



*Photographed by Trey Ratcliff*

THE RITZ-CARLTON

# Q2 2021 Email Review

June 22, 2021

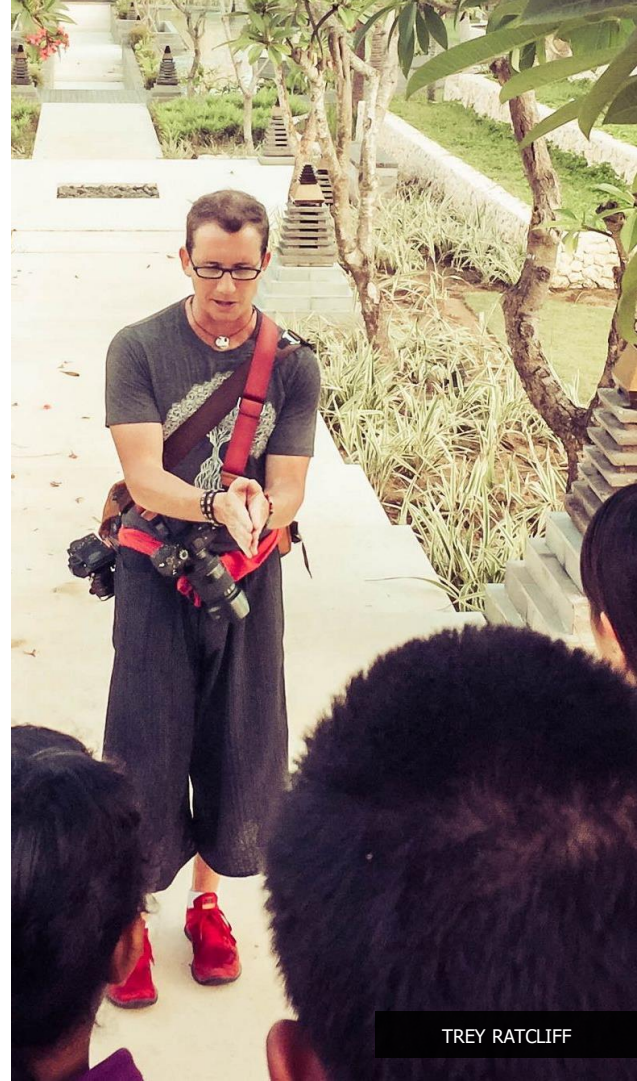
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# Meeting Agenda

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- Key Storylines
- Performance Overview
- Engagement Trends
- Testing & Optimization
- Actionable Insights



## Key Storylines: Q2 2021

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- Continue to see a high level of engagement in Q2 – key factors include
  - New Openings were the standouts of the quarter taking the top two spots
  - Expanded audience - past Luxury email openers are highly engaged
  - Consistent branded subject line and optimization the ticket to strong readership
- The rolling 12 month average shows a positive trend in all key metrics
- The Culinary Themed Newsletter had strong engagement with select groups and regions but did not engage the broader audience
- Geo targeted within the US for the first time in June



## April: Trey Ratcliffe's 80 Stays



### AROUND THE WORLD IN 80 STAYS

Photographer Trey Ratcliffe 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 Ratcliffe's 80 Stays Tour, and enjoy sweeping city views of the iconic skyline.

[EXPLORE >](#)

THE RITZ-CARLTON NAUPOHO, SANTA BARBARA

### 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](#)

## May: Culinary Journeys



### SAVOR EVERY MOMENT

From an extraordinary meal to a memorable moment and lasting impression of the places we've traveled to—the warmest host of a Steakhouse pepper to the best seafood of sea-caught fish. Our Ladies and Gentlemen would be delighted to help you create your next culinary journey.

[EXPLORE CULINARY EXPERIENCES](#)

### EXTRAORDINARY DINING NEAR YOU

THE RITZ-CARLTON, LOBBY FROM 7



#### THE JOURNEY

### 4 FEARLESS CHEFS ON HOW THEY MADE IT TO THE TOP

Meet four female chefs from The Ritz-Carlton restaurants in Ft. Lauderdale, Rancho Mirage, Cove Mountain and St. Louis and discover their favorite condiments, dream kitchen companions and the inspiration behind their menus.

[WATCH THE INTERVIEW](#)

## June: Summer in the City



THE RITZ-CARLTON NEW YORK, CENTRAL PARK

### SUMMER IN THE CITY

Katlin, rediscover the simple pleasure of exploring the city this summer. Newly reimaged hotel suites offer penthouse-inspired spaces and Central Park Views at The Ritz-Carlton New York, Central Park, reopening this month.

[EXPLORE NEW YORK](#)

#### THE JOURNEY

### THE ULTIMATE EAST COAST FAMILY VACATION

Join fashion blogger, Halle Swanson, on her tour of the United States' historic East Coast, and find inspiration for your next road trip getaway.

[SEE ITINERARY](#)

#### THE RITZ-CARLTON, BOSTON

This iconic hotel, reopening in June, is located at the start of the Freedom Trail and within walking distance of many must-see sites.

[EXPLORE BOSTON >](#)

East version

# PERFORMANCE SUMMARY

## Performance Summary: Q2 2021

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- Slight declines in QoQ engagement from capturing fewer opens and clicks
  - The May Culinary issue CTOR of 4.5% was lower MoM
  - The June open rate of 27% was high in comparison, but down 3pts. MoM; city focused subject line may not have resonated with all readers
- Positive engagement trends with continued unsubscribe rate declines MoM
- New Opening's were called out in the Pre-header in the last two newsletters
  - Likely influenced strong feature engagement
- Trey Ratcliff 80 Stays Around the World the standout hero feature for the quarter
- Geo Targeted Travel By Interest was a strong performer in April

## Q2 2021 Newsletter Performance

Metrics	Q2 2021	QoQ
Delivered	8.5 M	-1.1%
Opens	2.4 M	-7.6%
Open Rate	28.53%	-2pts
Clicks	131.1 K	-18%
CTR	1.54%	-0.34pts
CTOR	5.42%	-0.7pts
Unsub Rate	0.15%	-0.05pts

YoY= N/A – No deployments during this period

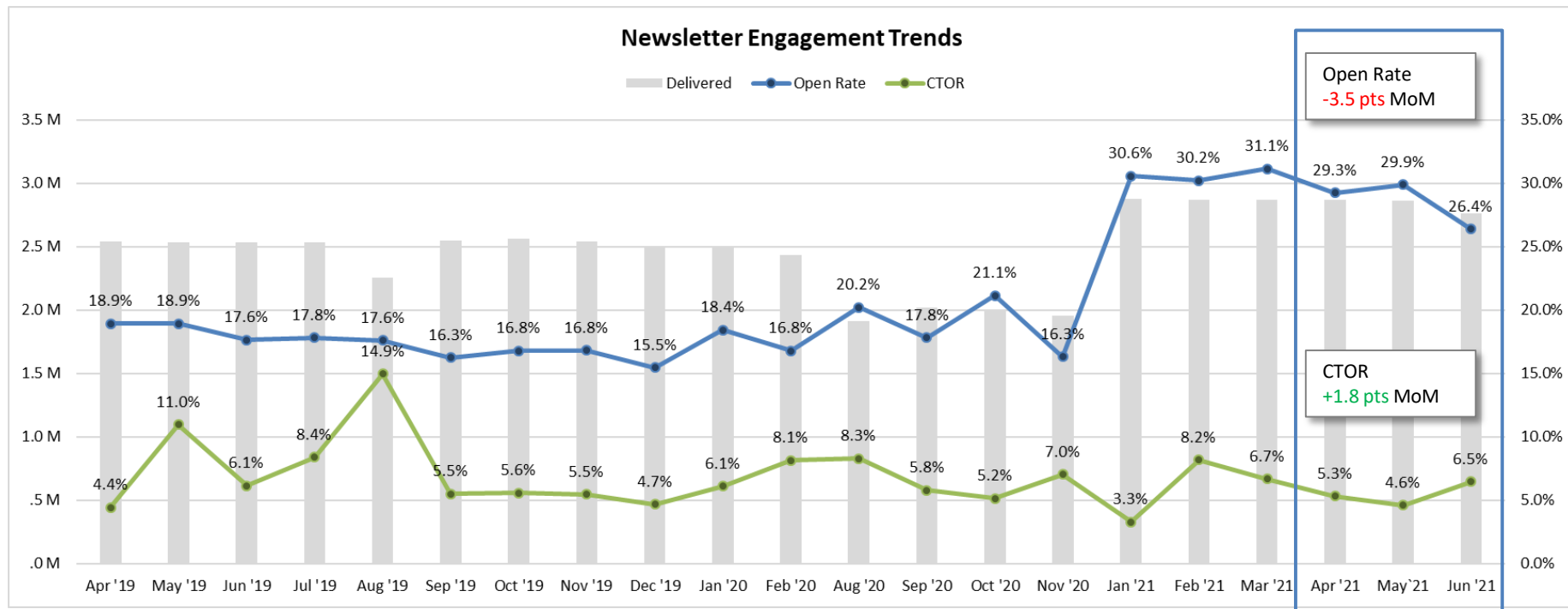
QoQ = Jan – March '21

- There were no deployments in Q2 2020
- Although we see a 2 point decline in the Open Rate QoQ it is still well above the 2020 average of 18%
- Strong CTO rate in June boosted quarterly average
- Unsub rate has had an expected decline since February after introduction of new audiences in January

Jan	Feb	Mar	Apr	May	Jun
0.25%	0.17%	0.17%	0.16%	0.16%	0.13%

# Open Rate Still Trending Higher than the 2020 Average

Three point decline in June Open rate MoM, but CTOR rebounded from May to 6.5%, the highest in Q2





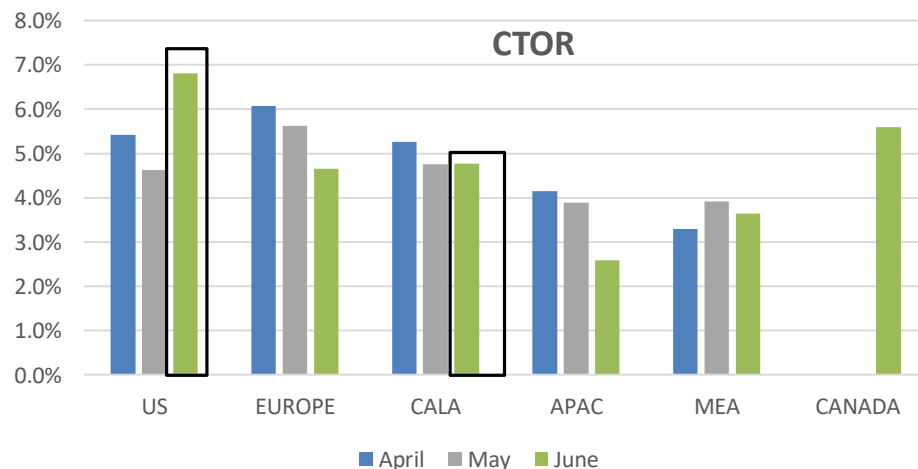
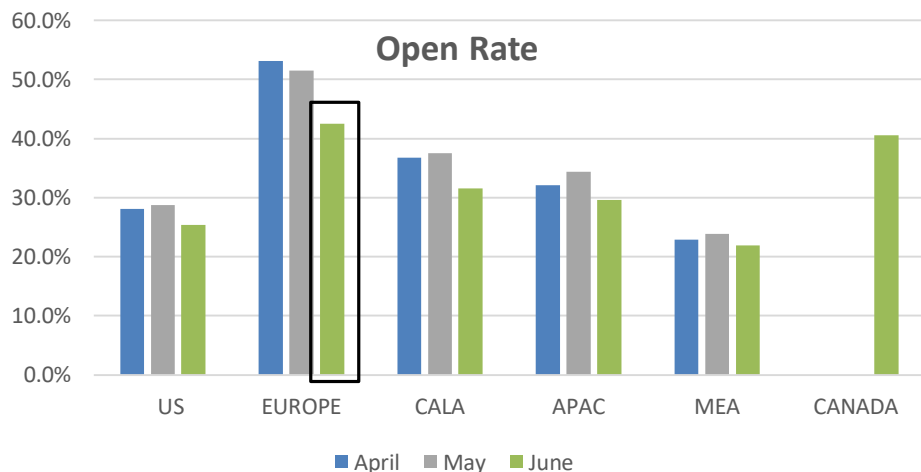
# Regional Engagement MoM View

Open rate decline across all regions – nine point drop for Europe, likely impacted by the current Covid situation and the city focus of the subject line

Positive MoM CTOR gains for the US and CALA.

June Delivered Counts

<b>US</b>	2.433M
<b>EUROPE</b>	307.0K
<b>CALA</b>	53.5K
<b>APAC</b>	506.4K
<b>CANADA</b>	111.4K
<b>MEA</b>	426.0K



# Consistent Declines Across 5 of the 6 Segments

WTE being the exception who had a slight lift across key metrics



	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Q2 '21	QoQ	Q2 '21	QoQ	Q2 '21	QoQ	Q2 '21	QoQ	Q2 '21	QoQ	Q2 '21	QoQ	Q2 '21	QoQ
DELIVERED	7.6M	-1.3%	219.6 K	-4.0%	198.2 K	-2.0%	197.4 K	-2.8%	153.6 K	-3.0%	85.8 K	-3.0%	8.49M	-1.4%
OPENS	2.2M	-8.7%	56.9 K	-2.0%	53.6 K	-3.5%	49.5 K	-3.7%	33.1 K	-3.7%	17.2 K	-0.4%	2.4M	-8.2%
OPEN%	29.0%	-2.4 pts.	25.9%	+0.5 pts.	27.1%	-0.4 pts.	25.1%	-0.2 pts.	21.5%	-0.2 pts.	20.1%	+0.5 pts.	28.5%	-2.1 pts.
CLICKS	112.5 K	-19.7%	4.9 K	+0.2%	5.5 K	-8.8%	4.7 K	-5.6%	2.5 K	-7.8%	1.1 K	-11.8%	131.2 K	-18.0%
CTR	1.5%	-0.3 pts.	2.2%	+0.1 pts.	2.8%	-0.2 pts.	2.4%	-0.1 pts.	1.6%	-0.1 pts.	1.2%	-0.1 pts.	1.5%	-0.3 pts.
CTOR	5.1%	-0.7 pts.	8.6%	+0.2 pts.	10.2%	-0.6 pts.	9.5%	-0.2 pts.	7.6%	-0.3 pts.	6.2%	-0.8 pts.	5.4%	-0.6 pts.
UNSUB%	0.16%	-0.05 pts.	0.07%	-0.03 pts.	0.06%	-0.00pts.	0.06%	-0.03pts.	0.08%	-0.01 pts.	0.09%	-0.01pts.	0.15%	-0.05 pts.

# New Audience Segment Performance

Past RC Newsletter and **Luxury** email openers continue to drive the strongest open rates in June. All segments drove strong CTOR. We will begin looking at engagement for the new luxury segmentation in September

June 2021	Luxury Stayers	HH +\$150K	Past TRC Openers	Past LUX Openers	Amex Cardholders
Delivered	209.3 K	85.8 K	1,910.9K	92.4 K	51.5 K
Open	21.4 K	6.4 K	632.1 K	31.6 K	8.0 K
Open Rate	10.2%	7.4%	33.1%	34.2%	15.6%
Click	1.7K	.5K	40.3K	2.1K	.6K
CTR	0.8%	0.6%	2.1%	2.3%	1.2%
CTOR	8.1%	8.1%	6.4%	6.8%	7.5%
Unsub Rate	0.10%	0.12%	0.13%	0.21%	0.19%

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 solo email openers: RC Residences, St. Regis Residences, Quintessentially, and RCYC

Amex Brilliant cardholders

# MoM Rebound CTOR

Sun Seekers, WTE, and Celebrators had double digit CTO rates in June; MoM open rate declines were consistent for all

Aug '20 – Jun '21\*

		April '21	May '21	Jun '21	Engagement Trends
OTHER GUESTS	Del.	2.6 M	2.6 M	2.5 M	MoM +3.28% (-84.4 K)
	Open%	29.8%	30.3%	26.8%	
	CTOR	5.0%	4.3%	6.0%	
WELL-TRAVELED EXECUTIVES	Del.	76.3 K	76.3 K	68.4 K	MoM -10.34% (-7.9K)
	Open%	25.7%	27.8%	24.1%	
	CTOR	8.0%	7.7%	10.5%	
SUN SEEKERS	Del.	67.4 K	66.6 K	64.2 K	MoM -3.58% (-2.4K)
	Open%	27.3%	28.4%	25.4%	
	CTOR	9.3%	8.3%	13.4%	

Aug '20 – Jun '21\*







		April '21	May '21	Jun '21	Engagement Trends
THE CELEBRATORS	Del.	67.5 K	66.9 K	.1 M	MoM -5.84% (-3.9K)
	Open%	25.0%	26.7%	23.5%	
	CTOR	8.8%	8.3%	11.6%	
OCCASIONAL EXPLORERS	Del.	52.4 K	51.3 K	49.9 K	MoM -2.68% (-1.4K)
	Open%	21.4%	22.6%	20.6%	
	CTOR	7.6%	6.5%	8.9%	
THE ASPIRERS	Del.	29.3 K	28.8 K	27.7 K	MoM -4.03% (-1.2K)
	Open%	20.2%	21.4%	18.6%	
	CTOR	6.1%	5.1%	7.6%	

\*No Newsletter Dec '20









# Slight Decline in Open Rate for all Members

Stronger MoM CTO rate for members and non-members

Aug '20 – Jun '21\*

		April '21	May '21	Jun '21	Engagement Trends
NON-MEMBER	Del.	204.1 K	201.7 K	199.9 K	MoM -0.9% (-1.8K)
	Open%	16.2%	16.8%	14.6%	
	CTOR	5.3%	4.8%	6.7%	
BASIC	Del.	1.3 M	1268.8 K	1280.3 K	MoM -0.9% (-11.5K)
	Open%	29.1%	29.4%	26.1%	
	CTOR	4.7%	4.0%	5.7%	
SILVER	Del.	340.6 K	338.0 K	339.3 K	MoM -0.4% (-1.4K)
	Open%	31.3%	31.7%	28.1%	
	CTOR	5.0%	4.3%	6.1%	

Aug '20 – Jun '21\*

		April '21	May '21	Jun '21	Engagement Trends
GOLD	Del.	542.5 K	559.9 K	570.8 K	MoM +1.9% (+10.9K)
	Open%	31.8%	32.5%	28.8%	
	CTOR	5.8%	5.0%	7.1%	
PLATINUM	Del.	207.3 K	210.2 K	160.7 K	MoM +23.6% (-49.6K)
	Open%	31.1%	32.2%	28.9%	
	CTOR	6.3%	5.7%	8.0%	
TITANIUM	Del.	241.7 K	244.9 K	186.2 K	MoM -23.9% (-58.7K)
	Open%	31.0%	32.1%	28.4%	
	CTOR	6.6%	5.7%	7.9%	
AMBASSADOR	Del.	37.0 K	37.5 K	24.2 K	MoM -35.6% (-13.4K)
	Open%	28.9%	31.2%	27.5%	
	CTOR	6.6%	6.9%	8.6%	

\*No Newsletter Dec '20



# June 2021 Newsletter Performance vs. Rolling 12-Month Average



THE RITZ-CARLTON

**2.8 M**

Emails Delivered  
+11.5% (286.2K)

**728.6K**

Opens  
+23.6% (.3K)

**26.4%**

Open Rate  
+2.5 pts.

**47.1 K**

Clicks  
+34.3% (12K)

**1.7%**

CTR  
+0.3 pts.

**6.5%**

CTOR  
+0.5pts.

**0.13%**

Unsubscribe Rate  
-0.04 pts.

Rolling 12 month average includes December 19' May 21' since several months in 2020 were cancelled



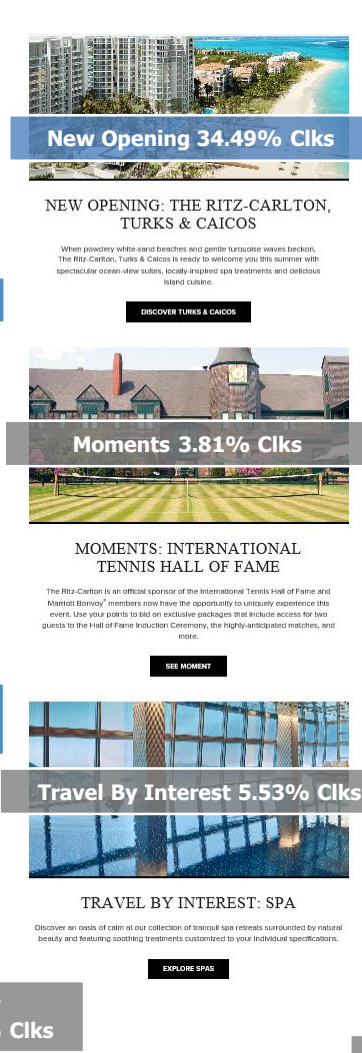
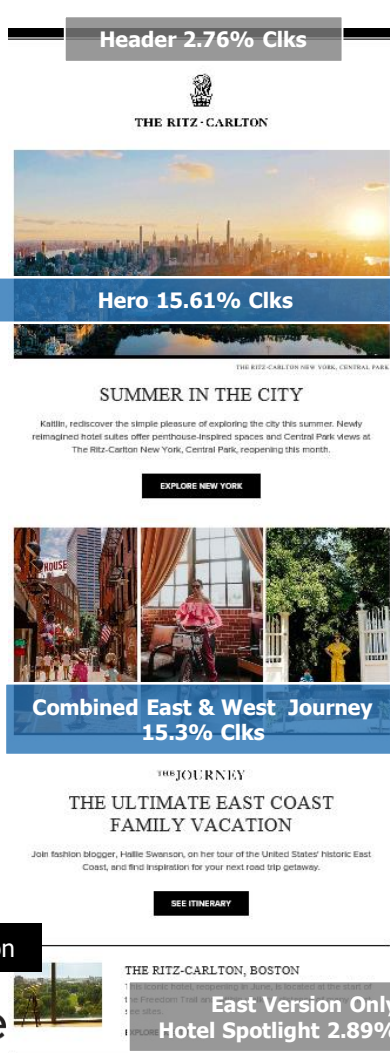
# June 2021 Heat Map

(Creative: North American Version)

- MoM click traffic wins for New Openings with 34.5% of the total
- Next up Summer in the City with 15.61%
- First time we have Geo Targeted within the US with East, West versioning – The combined East Coast Family Vacation and Maui Experience drove a strong 15.3%
- Best of the rest – Travel By Interest with 5.53% and The Reconnect Package at 5.21%
- Moment featured for the first time since 2020

East Creative Version

THE RITZ-CARLTON | data axle



# ENGAGEMENT TRENDS

# Content / Module Performance: QoQ

(North American Version)

MODULE	January '21 (Family)	February '21 (Resorts)	March '21 (Road Trips)	April '21 (Celebrity)	May '21 (Culinary)	June '21 (Summer /City)
Header	5.0%	2.5%	23.8%	3.7%	4.1%	2.7%
Hero	27.9%	20.3%	23.0%	35.4%	15.6%	15.6%
Near You			16.0%		10.0%	
Journey Promo	5.4%					
Journey	4.5%	17.0%	6.0%		5.6%	15.3%
Journey 2	10.6%		3.8%		2.6%	
Property	5.3%	10.5%	5.3%		4.0%	
Yacht Collection		7.0%	6.6%	10.6%		
Hotel Spotlight			16.2%	7.5%	10.0%	2.9%*
New Openings	5.1%	19.3%			27.9%	34.5%
Video	2.5%		2.6%		2.5%	4.6%
Travel by Interest		5.7%	3.6%	14.5%	3.5%	5.5%
Scenography	6.9%		7.3%	10.1%	3.1%	1.8%
Moments						3.8%
Promos	5.5%	3.6%				5.2%
Shop				4.5%		
Instagram	2.9%	2.1%	1.0%	5.4%	2.1%	1.9%
Footer	18.4%	6.3%	6.2%	8.3%	8.9%	5.9%

New Openings pulled traffic away from the hero in May and June

When featured "Near You" personalization drives strong engagement.

The April Geo targeted Travel By Interest was a standout

# Top 10 Content Themes: Q2 2021

(North American Version)

- New Openings took 2 of the top 3 spots with Trey Ratcliff 80 Stays Around the World taking the second position for most engaged article in the quarter
- Rounding out the top 10 Extraordinary Dining Near You

THEME	MONTH	MODULE	ARTICLE	CLICK	CTR
NEW OPENING	June	HOTEL SPOTLIGHT	The Ritz-Carlton Turks & Caicos	18.7 K	0.68%
CELEBRITY	April	HERO	80 STAYS AROUND THE WORLD	18.3 K	0.69%
NEW OPENING	May	HOTEL SPOTLIGHT	The Ritz-Carlton Maldives, Fari Island	12.8 K	0.48%
CITY ESCAPES	June	HERO	SUMMER IN THE CITY – NEW YORK	8.5 K	0.31%
FAMILY	June	JOURNEY	MAUI / EAST COAST FAMILY GETAWAYS	8.3 K	0.30%
FAMILY	April	TRAVEL BY INTEREST	FAMILY GETAWAYS ACROSS THE U.S.	7.6 K	0.21%
CULINARY EXPERIENCES	May	HERO	SAVOR EVERY MOMENT	7.1 K	0.27%
ISLAND	April	YACHT	SAIL FROM ST LUCIA TO ARUBA	5.6 K	0.20%
BEACH	April	SCENOGRAPHY	MARITIME INSPIRED MOMENTS AT THE RITZ-CARLTON	5.4 K	0.20%
DINING	May	NEAR YOU	Extraordinary Dining near you	4.6 K	0.17%



# TESTING & OPTIMIZATION

# Subject Line Test Results

April Subject Lines	Winner vs. Alt. SLs	Description of Winner
• <b>INSIDE THE RITZ-CARLTON: Journey Around the World</b>	<b>Winner</b>	<b>Inspirational</b> <i>Results were not statistically significant, consider re-testing</i>
• INSIDE THE RITZ-CARLTON: Around the World in 80 Stays	-0.03 pts.	
• INSIDE THE RITZ-CARLTON: Top 10 Travel Photos	+0.20 pts.	
Pre-header: Plus, discover family getaways in <b>[Region]</b> that everyone will enjoy		

May Subject Lines	Winner vs. Alt. SLs	Description of Winner
• <b>INSIDE THE RITZ-CARLTON: Michelin-Starred Meals Worth Traveling For</b>	<b>Winner</b>	<b>Inspirational</b> <i>Results were statistically significant</i>
• INSIDE THE RITZ-CARLTON: Savor Every Moment	-1.48pts	
• INSIDE THE RITZ-CARLTON: Culinary Journeys	-1.54pts	
Pre-header: Plus, Now Open: The Ritz-Carlton Maldives, Fari Island		

June Subject Lines (US Only)	Winner vs. Alt. SLs	Description of Winner
• East: INSIDE THE RITZ-CARLTON: Summer in the City	Winner	Inspirational Results were not statistically significant
• West: INSIDE THE RITZ-CARLTON: Summer in New York City	-0.01	
Pre-header: Plus, discover The Ritz-Carlton, Turks & Caicos - opening soon		

## Subject Line Test Recommendations

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- When relevant highlight key brands/phrases such as “Michelin-Starred” to increase interest
- Test the next New Opening in the Subject Line
- Lead with new opening language to draw the reader’s attention sooner; approach may have contributed to high May ’21 open rate
- Further test location themed SL e.g.
  - INSIDE THE RITZ-CARLTON: Summer in New York City
  - INSIDE THE RITZ-CARLTON: Experience Summer in Central Park

# Learning Agenda Update

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## June:

- Generic summer in the city vs New York City A/B test for US
- New Opening featured in Pre-header
- Geo Targeted content within Us version

## July:

- PCIQ SL optimization Month 1
- Hero CTA test
- Broader content feature > Destination Guide

## Upcoming Learning Opportunities:

- Measure effectiveness of image animation
- Feature New Opening in the Subject Line
- Featuring a Culinary article each or other month
- Inner navigation: Journey site categories, Destination Guide approach



Increase  
Engagement

Drive Traffic  
to Journey

Q2/3 2021

June

July

Aug

Sep

PCIQ Subject Line optimization  
Luxury segmentation Q3  
CTA Test

Optimize content > 1 per quarter  
Inner Nav (Region / Travel theme /  
Journey

# ACTIONABLE INSIGHTS



# Actionable Insights

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## Subject Line Test recommendations

- When relevant highlight key brands/phrases such as “Michelin-Starred” to increase interest
- When available test the next New Opening in the Subject Line
- Lead with “New Opening” in the Pre-header
- Further test location themed SL e.g.
  - INSIDE THE RITZ-CARLTON: Summer in New York City
  - INSIDE THE RITZ-CARLTON: Experience Summer in Central Park

## Complement and broaden message appeal by:

- Featuring a Culinary article each or other month
- Journey categories and Destination Guides (July issue)
- Promoting multiple properties

## Increase relevancy and personalization by consistency including:

- “Near You” property / dining or experience recommendations
- Geo targeted Hotels and Travel By Interest



THE RITZ-CARLTON

Thank You!

# APPENDIX

# 75% Of the Second Quarter Revenue Came in June

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## Q2 2021 Financial Engagement Comparisons

Metrics	Q1 2021	Q2 2021	QoQ
Bookings	88	56	-36.4%
Room Nights	279	151	-45.9%
Revenue	\$114.9 K	\$79.9 K	-30.5%

YoY= Jan & Feb '20  
QoQ = Oct & Nov '20

# 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



## 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 top favorite images.



## FAMILY GETAWAYS ACROSS THE U.S.

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



## 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, Baltic amber 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.

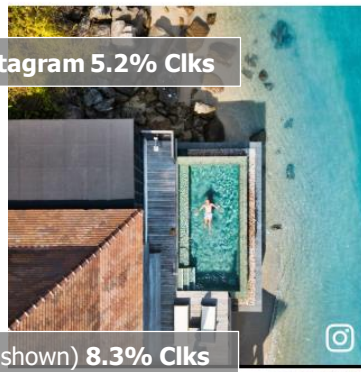
BOOK VOYAGE



## MARTIME-INSPIRED MOMENTS AT 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

# May 2021 Heat Map

(Creative: North American Version)

- Despite the location in the email the compelling waters in the Maldives lured readers
- Dining Near You proved popular with 10% of the traffic
- Hotel Spotlight had strong engagement
- Female Chefs was the best of the rest with 5.61% of the clicks

