



THE RITZ-CARLTON

Ritz eNews Email Review

Q3 + October 2021

October 21, 2021



data
axle

MAUI, HI

Meeting Agenda

- Q3 Performance Review & Recommendations
- Monthly Engagement
 - September
 - October
- Testing & Optimization Summary
- Learning Agenda Update

Q3 2021 Performance Summary & Recommendations

July: Lake Resorts



5 MUST-VISIT LAKE BEACHES

Katlin, you don't need to journey far to experience beachside bliss, some of the world's best beaches can be found lakeside. Here are a few of the most glamorous spots to spread out your towel and enjoy spectacular scenery.

[SEE ALL 5](#)



THE RITZ-CARLTON, LAKE TAHOE

Located mid-mountain, this hotel offers sandy beaches and brisk plunges. Plus, guests can enjoy Lake Club amenities like beach access, an outdoor whirlpool and cozy fireplaces.

[EXPLORE LAKE TAHOE >](#)

THE JOURNEY THE WORLD IS WAITING

Katlin, discover our new Destination Guides for inspiration for your next great getaway and send your wanderlust soaring.



The Caribbean

U.S. & Canada

The Middle East

Asia & the Pacific

Europe

[WHERE WILL YOU GO NEXT?](#)

August: Last Minute Summer Escapes



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](#)



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 >](#)

REDISCOVER RELAXATION NEARBY

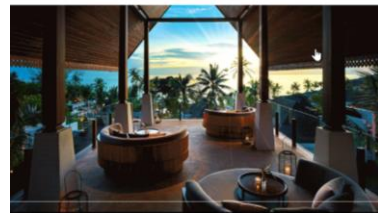
You don't have to travel far to get away from it all. Explore our hotels within driving distance for an easy getaway.

[THE RITZ-CARLTON, CLEVELAND >](#)

[FIND MORE NEARBY HOTELS](#)



September: Fall Getaways



THE RITZ-CARLTON, KONA KAHALA

IN SEARCH OF THE WORLD'S BEST SUNSETS

Celebrate the "magic hour", when the sky is painted in vivid pink and soft orange, at some of the best spots in the world to witness a gorgeous sunset before the night sky takes over.

[SEE ALL 10](#)



THE RITZ-CARLTON, DOVE MOUNTAIN

Watch the spectacular sunset surrounded by the canyons of the Tortolita Mountains from this secluded, relaxing setting.

[DISCOVER >](#)

THE JOURNEY WHERE WILL YOU GO NEXT?

Experience someplace new, or revisit an old favorite, with inspiration from our team of travel experts.



Magical Maui

Shanghai Essentials

Chile's Wild Side

Modern Middle East

Florida Sunshine

Strong Q3 2021 Engagement

Metrics	Q3 2021	QoQ
Delivered	8.5 M	+0.2%
Opens	2.3 M	-4.0%
Open Rate	27.3%	-1.2 pts
Clicks	213.4 K	+62.7%
CTR	2.5%	+1.0 pts
CTOR	9.2%	+3.8 pts
Unsub Rate	0.14%	-0.01 pts

- Higher Q3 2021 email performance compared to Q2 across most engagement metrics
- Open rate decline seasonal; Sept 2021 engagement decline same as 2020 and 2019 MoM declines
- Started subject line optimization using PCIQ technology in July; results forthcoming
- Planning for Apple's iOS 15 update and the impact it will have on email metrics and future targeting criteria starting in October

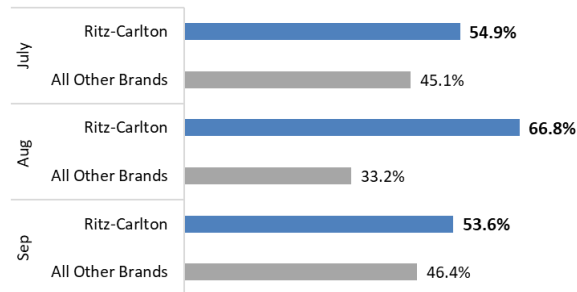
Q3 Emails Generated Revenue For Ritz Properties

Over \$101K was generated from Q3 2021 emails and an average of 59% of that revenue went to Ritz properties; a consistent trend each month

Q3 2021 Financial Engagement

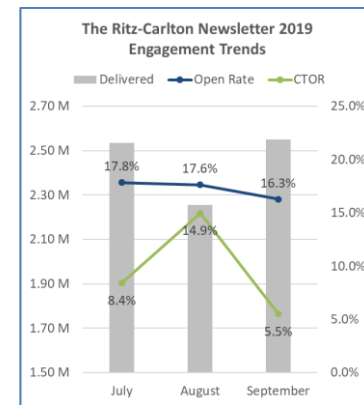
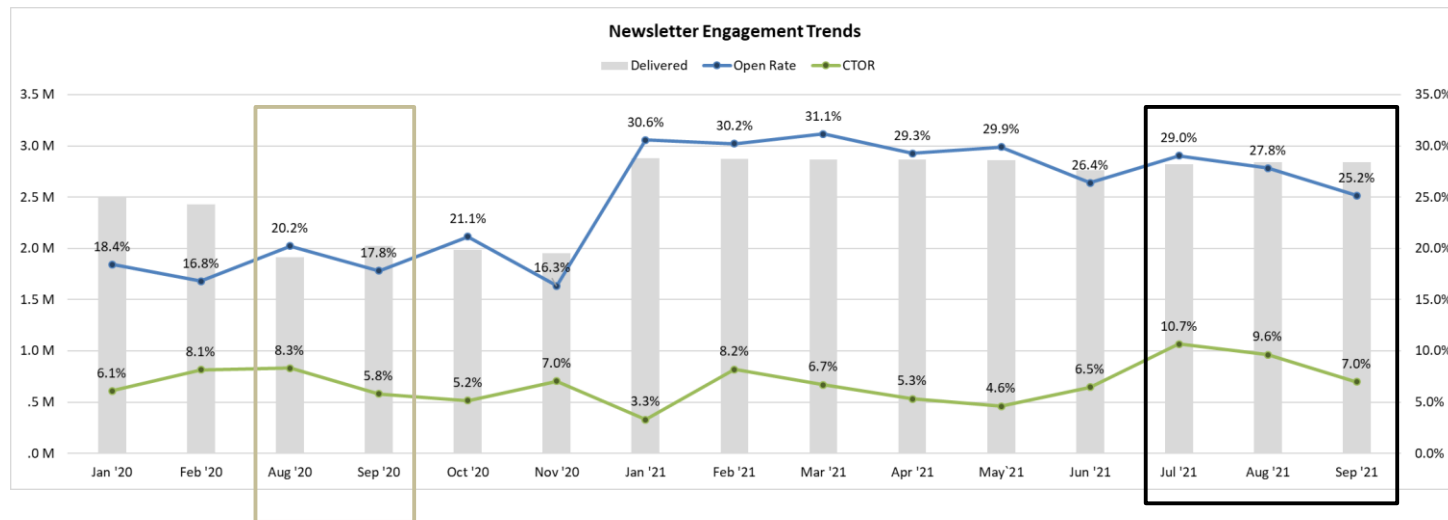
Metrics	Q3 2021	QoQ
Bookings	94	+67.9%
Room Nights	328	+117.2%
Revenue	\$101.1 K	+26.5%

% of Monthly Revenue to Ritz Brand



Q3 Engagement Trends Seasonal

July through Sept engagement trends align with previous years (2020 and 2019); August 2019 CTOR was exceptionally strong from beach article in hero, which was used again in July 2021



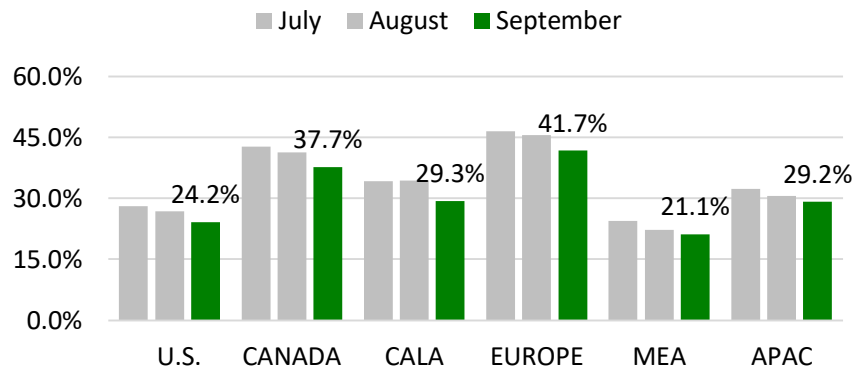
Consistent Regional Engagement

Sept 2021 open and CTO rate declines were consistent in most regions, except for CTOR in APAC

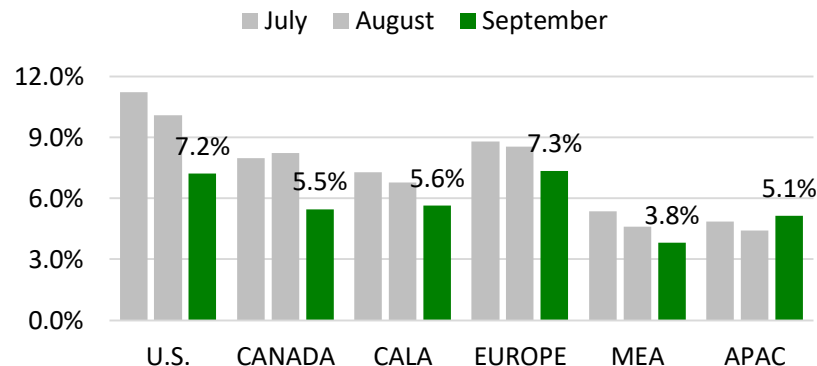
Sept '21 Delivered Counts

US	2.5 M
CANADA	110.2 K
CALA	13.4 K
EUROPE	50.5 K
MEA	69.1 K
APAC	80.4 K

Regional Open Rates



Regional CTO Rates



CRM Engagement Remained Steady Even With Fewer Deliveries

Segment counts continue to decline since the last time audiences were scored, but overall open and unsub. rate engagement remained stable and clicks increased



	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Q3 '21	QoQ	Q3 '21	QoQ	Q3 '21	Q3 '21	Q3 '21	QoQ	Q3 '21	QoQ	Q3 '21	QoQ	Q3 '21	QoQ
DELIVERED	7.7 M	+0.4%	215.4 K	-1.9%	194.0 K	-2.1%	194.2 K	-1.6%	149.0 K	-3.0%	83.7 K	-2.4%	8.5 M	+0.2%
OPENS	2.1 M	-4.1%	54.9 K	-3.6%	52.5 K	-2.2%	48.2 K	-2.7%	32.1 K	-3.0%	16.7 K	-3.0%	2.3 M	-4.0%
OPEN%	27.7%	-1.3 pts.	25.5%	-0.5 pts.	27.0%	-0.0 pts.	24.8%	-0.3 pts.	21.5%	-0.0 pts.	20.0%	-0.1 pts.	27.3%	-1.2 pts.
CLICKS	184.7 K	+64.2%	7.2 K	+46.9%	8.5 K	+55.3%	7.2 K	+53.7%	4.0 K	+57.4%	1.7 K	+62.6%	213.4 K	+62.7%
CTR	2.4%	+0.9 pts.	3.3%	+1.1 pts.	4.4%	+1.6 pts.	3.7%	+1.3 pts.	2.7%	+1.0 pts.	2.1%	+0.8 pts.	2.5%	+1.0 pts.
CTOR	8.7%	+3.6 pts.	13.1%	+4.5 pts.	16.2%	+6.0 pts.	15.0%	+5.5 pts.	12.4%	+4.7 pts.	10.4%	+4.2 pts.	9.2%	+3.8 pts.
UNSUB%	0.15%	-0.01 pts.	0.08%	+0.01 pts.	0.07%	+0.01 pts.	0.06%	-0.00 pts.	0.09%	+0.01 pts.	0.08%	-0.00 pts.	0.14%	-0.01 pts.

Consistent CRM Segment Engagement Trends

- July was strongest Q3 month for all segments; highest CTOR YTD for all
- September MoM CTOR declines were higher for Sun Seekers, Celebrators, and Occ. Explorers (down 3 to 4 pts.)

Mar '21 – Sep '21

		Jul '21	Aug '21	Sep '21	Engagement Trends
OTHER GUESTS	Del.	2.5 M	2.6 M	2.6 M	MoM -0.08% (-2.0 K)
	Open%	29.4%	28.2%	25.4%	
	CTOR	10.1%	9.2%	6.6%	
WELL-TRAVELED EXECUTIVES	Del.	70.7 K	72.5 K	72.2 K	MoM -0.30% (-218)
	Open%	26.7%	25.4%	24.3%	
	CTOR	15.0%	13.5%	10.8%	
SUN SEEKERS	Del.	64.1 K	65.0 K	64.9 K	MoM -0.27% (-173)
	Open%	28.5%	27.2%	25.5%	
	CTOR	18.9%	16.4%	13.0%	

Mar '21 – Sep '21

		Jul '21	Aug '21	Sep '21	Engagement Trends
THE CELEBRATORS	Del.	64.6 K	64.9 K	64.7 K	MoM -0.26% (-166)
	Open%	26.2%	25.0%	23.2%	
	CTOR	17.0%	16.0%	11.6%	
OCCASIONAL EXPLORERS	Del.	48.6 K	50.3 K	50.1 K	MoM -0.40% (-200)
	Open%	22.6%	21.9%	20.1%	
	CTOR	14.9%	12.5%	9.4%	
THE ASPIRERS	Del.	27.5 K	28.2 K	28.0 K	MoM -0.50% (-141)
	Open%	21.1%	20.2%	18.6%	
	CTOR	12.4%	10.3%	8.1%	

Slight Decline in Open Rate for all Members

- July was strongest Q3 month for all segments; highest CTOR YTD for all – also above Bonvoy July CTOR avg. of 6.6%
- Additional data needed to understand Non-member audience; open rates below Bonvoy YTD avg. of 21%; openers are really engaged with CTORs above Bonvoy 2.2% avg.

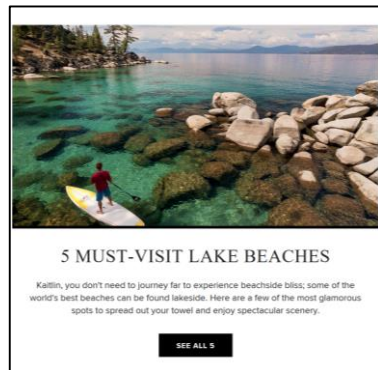
Mar '21 – Sep '21

		Jul '21	Aug '21	Sep '21	Engagement Trends
NON-MEMBER	Del.	198.2 K	196.3 K	193.6 K	MoM -1.4% (-2.7K)
	Open%	16.2%	15.6%	14.0%	
	CTOR	10.5%	9.6%	6.8%	
BASIC	Del.	1.3 M	1.3 M	1.3 M	MoM -0.6% (-8.2K)
	Open%	28.7%	27.5%	24.6%	
	CTOR	9.3%	8.5%	6.0%	
SILVER	Del.	342.2 K	342.5 K	341.6 K	MoM -0.3% (-1.0 K)
	Open%	31.0%	29.6%	26.5%	
	CTOR	10.0%	9.4%	6.6%	

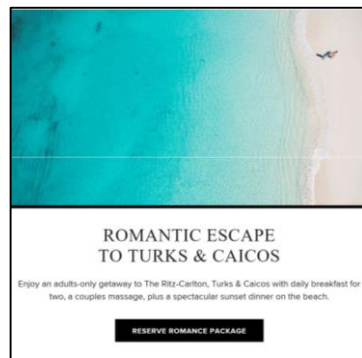
Mar '21 – Sep '21

		Jul '21	Aug '21	Sep '21	Engagement Trends
GOLD	Del.	578.5 K	581.8 K	583.5 K	MoM +0.3% (+1.7K)
	Open%	32.1%	30.7%	27.9%	
	CTOR	11.8%	10.4%	7.6%	
PLATINUM	Del.	187.8 K	190.5 K	192.9 K	MoM +1.3% (+2.4K)
	Open%	30.7%	29.4%	26.9%	
	CTOR	13.6%	11.9%	8.9%	
TITANIUM	Del.	219.8 K	223.1 K	227.0 K	MoM +1.8% (+3.9K)
	Open%	30.3%	29.2%	27.2%	
	CTOR	13.4%	11.7%	9.1%	
AMBASSADOR	Del.	32.8 K	33.9 K	34.9 K	MoM +2.8% (+1.0K)
	Open%	27.2%	26.6%	24.6%	
	CTOR	13.6%	11.0%	9.4%	

Top Performing Q3 2021 Content: Beaches, Offers, Destinations, Property Features



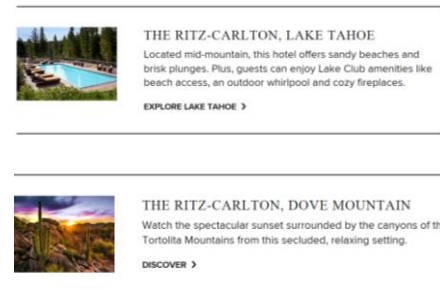
July: **Lake Beaches**
Most clicked in Q3
52% of email clicks
(Hero placement)



Aug: **Romance Package**
Ranked #4 in Q3 top 10
#2 Most clicked in Aug
(Middle placement)



July & Sept: **Nav Bar**
High clicks on new module
17% & 16% of monthly clicks
(under Hero)



July & Sept: **Hotel Spotlight**
Ranked #5,6,7 in Q3 top 10
12% & 16% of monthly clicks
(under Hero)

Q3 2021 Performance Recommendations

- Shift engagement focus to tracking click activity and audience health since impacts of Sept 20th Apple iOS 15 update has made open rates an unreliable KPI
 - Focus on tracking click count trends and CTRs
 - Continue to monitor unsubscribe rates and post-click activity
- Continue tracking CRM segment engagement and noting trends until new segments defined
- Look into Non-member audience make-up to better understand low open activity
- Explore using 3rd party data to improve targeting criteria and content personalization
- Plan for adding all of the luxury segments to email audience; measure engagement impacts and determine need for any content versioning

Content Recommendations

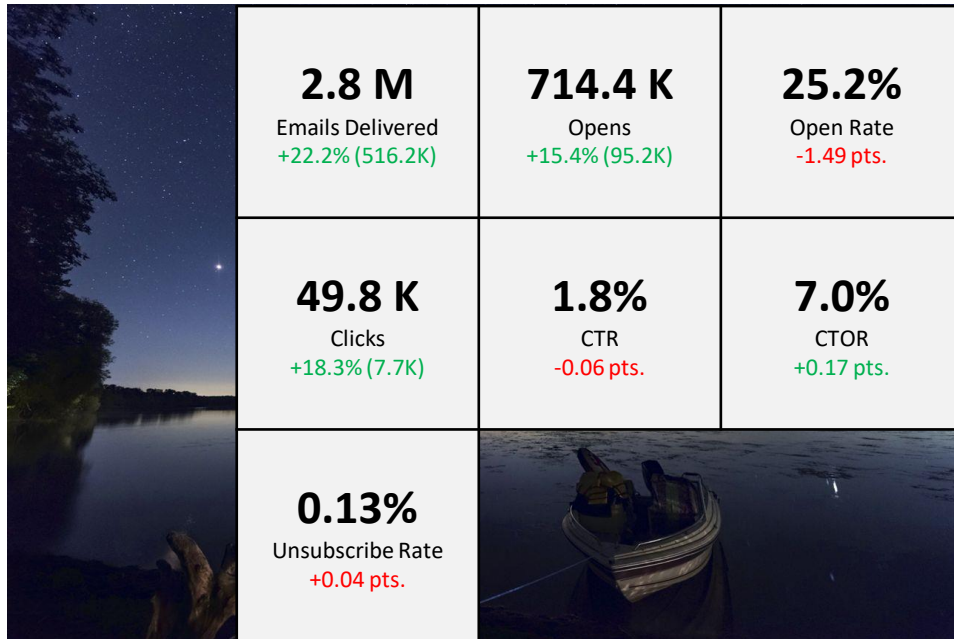
- Destination guides engaged readers, even in lower placement
 - Continue using module to showcase themed content
 - For example: showcase F1 race locations, culinary content like a selection of drink recipes for the holidays
- Readers continue to engage with packages or exclusive offers; include when there is a need to increase engagement & revenue
- Continue exploring opportunities to test where geo-targeting works well to increase relevancy and lift engagement; consider subject lines and the hero again

Monthly Engagement:

September + October

September 2021 Newsletter Performance

*Compared to rolling 12-month average

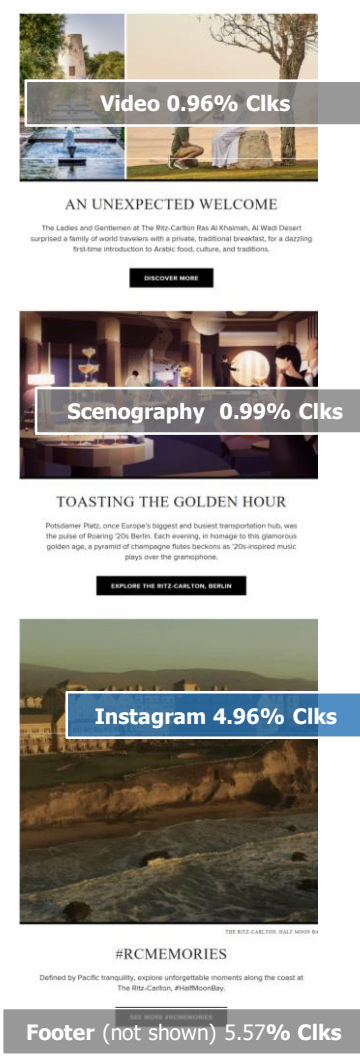
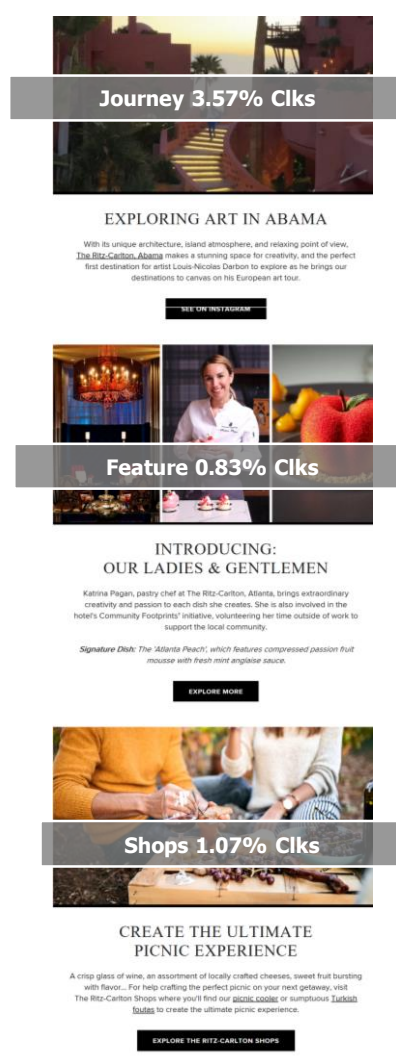
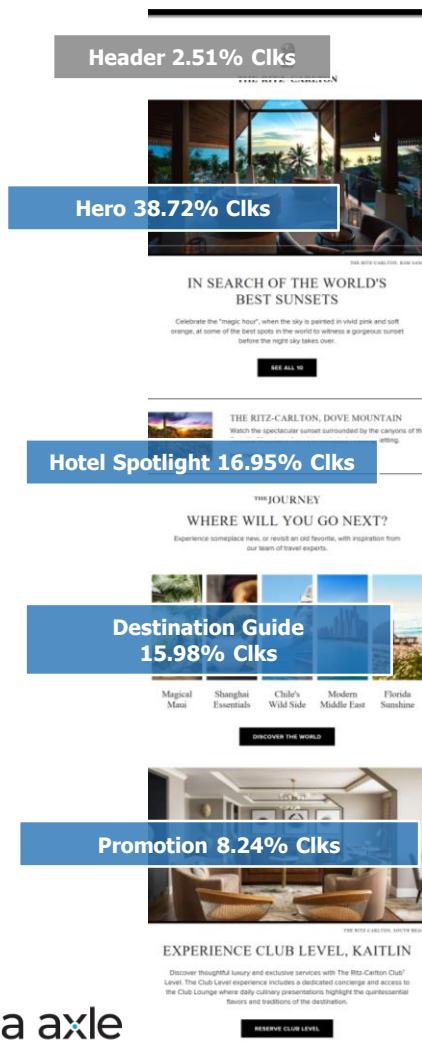
	2.8 M Emails Delivered +22.2% (516.2K)	714.4 K Opens +15.4% (95.2K)	25.2% Open Rate -1.49 pts.
	49.8 K Clicks +18.3% (7.7K)	1.8% CTR -0.06 pts.	7.0% CTOR +0.17 pts.
	0.13% Unsubscribe Rate +0.04 pts.		

- Delivery counts increased from consistent send volumes compared to lower counts in 2020; impacted open and click counts
- Seasonality impacted engagement; open rate decline aligned with previous year trends (2019 and 2020)
- Engagement was above Sept '21 Bonvoy averages:
 - 24.1% open rate
 - 1.2% CTR
 - 4.9% CTOR
 - 0.19% unsub rate

September 2021 Heat Map


(Creative: U.S. Version)

- Hero was main click driver at 38.7%
- Openers also engaged in hotel and destination content
 - Hotel spotlight 16.9%
 - Destination guide 15.9%
 - Promo/Club Level 8.2%
- Readers scrolled to engage with animated Instagram, 4.9% was 2nd highest YTD



October 2021 Newsletter Performance

*Compared to rolling 12-month average

	2.8 M Emails Delivered +18.1% (433.6K)	661.3 K Opens +2.3% (14.8K)	23.3% Open Rate -3.60 pts.
	55.6 K Clicks +27.8% (12.1K)	2.0% CTR +0.15 pts.	8.4% CTOR +1.68 pts.
	0.13% Unsubscribe Rate -0.04 pts.		

- Delivery counts increased from consistent send volumes compared to lower counts in 2020
- Open tracking was impacted by Apple iOS update late Sept., so open rate and CTORs are now unreliable KPIs
 - Will continue to monitor for the next couple of months to see how engagement will shift and if we should move away from tracking altogether
- Positive lift on click counts and CTRs vs. average, also up MoM (clicks +12% and CTR +0.2 pts)
 - Most clicks went to the mountain retreats hero; the % of hero clicks +4 pts. MoM

October 2021 Heat Map

(Creative: U.S. Version)

- Intriguing mountain retreat hero article engaged openers, module click activity +4 pts. MoM
 - Possible increase from using listicle approach in hero and CTA copy – a proven engagement driver; also previous CTA test winner
- Geo-targeted hotel spotlight and neighboring Journey article captured over 12% of clicks
- Interesting Instagram content captured more clicks MoM and 5.7% of clicks is highest YTD

Header 2.11% Clks

THE RITZ-CARLTON

Hero 42.28% Clks

11 MAJESTIC MOUNTAIN RETREATS

Experience the bliss and tranquility of a mountain gateway that transcends the seasons surrounded by breathtaking cliff-top views, spectacular waterfalls, and miles of hiking trails through some of the most beautiful places on Earth.

SEE ALL 11

THE RITZ-CARLTON, BACHELOR GULCH

This resort, nestled among the towering pines and meadows

Hotel Spotlight 12.68% Clks

Journey 12.85% Clks

THE JOURNEY

6 OUTDOOR ADVENTURES EVERY FAMILY SHOULD EXPERIENCE

Nothing brings a family together quite like an adventure in the great outdoors. These six special activities offer unforgettable opportunities for fun and bonding with your loved ones.

SEE ALL 6

Promotion 2.09% Clks

STORIES FROM OUR LADIES AND GENTLEMEN

Brian Prattfield, Front Desk Agent at The Ritz-Carlton, Boston, recently created a memorable experience for a visiting family. After the family's third lost two stuffed animals, Brian found them, showed them in delightful costumes, and returned them to the child with a note reading:

"We were not lost, we were shopping and touring the city, and would never leave you."

DISCOVER THE RITZ-CARLTON, BOSTON

New Openings 2.83% Clks

OPENING SOON:
THE RITZ-CARLTON, MEXICO CITY

Urban adventures await at this modern hotel rising 58 stories with sweeping views of Chapultepec Park. Guests can look forward to a Chef's Table experience showcasing the very best locally-sourced cuisine.

DISCOVER

GRAND PRIX EXPERIENCE

Enjoy exclusive access to the Mexico City Grand Prix.

Loyalty 2.77% Clks

Travel by Interest 1.74% Clks

72 HOURS IN ISTANBUL

Headed to the Turkish Grand Prix, or just dreaming about it? See how Bradley Lord, the Communications Director for the Mercedes AMG Petronas Formula One Team, manages to sneak in some local sights and a decadent dinner or two when he's in Istanbul.

READ THE INTERVIEW

Yacht Collection 5.04% Clks

EXPERIENCE THE WORLD UNTETHERED

Escape the everyday aboard The Ritz-Carlton Yacht Collection and explore picturesque coastlines, remote parts of call, and scenic sights on land and at sea. Read five reasons to sit back, relax, and raise anchor.

SEE ALL 5

Property 4.10% Clks

AN ESTATE WITH A STORY

The history of Dorado Beach, a Ritz-Carlton Reserve, is found in unlikely places. It's told in a 90-year-old tree that looks plucked from a fairy tale. It's revealed in its artfully crafted baritone filled with pineapple – a nod to the property's beginning as a citrus plantation.

DISCOVER THE RESORT

Scenography 1.04% Clks

PERTH: WHERE NIGHT TAKES FLIGHT

Australia is the veritable nest of the world's bird population—and where the songbird has played its tune for millions of years. Each sunset at Songbird restaurant begins with the winged creature's melodious song, over equally melodic cocktails infused with regional ingredients in a songbird-inspired glass.

DISCOVER THE RITZ-CARLTON, PERTH

Instagram 5.71% Clks

#RCMEMORIES

From a hillside vine terrace, let your canvas disappear in the sun at The Ritz-Carlton, #KohSamui.

Footer (not shown) 4.74% Clks

Content / Module Performance: October 2021

(North American Version)


% of Module Clicks	July'21 (Lake Beaches)	August'21 (Summer Getaways)	September'21 (Fall Getaways)	October'21 (Outdoors)
Header	1.78%	1.62%	2.50%	2.11%
Hero	52.45%	34.39%	38.46%	42.28%
Near You	---	6.69%	---	---
Journey Promo	---	---	---	---
Journey (Destination Guides)	17.49%	6.52%	16.12%	12.85%
Journey 2	---	---	4.42%	---
Property	---	---	---	4.10%
Yacht Collection	4.25%	6.98%	---	5.04%
Hotel Spotlight	12.69%	11.39%	16.58%	12.68%
New Openings	2.13%	---	---	2.83%
Video	0.56%	0.83%	0.97%	---
Travel by Interest	2.46%	6.40%	---	1.74%
Scenography	0.66%	0.85%	1.01%	1.04%
Loyalty/Moments	---	1.92%	---	2.77%
Promos	---	14.54%	8.22%	2.09%
Shop	---	---	1.11%	---
Instagram	1.62%	4.03%	4.71%	5.71%
Footer	3.91%	3.85%	5.91%	4.74%

- Positive sign of engagement from fewer header and footer clicks MoM
- Hero engagement returned to previous levels in Oct.
 - Nav bar and hotel spotlight pulled clicks in Sept. mailing
- Featuring specific properties generated clicks each month
- Positive response to intriguing Instagram content; click activity increasing each month

TESTING & OPTIMIZATION

Direct, Listicle Style CTAs Drove More Clicks

- Tested 2 CTA copy versions in July and August '21 Ritz eNews: direct, listicle style vs. softer language
- Direct, listicle style was the consistent winner each month driving more CTA clicks and higher CTR; lifts were statistically significant
- Recommend ongoing testing of winner against other challengers (ex: “Read More”, “Visit Location”, “2-Minute Read”)



5 MUST-VISIT LAKE BEACHES

[Frame, you]You don't need to journey far to experience beachside bliss; some of the world's best beaches can be found lakeside. Here are a few of the most glamorous spots to spread out your towel and enjoy spectacular views.


[SEE ALL 5](#)

[EXPLORE THE LAKES](#)

July '21 Winner

+8.7% CTA Clicks

+0.31 pts. CTA CTR



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](#)

[DISCOVER RURAL RETREATS](#)

Aug '21 Winner

+7.2% CTA Clicks

+0.24 pts. CTA CTR

Learning Agenda Update

Q3 2021 Actions Taken:

- Started using subject line optimization technology (PCIQ) for broader insights and engagement lifts
- Tested hero CTA copy in July & Aug to lift click activity
- Increased click engagement and Journey traffic with new inner navigation module featuring select destination guides

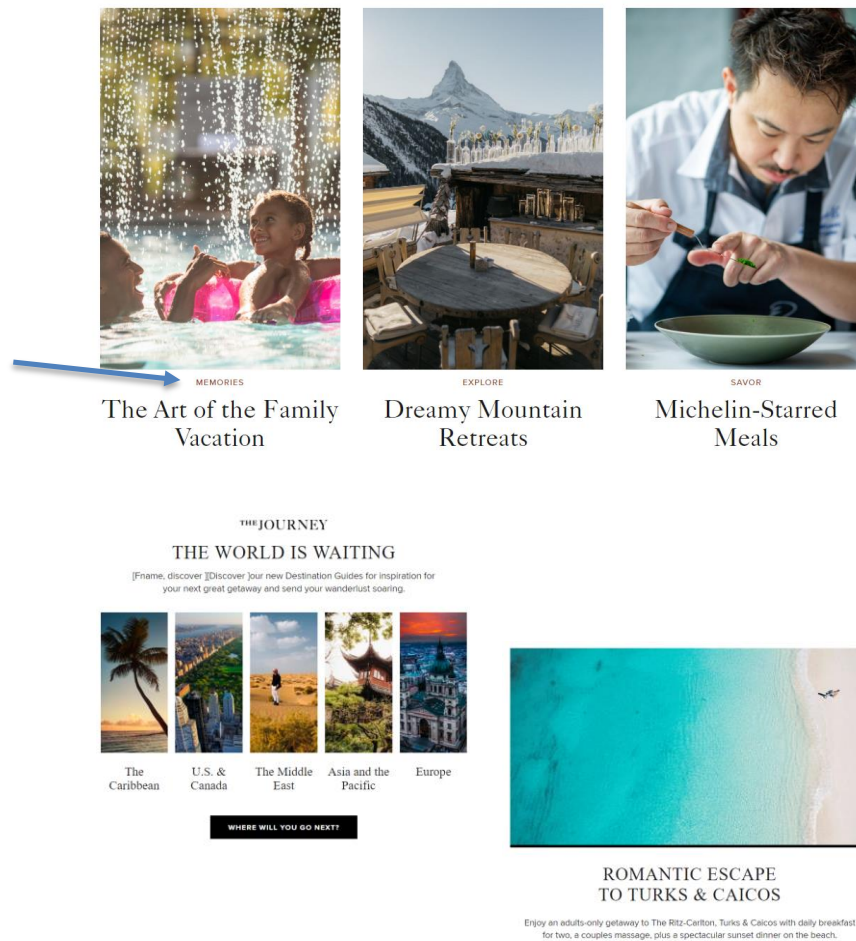


	Q2/3 2021			
	June	July	Aug	Sep
Increase Engagement	PCIQ Subject Line optimization Luxury segmentation Q3 CTA Test			
Drive Traffic to Journey	Optimize content > 1 per quarter Inner Nav (Region / Travel theme / Journey			

Learning Agenda Update

Upcoming Q4 2021 Opportunities:

- Continue subject line optimization (PCIQ)
- Include luxury segmentation and track monthly performance trends
- Try using eye-brows above headlines to support theme and draw attention to content
- Explore more themed ways to leverage nav bar
- Look for offer inclusion opportunities to help combat expected Q4 engagement lows
- Expand geo-targeting opportunities (subject lines & hero module)



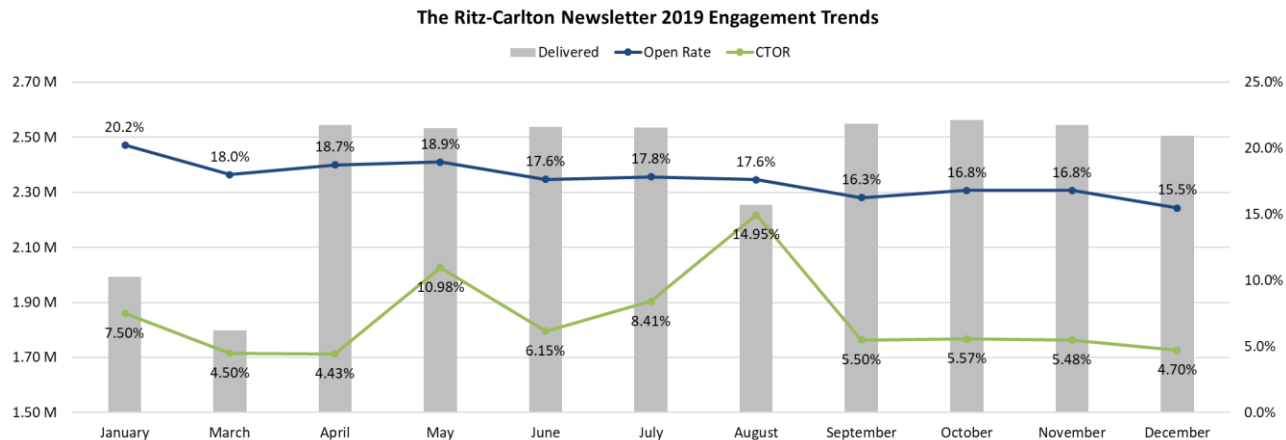


THE RITZ-CARLTON

Thank You!

APPENDIX

Historical Engagement Trends: 2019

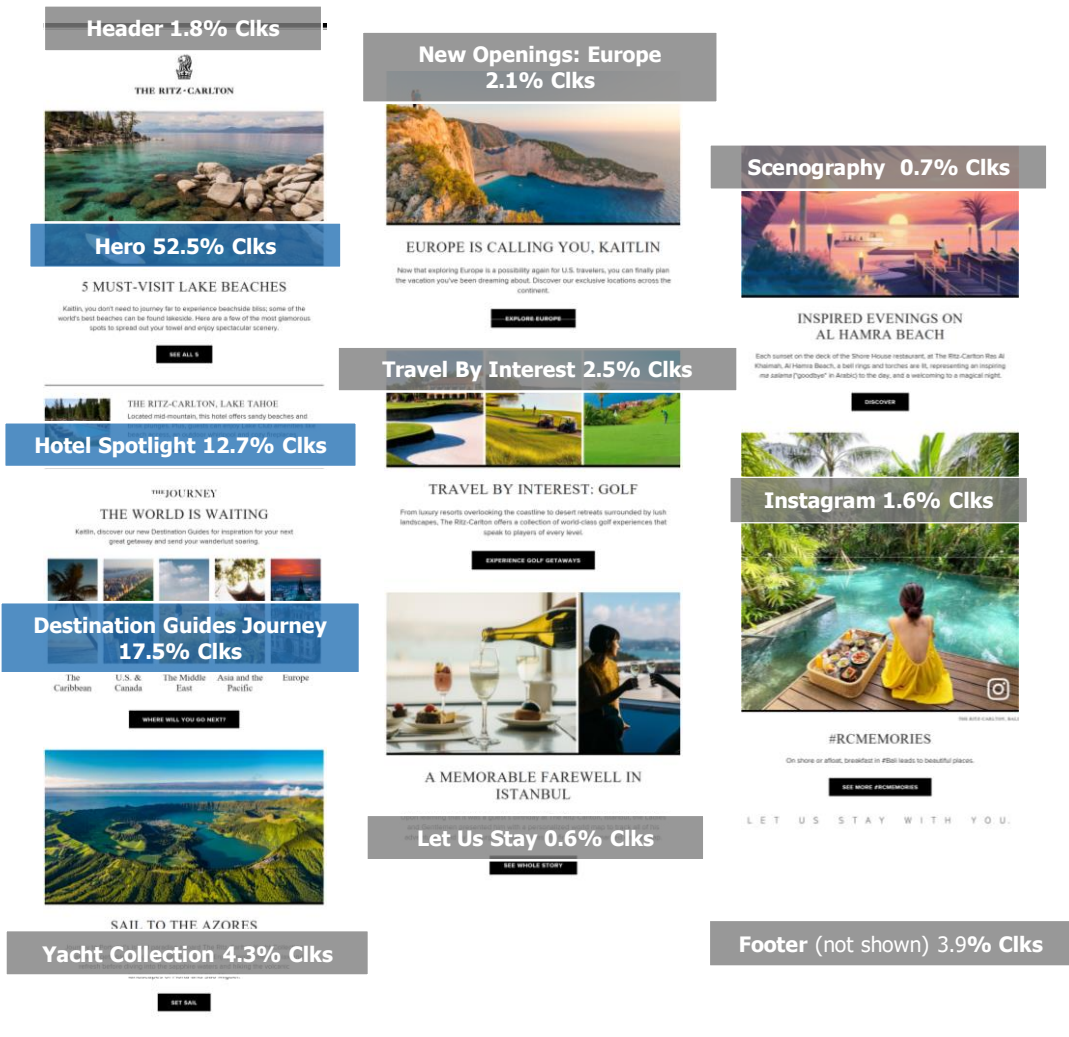


Top 10 Content Themes: Q3 2021

MONTH	MODULE	ARTICLE	CLICK	CTR
July	HERO	5 Must-Visit Lake Beaches	48.5 K	1.98%
August	HERO	4 Dreamy Countryside Getaways	29.4 K	1.03%
September	HERO	In Search Of The World's Best Sunsets	20.7 K	0.73%
August	PACKAGE OFFER	Romantic Escape To Turks & Caicos	12.4 K	0.44%
July	HOTEL SPOTLIGHT	The Ritz-Carlton, Lake Tahoe	12.4 K	0.49%
August	HOTEL SPOTLIGHT	The Ritz-Carlton Reynolds, Lake Oconee	9.7 K	0.34%
September	HOTEL SPOTLIGHT	The Ritz-Carlton, Dove Mountain	9.1 K	0.32%
July	DESTINATION GUIDE	The Caribbean	6.0 K	0.25%
August	YACHT COLLECTION	Yachting The French And Italian Rivas	6.0 K	0.21%
July	DESTINATION GUIDE	U.S. & Canada	5.8 K	0.24%

July 2021 Heat Map (N. Am Version)

- Hero engagement consistent with other mailings featuring beach content (56% of clicks in Aug '19; same article)
- New Journey destination guides module captured over 17% of clicks; strong engagement for first-time
 1. Caribbean (6.3K clicks)
 2. U.S. & Canada (6.2K clicks)
 3. Europe (2.3K clicks)
- Hotel spotlight for Lake Tahoe was also a strong click-catcher; 12.7% of clicks



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 adults-only 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 real 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 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.

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