



THE RITZ-CARLTON

November 2021 Email Review

December 9, 2021

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ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

Theme: Holiday Travel Planning

Subject Line (Used PCIQ Optimization):

- (List) INSIDE THE RITZ-CARLTON: 5 Types of Travel for One Perfect Holiday
- (Authority) INSIDE THE RITZ-CARLTON: One Destination for Infinite Holiday Memories
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Perfect Holiday Celebration
- (Solution) INSIDE THE RITZ-CARLTON: Your Guide to Planning the Perfect Holiday
- (Question) INSIDE THE RITZ-CARLTON: How Will You Spend the Holidays?

Pre-Header:

Plus, explore our newly redesigned resort, The Ritz-Carlton Orlando, Grande Lakes



THE RITZ-CARLTON

CELEBRATE ART WEEK IN SOUTH BEACH

Kick off Art Week with exclusive access to the Art Basel Installation from Oscar de la Renta, Louis Vuitton, and more. Plus, enjoy a 5-night suite stay at The Ritz-Carlton, South Beach, and arrive at the Ritz for tea.

SEE THE ART WEEK

ONE DESTINATION FOR INFINITE HOLIDAY MEMORIES

From family holidays in tropical locales to romantic weekend getaways in the city center, The Ritz-Carlton offers endless opportunities around the world to create memories that are truly unforgettable.

DISCOVER YOUR DESTINATION

THE JOURNEY WHERE WILL YOU GO NEXT, KAITLIN?

Celebrate the season with a getaway crafted exclusively for your personal travel style.

Family Adventures Spa Retreats Golf Getaways Beach Resorts Culinary Experiences

A MASTER CLASS IN HOLIDAY ENTERTAINING

Planning a crowd-pleasing menu, selecting the perfect wine. Creating an Instagram-worthy centerpiece. Tap into expert advice from The Ritz-Carlton to make your next holiday gathering unforgettable.

LEARN MORE

CELEBRATE ART WEEK IN SOUTH BEACH

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SEE THE ART WEEK

GRAND PRIX EXPERIENCE

Enjoy exclusive access to the Saudi Arabia Grand Prix including a 5-day pass to experience the race on track at The Ritz-Carlton Silver Access Lounge and more.

EXPLORE THE RITZ-CARLTON DOWRY

STORIES FROM OUR LADIES AND GENTLEMEN

Traveling the world to discover exotic spices, textures, and exclusive ingredients. Freshman Heirloom, Executive Sous Chef at The Ritz-Carlton, Doha, brings his passion for cooking and his personal experiences to the table. His expertise goes well beyond the kitchen, as Mr. Heirloom is also a champion tennis player, author, and true life storyteller.

EXPLORE THE RITZ-CARLTON DOWRY

SUN-DRENCHED HOLIDAYS AT SEA

Celebrate the holiday season with food and fun on a yacht located through the depths of the Caribbean. Kick up your unforgettable moments. Inspired cuisine, world-class service from your private chef and discover immersive experiences that await you below.

GET AWAY

A WEEKEND TO REMEMBER

Having that a guest has planned a weekend for her family to celebrate the end of the year's long week-long wedding season, the Ladies and Gentlemen of The Ritz-Carlton, Chicago present a weekend full of activities to make it a memorable one.

EXPLORE THE ART WEEK

NEWLY REDESIGNED ORLANDO RESORT

From exploring the fragrance on a serene safari to a spa day, to enjoying the world's most exclusive access to the city's hottest events, guests have a world of inspiration waiting for guests to discover and enjoy at The Ritz-Carlton Orlando, Grande Lakes.

EXPLORE THE ART WEEK

A FESTIVAL OF FLAVOR

The Ritz-Carlton, New Orleans invites guests to experience the best of the Crescent City. The Ritz-Carlton, New Orleans provides a rich, gourmet weekend stay to enjoy a week-long celebration of the city's culture, history, and vibrant energy. Discover a weekend of inspiration waiting for guests to discover and enjoy at The Ritz-Carlton Orlando, Grande Lakes.

EXPLORE THE ART WEEK

#RCMEMORIES

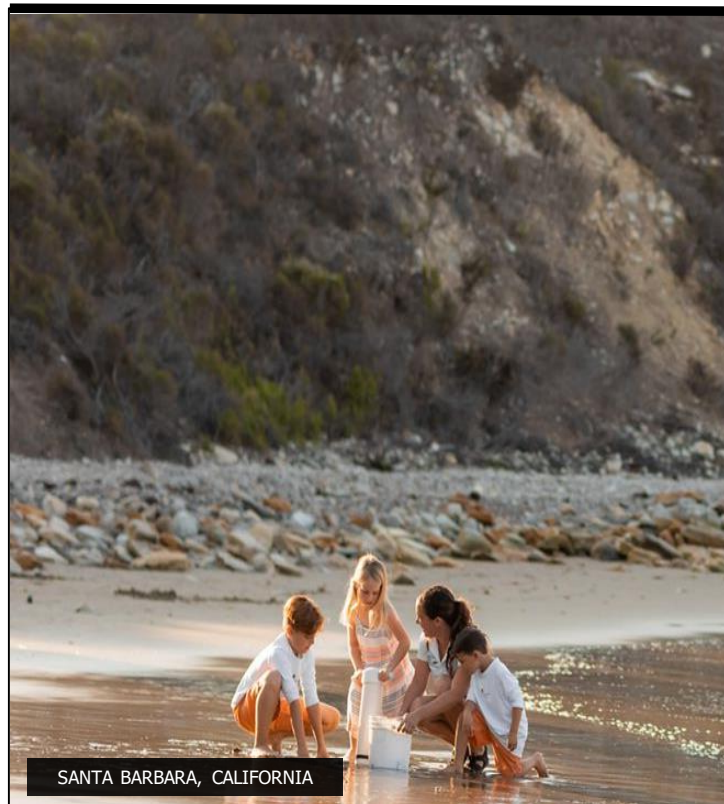
Look to the left, walk to the right, and get the swing of things at The Ritz-Carlton Orlando, Grande Lakes.

EXPLORE THE ART WEEK

Performance Summary: November 2021

- Delivered count had a significant increase MoM (+44.8%) with inclusion of all luxury segments driving incremental opens and clicks with over 1M more subscribers seeing newsletter
- Performance has decreased for all key KPIs on a rolling 12-month average, impacted by introduction of newsletter to luxury segments for first time and differentiated engagement behavior with newer audience
- Engagement trends were consistent with overall email performance for most CRM segments and Bonvoy member levels
- Click activity was concentrated in two modules: Holiday Travel Nav bar and Hero featuring discover your destination CTA
 - Followed by Property Spotlight, Loyalty (Grand Prix), Yacht and Journey; each representing about 4% of click activity each

Increased Delivered Count Driving Above Average Clicks and Opens



4.1 M

Emails Delivered
+52.1% (1.4M)

1.4%

CTR
-0.51 pts.

55.5 K

Clicks
+10.2% (5.1K)

6.1%*

CTOR
-0.79 pts.

911.3K*

Opens
+24.4% (178.9K)

22.2%*

Open Rate
-4.93 pts.

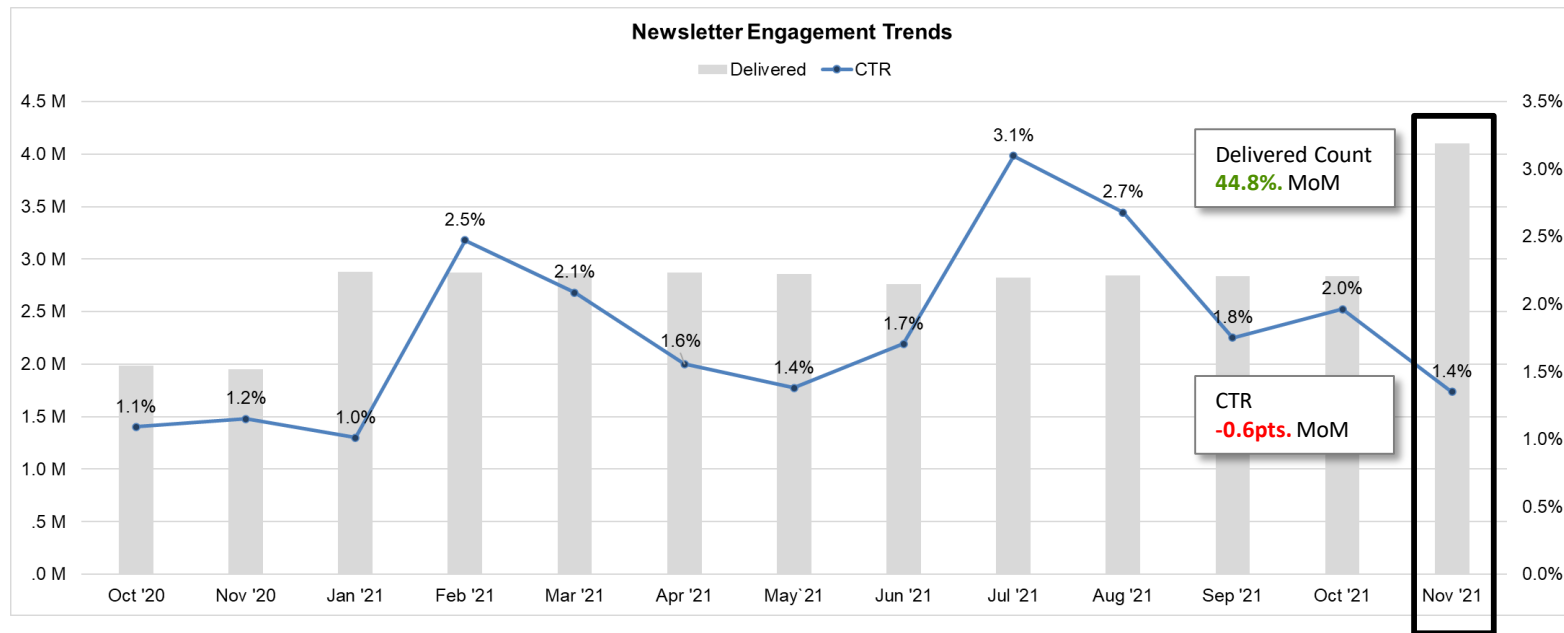
*Apple iOS 15 update and suppression of open data driving lower than avg. open rate & higher CTOR

Recent data issues impacted opt-out counts; Unsub. Rate calculation excluded until issues have been resolved

November 2021 vs. Rolling 12-Month Average (October 2020 – October 2021)

Delivered Count Increased Significantly Impacting CTR

Delivery volume increased MoM by over 1M with the incorporation of new luxury segments; increase impacted click rates



Segment Engagement Mixed

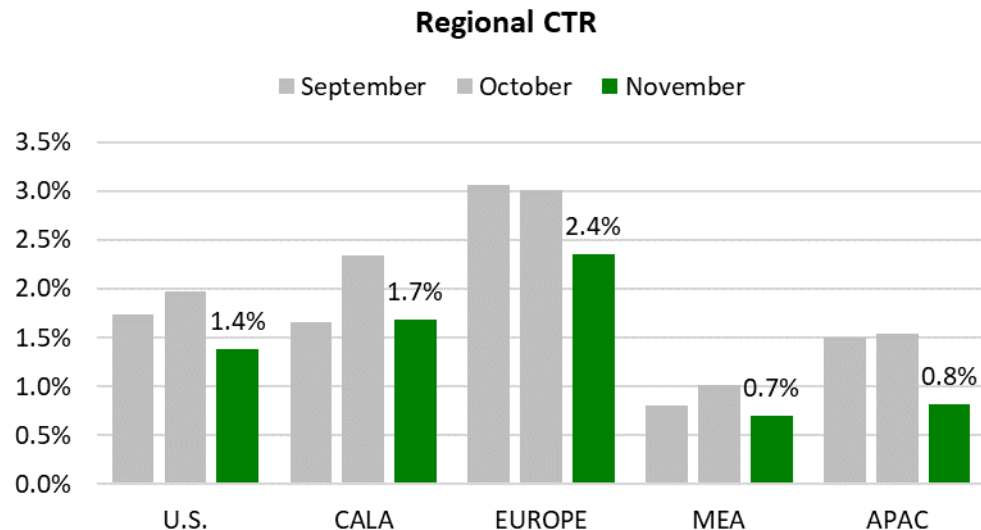
- Overall performance higher for non-luxury segment
- New audience engagement typical to be lower than existing audiences; will continue to track each month

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

November 2021: Luxury vs. Non-Luxury Segment Engagement						
Segments	Delivered	Opens	Open Rate	Clicks	CTR	CTOR
L1 Lux Only	534.1 K	87.4 K	16.4%	5.1 K	0.96%	5.9%
L2A High User	250.0 K	47.7 K	19.1%	3.3 K	1.32%	6.9%
L2B Low User	1.2 M	250.6 K	20.9%	15.3 K	1.28%	6.1%
L3 Lux Redeemer	297.0 K	68.6 K	23.1%	4.2 K	1.41%	6.1%
Non-Luxury	1.8 M	457.1 K	25.1%	27.5 K	1.51%	6.0%
Grand Total	4.1 M	911.3 K	22.2%	55.5 K	1.35%	6.1%

Regional Engagement Drops Slightly MoM

In line with overall MoM performance, CTR was down for all regions. All regions saw a significant increase in delivered counts with inclusion of luxury segments this month which also impacted overall engagement



Delivered Counts

	Nov	Oct	MoM
U.S.	3.6 M	2.5 M	+43.3%
CALA	19.6 K	13.4 K	+46.8%
EUROPE	111.8 K	56.8 K	+96.8%
MEA	137.9 K	69.3 K	+99.0%
APAC	245.6 K	80.6 K	+204.7%

Segment Performance Consistent with Overall Trends

Decline in CTR fairly consistent across CRM segments and in line with overall email engagement trends. The “Other” segment group showed significant growth in Delivered volume due to Luxury segments inclusion – impacted opens & clicks

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	November	vs. R12	November	vs. R12	November	vs. R12	November	vs. R12	November	vs. R12	November	vs. R12	November	vs. R12
DELIVERED	3.8 M	+58.42%	73.8 K	-0.0 pts.	66.4 K	-0.08%	65.9 K	-1.24%	50.9 K	-1.57%	28.5 K	-1.08%	4.1 M	+52.08%
OPENS	846.7 K	+27.76%	17.1 K	-0.1 pts.	16.5 K	-6.89%	15.4 K	-5.89%	10.2 K	-8.12%	5.3 K	-5.57%	911.3 K	+24.43%
OPEN%	22.17%	-5.3 pts.	23.15%	-2.0 pts.	24.87%	-1.8 pts.	23.45%	-1.2 pts.	20.07%	-1.4 pts.	18.67%	-2.8 pts.	22.20%	-4.9 pts.
CLICKS	50.2 K	+15.89%	1.3 K	-28.56%	1.7 K	-20.74%	1.3 K	-24.81%	716	-27.19%	317	-25.85%	55.5 K	+10.16%
CTR	1.31%	-0.5 pts.	1.72%	-0.7 pts.	2.49%	-0.6 pts.	2.05%	-0.6 pts.	1.41%	-0.5 pts.	1.11%	-0.8 pts.	1.35%	-0.5 pts.
CTOR	5.92%	-0.6 pts.	7.44%	-2.1 pts.	10.02%	-1.8 pts.	8.73%	-2.2 pts.	7.01%	-1.8 pts.	5.96%	-2.9 pts.	6.09%	-0.8 pts.







November 2021 vs. Rolling 12-Month Average (October 2020 – October 2021)

*iOS update and suppression of Bot open data driving lower than avg. open rate & higher CTOR
Unsub Rate artificially inflated and not included due to Bot open data being categorized as unsubs







Consistent CRM Segment Engagement

Open rates were slightly up for all CRM segments with CTOR seeing a decline across the board. "Other" Guests saw a decline in both metrics.

March '21 – Nov '21

		Oct '21	Nov '21	Engagement Trends
OTHER GUESTS	Del.	2.6 M	3.8 M	MoM +49.42% (+1.3 M)
	Open%	23.6%	22.2%	
	CTOR	8.0%	5.9%	
WELL-TRAVELED EXECUTIVES	Del.	71.9 K	73.8 K	MoM +2.68% (+1.9K)
	Open%	21.8%	23.1%	
	CTOR	12.0%	7.4%	
SUN SEEKERS	Del.	64.6 K	66.4 K	MoM +2.91% (+1.9 K)
	Open%	23.6%	24.9%	
	CTOR	14.1%	10.0%	

March '21 – Nov '21

		Oct '21	Nov '21	Engagement Trends
THE CELEBRATORS	Del.	64.5 K	65.9 K	MoM +2.11% (+1.4 K)
	Open%	21.8%	23.5%	
	CTOR	14.5%	8.7%	
OCCASIONAL EXPLORERS	Del.	49.9 K	50.9 K	MoM +2.07% (+1.0K)
	Open%	18.7%	20.1%	
	CTOR	11.3%	7.0%	
THE ASPIRERS	Del.	27.9 K	28.5 K	MoM +2.18% (+609)
	Open%	17.5%	18.7%	
	CTOR	9.7%	6.0%	

MoM Decrease in CTOR For All Bonvoy Levels

All loyalty tiers saw a decline in CTOR MoM. Largest decline was for Ambassadors (-5.3pts) whereas Basic was least impacted (-1pts)

March '21 – Nov '21

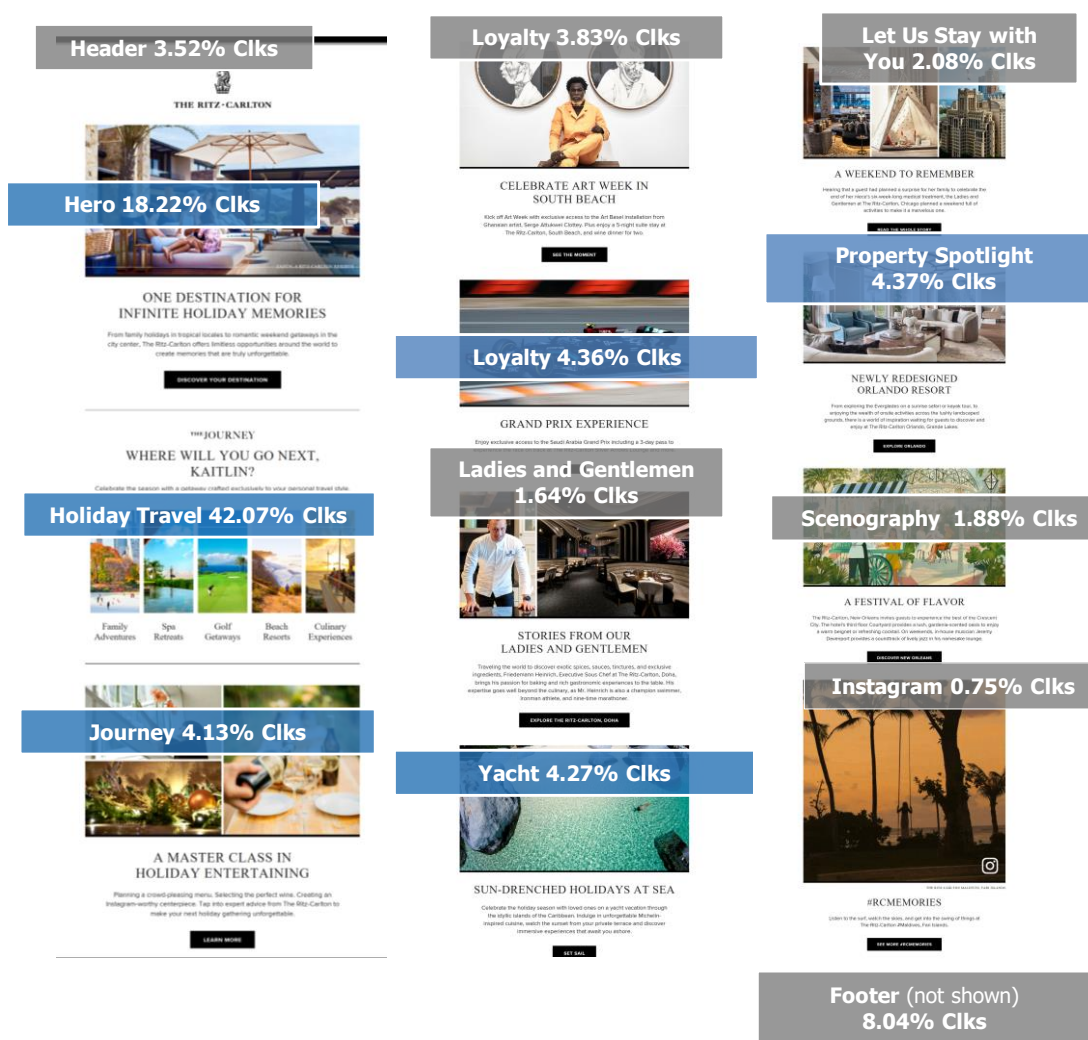
		Oct '21	Nov '21	Engagement Trends
NON-MEMBER	Del.	192.3 K	360.5 K	MoM +87.5% (+168.2K)
	Open%	13.0%	15.3%	
	CTOR	8.3%	5.5%	
BASIC	Del.	1.3 M	1.9 M	MoM +47.8% (+601.4K)
	Open%	22.9%	21.2%	
	CTOR	7.2%	6.2%	
SILVER	Del.	583.8 K	775.3 K	MoM +32.8% (+191.5K)
	Open%	25.6%	25.0%	
	CTOR	9.2%	6.1%	

March '21 – Nov '21

		Oct '21	Nov '21	Engagement Trends
GOLD	Del.	339.9 K	472.3 K	MoM +39.0% (+132.4K)
	Open%	24.8%	22.9%	
	CTOR	7.9%	5.8%	
PLATINUM	Del.	194.5 K	267.7 K	MoM +37.7% (+73.3K)
	Open%	24.8%	25.3%	
	CTOR	10.8%	6.3%	
TITANIUM	Del.	230.4 K	315.9 K	MoM +37.1% (+85.5K)
	Open%	24.8%	25.1%	
	CTOR	10.9%	6.4%	
AMBASSADOR	Del.	36.1 K	53.7 K	MoM +48.8% (+17.6K)
	Open%	22.4%	23.8%	
	CTOR	11.0%	5.7%	

November 2021 Heat Map (U.S. Version)

- Hero saw significant decrease in click activity MoM with Holiday Travel Nav bar driving most click activity at 42.07%
 - Last month the Hero generated 42.28% of clicks
 - Newer luxury audience could be engaging differently than non-luxury audience due to this being their first time seeing this newsletter
- Property Spotlight had strong engagement, 3rd highest, despite being positioned lower in the email
 - Preheader did encourage readers to check out new property: "Plus, explore our newly redesigned resort, The Ritz-Carlton Orlando, Grande Lakes"



Top Performing Content: November 2021

- Where Will You Go Next Nav bar content was the most engaging this month
- Hero followed with a CTR less than half of the Nav bar
- Consider evaluating top performing content for new Luxury audiences and how engagement impacts click activity at the overall level

Module	Article	Clicks	CTR
HOLIDAY TRAVEL NAV BAR	Where Will You Go Next	26.1 K	0.72%
HERO	One Destination for Infinite Holiday Memories	11.3 K	0.31%
HOTEL SPOTLIGHT	Newly Redesigned Orlando Resort	2.7 K	0.08%
LOYALTY	Grand Prix Experience	2.7 K	0.08%
YACHT	Sun-Drenched Holidays as Sea	2.6 K	0.07%
JOURNEY	A Master Class in Holiday Entertaining	2.6 K	0.07%
MOMENTS	Celebrate Art Week in South Beach	2.4 K	0.07%
JOURNEY	A Weekend to Remember	1.3 K	0.04%
HOTELS NEAR YOU	A Festival of Flavor	1.2 K	0.03%
LADIES AND GENTLEMEN	Stories From Our Ladies and Gentlemen	1.0 K	0.03%
INSTAGRAM	Instagram	0.5 K	0.01%

Recommendations

- Plan to set 2022 email goals in Q1 with focus on click rates; update learning agenda and roadmap
- Evaluate luxury segment engagement and click behavior to determine if versioning messages and/or content strategies are warranted
- Continue to leverage direct CTAs in future preheaders to drive readers where you want them to go including new redesigned resorts you want to feature as was done this month or other prioritized newsletter content
- Continue testing new Nav Bar content and placement to keep content fresh and maintain engagement
- Continue Instagram animation treatment to draw attention to lower content

Thank you!

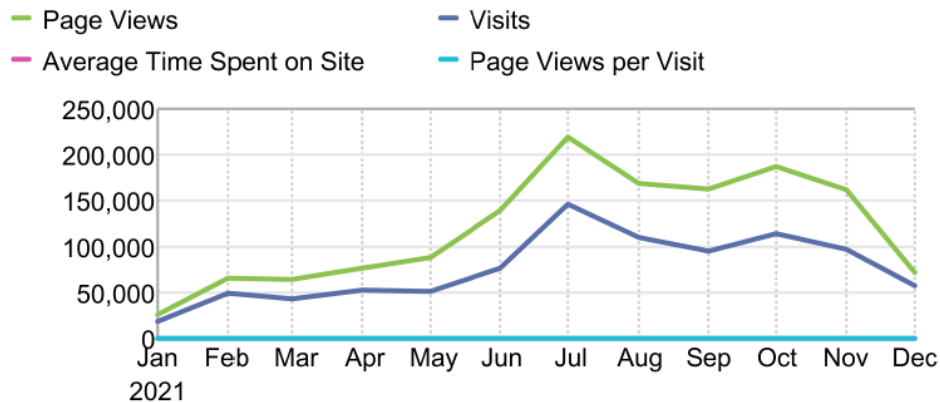
November 2021 Financial Engagement Comparisons

Metrics	November 2021	MoM	vs. 12-Month Average
Bookings	42	+31.3% (+10)	+61.5% (+16)
Room Nights	122	-22.8% (-36)	+36.6% (33)
Revenue	\$97.8 K	+47.7% (+\$31.6 K)	+173.9% (+\$62.1 K)

Note:

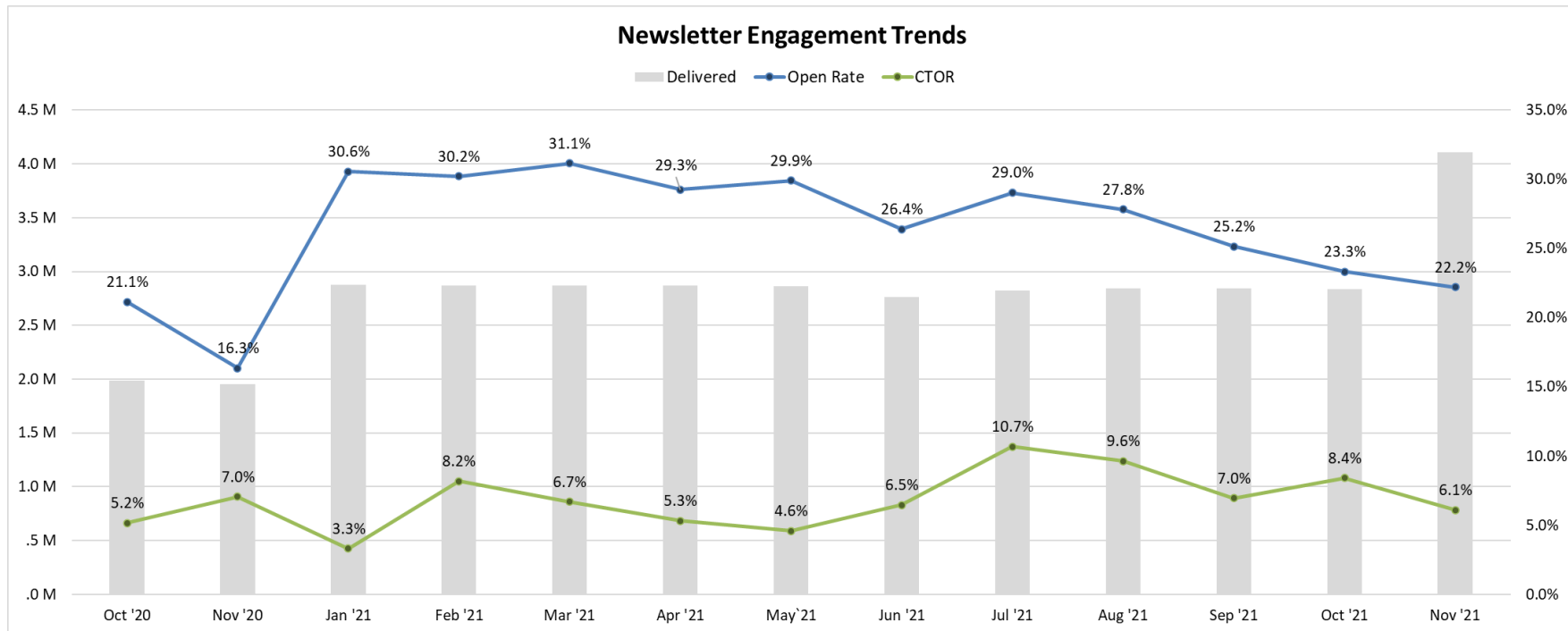
- Rolling 12-Month Average (Oct 2020 – Oct 2021)
- Financial Data Source: Omniture 7-Day

The Journey Website Engagement



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	76,599	52,584	2.27
May 2021	87,906	51,489	1.71
Jun 2021	139,319	76,371	1.62
Jul 2021	219,561	146,068	1.75
Aug 2021	168,629	110,135	1.81
Sep 2021	162,357	95,198	2.08
Oct 2021	186,823	113,871	2.01
Nov 2021	162,163	97,196	1.90
Dec 2021	71,576	57,438	1.78
Total	1,431,183	911,381	

Engagement Trends



Targeting Criteria 2021

- Include previous month email recipients
- Include all Luxury segments
- 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