



THE RITZ-CARLTON

Q2 + July 2022 Email Review

July 19, 2022

Meeting Agenda

- Q2 Performance Summary & Engagement Trends
- Q2 Testing Opportunities and Recommendations
- July eNews Performance

Performance Summary: Q2 2022

- CTR for Q2 slightly lower in comparison to Q1 (-.2pts.) with a significant increase in delivered volume QoQ (+73%)
 - Q1 lower volume levels driven by 26% decrease in March and no mailing in January due to 12/31 solo
- Performance has increased for total click activity on a rolling 12-month average, impacted by inclusion of luxury segments beginning in Q4 2021
- Engagement trends were consistent with overall email performance for most Bonvoy member and luxury segment levels
- Hero, hotels near you and nav bar modules continue to drive highest engagement levels in Q2

Q2 2022 Performance Summary & Recommendations

April: Spring Getaways



THE RITZ-CARLTON

INSPIRED GETAWAYS

Enjoy a Spring Break at
The Ritz-Carlton



Featuring a curated selection of sun-drenched destinations, as well as seasonal experiences and family-friendly options, these exclusive resorts express the effortless ease of springtime.

[Explore Resorts](#)

THE JOURNEY

Your Next Adventure

Explore our local guides to plan your next unforgettable journey.



U.S. &
Canada



Caribbean &
Latin America



Europe



Middle East



Asia & the
Pacific

May: Weekend Getaways



THE RITZ-CARLTON

RELAXING RETREATS

Weekend Getaways, Perfected.



Jessica, whether your ideal weekend away involves lushly landscaped fairways or locally inspired spa treatments, The Ritz-Carlton hotels and resorts are ready to make your dreams come true.

[Explore Golf Resorts](#)

[Explore Spa Resorts](#)

Relax Close to Home

You don't have to travel far to experience the ultimate spa day.

[The Ritz-Carlton Georgetown, Washington D.C. >](#)

[The Ritz-Carlton, Washington D.C. >](#)

[Explore More Hotels](#)

June: Summer Travel



THE RITZ-CARLTON

KID-FRIENDLY TRAVEL

Perfect the Art of Family Vacation



Plan a seamless getaway with kids in tow by exploring useful tips from well-traveled parents. Plus, discover unexpected destinations that provide the perfect place for your family to create new traditions.

[Explore Destinations](#)

Weekend Getaways Close to Home:

[The Ritz-Carlton Georgetown, Washington D.C. >](#)

[The Ritz-Carlton, Washington D.C. >](#)

[Discover More](#)

CTR Comparable to Q1; Delivered Volume Increased

Metrics	Q2 2022	QoQ	YoY
Delivered	15.8M	+73.4%	+86.5%
Clicks	221.2 K	+49.4%	+68.6%
CTR	1.4%	-0.2 pts.	-0.2 pts.
Unsub Rate	0.21%	-0.01 pts.	+0.06 pts.

**No mailing in January 2022*

- 73% increase in delivered volume QoQ impacted by a decrease in March volume along with no mailing in January; CTR for Q2 slightly lower in comparison to Q1
 - Delivery volume dropped from 5.2M in February to 3.9M in March (-26%) due to not including luxury segments
 - 12/31 Solo replaced January mailing
- YoY delivered volume was higher from expanding the audience to include all luxury segments beginning in November
- Unsub rates trending higher than previous year averages; determine if new benchmark is warranted since inclusion of luxury segments
 - Aligns closely when compared to the Bonvoy historical benchmark of 0.20%

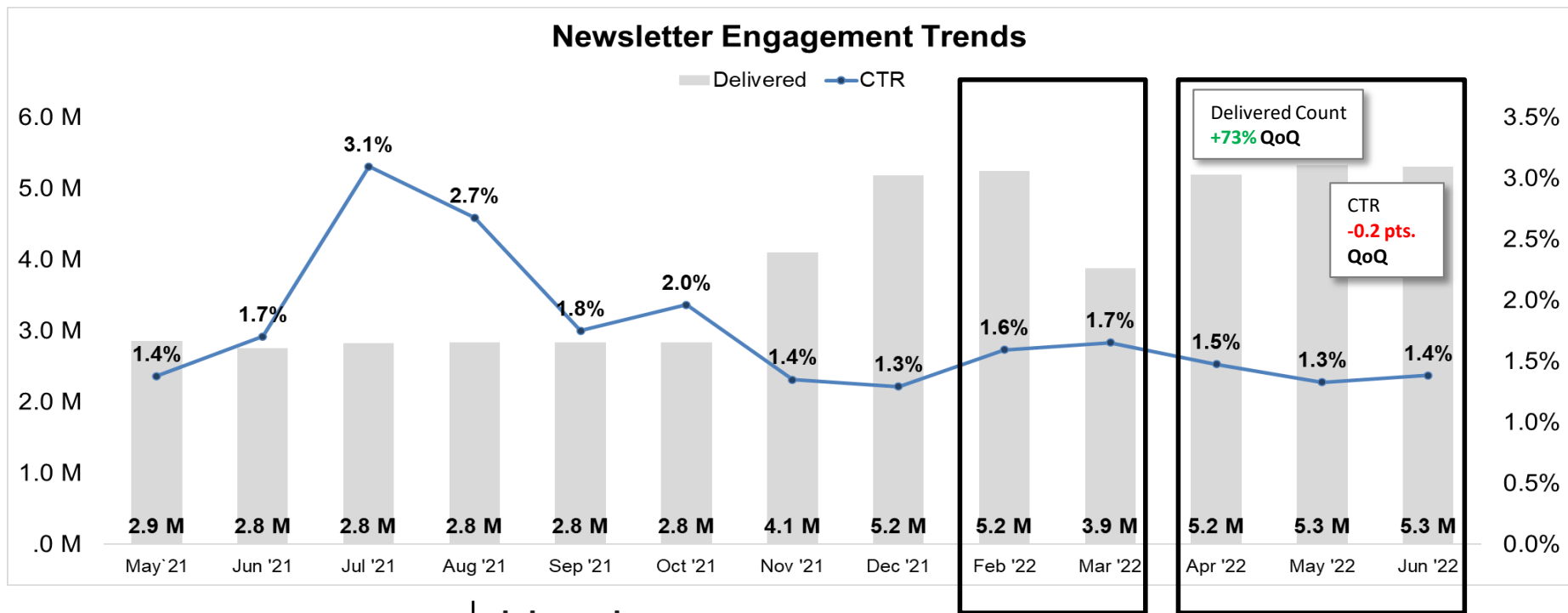
For Comparison

Bonvoy Averages Q2:

- CTR = 1.1%
- Unsub Rate = 0.15%
- Unsub Benchmark = 0.20%

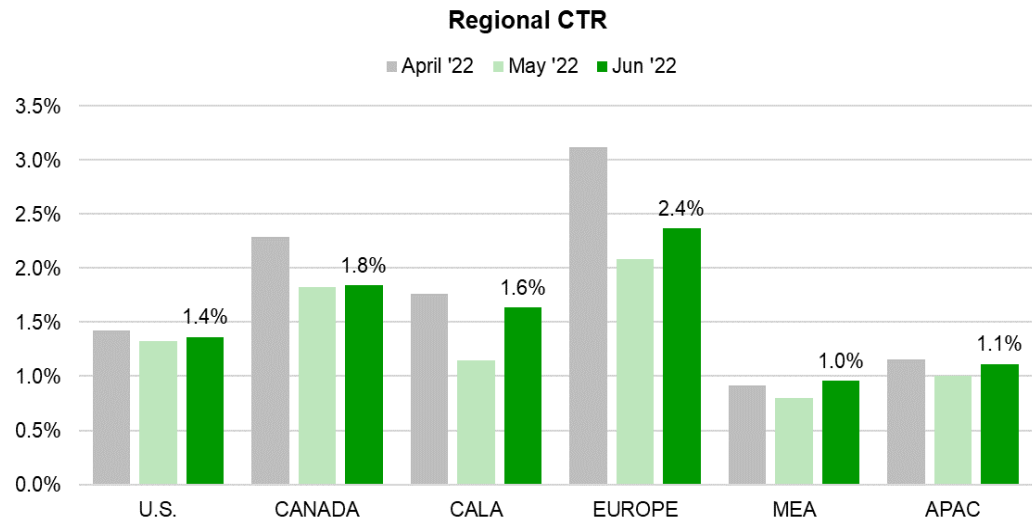
CTR Slightly Down QoQ; Fluctuations in Delivered Counts

- 73% increase in delivered volume QoQ; driven by exclusion of luxury segments in March and 12/31 solo replacing January mailing
- CTR slightly down QoQ; remains consistent since inclusion of luxury segments in Q4



Slight Decreases in Q2 Engagement for Most Regions

- April was the strongest month in regards to click activity for all regions followed by June; a consistent pattern with overall campaign trends
 - Geo-targeted hotel spotlight had strong performance in April
- Most regions had slight decrease in CTR or remained flat QoQ; consistent with overall trends
- US had the most stability for engagement levels throughout Q2 with other regions being more varied



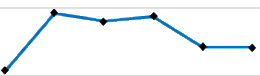


Q2 2022
Delivered Counts

Region	Counts (QoQ)
U.S.	13.2 M (+68%)
CANADA	632.8 K (+62%)
CALA	113.0 K (+71%)
EUROPE	458.7 K (+193%)
MEA	504.1 K (+177%)
APAC	922.3 K (+90%)



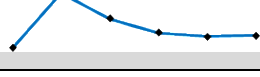

Similar CTR Trend For Most Bonvoy Levels

- Monthly engagement levels remain similar throughout Q2
- Non-Members continue to have lower engagement than Members. Consider reevaluating differences in content engagement later this year to see if any new trends arise from last analysis

Dec '21 – Jun '22






		Apr '22	May '22	Jun '22	Engagement Trends
NON-MEMBER	Del.	341.8 K	356.9 K	358.7 K	MoM +0.5% (+1.7K)
	CTR	0.9%	0.7%	0.7%	
BASIC	Del.	2.6 M	2.7 M	2.7 M	MoM -0.9% (-24.8K)
	CTR	1.5%	1.3%	1.4%	
SILVER	Del.	603.0 K	621.8 K	621.1 K	MoM -0.1% (-719)
	CTR	1.4%	1.3%	1.4%	

Dec '21 – Jun '22

		Apr '22	May '22	Jun '22	Engagement Trends
GOLD	Del.	906.0 K	930.7 K	930.7 K	MoM -0.0% (-1)
	CTR	1.6%	1.6%	1.6%	
PLATINUM	Del.	303.8 K	310.1 K	312.1 K	MoM +0.7% (+2.0K)
	CTR	1.7%	1.6%	1.6%	
TITANIUM	Del.	350.9 K	356.4 K	358.7 K	MoM +0.6% (+2.3K)
	CTR	1.6%	1.6%	1.6%	
AMBASSADOR	Del.	65.5 K	66.6 K	66.3 K	MoM -0.6% (-391)
	CTR	1.6%	1.5%	1.5%	

Varying Engagement Levels for Luxury Segments Continues into Q2

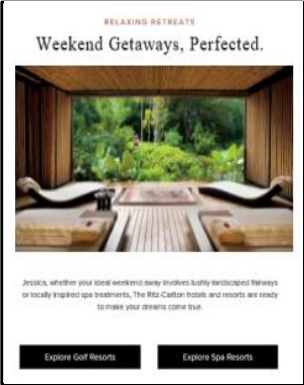
Dec '21 – Jun '22

		Apr '22	May '22	Jun '22	Engagement Trends
L1	Del.	496.2 K	525.1 K	516.7 K	MoM -1.6% (-8.4K)
	CTR	1.0%	0.8%	0.9%	
L2A	Del.	238.6 K	248.8 K	242.2 K	MoM -2.6% (-6.5K)
	CTR	1.4%	1.2%	1.2%	
L2B	Del.	1.2 M	1.2 M	1.2 M	MoM -0.7% (-7.9K)
	CTR	1.4%	1.3%	1.3%	
L3	Del.	298.4 K	307.1 K	309.9 K	MoM +0.9% (+2.8K)
	CTR	1.5%	1.5%	1.5%	
Everyone Else	Del.	3.0 M	3.1 M	3.1 M	MoM +0.0% (+94)
	CTR	1.6%	1.4%	1.5%	

- All luxury segment levels seeing slight decrease in performance for Q2; although levels remain fairly consistent overall since inclusion in November
- CTR engagement trends similar for L2A through L3 with engagement rates continuing to be lower for L1
- Everyone else and L3 are top performing segments for click engagement
- Recommend heat map analysis at the luxury segment level to help understand top content by segment that can be used to inform future personalization efforts

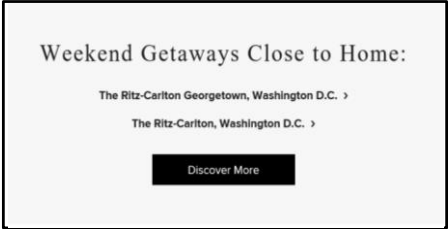
Top Performing Q2 2022 Content:

Journey Nav Bar, Hero, Hotels Near You, Yacht



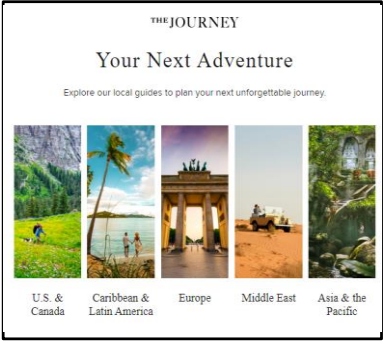
May: **Hero**

Most clicked hero content
29% of email clicks in May



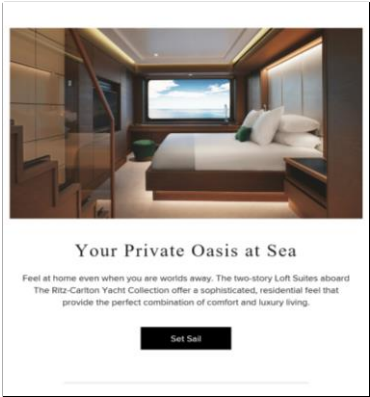
Jun: **Hotels Near You**

Most clicked hotels near you
content to date
23% of email clicks in Jun
(under Hero)



Apr: **Nav Bar**

Most clicked content
35% of clicks in April
(under hero)



Jun: **Yacht**

3rd Most clicked Yacht module
since 2021
9% of monthly clicks

Content / Module Performance: Q2 2022

(U.S. Version)

MODULE	April '22 (Spring Getaways)	May '22 (Weekend Getaways)	June '22 (Summer Travel)
Header	2.8%	3.6%	3.0%
Hero	22.5%	28.8%	18.1%
Hotels Near You	---	10.6%	22.6%
Navigation Bar	34.5%	19.1%	18.7%
Inspiration	---	---	---
Offer	2.8%	7.4%	5.3%
Formula 1	5.2%	4.8%	0.8%
Journey	2.5%	---	---
Journey 2	1.6%	---	---
Ladies & Gentlemen	---	3.1%	1.2%
Hotel Spotlight	12.1%	---	2.1%
New Hotel	---	3.9%	---
Brand Inspiration	---	---	---
Moments	---	---	---
Yacht	2.5%	3.2%	9.1%
Let Us Stay	---	1.1%	---
Scenography	3.4%	1.0%	2.9%
Boutiques	---	---	2.1%
Travel by Interest	---	---	1.6%
Partnership	---	---	1.4%
Instagram	2.2%	5.5%	3.1%
Footer	8.0%	8.0%	7.9%

- Hero, hotels near you and nav bar modules continue to drive highest engagement levels for Q2:
 - April Nav bar had highest % of clicks for all of Q2; 34.5% of clicks for month
 - May hero was strongest performer for hero; 28.8% of clicks
 - Featured two CTAs. Continue to test into multiple CTAs to assess if they drive a lift in engagement
 - Hotels Near You in June was top performer to date for module and highest performer for June; 22.6% of clicks
- April Hotel Spotlight, May Offer and June Yacht feature also generated strong interest even with lower placement

Subject Line PCIQ:

Observations & Recommendation

- Personalization is a tactic that performs well, along with using 'Authority' and 'Intrigue' tags either in isolation or in combination
 - "Your Guide..." continued to outperform other options
 - Look for more ways to test the superlative, intrigue approach - "The Perfect ..." was also a winner in June; it underperformed when used in combination with "How To" approach
 - Will dive into regional engagement as some locations may not prefer this communication style
- Also, evaluate ability to be able to personalize by luxury segment L1 / L2A vs. L2B / L3? Do subject line results vary by segment?

Date	Subject line	Tag	Unique Open Rate
4/2/2022	INSIDE THE RITZ-CARLTON: [Fname's][Your]Next Adventure	Intrigue, Personal	14.46%
4/2/2022	INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Spring Break Getaways	Authority, Personal	14.19%
4/2/2022	INSIDE THE RITZ-CARLTON: Spring Break Inspiration	Direct	13.68%
4/2/2022	INSIDE THE RITZ-CARLTON: Spring Break Getaways, Family Adventures, and Mo	List	13.67%
4/2/2022	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Spring Break	How To	13.49%
5/7/2022	INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Golf and Spa Getaways	Authority, Personal	13.24%
5/7/2022	INSIDE THE RITZ-CARLTON: Which would you choose: Golf or Spa?	Question	12.71%
5/7/2022	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Weekend	How To	12.61%
5/7/2022	INSIDE THE RITZ-CARLTON: Weekend Getaways, Perfected.	Direct	12.61%
5/7/2022	INSIDE THE RITZ-CARLTON: Golf, Spa, and Friend Weekend Getaways	List	12.52%
6/4/2022	INSIDE THE RITZ-CARLTON: Your Guide to Family Getaways	Authority	12.11%
6/4/2022	INSIDE THE RITZ-CARLTON: The Perfect Family Trip Does Exist	Intrigue	12.10%
6/4/2022	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Family Getaway	How To	11.92%
6/4/2022	INSIDE THE RITZ-CARLTON: Need Inspiration for Your Family Getaway	Question	11.91%
6/4/2022	INSIDE THE RITZ-CARLTON: Fun Family Travel	Direct	11.82%

Learning Agenda

Area	Test Tactics	Learnings Supported	Key KPIs
Audience & Segmentation	<ul style="list-style-type: none"> Version Content 3rd Party Data Geo-targeting 	<ul style="list-style-type: none"> Does 3rd party data help us understand certain segments better and improve content strategies? Are there additional geo-targeting opportunities to lift engagement and relevancy across targeted regions? 	<ul style="list-style-type: none"> CTR Unsub. Rate
Creative/Content	<ul style="list-style-type: none"> CTA Copy Hero Testing Image Testing Personalization and Relevancy 	<ul style="list-style-type: none"> Which CTA copy approach in the hero drives better engagement? Does multiple CTAs drive a lift in engagement? Can we increase click activity in select modules by testing more personalized content based on luxury segment, region, or member level? What content will lift engagement for non-members versus members? 	<ul style="list-style-type: none"> Click Counts CTR Journey traffic
Technology	<ul style="list-style-type: none"> PCIQ STO 	<ul style="list-style-type: none"> What are the best subject line approaches over time? Do certain approaches resonate with certain regions or luxury segment levels better than others? Are readers more engaged during certain times and days of week overall and at various segment levels? 	<ul style="list-style-type: none"> Open Counts Open Rate Click Counts CTR

Testing: Q3/Q4 2022

- August hero A/B test planned; feature dreamy countryside getaway vs. end of summer escapes
 - Determine additional opportunities in future mailings to test certain themes against one another to see what resonates with readers
- Hotels near you; test revised targeting criteria for better personalization
- Expand SL PCIQ efforts that build upon winning tactics
- Continue to test into multiple CTAs to assess if they drive a lift in engagement
- Leverage STO for ongoing mailings

Recommendations

- Recommend heat map analysis at the luxury segment level to help understand top content by segment that can be used to inform future personalization efforts
- Evaluate ability to be able to personalize by luxury segment L1 / L2A vs. L2B / L3 and regionally? Determine if subject line results vary by segment
- Identify opportunity to leverage Enterprise Personas to version content based on prioritized persona (s) and known characteristics
- Consider reevaluating differences in content engagement later this year at the member and non-member level to see if any new trends arise from prior analysis

Monthly Engagement:

July Newsletter

July 2nd Newsletter

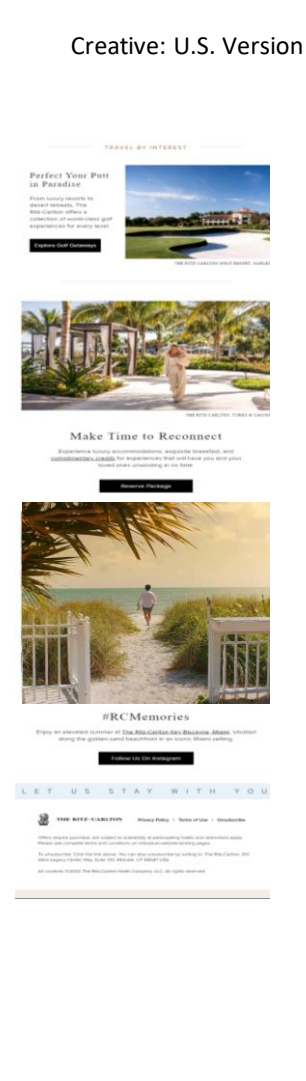
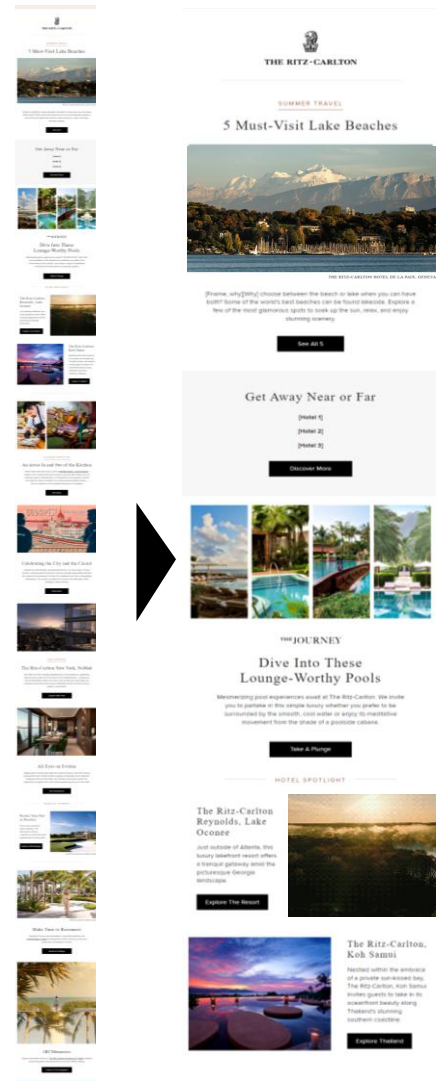
Theme: Lake Resorts

Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Explore 5 Luxurious Lakeside Resorts
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to a Luxury Lakeside Retreat
- (How To) INSIDE THE RITZ-CARLTON: How to Find the Best Lake Beaches
- (Intrigue) INSIDE THE RITZ-CARLTON: Your Lakeside Beach Retreat Awaits...
- (Comparison) INSIDE THE RITZ-CARLTON: Beach, Lake, Or Both?

Pre-Header:

Plus, dive into some of our most stunning pools around the world



Creative: U.S. Version

Performance Summary: July 2022

- Delivered count remained consistent with a slight increase of .7% MoM
- CTR .5pts. higher than June at 1.9%; strongest year to date with Lake Resorts theme continuing to drive significant interest from readers
- All Bonvoy and luxury segment levels trend similar MoM aligning with overall July engagement trends with non-members continuing to remain less engaged than members
- Hero generated nearly 60% of clicks; placing it as the top performer since 2020
 - July of last year comparable generating over 50% of clicks
 - Hotels Near You followed with Journey and Hotel Spotlight generating similar interest

Performance Summary:

- Delivered volume continues to remain higher in comparison to 12-month average driving a higher click volume
 - This continues to be driven by the addition of new luxury segments beginning in November of last year
- CTR was .2pts. higher than the 12-month average
 - Stronger in comparison to Bonvoy average; Bonvoy average for 7/1-7/8 was 1.2%
- Unsub rate remains comparable to average and in line with Bonvoy average

July 2022	vs Avg.
5.3 M Delivered	+32.6% (+1.3 M)
102.2 K Clicks	+50.6% (+34.4 K)
1.9% CTR	+0.2 pts.
0.22% Unsub Rate	-0.00pts.

Jul 2022 vs. Rolling 12-Month Average (June 2021-July 2022)

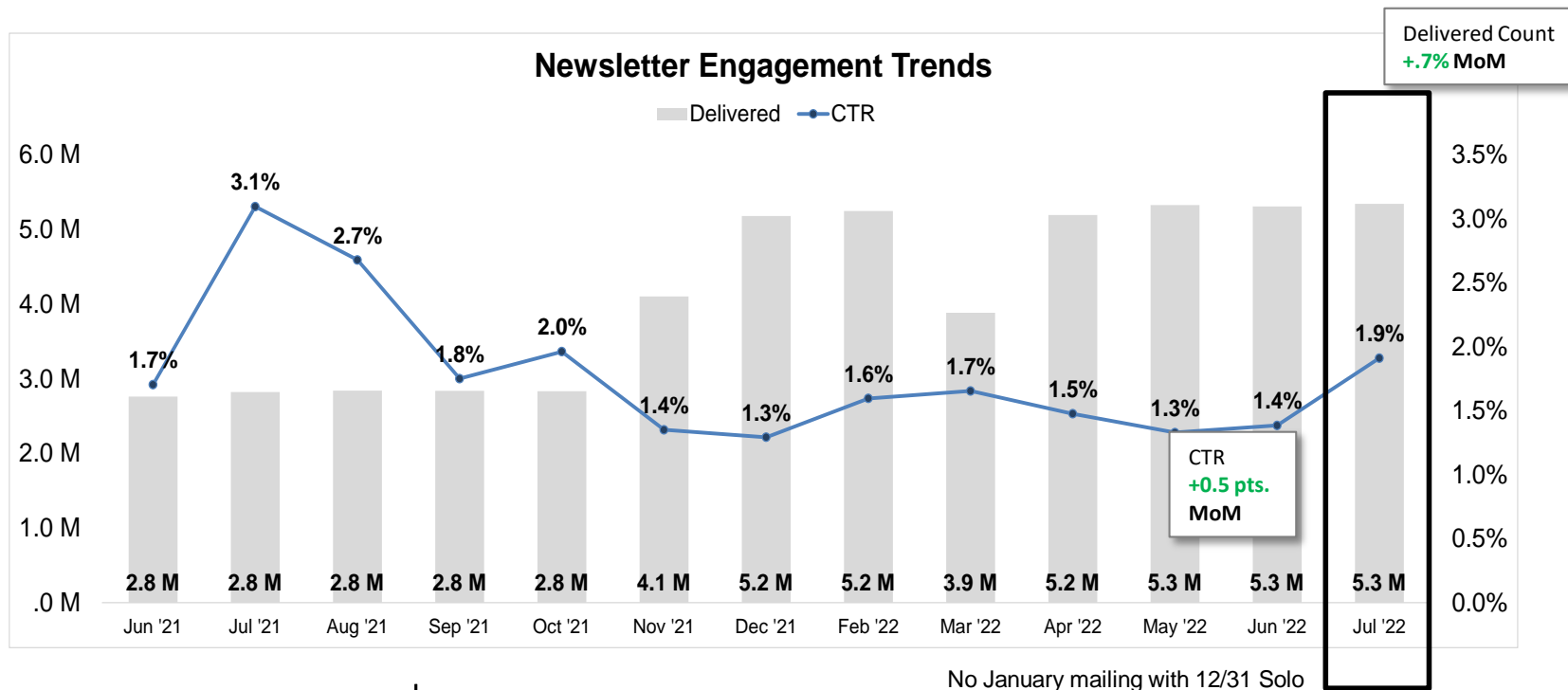
For Comparison

Bonvoy Averages (Jul 1-8):

- CTR = 1.2%
- Unsub Rate = 0.16%
- Unsub Benchmark = 0.20%

Strong Engagement for July; Highest CTR YTD

- Delivered volume remains stable MoM with an increase of 0.7%
- Lake Resorts remains an extremely popular theme YoY; with July having the highest CTR YTD and since inclusion of luxury segments



Journey Content Engagement Trends

- Time spent on site gradually increased as the week progressed from the 2-minute mark
- Hero drove significant interest along with the Explore Pools content
- Continue to leverage non-email driven engagement trends to inform content opportunities

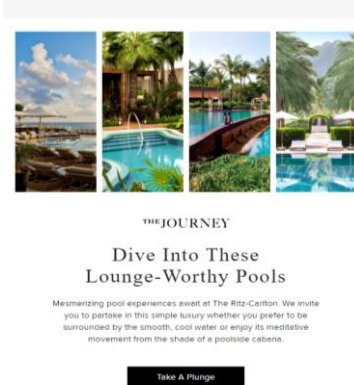
Time Spent on Site: Post-Deployment

Date	Page Views	Visits	Average Time Spent on Site
Jul 2, 2022	82,467	70,590	2.04
Jul 3, 2022	21,257	17,294	2.02
Jul 4, 2022	8,622	6,501	2.00
Jul 5, 2022	7,719	5,484	2.11
Jul 6, 2022	4,585	2,992	2.11
Jul 7, 2022	3,731	2,215	1.94
Jul 8, 2022	3,215	1,934	1.93
Jul 9, 2022	3,105	1,788	1.65

Top Pages for July Include:



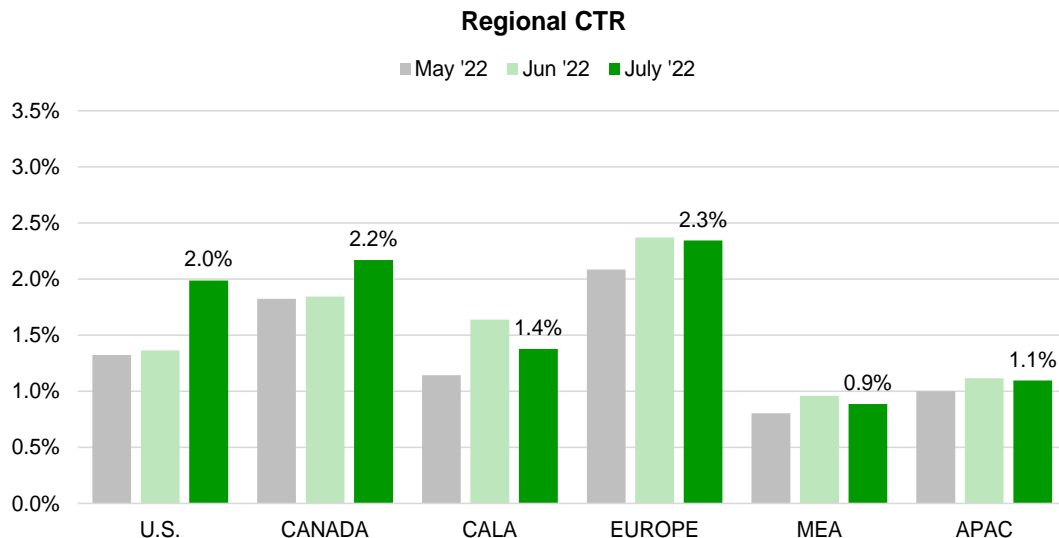
Hero



Explore Pools

Regional Engagement Varied For All Segments MoM

- In line with MoM performance trends, U.S. and Canada saw the most significant increase in CTR MoM
- Geo-targeted Hotels Near You and Hotel Spotlight modules generated strong interest from readers
- Evaluate how content using address is used outside of the U.S. and look at overall address coverage for our readers. May want to consider collapsing module for those without full or useable addresses








Delivered Counts

	Jul	Jun	MoM
U.S.	4.5 M	4.4 M	0.6%
CANADA	212.1 K	211.0 K	0.5%
CALA	38.0 K	37.6 K	0.9%
EUROPE	153.9 K	152.8 K	0.8%
MEA	172.3 K	169.4 K	1.7%
APAC	314.1 K	310.9 K	1.1%

Engagement Increased MoM All Levels

Feb '21 – Jul '22

		Jun '22	Jul '22	Engagement Trends
L1	Del.	516.7 K	523.6 K	MoM +1.3% (+6.9K)
	CTR	0.9%	1.1%	
L2A	Del.	242.2 K	248.8 K	MoM +2.7% (+6.5K)
	CTR	1.2%	1.7%	
L2B	Del.	1.2 M	1.2 M	MoM +1.3% (+15.5K)
	CTR	1.3%	2.0%	
L3	Del.	309.9 K	315.9 K	MoM +1.9% (+5.9K)
	CTR	1.5%	2.3%	
Everyone Else	Del.	3.1 M	3.1 M	MoM +0.0% (+1.0K)
	CTR	1.5%	2.0%	




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

- Engagement increased across all levels with L2B and L3 seeing most significant increase
- L1 continues to show a lower level of interest than other luxury segments; consistent across other mailings in which luxury segments are included (e.g., Lux MAU)
- L2B, L3 and Everyone Else had higher CTRs in July
- Recommend heat map analysis at the luxury segment level to help understand top content by segment that can be used to inform future personalization efforts





CTR Increased Across all Levels

- Elite member engagement levels had a more significant increase than non-elite member levels
- Non-member engagement also saw an increase and continues to remain less engaged MoM
- Revisit non-member versus member content engagement trends in Q3/Q4

Feb '21 – Jul '22

		Jun '22	Jul '22	Engagement Trends
NON-MEMBER	Del.	358.7 K	361.4 K	MoM +0.8% (+2.7K)
	CTR	0.7%	1.0%	
BASIC	Del.	2.7 M	2.7 M	MoM +0.2% (+5.9K)
	CTR	1.4%	1.7%	
SILVER	Del.	621.1 K	627.7 K	MoM +1.1% (+6.6K)
	CTR	1.4%	1.9%	

Feb '21 – Jul '22

		Jun '22	Jul '22	Engagement Trends
GOLD	Del.	930.7 K	944.0 K	MoM +1.4% (+13.3K)
	CTR	1.6%	2.3%	
PLATINUM	Del.	312.1 K	315.6 K	MoM +1.1% (+3.5K)
	CTR	1.6%	2.6%	
TITANIUM	Del.	358.7 K	361.5 K	MoM +0.8% (+2.8K)
	CTR	1.6%	2.6%	
AMBASSADOR	Del.	66.3 K	67.4 K	MoM +1.7% (+1.1K)
	CTR	1.5%	2.5%	

All Segments Heat Map: July 2022

(U.S. Version)

- Hero was strongest performing hero in the last 12 months; YoY both hero modules generated over 50% of clicks with Lake Resorts theme driving interest from readers
- Hotels Near You followed with Journey and Hotel Spotlight generating similar interest
- Yacht generated interest with lower placement

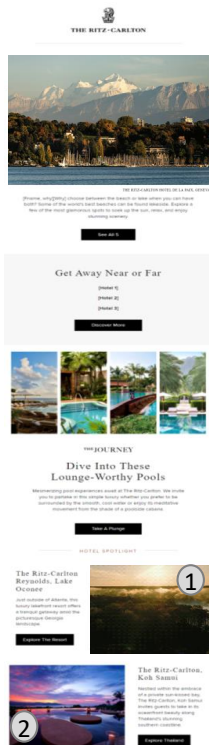
Header:
2.2% clks.

**Hero-Lake
Beaches:**
58.6% clks.

Hotels Near You:
10.6% clks.

Journey:
6.0% clks.

Hotel Spotlight:
5.7% clks.

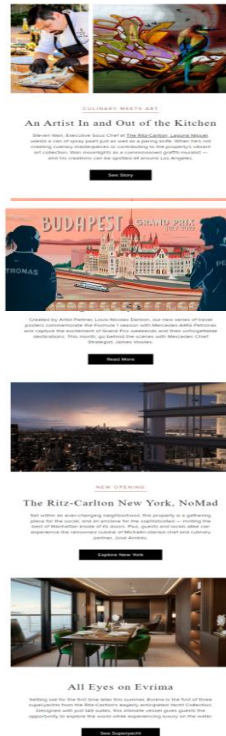


Ladies & Gentlemen:
0.9% clks.

Formula 1:
1.0% clks.

New Openings:
2.2% clks.

Yacht:
2.9% clks.

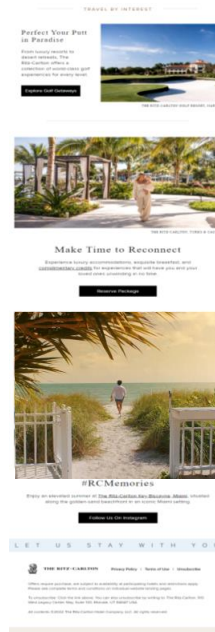


Travel by Interest:
1.2% clks.

Offer:
1.7% clks.

Instagram:
1.0% clks.

Footer (not shown):
6.0% clks.



Top Performing Content: July 2022

- Hero and Lounge-Worthy Pools Journey module were top performers for July
 - Animated hero drove significant level of interest from readers
- Hotel Spotlight (Lake Oconee) had 3rd highest CTR for July newsletter

Module	Article	Clicks	CTR
Hero	Lake Beaches	62.1 K	1.16%
Journey	Lounge-Worthy Pools	6.3 K	0.12%
Hotel Spotlight	Lake Oconee	4.4 K	0.08%
Yacht	Evrima, Superyacht	3.1 K	0.06%
Hotels Near You	Hotels Near You	2.8 K	0.05%
New Hotel Opening	New York, NoMad	2.3 K	0.04%
Offer	Reconnect Package	1.8 K	0.03%
Hotel Spotlight	Koh Samui	1.6 K	0.03%
Travel by Interest	Golf Getaways	1.3 K	0.02%
F1	Formula 1	1.0 K	0.02%

(U.S. Version)

Thank you!

Monthly Engagement:

June Newsletter

June 4th Newsletter

Theme: Summer Travel

Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Fun Family Travel
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to Family Getaways
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Perfect Family Getaway
- (Question) INSIDE THE RITZ-CARLTON: Need Inspiration for Your Family Getaway
- (Intrigue) INSIDE THE RITZ-CARLTON: The Perfect Family Trip Does Exist

Pre-Header:

Plus, discover suite escapes, our newest hotel opening, offers, and more!





KID-FRIENDLY TRAVEL

Perfect the Art of Family Vacation



Plan a seamless getaway with kids in tow by exploring useful tips from well-traveled parents. Plus, discover unexpected destinations that provide the perfect place for your family to create new traditions.

Explore Destinations

Weekend Getaways Close to Home:

The Ritz-Carlton Georgetown, Washington D.C. >

The Ritz-Carlton, Washington D.C. >

Discover More

THE JOURNEY

Adventure Awaits, Jessica

No matter your travel style, we've got inspiration to help you plan your next getaway.



Family Friends Solo Romantic


HOTEL SPOTLIGHT

The Ritz-Carlton, Cleveland

Full of history, culture, and many family-friendly attractions, discover everything Cleveland has to offer.

Explore Activities






Learning the Language of Rhythm in Istanbul

Discover how choreographer Lauren Lovette and musician Begüm Üstün are finding energy and inspiration in Turkey's buzzing cultural capital.


Read More



A Picture-Perfect Meeting

Watch Formula 1 team Lewis Hamilton and artist Luca Nicotri discuss the way that art, music, and creativity play in their daily lives. Plus, discover how Hamilton stays calm on race days.


See the Whole Story



Your Private Oasis at Sea

Feel at home even when you are worlds away. The two-story Loft Suite aboard The Ritz-Carlton Yacht Collection offers a sophisticated, residential feel that provides the perfect combination of comfort and luxury living.


Get Set



Experience Ocean Inspiration

Set Coast Beach, using a mosaic for surfers, truly shines during the golden hour. To honor the setting sun every day at The Ritz-Carlton, Santa & Catalina, our extraordinary team members spent the scene in an extraordinary performance, using the golden waves to inspire the scene in the spectacular view.


Experience Ocean Inspiration



Step Inside the Chicago Suite

In celebration of the new 10 series, 'The First Lady', The Ritz-Carlton partnered with Universal to create a suite inspired by the show.


View Suite



A Place to Explore and Engage

Trust yourself and the little ones in your life. It's a change of scenery. Discover a new place to explore and engage. Discover a new place to explore and engage. Discover a new place to explore and engage.


Discover the City



Elevate Your Stay

Discover our suites and villas, ideal for families and those seeking additional space to relax, and explore your destination from an entirely different perspective.


Explore Suites



Your Versatile Vacation Bag

Go from the beach to the boardwalk with the Ritz-Carlton's versatile vacation bag.

Shop Now



#RCMemories

Gift through the center of Santa Bay Island at The Ritz-Carlton, Santa & Catalina.

Experience the Magic

Performance Summary:

- Overall delivered volume continues to remain higher in comparison to 12-month average driving an increase in total clicks
 - Delta in delivered volume will stabilize in Q4 when luxury segments initially started to be incorporated and began driving up overall delivered volume for monthly newsletter
- CTR was .3pts. lower than 12-month average
- Unsub rate for June aligns with historical Bonvoy unsub benchmark

June 2022	vs Avg.
5.3 M Delivered	+38.8% (+1.5 M)
73.6 K Clicks	+13.2% (+8.6 K)
1.4% CTR	-0.3 pts.
0.21% Unsub Rate	-0.01 pts.

June 2022 vs. Rolling 12-Month Average (May 2021- May 2022)

For Comparison

Bonvoy Averages (Jun 1-14):

- CTR = 1.6%
- Unsub Rate = 0.16%
- Unsub Benchmark = 0.20%

All Segments Heat Map: June 2022

(U.S. Version)

- Geo-targeted Hotels Near You generated most click activity for June
- Hero followed behind Nav Bar as 3rd; within .6pts. for percent of clicks
- Yacht and Maldives offer module generated interest even with lower placement in email

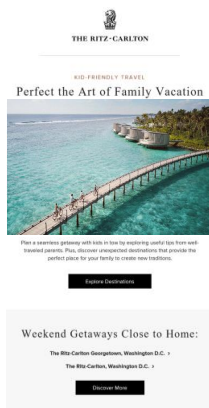
Header:
3.0% clks.

Hero:
18.1% clks.

Hotels Near You:
22.6% clks.

Nav Bar:
18.7% clks.

Hotel Spotlight:
2.1% clks.



Ladies & Gentlemen:
1.2% clks.

Formula 1:
0.8% clks.

Yacht:
9.1% clks.

Scenography:
2.9% clks.



Partnership:
1.4% clks.

Travel by Interest:
1.6% clks.

Offer:
5.3% clks.

Boutiques:
2.1% clks.

Instagram:
3.1% clks.

Footer (not shown):
7.9% clks.



Top Performing Content: June 2022

(U.S. Version)

- Hero with a Kid-Friendly Travel theme, was the top engaging content this month
 - Consider continuous planning against kid-friendly content and incorporation into content outline
- Yacht generated the second highest CTR for June
- Romantic generated the highest CTR in the Travel Style Nav Bar followed by Solo, Family and Friends

Module	Article	Clicks	CTR
Hero	Kid-Friendly Travel	14.3 K	0.32%
Yacht	Your Private Oasis at Sea	7.3 K	0.16%
Hotels Near You	Weekend Getaways Close to Home	5.7 K	0.13%
Travel Style (Nav. Bar)	Romantic	5.1 K	0.11%
Offer	Elevate Your Stay	4.2 K	0.10%
Travel Style (Nav. Bar)	Solo	4.1 K	0.09%
Travel Style (Nav. Bar)	Family	3.9 K	0.09%
Scenography	The Ritz-Carlton, Laguna Niguel	2.0 K	0.04%
Travel Style (Nav. Bar)	Friends	1.8 K	0.04%
Hotel Spotlight	The Ritz-Carlton, Cleveland	1.7 K	0.04%

2022 RC eNews Heatmaps

MODULE	January '22	February '22 (Romantic Getaways)	March '22 (Road Trips/Spring)	April '22 (Spring Getaways)	May '22 (Weekend Getaways)	June '22 (Summer Travel)	July '22 (Lake Resorts)	August '22	September '22	October '22	November '22	December '22
	---	---	---	---	---	---	---	---	---	---	---	---
Header	---	2.7%	3.0%	2.8%	3.6%	3.0%	2.2%					
Hero	---	14.0%	17.5%	22.5%	28.8%	18.1%	58.6%					
Hotels Near You	---	16.4%	20.4%	---	10.6%	22.6%	10.6%					
Navigation Bar	---	---	17.9%	34.5%	---	---	---					
Inspiration	---	---	9.8%	---	---	---	---					
Offer	---	2.8%	---	2.8%	7.4%	5.3%	1.7%					
Formula 1	---	---	6.6%	5.2%	4.8%	0.8%	1.0%					
Journey	---	19.5%	4.0%	2.5%	19.1%	18.7%	6.0%					
Journey 2	---	---	---	1.6%	---	---	---					
Ladies & Gentlemen	---	1.4%	---	---	3.1%	1.2%	0.9%					
Hotel Spotlight	---	15.0%	3.1%	12.1%	---	2.1%	5.7%					
New Hotel	---	---	---	---	3.9%	---	2.2%					
Brand Inspiration	---	---	2.8%	---	---	---	---					
Moments	---	---	1.2%	---	---	---	---					
Yacht	---	10.4%	3.1%	2.5%	3.2%	9.1%	2.9%					
Let Us Stay	---	2.4%	2.3%	---	1.1%	---	---					
Scenography	---	4.6%	---	3.4%	1.0%	2.9%	---					
Boutiques	---	---	---	---	---	2.1%	---					
Travel by Interest	---	---	---	---	---	1.6%	1.2%					
Partnership	---	---	---	---	---	1.4%	---					
Instagram	---	2.8%	1.5%	2.2%	5.5%	3.1%	1.0%					
Footer	---	7.9%	6.8%	8.0%	8.0%	7.9%	6.0%					

2021 RC eNews Heatmaps

MODULE	January '21 (Family)	February '21 (Resorts)	March '21 (Road Trips)	April '21 (Celebrity)	May '21 (Culinary)	June '21 (Summer /City)	July '21 (Lake Resorts)	August '21 (Last Minute Summer Getaways)	September '21 (Fall Getaways)	October '21 (Mountains and Outdoors)	November '21 (Holiday Travel Planning)	December '21 (Holiday Travel Planning)
Header	5.0%	2.5%	23.8%	3.7%	4.1%	2.7%	1.8%	1.6%	2.5%	2.1%	3.5%	2.7%
Hero	27.9%	20.3%	23.0%	35.4%	15.6%	15.6%	52.5%	34.4%	38.5%	42.3%	18.2%	35.7%
Hotels Near You	---	---	16.0%	---	10.0%	---	---	6.7%	---	---	---	10.2%
Journey Promo	5.4%	---	---	---	---	---	---	---	8.2%	2.8%	---	---
Journey	4.5%	17.0%	6.0%	---	5.6%	15.3%	17.5%	6.5%	4.4%	12.9%	42.1%	21.6%
Journey 2	10.6%	---	3.8%	---	2.6%	---	---	---	---	---	4.1%	---
Property	5.3%	10.5%	5.3%	---	4.0%	---	---	---	---	4.1%	4.4%	---
Yacht Collection	---	7.0%	6.6%	10.6%	---	---	4.3%	7.0%	---	5.0%	4.3%	5.6%
Hotel Spotlight	---	---	16.2%	7.5%	10.0%	2.9%*	12.7%	11.4%	16.6%	12.7%	---	4.4%
New Openings	5.1%	19.3%	---	---	27.9%	34.5%	2.1%	---	---	2.8%	---	1.8%
Video	2.5%	---	2.6%	---	2.5%	4.6%	0.6%	0.8%	1.0%	---	---	---
Travel by Interest	---	5.7%	3.6%	14.5%	3.5%	5.5%	2.5%	6.4%	1.1%	1.7%	4.4%	---
Scenography	6.9%	---	7.3%	10.1%	3.1%	1.8%	0.7%	0.9%	1.0%	1.0%	1.9%	---
Loyalty/Moments	---	---	---	---	---	3.8%	---	1.9%	---	---	3.8%	---
Ladies & Gentlemen	---	---	---	---	---	---	---	---	---	2.1%	1.6%	2.5%
Promos	5.5%	3.6%	---	---	---	5.2%	---	14.5%	---	---	3.8%	1.3%
Shop	---	---	---	4.5%	---	---	---	---	---	---	---	1.4%
Instagram	2.9%	2.1%	1.0%	5.4%	2.1%	1.9%	1.6%	4.0%	4.7%	5.7%	0.7%	2.0%
Footer	18.4%	6.3%	6.2%	8.3%	8.9%	5.9%	3.9%	3.9%	5.9%	4.7%	8.0%	10.8%

April 2nd Newsletter


Theme: Spring Getaways

Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Spring Break Inspiration
- (Authority)(Personal) INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Spring Break Getaways
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Perfect Spring Break
- (List) INSIDE THE RITZ-CARLTON: Spring Break Getaways, Family Adventures, and More
- (Intrigue)(Personal) INSIDE THE RITZ-CARLTON: [Fname's][Your]Next Adventure

Pre-Header:

Plus, go behind-the-scenes of the new Silver Arrows Lounge



Enjoy a Spring Break at The Ritz-Carlton

INSPIRED GETAWAYS

Enjoy a Spring Break at The Ritz-Carlton


Expand Your Horizons


The Creative Allure of Colorado

Enjoy the Ride

See the Race in Miami

Getaways at Sea





INSPIRED GETAWAYS

Enjoy a Spring Break at The Ritz-Carlton


Expand Your Horizons


The Creative Allure of Colorado

Enjoy the Ride

See the Race in Miami

Getaways at Sea





INSPIRED GETAWAYS

Enjoy a Spring Break at The Ritz-Carlton

Expand Your Horizons

The Creative Allure of Colorado

Enjoy the Ride

See the Race in Miami

Getaways at Sea

Creative: U.S. Version

All Segments Heat Map: April 2022

(U.S. Version)

- Geo-targeted Hotel Spotlight saw significant increase in click engagement since March of +9pts.
- Nav bar and Hero were top performers and were both highest YTD
- Yacht seeing slightly lower engagement levels continuing into April; .6pts. decrease MoM

Header:
2.8% clks.

Hero:
22.5% clks.

Navigation:
34.5% clks.

Hotel Spotlight:
12.1% clks.

Journey:
2.5% clks.



Offer:
2.8% clks.



Journey 2:
1.6% clks.



Formula One:
5.2% clks.



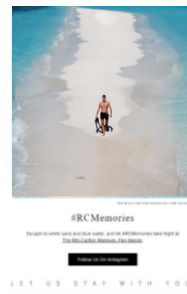
Yacht:
2.5% clks.



Scenography:
3.4% clks.



Instagram:
2.2% clks.



Footer (not shown):
8.0% clks.

May 7th Newsletter

Theme: Weekend Getaways

Subject Line (Used PCIQ Optimization):

- (Direct) INSIDE THE RITZ-CARLTON: Weekend Getaways, Perfected.
- (Authority)(Personal) INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Golf and Spa Getaways
- (How To) INSIDE THE RITZ-CARLTON: How to Plan the Perfect Weekend
- (List) INSIDE THE RITZ-CARLTON: Golf, Spa, and Friend Weekend Getaways
- (Question) INSIDE THE RITZ-CARLTON: Which would you choose: Golf or Spa?

Pre-Header:

Plus, new hotel opening, award-winning cocktail recipe, and more.



RELAXING RETREATS
Weekend Getaways, Perfected.

Amman, whether your ideal weekend getaway involves lush landscaped pathways or locally inspired spa treatments, The Ritz-Carlton Amman and resorts are ready to make your dreams come true.

[Explore Golf Resorts](#)

[Explore Spa Resorts](#)

Relax Close to Home

You don't have to travel far to experience the ultimate urban stay.

The Ritz-Carlton Georgetown, Washington D.C. >

The Ritz-Carlton, Washington D.C. >

[Explore More Hotels](#)

OUR JOURNEY
5 Destinations for a Getaway With Friends

From restorative waterfront retreats to collaborating indoor aquariums, find inspiration for your next group getaway.

[View All](#)

Welcome to Club Level, Jessica

From mixology demonstrations and local food tastings to personalized shopping excursions and private concerts, the Club Lounge provides a destination's essence through curated experiences and thoughtful service.

[Reserve Now](#)

The Ritz-Carlton, Amman

With nine dining venues, grand event spaces, and a lavish spa, The Ritz-Carlton, Amman is ideally situated to experience local art and authentic culture in the Jordanian Desert or explore the historic sites of Petra, Dead Sea, and the natural beauty of the Dead Sea.

[Explore the Resort](#)

Canadian Grand Prix Moment

Kick off Canadian Grand Prix weekend with two tickets to Ritz-Carlton, Montreal Grand Prix Suite Party, enjoy brunch at Maison Brûlée, and savor dinner with an unforgettable evening tour of the historic city.

[View Details](#)

Award-Winning Cocktails in Vienna

Guests at The Ritz-Carlton, Vienna are delight in the Marquise Tradition. Celebrating its spectacular cocktail recipe, that have earned first several awards in World Class Competition as well as the title of "World's Most Experimental Bartender".

[Explore Bars and Restaurants](#)

MORPHEUS COCKTAIL

The gift of dreams goes infinite to the ancient kingdom of Phara, which included Alghazali, tea and many other countries. Mysterious and delicious flavors combine for a unique experience.

Pymouth Gin — Cardamom Honey — Tequila — Green Tea Espresso

A Feast for the Eyes

At The Ritz-Carlton, Washington D.C., we set inspiration by art designer Jonathan Beck and inspired by the work of the hotel's executive chef, greeted guests with oversized entrees and interactive elements that have never existed before the dining room.

[Go Behind the Scenes](#)

Make Memories on a Caribbean Voyage

Reconnect with friends and make memories that will last a lifetime on a Caribbean voyage with The Ritz-Carlton, St. John's Bay, Jamaica. Whether you're going for a day along the beach or a week, take a "Caribbean Cruise" and the most, a 5-day cruise in Puerto Rico, or even to other beautiful Caribbean islands.

[Go Aboard](#)

A Priceless Memento

Using memories of a guest's birthday, one of our specialists includes destination in The Ritz-Carlton, St. John's Bay, Jamaica. A special birthday cake as well as a personalized memento that captures the guest's birthday is beautifully packaged and giving the best of our most memorable of the day!

[View Details](#)

From Skyline to Coastline

Beginning at 5:30 a.m. in the Resort Garden at The Ritz-Carlton, St. John's Bay, Jamaica, guests can enjoy a breakfast buffet and enjoy the view of the city skyline and the ocean.

[Explore Resort](#)

#RCMemories

Whether you're a solo traveler or a group, The Ritz-Carlton, St. John's Bay, Jamaica is the perfect place to make memories that will last a lifetime.

[Take Us On a Journey](#)

Creative: U.S. Version

All Segments Heat Map: May 2022

(U.S. Version)

- Hero and Journey Friends Getaway module were top performing modules in May
- Hero image intentionally was not clickable to help drive activity to the featured two CTAs; highest % of clicks YTD; consider continuing to test to see if multiple CTAs drives engagement lift
- Geo-targeted Spas Near You resonated well with U.S. audience and had less reach for other regions including Europe; consider evaluating how address data is leveraged for targeting
- Instagram had significant engagement and was one of top clicked Instagram modules YTD

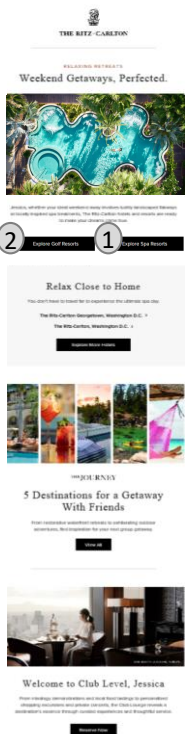
Header:
3.6% clks.

Hero:
28.8% clks.

Spas Near You:
10.6% clks.

Journey:
19.1% clks.

Offer:
7.4% clks.



New Hotel Opening:
3.9% clks.

Formula 1:
4.8% clks.

Ladies & Gentlemen:
3.1% clks.



Yacht:
3.2% clks.

Let Us Stay:
1.1% clks.

Scenography:
1.0% clks.

Instagram:
5.5% clks.

Footer (not shown):
8.0% clks.



Targeting Criteria

- 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

Luxury Segmentation Criteria

Segment Name	Segment Description
L1	All stays are luxury
L2A	$\geq 50\%$ of stays are luxury
L2B	$< 50\%$ of stays are luxury
L3	All luxury stays are paid by bonus points