



THE RITZ-CARLTON

# Q3 + September 2022 Email Review

September 27, 2022

data  
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## **Meeting Agenda**

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- Q3 Performance Summary & Engagement Trends
- Q3 Recommendations
- September eNews Performance

# Performance Summary: Q3 2022

- Strong audience health for Q3 indicated by decrease in unsub rate along with slight increase in CTR in comparison to Q2
  - CTR increased 0.2pts. QoQ and unsub rate decreased 0.02pts.
  - July and August continue to be top engaging months YoY focused on popular themes that drive engagement from readers; Lake Resorts and Country Getaways
- YoY decline in engagement of 0.9pts. for CTR; this is impacted by multiple factors including shift in audience make-up, changes in travel behavior and offer performance
- Hero, hotels near you and hotel spotlight modules continue to drive higher engagement levels into Q3
- Yacht and Journey modules continue to show interest from readers even with varied placement MoM
  - 6-8% of clicks for Journey content MoM in Q3 and 7% of clicks for September Yacht feature

# Q3 2022 Performance Summary & Recommendations


## July: Lake Resorts



THE RITZ-CARLTON

SUMMER TRAVEL

5 Must-Visit Lake Beaches



THE RITZ-CARLTON HOTEL DELAWARE, 2020/21

[Frame, why[why]] choose between the beach or lake when you can have both? Some of the world's best beaches can be found lakeside. Explore a few of the most gorgeous spots to soak up the sun, relax, and enjoy stunning scenery.

[See All 5](#)


Get Away Near or Far

[Hotel 1]

[Hotel 2]

[Hotel 3]

[Discover More](#)




THE JOURNEY

Dive Into These Lounge-Worthy Pools

Mesmerizing pool experiences await at The Ritz-Carlton. We invite you to partake in this unique luxury vacation you prefer to be surrounded by the smooth, cool water or enjoy its invigorating movement from the shade of a poolside cabana.

[Take A Plunge](#)


## August: Country Getaways



THE RITZ-CARLTON

SUMMER TRAVEL

4 Dreamy Countryside Getaways



As the end of summer quickly approaches, now is the ideal time to press pause, unwind, and unwind in one of our charmingly rural hotels or resorts around the world.

[Explore All 4](#)

Rediscover Relaxation


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

[Hotel 1]

[Hotel 2]

[Hotel 3]

[Discover More](#)




THE JOURNEY

Your 3-Day Weekend Planner

Build your next long weekend trip around these global hot spots, brimming with cultural treasures and buzzy events.

[Start Planning](#)


## September: Fall Getaways & Experiences



THE RITZ-CARLTON

FALL INSPIRATION

7 Mesmerizing Autumn Getaways



Fall's crisp air, vibrant colors and special celebrations make it a great time of year to plan an escape. Be in the best of the season at one of these picture-perfect destinations.

[Explore All 7](#)

Rest and Reset


Your next relaxing retreat is even closer than you imagined.

[Hotel 1]

[Hotel 2]

[Hotel 3]

[Discover More](#)



THE JOURNEY

Chic City Escapes

Stay in the heart of your favorite city and fall in love again with the architecture, food, museums, and more.

[Rediscover Downtown](#)

# Performance Summary: Q3 2022

- Total reach and click volume up YoY contributed to luxury segment inclusion beginning in Q4 of 2021 increasing audience size that receives monthly newsletter
- CTR positive and slightly up QoQ; seasonality driving engagement shifts as July and August are typically stronger performing months
- YoY decrease in CTR and increase in unsub rate impacted by multiple variables including shift in audience make-up, increased costs of travel and changes in travel behavior and offer performance
- 2021 Q3 Offers:
  - Sep '21 – Journey Club Level Promo: 8.2% clicks
  - Aug '21 - Romantic Turks & Caicos Reserve Romance Package: 14.5% clicks
- 2022 Q3 Offers:
  - Jul '22 - Reserve Package: 1.7% clicks
  - Aug '22 - Club Offer: 0.8% clicks

	Q3 '22	QoQ	YoY
Delivered	16.5 M	+4.3% (+673.7 K)	+94.1% (+8.0 M)
Clicks	262.7 K	+18.8% (+41.5 K)	+23.1% (+49.3 K)
CTR	1.6%	+0.2 pts.	-0.9 pts.
Unsub Rate	0.19%	-0.02 pts.	+0.05 pts.

# US Travel Trends

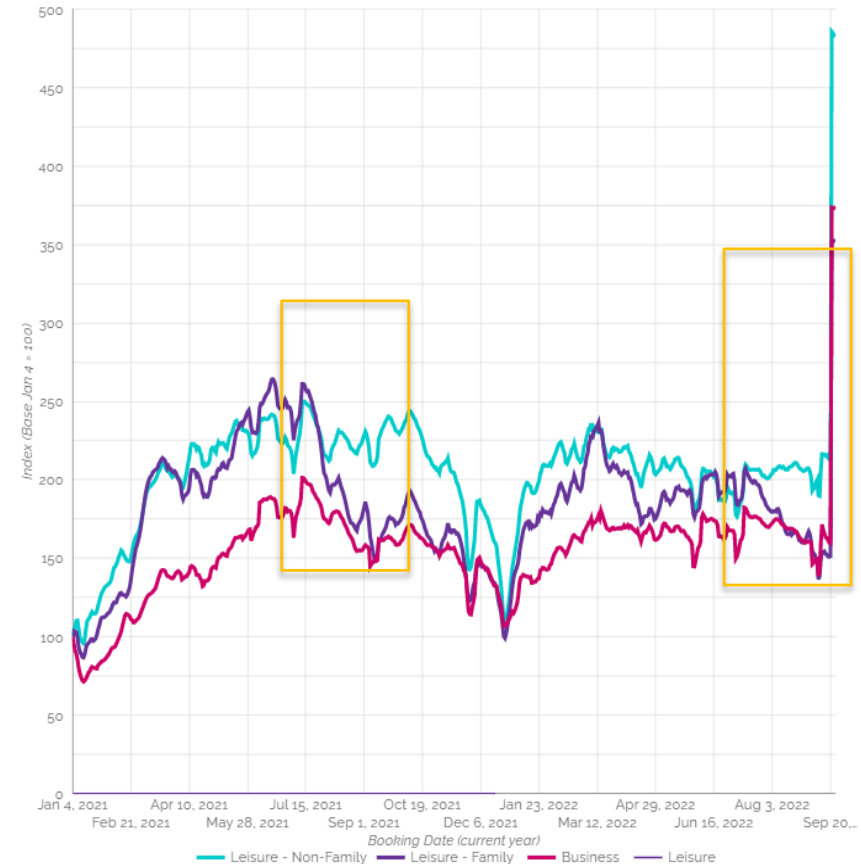
## Adara Traveler Trends Tracker

- Overall hotel booking volume for leisure stayers show similar declines in activity YoY most likely impacted by changes in economic conditions including an increase in travel costs
- Non-affluent audience anticipated to be more impacted by changes in economy; driving less interest or financial ability to book travel in the upcoming months

## U.S. Travel Association: As of 9/1/22 (August update)

- “According to Morning Consult’s recently released State of Travel and Hospitality, as of July, 36% of Americans plan to travel in the next three months, down from 39% in April”
- <https://www.ustravel.org/research/monthly-travel-data-report>

## Hotel Volume by Purpose



Source: <https://adara.com/resources/traveler-trends-tracker/>

# Fall/Holiday Travel Trends Forecast

## Travel Pulse: Fall Travel Trends Highlight How and Where Americans Will Spend

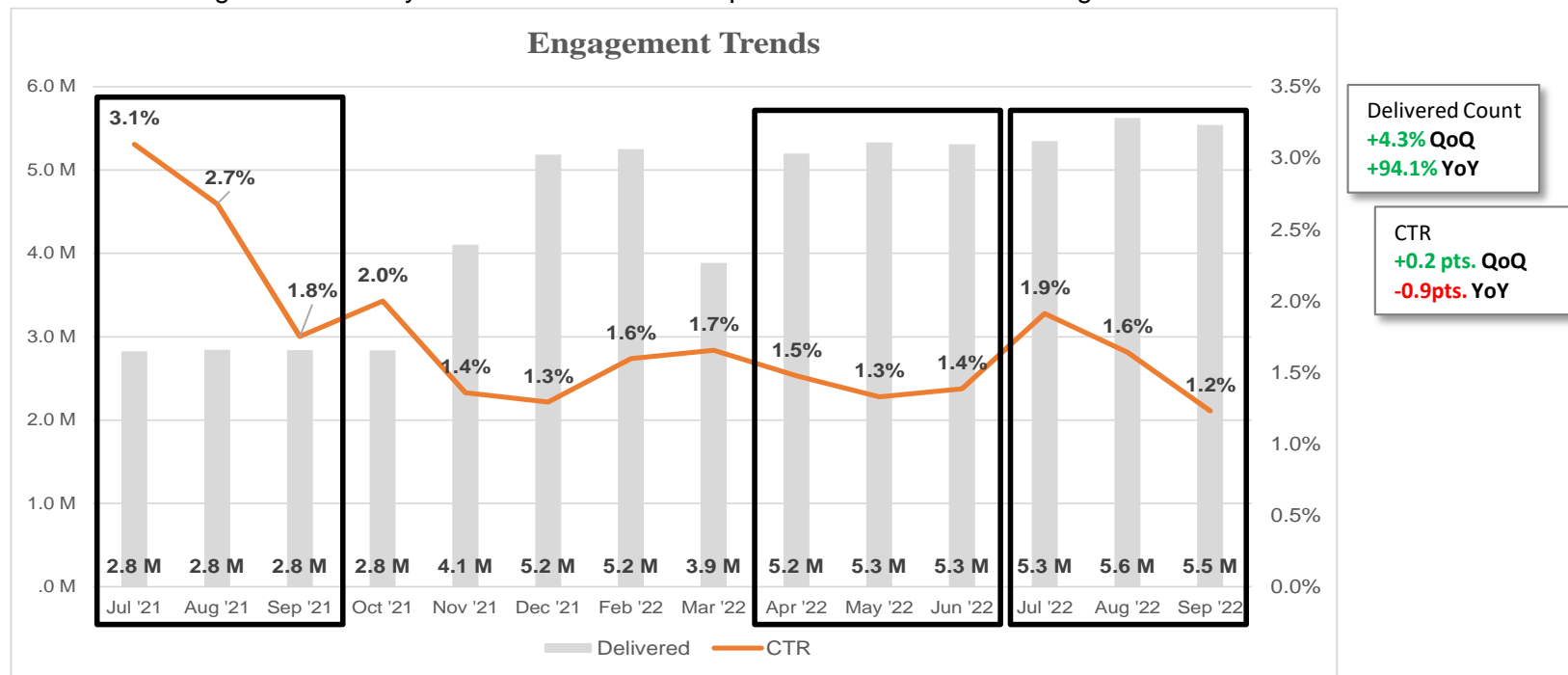
- “While autumn trips are still on the books, the cost-of-living crisis is having an impact on Americans’ choices. Nearly half (45 percent) of U.S. travelers said that ‘Price’ influenced their chosen travel dates and two-thirds (66 percent) consider ‘Cost/Affordability’ the main criteria in their trip planning process.”
- “So, although skyrocketing costs won’t deter Americans from traveling this fall season, many have had to adjust their plans a bit. Thirty-five percent of respondents said they’ll likely take trips of shorter duration, while nearly one-quarter (24 percent) indicated they’ll likely choose a destination that’s closer to home than originally planned.”
- <https://www.travelpulse.com/news/features/fall-travel-trends-highlight-how-and-where-americans-will-spend.html>

## Luxury Travel Magazine: Luxury Travelers’ Preferences and Top Destinations for Autumn/Winter 2022

- **“Islands and beaches are topping travelers’ lists for holiday travel**, followed by trips with a wellness component, and ocean cruises, 62% will travel to multiple destinations, while 38% will travel to a single destination. Notably, wellness-focused trips were the only category to see a year-on-year increase: 2021 (13%) vs. 2022 (24%).”
- <https://www.luxurytravelmagazine.com/news-articles/luxury-travelers-preferences-and-top-destinations-for-autumn-winter-2022>

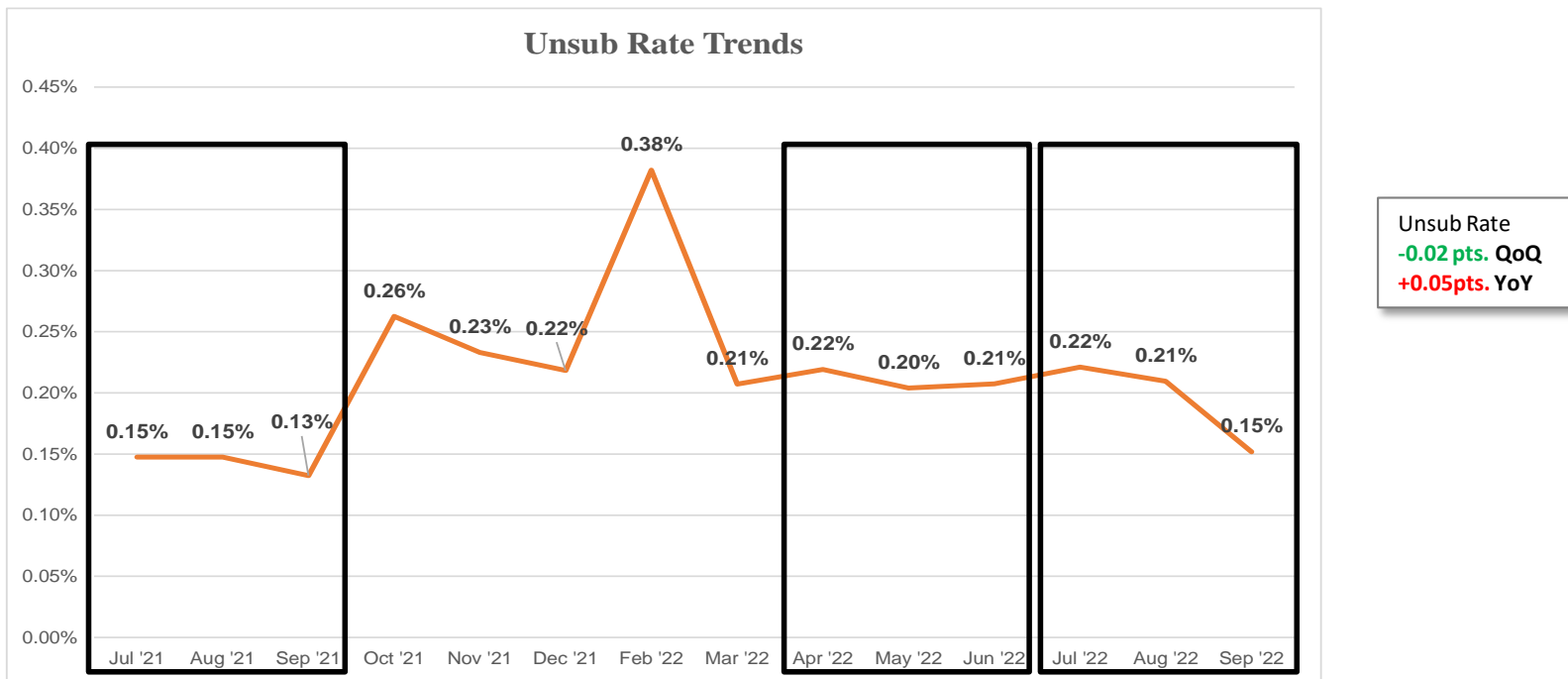
# Engagement Trends: Q3 2022

- Delivered volume and CTR slightly up QoQ; with July and August being top performing months
- Consider use case for new Max ADR \$750+ segment and determine content opportunity to drive lift in engagement
- Audience shifts driving varied delivery volume levels and offer performance two contributing factors to YoY declines



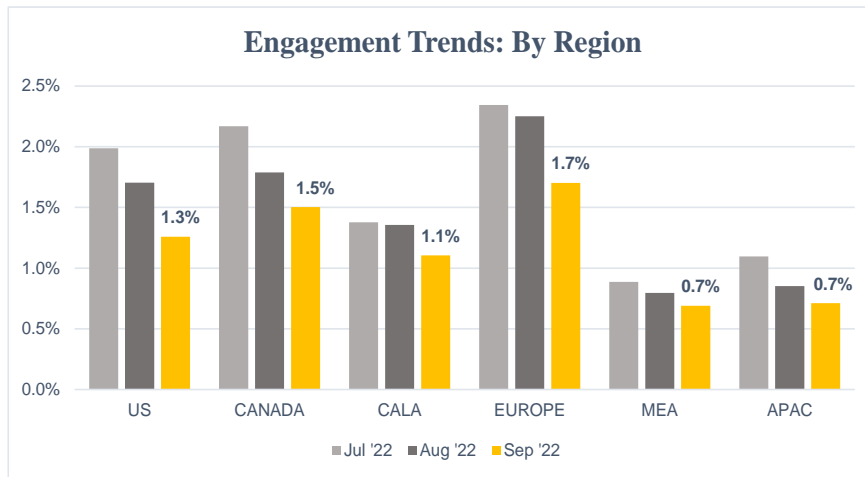
# Unsub Rate Trends: Q3 2022

- Unsub rate seeing slight decline QoQ with significant drop in September (-0.06pts.)
- Overall unsub rates remain consistent MoM for 2022; indicating strong audience health and continued interest in newsletter receipt
- YoY increase partially impacted by new audience make-up beginning in Q4 of 2021



# Regional Engagement Trends: Q3 2022

- Regional engagement trends in Q3 similar MoM; delivery volume seeing slight increases across the board
- Europe seeing strongest engagement levels overall while also showing most significant drop end of Q3
- APAC, MEA and CALA seeing lowest levels of engagement for Q3 with US and Canada similar



**Q3 2022**  
Delivered Counts

Region	Counts (QoQ)
U.S.	13.7 M (+4%)
CANADA	699.4 K (+11%)
CALA	117.6 K (+4%)
EUROPE	474.2 K (+3%)
MEA	532.0 K (+6%)
APAC	975.3 K (+6%)

# Member Level Engagement Trends: Q3 2022

- Basic and Silver exhibit similar engagement behavior throughout the quarter with Non-members continuing to be least engaged
  - Opportunity to identify content that resonates with Non-member group to drive lift in CTR; low level of unsubscribers want to remain on email list
- Gold through Ambassador show significant levels of engagement with Platinum through Ambassador having unsub rates less than 0.20% MoM

Apr '22 – Sep '22

		Jul '22	Aug '22	Sep '22	Engagement Trends
NON-MEMBER	Del.	361.4 K	362.0 K	354.7 K	MoM -2.0% (-7.3 K)
	CTR	1.0%	0.9%	0.6%	
	Unsub Rate	0.21%	0.19%	0.12%	
BASIC	Del.	2.7 M	2.8 M	2.8 M	MoM -1.9% (-53.7 K)
	CTR	1.7%	1.5%	1.2%	
	Unsub Rate	0.23%	0.23%	0.16%	
SILVER	Del.	627.7 K	665.4 K	657.4 K	MoM -1.2% (-8.0 K)
	CTR	1.9%	1.6%	1.2%	
	Unsub Rate	0.25%	0.23%	0.17%	
GOLD	Del.	944.0 K	998.3 K	992.6 K	MoM -0.6% (-5.7 K)
	CTR	2.3%	1.9%	1.4%	
	Unsub Rate	0.22%	0.20%	0.15%	

Apr '22 – Sep '22

		Jul '22	Aug '22	Sep '22	Engagement Trends
PLATINUM	Del.	315.6 K	327.1 K	325.1 K	MoM -0.6% (-2.1 K)
	CTR	2.6%	2.0%	1.5%	
	Unsub Rate	0.19%	0.17%	0.13%	
TITANIUM	Del.	361.5 K	370.5 K	362.9 K	MoM -2.1% (-7.6 K)
	CTR	2.6%	2.1%	1.5%	
	Unsub Rate	0.17%	0.15%	0.11%	
AMBASSADOR	Del.	67.4 K	69.1 K	68.8 K	MoM -0.5% (-320)
	CTR	2.5%	1.8%	1.5%	
	Unsub Rate	0.17%	0.12%	0.11%	
MEMBER	Del.	5.0 M	5.3 M	5.2 M	MoM -1.5% (-77.3 K)
	CTR	2.0%	1.7%	1.3%	
	Unsub Rate	0.22%	0.21%	0.15%	

# Luxury Segment Level Engagement Trends: Q3 2022

- MoM engagement strongest for L2B, L3 and Everyone else with drop-off across all levels in September including traditional top performers luxury segments (L2B/L3)
- Unsub rates slightly higher for Everyone else category; continue devising content opportunity or versioning for this audience to drive lift in monthly engagement

Apr '22 – Sep '22

		Jul '22	Aug '22	Sep '22	Engagement Trends
L1	Del.	523.6 K	520.0 K	513.0 K	MoM -1.3% (-7.0 K)
	CTR	1.1%	1.0%	0.7%	
	Unsub Rate	0.21%	0.20%	0.13%	
L2A	Del.	248.8 K	247.3 K	244.0 K	MoM -1.3% (-3.3 K)
	CTR	1.7%	1.4%	1.1%	
	Unsub Rate	0.19%	0.16%	0.11%	
L2B	Del.	1.2 M	1.2 M	1.2 M	MoM -1.5% (-18.3 K)
	CTR	2.0%	1.7%	1.2%	
	Unsub Rate	0.17%	0.16%	0.11%	
L3	Del.	315.9 K	322.4 K	317.7 K	MoM -1.5% (-4.7 K)
	CTR	2.3%	1.9%	1.4%	
	Unsub Rate	0.19%	0.17%	0.13%	
Everyone Else	Del.	3.1 M	3.4 M	3.3 M	MoM -1.5% (-51.4 K)
	CTR	2.0%	1.7%	1.3%	
	Unsub Rate	0.25%	0.24%	0.17%	

# Luxury Segment Level Engagement Trends: Ritz vs. Lux MAU

- L1 and L2A engaged at similar levels throughout Q3 for both Ritz and Lux MAU
- L2B and L3 engagement was similar for July and August while Ritz saw decrease in CTR and Lux MAU increase in September
  - Lux MAU control group was incorporated back into Lux MAU in September which included strong performing GloPro offer

## Ritz

Apr '22 – Sep '22

		Jul '22	Aug '22	Sep '22	Engagement Trends
L1	Del.	523.6 K	520.0 K	513.0 K	
	CTR	1.1%	1.0%	0.7%	
	Unsub Rate	0.21%	0.20%	0.13%	
L2A	Del.	248.8 K	247.3 K	244.0 K	
	CTR	1.7%	1.4%	1.1%	
	Unsub Rate	0.19%	0.16%	0.11%	
L2B	Del.	1.2 M	1.2 M	1.2 M	
	CTR	2.0%	1.7%	1.2%	
	Unsub Rate	0.17%	0.16%	0.11%	
L3	Del.	315.9 K	322.4 K	317.7 K	
	CTR	2.3%	1.9%	1.4%	
	Unsub Rate	0.19%	0.17%	0.13%	
Everyone Else	Del.	3.1 M	3.4 M	3.3 M	
	CTR	2.0%	1.7%	1.3%	
	Unsub Rate	0.25%	0.24%	0.17%	

## Lux MAU

Apr '22 – Sep '22

		Jul '22	Aug '22	Sep '22	Engagement Trends
L1	Del.	366.8 K	381.5 K	582.4 K	
	CTR	1.0%	0.7%	0.8%	
	Unsub Rate	0.16%	0.16%	0.15%	
	Rev/Deliv	\$0.02	\$0.02	\$0.05	
L2A	Del.	188.3 K	195.8 K	248.2 K	
	CTR	1.6%	1.1%	1.3%	
	Unsub Rate	0.07%	0.07%	0.07%	
	Rev/Deliv	\$0.06	\$0.06	\$0.11	
L2B	Del.	983.3 K	1.0 M	1.1 M	
	CTR	2.2%	1.7%	1.9%	
	Unsub Rate	0.02%	0.02%	0.02%	
	Rev/Deliv	\$0.07	\$0.10	\$0.10	
L3	Del.	276.2 K	289.5 K	310.8 K	
	CTR	2.9%	2.2%	2.5%	
	Unsub Rate	0.02%	0.02%	0.02%	
	Rev/Deliv	\$0.03	\$0.09	\$0.07	

# Top Performing Content: Q3 2022

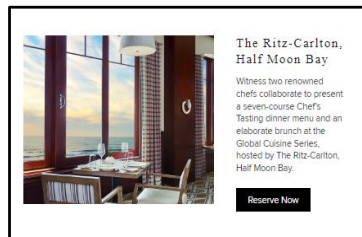
## Hero, Hotel Spotlight, Travel by Interest, Journey



Jul: **Hero**

*Most clicked hero content*

*59% of email clicks in Jul*

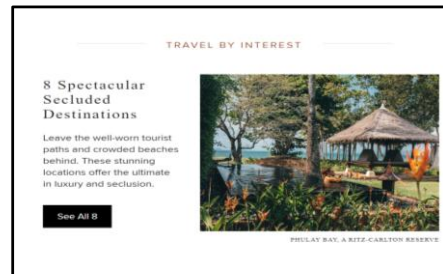


Sep: **Hotel Spotlight**

*Half Moon Bay feature*

*7% of email clicks in Sep*

*(under Doha spotlight)*

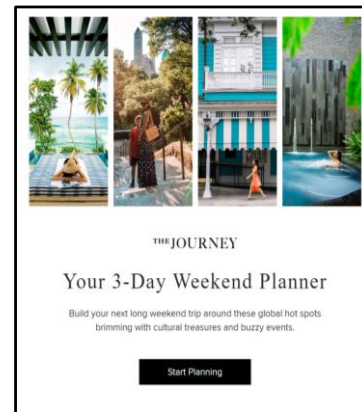


Aug: **Travel by Interest**

*Listicle headline*

*6% of clicks*

*(lower placement)*



Aug: **Journey**

*Most clicked Journey*

*content for Q3*

*8% of monthly clicks*

# Content / Module Performance: Q3 2022

MODULE	Jul '22 (Lake Resorts)	Aug '22 (Countryside Getaways)	Sep '22 (Fall Getaways)
Header	2.2%	3.5%	4.1%
Hero	<b>58.6%</b>	<b>42.1%</b>	<b>38.8%</b>
Hotels Near You	<b>10.6%</b>	<b>16.6%</b>	<b>14.5%</b>
Navigation Bar	---	---	---
Inspiration	---	---	---
Offer	1.7%	0.8%	---
Formula 1	1.0%	2.4%	---
Journey	<b>6.0%</b>	<b>8.2%</b>	<b>6.3%</b>
Journey 2	---	---	1.1%
Ladies & Gentlemen	0.9%	1.7%	1.2%
Hotel Spotlight	5.7%	6.1%	<b>10.4%</b>
Hotel Spotlight 2	---	0.8%	---
New Hotel	2.2%	---	---
Brand Inspiration	---	---	---
Moments	---	---	---
Yacht	<b>2.9%</b>	---	<b>6.9%</b>
Let Us Stay	---	0.6%	---
Scenography	---	1.7%	1.1%
Boutiques	---	0.6%	2.4%
Travel by Interest	1.2%	<b>6.3%</b>	1.4%
Partnership	---	---	0.7%
Instagram	1.0%	1.9%	1.0%
Footer	6.0%	6.5%	10.1%

- Hero, hotels near you and hotel spotlight modules continue to drive higher engagement levels for Q3:
  - July lake resorts hero had significant level of engagement; proving to be top performing theme YoY
- Yacht and Journey modules continue to drive interest even with varied placement in email
- Travel by Interest Journey feature from August with listicle headline drove strong interest even with lower placement in email

# Subject Line PCIQ: Observations & Recommendations

- Authority and Intrigue tags continue to perform well
- September is first time Intrigue SL was not in the top 2; still in top 3
- SL with "How to" continued to perform poorly

## Recommendations and Next Steps:

- Beginning in October decisioning made to sunset "How to" and replace with "Listicle" tag
- Beginning in November recommend enhancing PCIQ testing leveraging insights from SLs for 3-month period
  - Recommend starting PCIQ for the Headlines also using the following tags: Intrigue, Listicle, and Authority
  - Determine ability to leverage PCIQ subject line insights around what newsletter recipients are most engaged with to inform optimized headline delivery where possible
  - Leverage personalization and ellipsis (...) as best practices moving forward
  - Continue to sunset lower performing headlines and test into new tags over time

Campaign Date	Subject line	Tag	Unique Open Rate
7/2/2022	INSIDE THE RITZ-CARLTON: Your Lakeside Beach Retreat Awaits...	Intrigue	11.76%
7/2/2022	INSIDE THE RITZ-CARLTON: Beach, Lake, Or Both?	Comparison	11.42%
7/2/2022	INSIDE THE RITZ-CARLTON: Your Guide to a Luxury Lakeside Retreat	Authority	11.41%
7/2/2022	INSIDE THE RITZ-CARLTON: Explore 5 Luxurious Lakeside Resorts	Direct	11.40%
7/2/2022	INSIDE THE RITZ-CARLTON: How to Find the Best Lake Beaches	How To	11.28%

## Dreamy Countryside Getaways August version

8/6/2022	INSIDE THE RITZ-CARLTON: Your Countryside Getaway Guide	Authority	12.58%
8/6/2022	INSIDE THE RITZ-CARLTON: The Countryside Is Calling...	Intrigue	12.52%
8/6/2022	INSIDE THE RITZ-CARLTON: Looking for a Dreamy Rural Retreat?	Question	12.49%
8/6/2022	INSIDE THE RITZ-CARLTON: How to Plan a Dreamy Rural Retreat	How To	12.44%
8/6/2022	INSIDE THE RITZ-CARLTON: Explore 4 Dreamy Countryside Escapes	Direct	12.12%

## Last Minute Travel August version

8/6/2022	INSIDE THE RITZ-CARLTON: Close Out Summer With a Getaway	Intrigue	12.56%
8/6/2022	INSIDE THE RITZ-CARLTON: Your Last-Minute Summer Travel Guide	Authority	12.48%
8/6/2022	INSIDE THE RITZ-CARLTON: Looking for a Dreamy End Of Summer Escape?	Question	12.43%
8/6/2022	INSIDE THE RITZ-CARLTON: Enjoy an Extraordinary End of Summer Escape	Direct	12.42%
8/6/2022	INSIDE THE RITZ-CARLTON: How to Plan Last-Minute Summer Travel	How To	12.37%

9/3/2022	INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes	Authority	11.83%
9/3/2022	INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape	Direct	11.76%
9/3/2022	INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall	Intrigue	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination	How To	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?	Question	11.62%

# Recommendations

- Continue heat map analysis at the luxury segment level moving forward to help understand top content by segment that can be used to inform future personalization efforts
  - Historical analysis can also support new insights to inform future content opportunities
- Proceed with offer personalization by luxury segment where applicable and compare to Lux MAU offer performance
- Identify use case to leverage 750+ Max ADR attribute to personalize content across select luxury communications
- Beginning in November enhance PCIQ testing for minimum of a 3-month period
  - Recommend starting PCIQ for the Headline (leveraging PCIQ for Subject Lines now) using the following tags: Intrigue, Listicle, and Authority
  - Determine ability to leverage PCIQ subject line insights around what newsletter recipients are most engaged with to inform optimized headline delivery where possible
  - Leverage personalization and ellipsis as best practices moving forward
  - Sunset lower performing headlines and test into new tags over time (e.g., Replacing “How to” tag in October with “Listicle”)

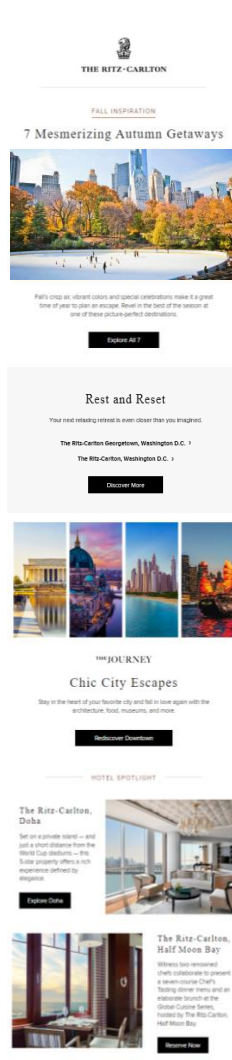
# Monthly Engagement:

## September Newsletter

## Theme: Fall Getaways & Experiences

- (Direct) INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes
- (How To) INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination
- (Intrigue) INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall
- (Question) INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?

Inside: Discover rejuvenating offers, unique suites, and more!



# Performance Summary: September 2022

- MoM decrease of 0.4pts. for CTR in September
  - Seasonality is contributing factor with MoM declines beginning in August continuing into September
  - Rising travel costs could be impacting certain segment behavior and interest in travel content
  - Luxury segment Lux MAU suppression control group now being incorporated back into Lux MAU; Lux MAU had strong performing GloPro offer that could be driving interest away from luxury audience to other luxury communications
- Unsub rate saw significant decrease MoM indicating strong audience health in which readers want to continue receiving monthly newsletter communications

	Sep-22	MoM	YoY	vs. Avg.
<b>Delivered</b>	<b>5.5 M</b>	<b>-1.5%</b> (-84.7 K)	<b>+95.0%</b> (+2.7 M)	<b>+23.7%</b> (+1.1 M)
<b>Clicks</b>	<b>68.2 K</b>	<b>-26.2%</b> (-24.1 K)	<b>+37.0%</b> (+18.4 K)	<b>- 6.4%</b> (-23.1 K)
<b>CTR</b>	<b>1.2%</b>	<b>-0.4 pts.</b>	<b>-0.5 pts.</b>	<b>-0.4 pts.</b>
<b>Unsub Rate</b>	<b>0.15%</b>	<b>-0.06 pts.</b>	<b>+0.02 pts.</b>	<b>-0.07 pts.</b>

\*12-month Avg: Aug '21 to Aug '22  
No January 2022 mailing with 12/31 solo

# Journey Content Engagement Trends: September 2022

- Time spent on site varied post-deployment but remained around 2-minute mark; holiday weekend could be impacting varied engagement behavior
- City escapes and autumn getaways drove strong number of visits in comparison to other pages
- Identify areas 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
Sep 3, 2022	43,921	36,218	2.18
Sep 4, 2022	12,064	9,473	2.17
Sep 5, 2022	7,724	5,568	1.97
Sep 6, 2022	6,328	4,725	2.06
Sep 7, 2022	5,023	3,401	1.97
Sep 8, 2022	15,195	12,060	1.99
Sep 9, 2022	5,366	3,893	1.78
Sep 10, 2022	4,056	2,908	1.66

## *Top Pages for September Include:*



*Hero*



THE JOURNEY

### Chic City Escapes

Stay in the heart of your favorite city and fall in love again with the architecture, food, museums, and more.

Rediscover Downtown

*Journey*

# Top Performing Content: September 2022

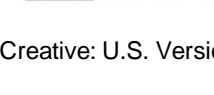
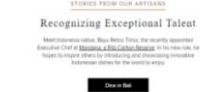
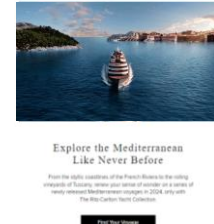
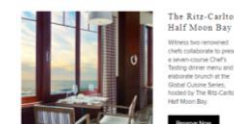
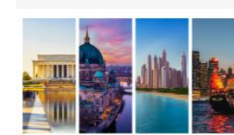
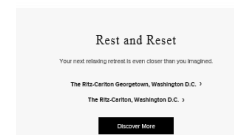
- Hero drove most engagement for September
- Yacht, Hotel Spotlight and Journey Chic City came in 2<sup>nd</sup>
- Ladies & Gentlemen, Boutiques and Journey Spa articles also made top 10 list this month

Module	Article	Clicks	CTR
Hero	7 Mesmerizing Autumn Getaways	34.3 K	0.62%
Hotel Spotlight	TRC Half Moon Bay	7.4 K	0.13%
Yacht	Find Your Voyage	6.1 K	0.11%
Journey	Chic City Escapes	5.6 K	0.10%
Hotels Near You	Discover More	3.4 K	0.06%
Hotel Spotlight	TRC Doha	2.8 K	0.05%
Boutiques	Outdoor Throw Blanket	2.1 K	0.04%
Journey Spa	Rejuvenate You	931	0.02%
Hotels Near You	The Ritz-Carlton, Laguna Niguel	897	0.02%
Ladies & Gentlemen	Dine in Indonesia	894	0.02%

# Ritz Segment Heat Maps: September 2022

- Hero, Hotels Near You and Hotel Spotlight top engaging content overall
  - L1/L2A showed more interest than L2B/L3 in Doha Qatar spotlight
- Travel by Interest culinary feature had highest engagement for L1
- Hotels Near You showed stronger performance for L3 and Everyone Else

Module	L1	L2A	L2B	L3	Everyone Else	Total
Header	4.7%	3.9%	3.1%	3.1%	4.5%	4.1%
Hero	34.5%	38.3%	41.9%	42.4%	37.9%	38.8%
Hotels Near You	10.5%	12.7%	13.5%	17.0%	15.0%	14.5%
Journey	8.1%	7.0%	6.2%	5.0%	6.3%	6.3%
Hotel Spotlight	10.4%	11.4%	11.5%	10.7%	10.1%	10.4%
TRC Doha	4.1%	3.8%	3.2%	3.0%	3.0%	3.1%
TRC Half Moon Bay	6.2%	7.6%	8.3%	7.7%	7.0%	7.3%
Yacht	7.0%	7.1%	7.6%	7.2%	6.6%	6.9%
Boutiques	2.7%	2.8%	2.3%	2.1%	2.4%	2.4%
Instagram	1.5%	1.4%	0.9%	0.7%	1.0%	1.0%
Ladies & Gentlemen	1.7%	1.8%	1.2%	0.7%	1.2%	1.2%
Scenography (Signatures)	1.0%	1.3%	1.0%	0.7%	1.1%	1.1%
Travel by Interest	2.2%	1.5%	1.2%	1.1%	1.4%	1.4%
Journey Spa Retreats	1.3%	1.3%	1.0%	1.0%	1.0%	1.1%
Partnership: The First Lady	0.7%	0.7%	0.6%	0.6%	0.7%	0.7%
Footer	13.8%	8.8%	8.0%	7.8%	10.8%	10.1%
Unsubscribe	13.0%	8.1%	7.5%	7.4%	10.1%	9.5%
Other	0.8%	0.6%	0.5%	0.4%	0.7%	0.6%
Grand Total	100%	100%	100%	100%	100%	100%



Creative: U.S. Version

Thank you!

# Learning Agenda

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

# 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 (Countryside Getaways)	September '22 (Fall Getaways + Experiences)	October '22 ---	November '22 ---	December '22 ---
Header	---	2.7%	3.0%	2.8%	3.6%	3.0%	2.2%	3.5%	4.1%			
Hero	---	14.0%	17.5%	22.5%	28.8%	18.1%	58.6%	42.1%	38.8%			
Hotels Near You	---	16.4%	20.4%	---	10.6%	22.6%	10.6%	16.6%	14.5%			
Navigation Bar	---	---	17.9%	34.5%	---	---	---	---	---			
Inspiration	---	---	9.8%	---	---	---	---	---	---			
Offer	---	2.8%	---	2.8%	7.4%	5.3%	1.7%	0.8%	---			
Formula 1	---	---	6.6%	5.2%	4.8%	0.8%	1.0%	2.4%	---			
Journey	---	19.5%	4.0%	2.5%	19.1%	18.7%	6.0%	8.2%	6.3%			
Journey 2	---	---	---	1.6%	---	---	---	---	1.1%			
Ladies & Gentlemen	---	1.4%	---	---	3.1%	1.2%	0.9%	1.7%	1.2%			
Hotel Spotlight	---	15.0%	3.1%	12.1%	---	2.1%	5.7%	6.1%	10.4%			
Hotel Spotlight 2	---	---	---	---	---	---	---	0.8%	---			
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%	---	6.9%			
Let Us Stay	---	2.4%	2.3%	---	1.1%	---	---	0.6%	---			
Scenography	---	4.6%	---	3.4%	1.0%	2.9%	---	1.7%	1.1%			
Boutiques	---	---	---	---	---	2.1%	---	0.6%	2.4%			
Travel by Interest	---	---	---	---	---	1.6%	1.2%	6.3%	1.4%			
Partnership	---	---	---	---	---	1.4%	---	---	0.7%			
Instagram	---	2.8%	1.5%	2.2%	5.5%	3.1%	1.0%	1.9%	1.0%			
Footer	---	7.9%	6.8%	8.0%	8.0%	7.9%	6.0%	6.5%	10.1%			

# 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%

# July 2<sup>nd</sup> Newsletter

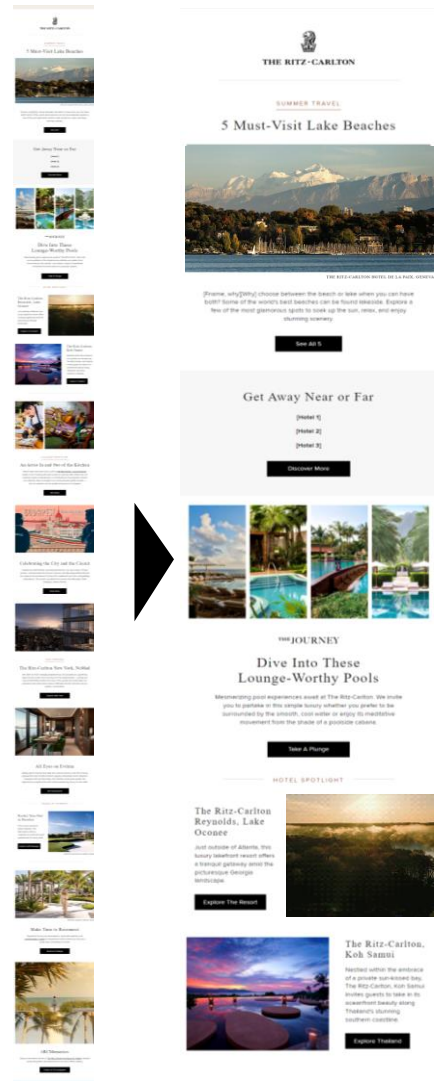
Theme: Lake Resorts

Subject Line (Used PCIQ Optimization):

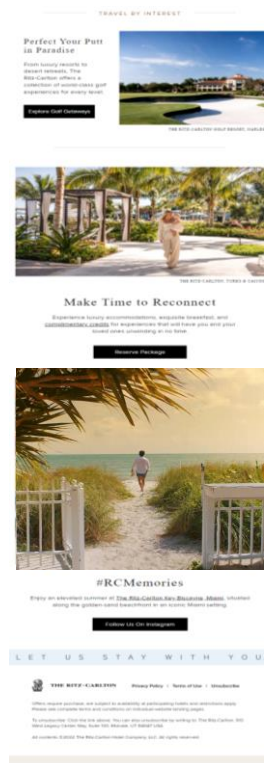
- (Direct) INSIDE THE RITZ-CARLTON: Explore 5 Luxurious Lakeside Resorts
- (Authority) INSIDE THE RITZ-CARLTON: Your Guide to a Luxury Lakeside Retreat
- (How To) INSIDE THE RITZ-CARLTON: How to Find the Best Lake Beaches
- (Intrigue) INSIDE THE RITZ-CARLTON: Your Lakeside Beach Retreat Awaits...
- (Comparison)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



# 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

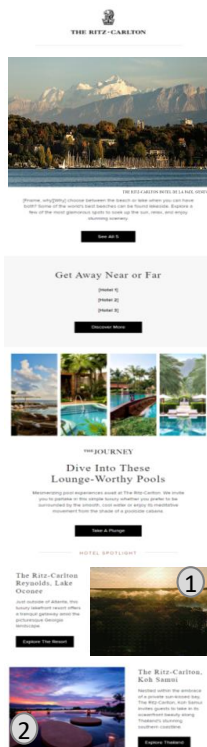
**Header:**  
2.2% clks.

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

**Hotels Near You:**  
10.6% clks.

**Journey:**  
6.0% clks.

**Hotel Spotlight:**  
5.7% clks.

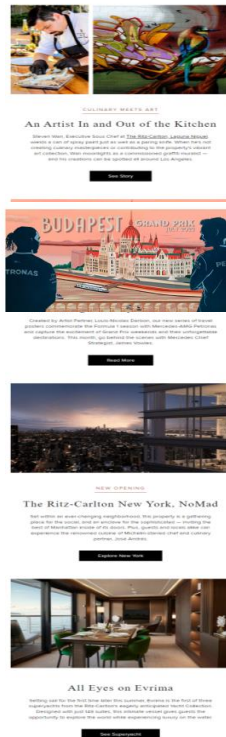


**Ladies & Gentlemen:**  
0.9% clks.

**Formula 1:**  
1.0% clks.

**New Openings:**  
2.2% clks.

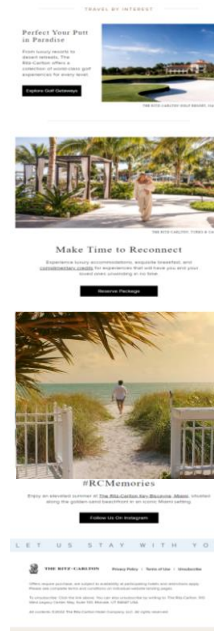
**Yacht:**  
2.9% clks.



**Travel by Interest:**  
1.2% clks.

**Offer:**  
1.7% clks.

**Instagram:**  
1.0% clks.



**Footer (not shown):**  
6.0% clks.

# August 6<sup>th</sup> Newsletter

Creative: U.S. Version

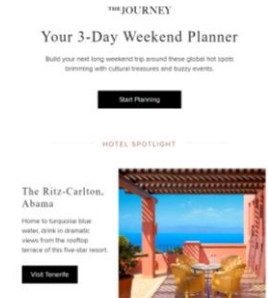
**Theme:** Dreamy Countryside Getaways (Hero Test Version A)

## Subject Line (Used PCIQ Optimization):

- (Direct)) INSIDE THE RITZ-CARLTON: Explore 4 Dreamy Countryside Escapes
- (Authority) INSIDE THE RITZ-CARLTON: Your Countryside Getaway Guide
- (How To) INSIDE THE RITZ-CARLTON: How to Plan a Dreamy Rural Retreat
- (Intrigue) INSIDE THE RITZ-CARLTON: The Countryside Is Calling...
- (Question) INSIDE THE RITZ-CARLTON: Looking for a Dreamy Rural Retreat?

## Pre-Header:

Plus, discover the perfect destinations to spend your long weekends



# All Segments Heat Map: August 2022 (U.S. Version)

- Hero and Hotels Near You modules generated highest percent of clicks
- Hero A/B test in market: Dreamy Countryside Getaways versus Last-Minute Travel
- Journey 3-Day Weekend Planner, Hotel Spotlight and Travel by Interest all drove significant interest

**Header:**  
3.5% clks.

**Hero:**  
42.1% clks.

**Hotels Near You:**  
16.6% clks.

**Journey:**  
8.2% clks.

**Hotel Spotlight:**  
6.1% clks.

**Ladies & Gentlemen:**  
1.7% clks.

**Formula 1:**  
2.4% clks.

**Scenography:**  
1.7% clks.

**Let Us Stay With You:**  
0.6% clks.

**Travel by Interest:**  
6.3% clks.

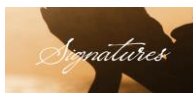
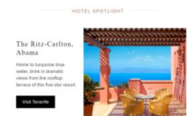
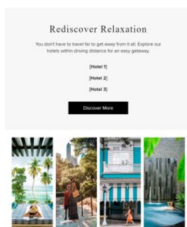
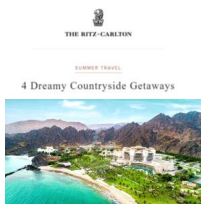
**Hotel Feature:**  
0.8% clks.

**Club Offer:**  
0.8% clks.

**Boutiques:**  
0.6% clks.

**Instagram:**  
1.9% clks.

**Footer (not shown):**  
6.5% 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