the grid, the text reads "4 DREAMY COUNTRYSIDE GETAWAYS". A small paragraph describes the offer: "If you're seeking one last summer escape to somewhere unexpected, a tranquil retreat just may be the answer. Head to one of these charmingly rural hotels and resorts to unwind and unwind." A button labeled "SEE ALL 4" is visible. Below this, there's a section titled "REDISCOVER RELAXATION NEARBY" with a sub-header "The Ritz-Carlton Reynolds, Lake Oconee" and a description: "Discover from the outside world and enjoy family time with year-round golf, dining and watersports set amid a lakeview garden." A button labeled "EXPLORE THE RESORT 3" is present. Further down, another section titled "REDISCOVER RELAXATION NEARBY" includes the text "You don't have to travel far to get away from it all. Explore our hotels within driving distance for an easy getaway." and a button labeled "FIND MORE NEARBY HOTELS". At the bottom, there's a section titled "DINING TOUR THROUGH NEW ORLEANS" with a description: "The Big Easy beckons with charming cafes, spicy Creole cuisine and free-flowing cocktails. Plan your culinary journey with this 3-day dining itinerary crafted for guests of The Ritz-Carlton, New Orleans." and a button labeled "VIEW ITINERARY".

The Ritz-Carlton website features a grid of four images representing different getaway locations: a tropical beach, a romantic escape, a yacht, and a tennis court. Below the grid, the text reads "ROMANTIC ESCAPE TO TURKS & CAICOS". A small paragraph describes the offer: "Enjoy an exclusively gateway to The Ritz-Carlton, Turks & Caicos with daily breakfast for two, a couples massage, plus a spectacular sunset dinner on the beach." A button labeled "BOOK ROMANCE PACKAGE" is visible. Below this, there's a section titled "YACHTING THE FRENCH AND ITALIAN RIVIERAS" with a description: "Journey around trip from Rome sailing along the sunny Côte d'Azur with a stop in Monte Carlo, where the world's supercars anchor. After an overnight in charming Nice, engage along the Italian Riviera and on to the rolling vineyards of Tuscany." A button labeled "EXPLORE DETAILS" is present. Further down, there's a section titled "CELEBRATE TENNIS HISTORY" with a description: "You and a guest could attend the legendary Billie Jean King Tennis Center, presented by the International Tennis Hall of Fame and sponsored by The Ritz-Carlton. Experience a night out in New York City with dinner at one of our rooftop restaurants, and enjoy a meal at Farmer, in partnership with Marriott Bonvoy Moments." A button labeled "VIEW DETAILS" is visible. At the bottom, there's a section titled "THE JOURNEY AROUND THE WORLD" with a description: "First, explore our Destination Guides to inspire your next big trip, near or far." Below this, there's a grid of five images representing different destinations: The Caribbean, U.S. & Canada, The Middle East, Asia and the Pacific, and Europe. A button labeled "WHERE WILL YOU GO NEXT?" is visible.

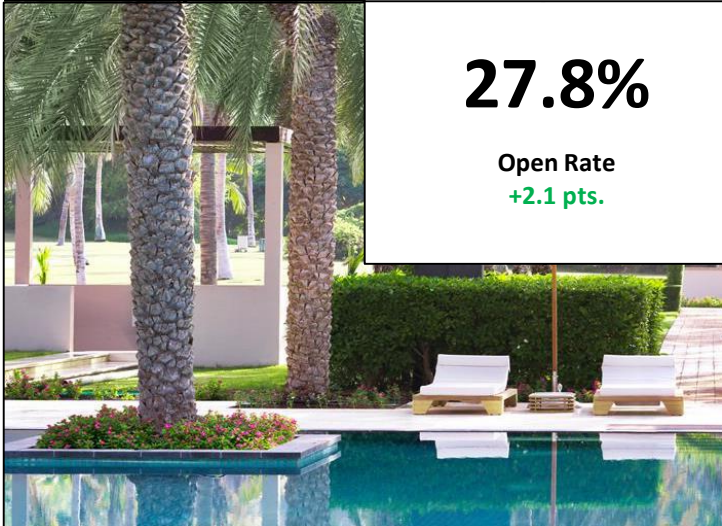

The Ritz-Carlton website features a grid of four images representing different getaway locations: a tropical beach, a romantic escape, a yacht, and a tennis court. Below the grid, the text reads "72 HOURS IN BUDAPEST". A small paragraph describes the offer: "Ever wondered what it's like behind the scenes of the Hungarian Grand Prix? James Vowles, Chief Strategist for the Mercedes AMG Petronas Formula One Team, shares insights into how he prepares the team for race day along with his top pit stops." A button labeled "READ MORE" is visible.

The Ritz-Carlton website features a grid of four images representing different getaway locations: a tropical beach, a romantic escape, a yacht, and a tennis court. Below the grid, the text reads "MEET ME AT THE RITZ-CARLTON, ST. LOUIS". A small paragraph describes the offer: "In tribute to the 1904 World's Fair, held in St. Louis, a car placed high with the city's signature treats rolls into the lobby each evening to the tune of Judy Garland's 'Meet Me in St. Louis.'" A button labeled "DISCOVER ST. LOUIS" is visible. Below this, there's a section titled "#RCMEMORIES" with a description: "Set in a world of ocean beauty, discover our latest destination The Ritz-Carlton Maldives, Furi Islands." A button labeled "VIEW DETAILS" is visible.

Performance Summary: August 2021

- Above average performance for all KPIs on a rolling 12-month average, but seeing slight decrease in open rate and CTOR from July 2021 record highs
- Engagement trends were consistent MoM for most CRM segments and Bonvoy member levels
- Click activity was concentrated in three modules: Hero featuring summer getaways content, property features, and the romance package offer
- CTA test results showed that a more direct approach drove more engagement than a softer message
- Subject line optimization continues with PCIQ for a second month

August 2021: Above Average Performance For All KPIs

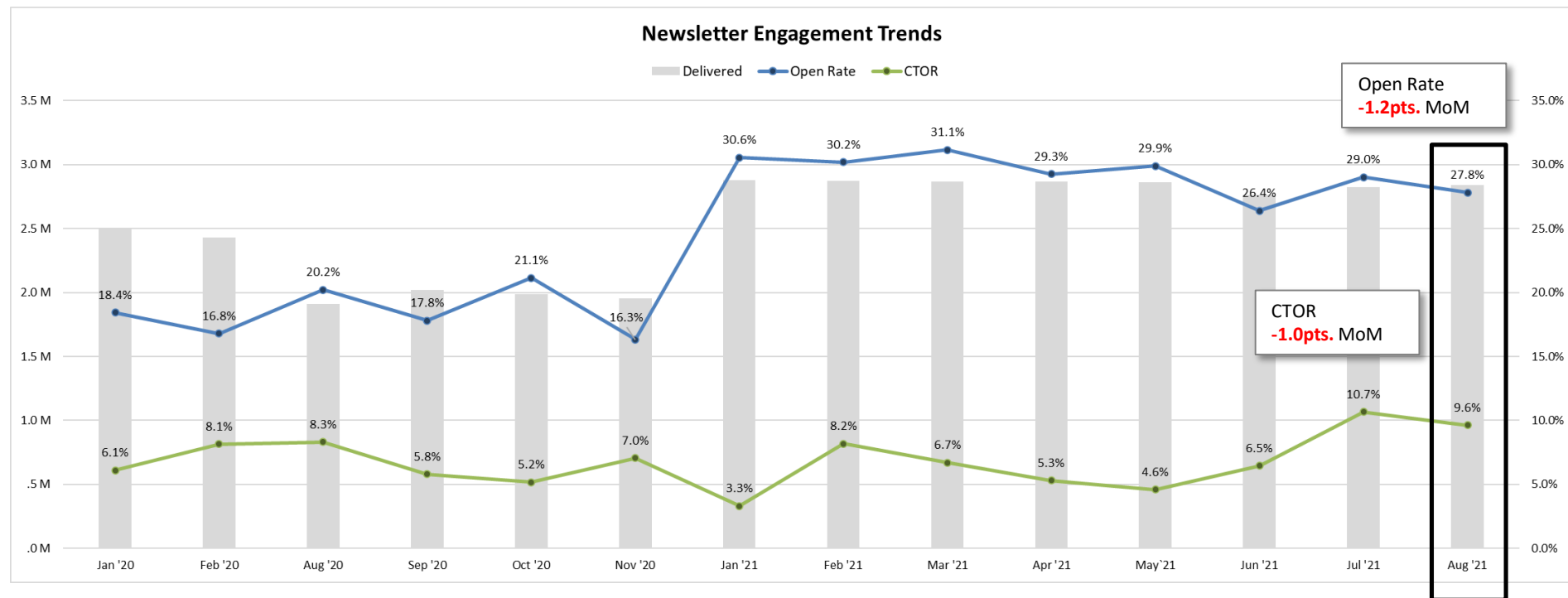
2.8 M Emails Delivered +12.8% (323.2K)	791.0 K Opens +22.1% (143.0K)	76.2 K Clicks +79.6% (33.7K)	0.15% Unsubscribe Rate -0.02 pts.
	27.8% Open Rate +2.1 pts.	2.7% CTR +1.0 pts.	
		9.6% CTOR +3.1 pts.	

OKINAWA, JAPAN

MoM Open & Click Remain High

Open rates slightly decreased from July but still strong overall.

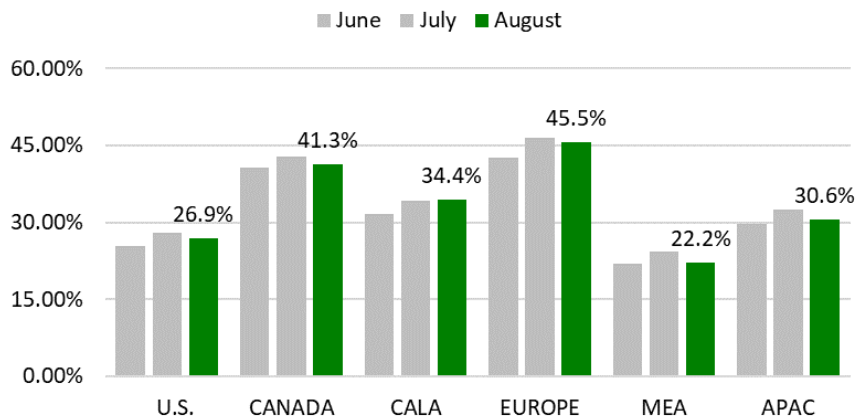
CTOR is following the open rate trend with a slight decrease from July but strong overall – second highest since Jan '20.



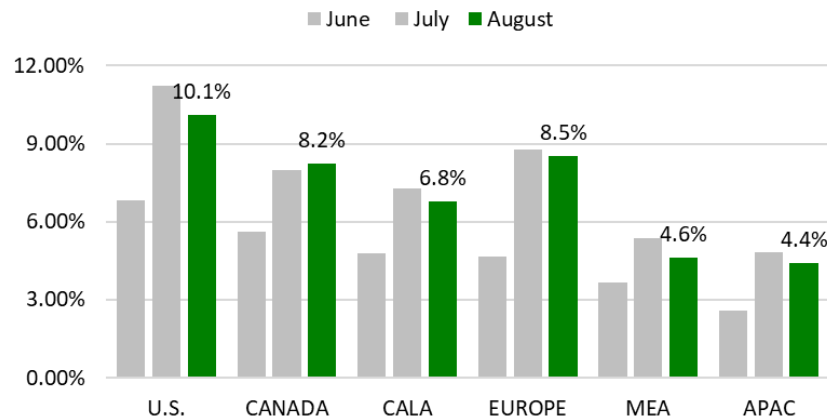
Regional Engagement Drops Slightly MoM

In line with overall MoM performance, Open and CTO rates were slightly down for all regions. No one region showed significant decline in engagement.

Regional Open Rates



Regional CTO Rates



August 2021
Delivered
Counts

U.S.	2.5 M
CANADA	109.6 K
CALA	13.4 K
EUROPE	56.6 K
MEA	68.8 K
APAC	80.6 K

All Segments Performing Well And Above Average

Slight declines in older segment audiences, but still performing over average. The only exception is Aspirers with slight decline in open rate. The "Other" segment group continues to grow as a result.


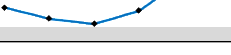



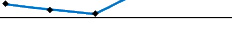
	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12	August	vs. R12
DELIVERED	2.6 M	15.47%	72.5 K	-6.97%	65.0 K	-5.71%	64.9 K	-6.23%	50.3 K	-8.43%	28.2 K	-6.13%	2.8 M	12.8%
OPENS	722.0 K	25.47%	18.4 K	-5.24%	17.7 K	-3.87%	16.2 K	-4.95%	11.0 K	-7.09%	5.7 K	-2.38%	791.0 K	22.1%
OPEN%	28.18%	+2.2 pts.	25.44%	+0.5 pts.	27.19%	+0.5 pts.	25.03%	+0.3 pts.	21.88%	+0.3 pts.	20.18%	-1.4 pts.	27.82%	+2.1 pts.
CLICKS	66.2 K	85.74%	2.5 K	48.98%	2.9 K	43.42%	2.6 K	52.80%	1.4 K	43.05%	584	43.20%	76.2 K	79.6%
CTR	2.58%	+1.0 pts.	3.44%	+1.3 pts.	4.47%	+1.5 pts.	4.00%	+1.5 pts.	2.74%	+1.0 pts.	2.07%	+0.3 pts.	2.68%	+1.0 pts.
CTOR	9.17%	+3.0 pts.	13.51%	+4.9 pts.	16.43%	+5.4 pts.	15.97%	+6.0 pts.	12.53%	+4.4 pts.	10.27%	+2.1 pts.	9.63%	+3.1 pts.
UNSUB%	0.15%	-0.0 pts.	0.09%	-0.0 pts.	0.07%	-0.0 pts.	0.06%	-0.0 pts.	0.10%	-0.0 pts.	0.11%	+0.0 pts.	0.15%	-0.02 pts.

August 2021 vs. Rolling 12-Month Average (Feb 2020 – July 2021)


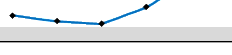



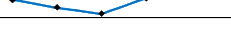
Consistent Trends Across All CRM Segments

Open rates and CTORs were all slightly down MoM.

Mar '21 – Aug '21*

		Jul '21	Aug '21	Engagement Trends
OTHER GUESTS	Del.	2.5 M	2.6 M	MoM +0.54% (+13.7 K)
	Open%	29.4%	28.2%	
	CTOR	10.1%	9.2%	
WELL-TRAVELED EXECUTIVES	Del.	70.7 K	72.5 K	MoM +2.45% (+1.7K)
	Open%	26.7%	25.4%	
	CTOR	15.0%	13.5%	
SUN SEEKERS	Del.	64.1 K	65.0 K	MoM +1.44% (-925)
	Open%	28.5%	27.2%	
	CTOR	18.9%	16.4%	


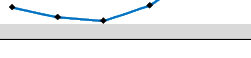

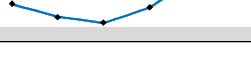

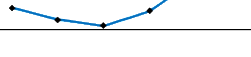
Mar '21 – Aug '21*

		Jul '21	Aug '21	Engagement Trends
THE CELEBRATORS	Del.	64.6 K	64.9 K	MoM +0.34% (+222)
	Open%	26.2%	25.0%	
	CTOR	17.0%	16.0%	
OCCASIONAL EXPLORERS	Del.	48.6 K	50.3 K	MoM +3.48% (+1.7K)
	Open%	22.6%	21.9%	
	CTOR	14.9%	12.5%	
THE ASPIRERS	Del.	27.5 K	28.2 K	MoM +2.46% (+676)
	Open%	21.1%	20.2%	
	CTOR	12.4%	10.3%	


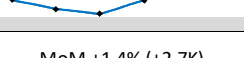

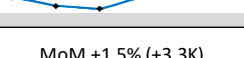

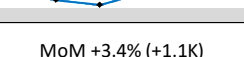


Slight MoM Decreases For All Bonvoy Levels

Steeper decline in CTOR for Ambassadors (-2.7 pts). All other loyalty tiers were consistent.

Mar '21 – Aug '21*

		Jul '21	Aug '21	Engagement Trends
NON-MEMBER	Del.	198.2 K	196.3 K	MoM -1.0% (-1.9K)
	Open%	16.2%	15.6%	
	CTOR	10.5%	9.6%	
BASIC	Del.	1.3 M	1.3 M	MoM +0.8% (+10.0K)
	Open%	28.7%	27.5%	
	CTOR	9.3%	8.5%	
SILVER	Del.	342.2 K	342.5 K	MoM +0.1% (+379)
	Open%	31.0%	29.6%	
	CTOR	10.0%	9.4%	

Mar '21 – Aug '21*

		Jul '21	Aug '21	Engagement Trends
GOLD	Del.	578.5 K	581.8 K	MoM +0.6% (+3.3K)
	Open%	32.1%	30.7%	
	CTOR	11.8%	10.4%	
PLATINUM	Del.	187.8 K	190.5 K	MoM +1.4% (+2.7K)
	Open%	30.7%	29.4%	
	CTOR	13.6%	11.9%	
TITANIUM	Del.	219.8 K	223.1 K	MoM +1.5% (+3.3K)
	Open%	30.3%	29.2%	
	CTOR	13.4%	11.7%	
AMBASSADOR	Del.	32.8 K	33.9 K	MoM +3.4% (+1.1K)
	Open%	27.2%	26.6%	
	CTOR	13.6%	11.0%	

August 2021 Heat Map (U.S. Version)

- Hero engagement still strong but decreased from July (52% of clicks)
- Romance promo offer secured the second most engaged content this month with 14.5% of email clicks
- Journey Destination Guides received strong engagement despite the lower page position
- Included relaunch of Moments since pandemic
- Instagram imagery/.gif drove more engagement that previous month

Header 1.62% Clks

Hero 34.4% Clks

4 DREAMY COUNTRYSIDE GETAWAYS

If you're seeking one last summer escape to someplace unexpected, a tranquil retreat just may be the answer. Head to one of these charmingly rural hotels and resorts to unwind and unplug.

SEE ALL 4

Hotel Spotlight 11.4% Clks

The Ritz-Carlton Reynolds, Lake Oconee

Disconnect from the outside world and enjoy family time with year-round golf, dining and watersports set amid a lakeside paradise.

EXPLORE THE RESORT >

Hotels Near You 6.7% Clks

You don't have to travel far to get away from it all. Explore our hotels within driving distance for an easy getaway.

THE RITZ-CARLTON, CLEVELAND >

FIND MORE NEARBY HOTELS

Travel by Interest: Culinary 6.4% Clks

DINING TOUR THROUGH NEW ORLEANS

The Big Easy beckons with charming cafés, spicy Creole cuisine and free-flowing cocktails. Plan your culinary journey with this 3-day dining itinerary crafted for guests of The Ritz-Carlton, New Orleans.

VIEW ITINERARY

Promo 14.5% Clks

ROMANTIC ESCAPE TO TURKS & CAICOS

Enjoy an idyllic getaway to The Ritz-Carlton, Turks & Caicos with style, travel for two, a couples massage, plus a spectacular sunset dinner on the beach.

RESERVE ROMANCE PACKAGE

Yacht Collection 7.0% Clks

YACHTING THE FRENCH AND ITALIAN RIVIERAS

Journey round trip from Rome sailing along the sunny Côte d'Azur with a stop in Monte Carlo, where the world's superyachts anchor. After an overnight in charming Nice, voyage along the Italian Riviera and on to the rolling vineyards of Tuscany.

EXPLORE DETAILS

Moments 1.9% Clks

CELEBRATE TENNIS HISTORY

You and a guest could attend the Legends Ball this September, presented by the International Tennis Hall of Fame and sponsored by The Ritz-Carlton. Experience a night out in New York City with dinner, live jazz, a VIP cocktail reception, and photo with a Hall of Famer, in partnership with Marriott Bonvoy® Moments®.

VIEW DETAILS

Journey Destination Guides 6.5% Clks

OUR JOURNEY AROUND THE WORLD

First, explore our Destination Guides to inspire your next big trip, near or far.

WHERE WILL YOU GO NEXT?

Video 0.8% Clks

72 HOURS IN BUDAPEST

Ever wondered what it's like behind the scenes of the Hungarian Grand Prix? James Vovrier, Chief Strategist for the Mercedes AMG Petronas Formula One Team, shares insights into how he prepares the team for race day along with his top pit stops.

READ MORE

Scenography 0.9% Clks

MEET ME AT THE RITZ-CARLTON, ST. LOUIS

In tribute to the 1904 World's Fair, held in St. Louis, a cart piled high with the city's signature treats rolls into the lobby each evening to the tune of Judy Garland's "Meet Me in St. Louis."

DISCOVER ST. LOUIS

Instagram 4.0% Clks

FOOTER (not shown) 3.4% Clks

Content / Module Performance: August 2021

(North American Version)

MODULE	June '21 (Summer/City)	July '21 (Lake Resorts)	August '21 (Last Minute Getaways)
Header	2.70%	1.78%	1.62%
Hero	15.60%	52.45%	34.39%
Hotels Near You	---	---	6.69%
Journey Promo	15.30%	---	---
Journey	---	17.49%	6.52%
Journey 2	---	---	---
Property	---	---	---
Yacht Collection	2.9%*	4.25%	6.98%
Hotel Spotlight	34.50%	12.69%	11.39%
New Openings	4.60%	2.13%	---
Video / Let Us Stay With You	5.50%	0.56%	0.83%
Travel By Interest	1.80%	2.46%	6.40%
Scenography	3.80%	0.66%	0.85%
Moments	---	---	1.92%
Promos	5.20%		14.54%
Shop	---	---	---
Instagram	1.90%	1.62%	4.03%
Footer	5.90%	3.91%	3.85%

- Engagement continues to be concentrated on three modules (hero, hotel spotlight, promos)
- Decline on header and footer modules continues; a positive trend
- Second highest performance this year for:
 - Geo-targeted Travel by Interest - culinary
 - Animated Instagram - intriguing imagery
- Moments secured 1.92% of clicks with relaunch

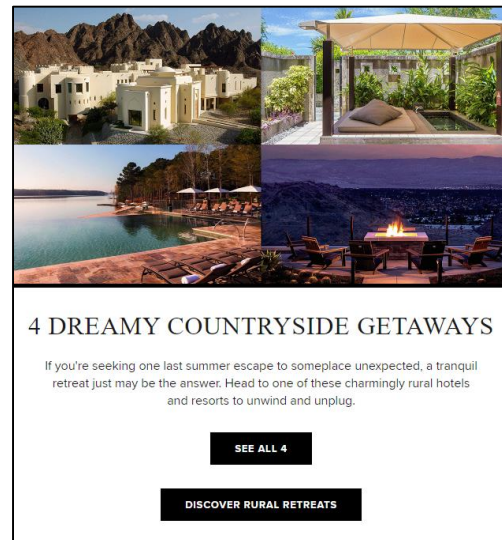
Top Performing Content: August 2021

- 4 Dreamy Countryside Getaways content was the most engaging
- Readers were interested in the romance offer; second most clicked
- Journey destination guides held 2 of the top 10 most clicked articles; second month in top 10

Module	Article	Clicks	CTR
HERO	4 Dreamy Countryside Getaways	29.4 K	1.03%
PROMO OFFER	Romantic Escape to Turks and Caicos	12.4 K	0.44%
HOTEL SPOTLIGHT	The Ritz-Carlton Reynolds, Lake Oconee	9.7 K	0.34%
YACHT COLLECTION	Yachting the French and Italian Rivas	6.0 K	0.21%
TRAVEL BY INTEREST	Dining Tour Through New Orleans	5.5 K	0.19%
INSTAGRAM	Instagram	3.4 K	0.12%
JOURNEY	U.S. & Canada (destination guide)	2.4 K	0.08%
MOMENTS	Celebrate Tennis History	1.6 K	0.06%
JOURNEY	The Caribbean (destination guide)	1.5 K	0.05%
HOTELS NEAR YOU	Find More Nearby Hotels	1.5 K	0.05%

Hero CTA Copy Test #2

- Audience was randomly split 50/50; tested 2 CTA copy versions
 - V1: **See All 4** = direct, list-style
 - V2: **Discover Rural Retreats** = explorative, softer language
- Results consistent with July test where Version 1 “See All 4” was winner
- Results were statistically significant (SS) with 99% confidence
- Recommend implementing more direct CTA in future modules to drive engagement



CTA Versions	Delivered	Open Rate	CTA Clicks	CTA Clicks Lift	CTA CTR	CTA CTR Lift	Bookings	Revenue
V1: See All 4	1,420,880	27.8%	49,558	+7.2% (SS)	3.49%	+0.24 pts. (SS)	13	\$9,623
V2: Discover Rural Retreats	1,422,056	27.8%	46,219		3.25%		19	\$36,113

Subject Line Optimization – Initial Results

- The model (ML) group performed better overall in August compared to the random group
- Authority style subject line was the strongest for those in the model group in both July and August
- Continuing to monitor category engagement each month and measure performance against the random group

Subject Lines	Category Tag	Delivered		Opens		Open Rate	
		Random	MLGroup	Random	MLGroup	Random	MLGroup
July 2021		961,951	1,865,634	285,270	554,388	29.7%	29.7%
INSIDE THE RITZ-CARLTON: 5 Must-Visit Lake Beaches	List	192,600	435,010	56,902	51,356	29.5%	11.8%
INSIDE THE RITZ-CARLTON: Your Guide to Luxurious Lakeside Resorts	Authority	192,010	598,355	56,870	233,977	29.6%	39.1%
INSIDE THE RITZ-CARLTON: Ready for a Lakeside Retreat?	Intrigue	191,983	318,881	57,342	102,166	29.9%	32.0%
INSIDE THE RITZ-CARLTON: Where to Find Stunning Lakeside Beaches	Solution	192,771	165,941	57,051	38,290	29.6%	23.1%
INSIDE THE RITZ-CARLTON: Beach, Lake or Both?	Comparison	192,587	347,447	57,105	128,599	29.7%	37.0%
August 2021		854,273	1,992,398	240,431	564,346	28.1%	28.3%
INSIDE THE RITZ-CARLTON: 4 Dreamy Weekend Retreats	List	170,910	511,966	48,408	176,234	28.3%	34.4%
INSIDE THE RITZ-CARLTON: Your Guide to Dreamy Weekend Retreats	Authority	170,377	502,940	48,004	204,155	28.2%	40.6%
INSIDE THE RITZ-CARLTON: Ready for a Dreamy Weekend Retreat?	Intrigue	170,665	190,722	48,089	41,664	28.2%	21.8%
INSIDE THE RITZ-CARLTON: Where to Find a Dreamy Weekend Retreat	Solution	171,942	214,853	47,962	57,637	27.9%	26.8%
INSIDE THE RITZ-CARLTON: Escape the City With a Rural Weekend Retreat	Urgency	170,379	571,917	47,968	84,656	28.2%	14.8%

Pre-Header: Plus, Romance Package in Turks & Caicos, Culinary Tours & More Inspiration for Your Wanderlust

Recommendations

- Continue leveraging subject line optimization tech. (PCIQ) to lift open rates & ultimately clicks
- Continue including the Journey destination guides in upcoming months; showed strong engagement even while being placed lower in the email
- Geo-targeting culinary content lifted F&B engagement; consideration for future messages
- Keep eye on Moments engagement now that it's back; highlight specific experiences when available to lift engagement
- Continue Instagram animation treatment to draw attention to lower content
- Readers continue to engage with packages or exclusive offers; use when needing to increase engagement & revenue
- Recommend implementing more direct CTA in future content modules to increase click activity

Thank you!

August 2021 Financial Engagement Comparisons

Metrics	August 2021	MoM	vs. 12-Month Average
Bookings	32	+23.1% (+6)	+4.3% (+1)
Room Nights	97	+73.2% (+41)	+12.1% (+11)
Revenue	\$45.7 K	+278.9% (+\$33.7 K)	+41.7% (+\$13.5 K)

Note:

- Rolling 12-Month Average (Feb 2020 – July 2021)
- Financial Data Source: Omniture 7-Day

Targeting Criteria 2021

- 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 solo **OR**
 - Amex Brilliant cardholders
- Note: include those with an English language preference