



THE RITZ-CARLTON

Q1 2021 Email Review

March 26, 2021

Meeting Agenda

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



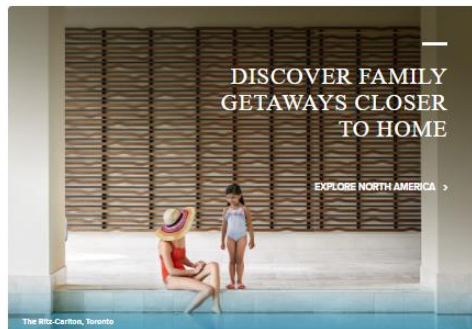
Key Storylines: Q1 2021

- Exceptional open rates across the quarter - key factors include:
 - Expanded audience
 - Consistent branded subject line
 - Open pixel moved to header for the January issue
 - New template design avoided Gmail clipping in the March issue
- Enhanced personalization
 - Geo-targeted hero in January and February
 - Geo-targeted hotel spotlight in the February and March issue
- Timely and relevant content themes resonated with the audience throughout the quarter - Road Trip / Family / Close to Home
- Image server issue from the March deployment had a slight impact on click engagement

January: Family Getaways



THE RITZ-CARLTON



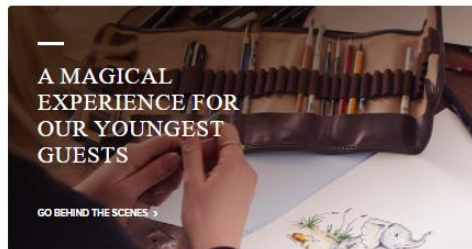
[Fname, look]Look f[orward to a new year of renewed connection with a getaway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 47 in North America, your family's next great adventure may be closer than you think.



THE JOURNEY: FAMILY ADVENTURES

Discover ideas and advice for planning a family getaway, plus travel experiences designed for our young guests.

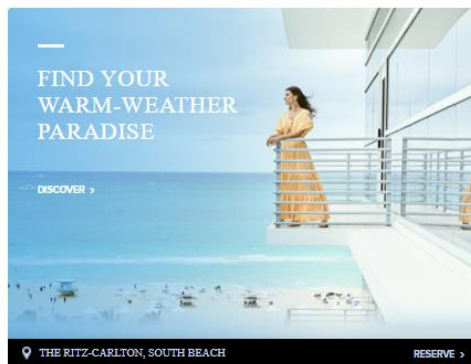
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February: Resorts



THE RITZ-CARLTON



[Fname, the]The]perfect resort escape may be even closer than you imagine. Powdery, white-sand beaches and gently lapping turquoise waves await you at The Ritz-Carlton resorts across Florida. Look forward to indulging in beachside cocktails, locally-inspired spa treatments, and seaside dining by swaying palm trees.



THE JOURNEY

March: Road Trips / Spring



THE RITZ-CARLTON



REIMAGINE THE ROAD TRIP

[Fname, sometimes]Sometimes]the destination is even better than the journey, especially when your destination is The Ritz-Carlton. With hotels across [Region], unwind from a day on the road with a soothing spa treatment, locally-inspired beverages, or decadent dining experience. This is the road trip reimagined.

[Fname, sometimes]Sometimes]the destination is even better than the journey, especially when your destination is The Ritz-Carlton.

[BEGIN YOUR JOURNEY](#)

Near You
GET AWAY CLOSER TO HOME

[THE RITZ-CARLTON, LOREM IPSUM >](#)

[THE RITZ-CARLTON, LOREM IPSUM >](#)

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



PERFORMANCE SUMMARY

Performance Summary: Q1 2021

- 30%+ open rate for all three Newsletters in Q1
- All CRM segments and Bonvoy member levels saw MoM open rate increases
- Geo-targeting the hero and the Hotel Spotlight helped lift regional engagement
- We tested short vs. long copy in both the February and the March issue – both test results showed less copy drove higher click engagement
- Redesign of the “new location” module proved successful – showing multiple properties resonated with readers in the February issue

Q1 2021 Newsletter Performance

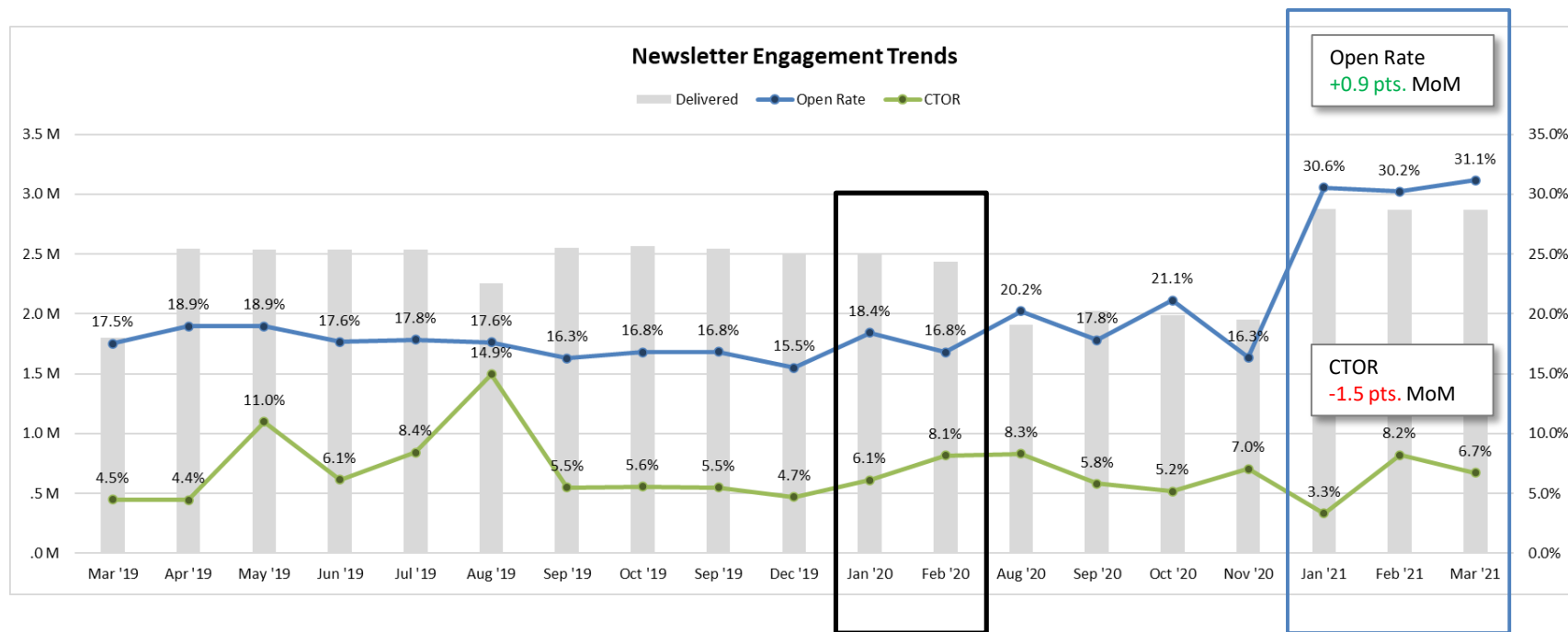
Metrics	Q1 2021	YoY	QoQ
Delivered	8.6 M	+74.7%	+118.7%
Open	2.6 M	+203.8%	+257.1%
Open Rate	30.6%	+13.0 pts.	+11.9 pts.
Click	159.9 K	+160.7%	+262.1%
CTR	1.9%	+0.6 pts.	+0.7 pts.
CTOR	6.1%	-1.0 pts.	+0.1 pts.
Unsub Rate	0.20%	+0.05 pts.	+0.03 pts.

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

- Delivered increases were mostly due to three newsletters being deployed in Q1 vs. only two in the YoY and QoQ comparisons
- Opens increased by over 200% – key factors:
 - Delivered more emails
 - Pixel placement change in Jan '21
 - Optimized layout to avoid Gmail clipping
- Expanded targeting had a positive impact on engagement; past luxury email openers had strong open and CTO rates
- Expected unsub rate lift from Jan audience expansion and then decreased MoM; typical behavior of new readers

High Open Rate across Quarter

More eyes have viewed the Ritz-Carlton Newsletter this quarter than we have seen in the past – 30%+ open rate across the quarter. CTOR declined in March – likely impacted by the image server issue.



Positive Engagement Across All Segments

"Other Guests" continued their strong engagement throughout the quarter. Consistent uptick in opens and clicks across all segments.

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Q1 '21	QoQ	Q1 '21	QoQ	Q1 '21	QoQ	Q1 '21	QoQ	Q1 '21	QoQ	Q1 '21	QoQ	Q1 '21	QoQ
DELIVERED	7.7 M	+132.1%	228.7 K	+43.9%	202.3 K	+45.8%	203.0 K	+44.0%	158.3 K	+44.2%	88.4 K	+47.6%	8.6 M	+118.7%
OPENS	2.4 M	+307.9%	58.1 K	+48.7%	55.6 K	+54.1%	51.4 K	+51.8%	34.3 K	+39.8%	17.3 K	+50.4%	2.6 M	+257.1%
OPEN%	31.3%	+13.5 pts.	25.4%	+0.8 pts.	27.5%	+1.5 pts.	25.3%	+1.3 pts.	21.7%	-0.7 pts.	19.6%	+0.4 pts.	30.6%	+11.9 pts.
CLICKS	140.1 K	+312.4%	4.9 K	+100.5%	6.0 K	+101.7%	5.0 K	+90.9%	2.7 K	+79.8%	1206	+83.3%	159.9 K	+262.1%
CTR	1.8%	+0.8 pts.	2.1%	+0.6 pts.	3.0%	+0.8 pts.	2.4%	+0.6 pts.	1.7%	+0.3 pts.	1.4%	+0.3 pts.	1.9%	+0.7 pts.
CTOR	5.8%	+0.1 pts.	8.4%	+2.2 pts.	10.8%	+2.5 pts.	9.7%	+2.0 pts.	8.0%	+1.8 pts.	7.0%	+1.3 pts.	6.1%	+0.1 pts.
UNSUB%	0.21%	+0.04 pts.	0.10%	-0.04 pts.	0.07%	-0.05 pts.	0.09%	-0.02 pts.	0.09%	-0.06 pts.	0.10%	-0.10 pts.	0.20%	+0.03 pts.

New Audience Segment Performance

Past **RC Newsletter** and **Luxury** email openers drove the strongest engagement across the new segments. Openers of the **Amex** cardholder segment were highly engaged with a 8.3% CTOR

March 2021	Luxury Stayers	HH +\$150K	Past TRC Openers	Past LUX Openers	Amex Brilliant Cardholders
Delivered	226.0 K	95.4 K	2.1 M	3.3 K	28.3 K
Open	24.4 K	11.2 K	801.6 K	1.0 K	5.0 K
Open Rate	10.8%	11.8%	38.9%	29.3%	17.8%
Click	1.7 K	831	53.5 K	88	416
CTR	0.8%	0.9%	2.6%	2.6%	1.5%
CTOR	7.0%	7.4%	6.7%	9.0%	8.3%
Unsub Rate	0.11%	0.13%	0.18%	0.18%	0.16%

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 email openers of RC Residences solos, St. Regis Residences solos, Quintessentially solo, RCYC Dec solo

Amex Brilliant cardholders

Slight decline in MoM CTOR

Sun Seekers and The Celebrators the most engaged group. Other Guests show strong interest with a 31.7% open rate

Aug '20 – Mar '21*

March '21 Engagement Trends			
OTHER GUESTS	Del.	2.6 M	MoM -0.13% (-3.3 K)
	Open%	31.7%	
	CTOR	6.4%	
WELL-TRAVELED EXECUTIVES	Del.	76.3 K	MoM +0.28% (+203)
	Open%	27.6%	
	CTOR	9.0%	
SUN SEEKERS	Del.	67.5 K	MoM +0.12% (+78)
	Open%	29.2%	
	CTOR	10.6%	

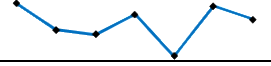
Aug '20 – Mar '21*

March '21 Engagement Trends			
THE CELEBRATORS	Del.	67.6 K	MoM -0.01% (-9)
	Open%	26.7%	
	CTOR	10.0%	
OCCASIONAL EXPLORERS	Del.	52.5 K	MoM -0.35% (-185)
	Open%	23.0%	
	CTOR	8.7%	
THE ASPIRERS	Del.	29.4 K	MoM -0.25% (-73)
	Open%	21.3%	
	CTOR	7.3%	

*No Newsletter Dec '20

Bonvoy Members continue to have Open Rates above 30%

Aug '20 – Mar '21*

March '21		Engagement Trends	
NON-MEMBER	Del.	206.0 K	MoM -1.0% (-2.0 K)
	Open%	17.4%	
	CTOR	6.5%	
BASIC	Del.	1.3 M	MoM -0.7% (-9.4 K)
	Open%	31.1%	
	CTOR	6.2%	
SILVER	Del.	341.7 K	MoM -0.5% (-1.7 K)
	Open%	33.4%	
	CTOR	6.5%	

Aug '20 – Mar '21*

March '21		Engagement Trends	
GOLD	Del.	534.9 K	MoM +0.8% (+4.3 K)
	Open%	33.9%	
	CTOR	7.1%	
PLATINUM	Del.	204.2 K	MoM +1.3% (+2.5 K)
	Open%	33.1%	
	CTOR	7.8%	
TITANIUM	Del.	238.8 K	MoM +1.1% (+2.7 K)
	Open%	32.6%	
	CTOR	7.7%	
AMBASSADOR	Del.	36.5 K	MoM +2.3% (+320)
	Open%	30.6%	
	CTOR	6.8%	

*No Newsletter Dec '20

ENGAGEMENT TRENDS

Content / Module Performance: Q1 2021

(North American Version)

MODULE	January '21 (Family)	February '21 (Resorts)	March '21 (Road Trips)
HEADER	5.0%	2.5%	23.8%
HERO	27.9%	20.3%	23.0%
NEAR YOU			16.0%
JOURNEY PROMO	5.4%		
JOURNEY	4.5%	17.0%	6.0%
JOURNEY 2	10.6%		3.8%
PROPERTY	5.3%	10.5%	5.3%
Yacht Collection		7.0%	6.6%
New Openings / Hotel Spotlight	5.1%	19.3%	16.2%
VIDEO	2.5%		2.6%
TRAVEL BY INTEREST		5.7%	3.6%
SCENOGRAPHY	6.9%		7.3%
PROMOS	5.5%	3.6%	
INSTAGRAM	2.9%	2.1%	1.0%
FOOTER	18.4%	6.3%	6.2%

- We saw 23.8% of the clicks go to the header in March issue – most likely due to the image server issue
- The romanced themed Journey article drove strong engagement in the February issue
- Highlighting multiple properties proved successful in February
- Continue to see strong interest in the Hotel Spotlight with 16.2% for the Half Moon Bay Property in the March issue
- Impressive performance from the “Near you” module with 16% of click
- As you would expect with the introduction of new audiences - 18% of the traffic went to the footer (unsubscribe) in January
- New template showed consistent engagement throughout the email

Top 10 Content Themes: Q1 2021

(North American Version)

- Hotel Spotlight featured five times in the Top 10 articles for Q1
- Closer to home / Family / Road trip themes drove strong engagement throughout the quarter
- The January Newsletter featured just once in the Top 10 with the Discover Family Getaway feature

THEME	MONTH	MODULE	ARTICLE	CLICK	CTR
ROAD TRIP	MARCH	HERO	REIMAGINE THE ROAD TRIP	15.8 K	0.55%
HOTEL SPOTLIGHT	MARCH	HOTEL SPOTLIGHT	EXPERIENCE HALF MOON BAY	11.1 K	0.39%
ROAD TRIP	MARCH	NEAR YOU	GET AWAY CLOSER TO HOME	11.0 K	0.38%
BEACH	FEBRUARY	JOURNEY	THE JOURNEY: ROMANTIC GETAWAYS FOR TWO	11.0 K	0.38%
FAMILY	JANUARY	HERO	DISCOVER FAMILY GETAWAYS CLOSER TO HOME NA	9.2 K	0.35%
HOTEL SPOTLIGHT	FEBRUARY	DISCOVER	ROMANCE IN ST THOMAS	9.1 K	0.32%
HOTEL SPOTLIGHT	FEBRUARY	HERO	THE RITZ-CARLTON, SOUTH BEACH NA	8.6 K	0.30%
BEACH	FEBRUARY	HERO	FIND YOUR WARM-WEATHER PARADISE NA	7.8 K	0.27%
HOTEL SPOTLIGHT	FEBRUARY	NEW OPENINGS	The Ritz-Carlton Maldives, Fari Islands	7.5 K	0.26%
HOTEL SPOTLIGHT	FEBRUARY	NEW OPENINGS	The Ritz-Carlton, Turks & Caicos	6.4 K	0.22%

Personalization

Geo targeted content is increasing click traffic for most regions.

Relevant hero content resonated with readers, especially in EMEA and MEA: February example:



Middle East
53.2% Clks
+33 pts. MoM



Europe
38.5% Clks
+15 pts. MoM

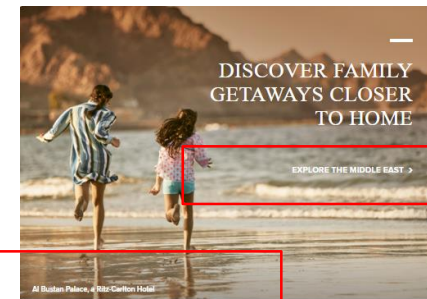


U.S.
20.5% Clks
-7 pts. MoM
(Journey article & New Openings pulled clicks)



APAC
25.4% Clks
+1 pt. MoM

Hero Module vs. Property Feature



[Frame, look] Look forward to a new year of renewed connection with a getaway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 12 in the Middle East, your family's next great adventure may be closer than you think.



ROMANCE IN ST. THOMAS
Escape from the outside world to your very own paradise at The Ritz-Carlton, St. Thomas and delight in island-inspired elegance and beachfront serenity.

DISCOVER >

March Geo-Targeted Hotel Spotlight

Hotel Spotlight was the only Geo targeted content in the March issue.

Continue to see a positive lift in personalized content across all regions.



January content comparison

Guests at Zádun, a Ritz-Carlton Reserve, can experience the unique culture and ecosystem of Mexico through Jean-Michel Cousteau's [Ambassadors of the Environment](#) program. Create memories together while whale watching, snorkeling along the coral reefs, or enjoying an evening desert hike.

NORTH AMERICA



DISCOVER THE RITZ-CARLTON, HALF MOON BAY

Located in one of California's most beautiful settings, The Ritz-Carlton, Half Moon Bay sits atop a secluded bluff overlooking the ocean. The resort caters to the small details with outdoor fire pits surrounded by Adirondack chairs, a pet-friendly atmosphere and spa treatments driven by the seasons.

Located in one of California's most beautiful settings, The Ritz-Carlton, Half Moon Bay sits atop a secluded bluff overlooking the ocean.

EXPERIENCE HALF MOON BAY

CALA



DISCOVER DORADO BEACH, A RITZ-CARLTON RESERVE

Natural wonder surrounds you at Dorado Beach, a Ritz-Carlton Reserve. You'll feel miles away from ordinary at this 50-acre Puerto Rican retreat created to evoke feelings of happiness, peace and love within each guest. Play a round of golf overlooking the ocean or indulge in Spa Bionico for spa treatments set among lush, tropical gardens.

Natural wonder surrounds you at Dorado Beach, a Ritz-Carlton Reserve. You'll feel miles away from ordinary at this 50-acre Puerto Rican retreat.

EXPERIENCE DORADO BEACH

EUROPE



DISCOVER THE RITZ-CARLTON, ISTANBUL

Set on the banks of the Bosphorus, The Ritz-Carlton, Istanbul seamlessly integrates European style with Turkish tradition through its recently reimaged rooms and suites. Experience local customs, from welcome drinks like sahips in the lobby to locally sourced olive oil at Aster Real Food, and then relax in perfect luxury.

Set on the banks of the Bosphorus, The Ritz-Carlton, Istanbul seamlessly integrates European style with Turkish tradition through its recently reimaged rooms and suites.

EXPERIENCE ISTANBUL

MEA



DISCOVER THE RITZ-CARLTON, DOHA

Rising above the marina and the Arabian Gulf, The Ritz-Carlton, Doha is equally rooted in tradition and progression. The recently reimaged suites tell an architectural story which honors the city of Doha and its local artists, inspired by the city's own natural and visual surroundings while offering outdoor spaces with a Doha skyline or sea view.

Rising above the marina and the Arabian Gulf, The Ritz-Carlton, Doha is equally rooted in tradition and progression with recently reimaged suites.

EXPERIENCE DOHA

APAC



DISCOVER THE RITZ-CARLTON, KYOTO

Escape to a sanctuary of peaceful luxury at The Ritz-Carlton, Kyoto set against the picturesque backdrop of the Kamo River. Guests may relax with a spa ritual inspired by Japanese wellness traditions, take part in a traditional tea ceremony or indulge in intentionally inspired cuisine at one of four celebrated restaurants.

Escape to a sanctuary of peaceful luxury at The Ritz-Carlton, Kyoto set against the picturesque backdrop of the Kamo River.

EXPERIENCE KYOTO

EVERYONE ELSE



DISCOVER THE RITZ-CARLTON, HALF MOON BAY

Located in one of California's most beautiful settings, The Ritz-Carlton, Half Moon Bay sits atop a secluded bluff overlooking the ocean. The resort caters to the small details with outdoor fire pits surrounded by Adirondack chairs, a pet-friendly atmosphere and spa treatments driven by the seasons.

Located in one of California's most beautiful settings, The Ritz-Carlton, Half Moon Bay sits atop a secluded bluff overlooking the ocean.

EXPERIENCE HALF MOON BAY

16.3% Clks
+11.2 pts. Jan vs.
March

7.2% Clks
+2.1 pts. Jan vs.
March

7.9% Clks
+2.8 pts. Jan vs.
March

6.3% Clks
+1.2 pts. Jan vs.
March

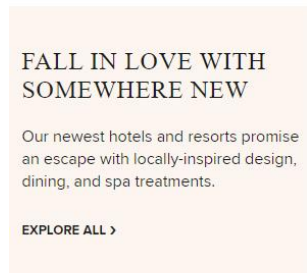
9.4% Clks
+4.3 pts. Jan vs.
March

13.2% Clks
+8.1 pts. Jan vs.
March

Geo Content Recommendations

Continue geo-targeting hero content and look for ways to mention specific property locations to increase relevancy and engagement

- More prominently feature property location in the headline
- New Openings or Hotel Spotlight module:
Feature multiple properties per region
- Continue “Near You” property recommendations
- Travel by interest – planned for April



TESTING & OPTIMIZATION

Subject Line Test Results

January Subject Lines	Winner vs. Alt. SLs	Description of Winner
INSIDE THE RITZ-CARLTON: Resort Paradise Closer to Home	Winner	Branded, Timely <i>Results were statistically significant</i>
Resort Paradise Closer to Home	-1.8 pts.	
INSIDE: Resort Paradise Closer to Home	-2.2 pts.	
<i>Pre-header: Kaitlin, next warm-weather escape may be closer than you think.</i>		
February Subject Lines	Winner vs. Alt. SLs	Description of Winner
INSIDE THE RITZ-CARLTON: Discover Family Getaways Closer to Home	Winner	Branded, Timely <i>Results were statistically significant</i>
INSIDE: Discover Family Getaways Closer to Home	-0.71 pts.	
Discover Family Getaways Closer to Home	-1.19 pts.	
<i>Pre-header: Kaitlin, your next adventure may be closer than you think.</i>		
March Subject Lines	Winner vs. Alt. SLs	Description of Winner
INSIDE THE RITZ-CARLTON: Reimagine Your Road Trip	Winner	Short, Road Trip <i>*Results were NOT statistically significant</i>
INSIDE THE RITZ-CARLTON: Destinations That Eclipse the Journey	+0.11 pts.*	
INSIDE THE RITZ-CARLTON: Road Trips, Island Hopping, Honeymoons and More	+0.74 pts.	
<i>Pre-header: Kaitlin, let us help you craft your next best getaway, near or far.</i>		

Subject Line Testing Recommendations

- Continue using branded subject line
- Continue to test approach on content theme e.g. Direct, Intrigue, Inspiration
- Test Geo targeted subject lines
- Tease an article; that is lower in the email e.g. February Romantic Getaways

Short Copy Drives More Traffic

- Across the two month test we saw a significant lift in traffic from the version with shorter copy
- Will move forward with shorter copy approach

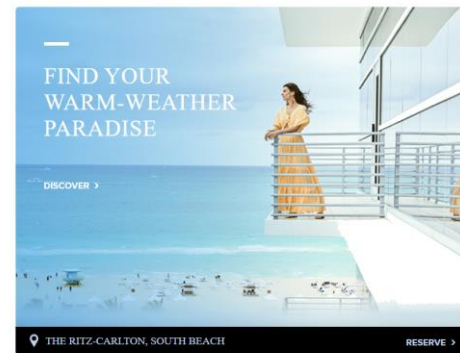
Month	Clicks Long	Clicks Short	CTOR Long	CTOR Short
February	34.1 K	36.9 K (+7.5%)	7.9%	8.5% (+0.6pts)
March	28.5 K	31.3 K (+9.0%)	6.4%	7.0% (+0.6pts)

Short Copy



[Name, the]The [perfect resort escape] may be even closer than you imagine. Powdery, white-sand beaches and gently lapping turquoise waves await you.

Long Copy



[Name, the]The [perfect resort escape] may be even closer than you imagine. Powdery, white-sand beaches and gently lapping turquoise waves await you at The Ritz-Carlton resorts across Florida. Look forward to indulging in beachside cocktails, locally-inspired spa treatments, and seaside dining by swaying palm trees.

All results were statistically significant

ACTIONABLE INSIGHTS

Actionable Insights

- Continue using branded subject line
 - Continue to test approach on content theme e.g. Direct, Intrigue, Inspiration
 - Test Geo targeted subject lines
 - Tease an article; that is lower in the email e.g. February Romantic Getaways
- Continue geo-targeting hero content and look for ways to mention specific property locations to increase relevancy and engagement
 - More prominently feature property location in the headline
 - New Openings or Hotel Spotlight module: Feature multiple properties per region
 - Continue “Near You” property recommendations
 - Travel by interest – planned for April

Actionable Insights

- Continue testing into featuring more than one property and varying module styles to capture more clicks; using more prominent modules may help increase click activity
- Go forward plan to introduce shorter copy for the Newsletter by striking the right balance in the new layout
- Introduce new module styles to keep content fresh – with-in existing template & new design
- Test package offerings again with more descriptive imagery to increase interest
- Continue to optimize audience selection with 3rd party data e.g. MarketView



THE RITZ-CARLTON

Thank You!

APPENDIX

JANUARY 8TH NEWSLETTER

Theme: Family Getaways

Subject Line: INSIDE THE RITZ-CARLTON:

Discover Family Getaways Closer to Home

Pre-Header: Kaitlin, your next adventure may be closer than you think.

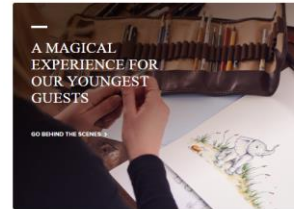


Frame, look forward to a new year of renewed connection with a getaway designed just for families, including experiences that nurture time together, and activities that encourage kids to explore and learn. With over 100 hotels and resorts worldwide, including 47 in North America, your family's **next great adventure** may be closer than you think.



THE JOURNEY: FAMILY ADVENTURES
Discover ideas and advice for planning a family getaway, plus travel experiences designed for our young guests.

[READ MORE >](#)



A MAGICAL EXPERIENCE FOR OUR YOUNGEST GUESTS

[GO BEHIND THE SCENES >](#)

Made with our tiniest guests in mind, The Ritz-Carlton created an original story—The Little Lost Elephant—that details one animal's incredible adventure away from home. Inspired by unforgettable moments from across the globe, author Julia Gray and illustrator, Jennie Webster joined forces to produce **The Little Lost Elephant**.



AL BUSTAN PALACE, A RITZ-CARLTON HOTEL
Begin your family adventure from a suite at this luxury beachfront hotel in Oman, where children will receive a copy of this magical new book.

[EXPLORE OMAR >](#)



From bioluminescent bays to desert stargazing, the world's offerings are sometimes best seen at night. Explore some of our **favorite evening activities you can experience** at The Ritz-Carlton Hotels in Puerto Rico, Cancun, Rincón Mágico, Lake Tahoe and Lake Okechie.



[EXPLORE ZADON, A RITZ-CARLTON RESERVE](#)

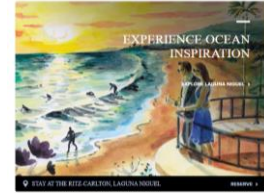
[RESERVE >](#)



Whether you are looking for a remote work experience that offers a change of perspective, or a virtual classroom beyond your four walls, our **gates and suites** offer spacious layouts, and personal service to help you pursue your passions like the newly reimagined Albaterra Suite at The Ritz-Carlton, Vienna.



Two children playing with their parents at The Ritz-Carlton, Tokyo were about to start at a new Japanese elementary school. They had never visited the country before and spoke no Japanese, so were a bit apprehensive. A perspective lady of The Ritz-Carlton took it upon herself to make them smile with a **Magic Lunchbox**.



[STAY AT THE RITZ-CARLTON, LAJUNTA BEACH](#)

[RESERVE >](#)



[RCMEMORIES](#)

Experience The Ritz-Carlton through the eyes of fellow travelers and share unforgettable moments from your own stay.

[SEE MORE #RCMEMORIES >](#)

January 2021 Newsletter Performance

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12	Jan.	vs. R12
DELIVERED	2.58 M	32.5%	76.2 K	-18.3%	67.5 K	-17.2%	67.8 K	-14.4%	53.0 K	-27.3%	29.6 K	-20.3%	2.88 M	24.4%
OPENS	808.4 K	149.6%	19.0 K	-10.8%	17.9 K	-11.7%	16.7 K	-8.9%	11.4 K	-23.0%	5.7 K	-14.6%	879.1 K	116.9%
OPEN%	31.3%	+14.7 pts.	25.0%	+2.1 pts.	26.5%	+1.7 pts.	24.7%	+1.5 pts.	21.6%	+1.2 pts.	19.3%	+1.3 pts.	30.6%	+13.0 pts.
CLICKS	25.6 K	18.5%	828	-52.7%	1.1 K	-49.9%	901	-47.3%	485	-55.0%	215	-52.4%	29.1 K	1.4%
CTR	1.0%	-0.1 pts.	1.1%	-0.8 pts.	1.6%	-1.0 pts.	1.3%	-0.8 pts.	0.9%	-0.6 pts.	0.7%	-0.5 pts.	1.0%	-0.2 pts.
CTOR	3.2%	-3.5 pts.	4.3%	-3.8 pts.	5.9%	-4.5 pts.	5.4%	-3.9 pts.	4.2%	-3.0 pts.	3.8%	-3.0 pts.	3.3%	-3.8 pts.
UNSUB%	0.27%	+0.11 pts.	0.13%	+0.02 pts.	0.09%	-0.02 pts.	0.12%	+0.01 pts.	0.12%	-0.02 pts.	0.12%	-0.03 pts.	0.25%	+0.10 pts.
BOOKINGS	16	-86.2%	1	-89.6%	2	-76.9%	2	-74.7%	---	---	---	---	21	-85.9%
RMNTS	36	-86.3%	3	-88.1%	7	-74.2%	12	-50.0%	---	---	---	---	58	-83.6%
REVENUE	\$19.9 K	-64.4%	\$6.2 K	-15.5%	\$2.0 K	-74.0%	\$7.9 K	7.6%	---	---	---	---	\$36.0 K	-56.6%
REV/DEL	0.01	-73.2%	0.08	3.3%	0.03	-68.6%	0.12	25.7%	---	---	---	---	0.01	-65.1%

January 2021 Heat Map

(Creative: North American Version)

- Geo-targeted hero engaged readers; clicks up 10 pts. MoM
 - Continue approach and mention specific locations when possible to increase relevancy
- In regions where the featured property was more relevant, click activity was higher
 - Al Bustan Palace received 16% of clicks from ME and Europe residents
- "After-Dark Activities..." was the 2nd most clicked module in North Am.; body copy listed reachable locations

From bioluminescent bays to desert stargazing, the world's offerings are sometimes best seen at night. Explore some of our [favorite evening activities you can experience](#) at The Ritz-Carlton Hotels in Puerto Rico, Cancun, Rancho Mirage, Lake Tahoe and Lake Oconee.

Header
5.0% Clks

THE RITZ-CARLTON

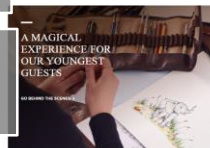
Geo-Targeted Hero
27.9% Clks



Journey Promo:
Family Adventures
5.4% Clks



A Magical Experience for
our Youngest Guest
4.5% Clks



Property: Al Bustan Palace
5.3% Clks



After-Dark Activities
Worth Staying Up For
10.6% Clks



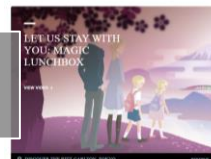
Hotel Spotlight: Zadun
5.1% Clks



Promo: Find Your Home
Away From Home
5.5% Clks



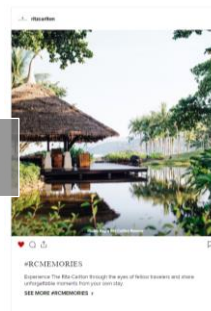
Video: Let Us Stay With
You: Magic Lunchbox
2.5% Clks



Scenography: Experience
Ocean Inspiration
6.9% Clks



Instagram
2.9% Clks



Footer (not shown)
18.4% Clks

FEBRUARY 13TH NEWSLETTER

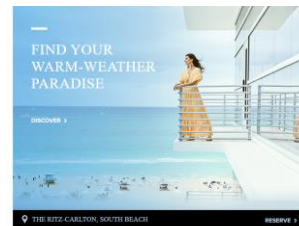
Theme: Resort Paradise

Subject Line:

INSIDE THE RITZ-CARLTON: Resort Paradise Closer to Home

Pre-Header:

Kaitlin, next warm-weather escape may be closer than you think.



Frame, the [The beachside escape] may be even closer than you imagine. Powderly, white-sand beaches and gently lapping turquoise waves await you at The Ritz-Carlton resorts across Florida. Look forward to indulging in beachside cocktails, locally-inspired spa treatments, and seaside dining by swaying palm trees.



THE JOURNEY

These [go romantic destinations](#) offer unforgettable experiences that encourage connection. From intimate beachfront dining to distant sleeping and beyond, our Ladies and Gentlemen are available to help make your romantic getaway a memorable one with personal service catered to your wishes and desires.



ROMANCE IN ST. THOMAS

Escape from the outside world to your very own paradise at The Ritz-Carlton, St. Thomas and delight in island-inspired elegance and beachfront serenity.

[DISCOVER >](#)



ROMANCE IN BALI

Escape from the outside world to your very own paradise at Mandapa, A Ritz-Carlton Reserve, and discover a sanctuary of exploration and tranquility.

[DISCOVER >](#)



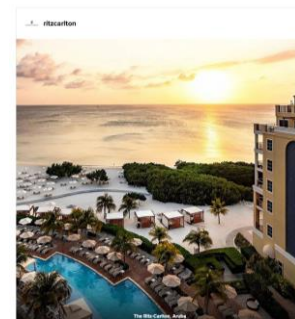
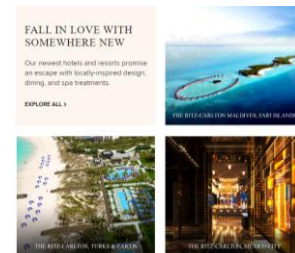
Set sail in luxury on this countenancing escape through the patching playground of the Bahamas with The Ritz-Carlton, South Collection. Drop anchor at Hebeah Island, with its one-of-a-kind pink-sand beaches, stop off at Long Island to see spectacular rock ledges and turquoise waters, then unwind on your own private terrace.



Discover your place in the sun where time slows down over leisurely meals, outdoor adventures and late afternoon on the beach at The Ritz-Carlton resorts. Relax the day away with poolside cocktails, indulge in island-inspired spa treatments, or spend the evening dining and dancing under the stars.



Enjoy luxury accommodations, exquisite breakfast, and [complimentary credits](#) for amenities that will have you and your loved ones unwinding in no time. The Reconnect package, a grand finale, is offered exclusively at select hotels and resorts nearby and around the world.



February 2021 Newsletter Performance

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12	Feb.	vs. R12
DELIVERED	2.59 M	+32.8%	104.1 K	+11.6%	67.6 K	-17.0%	77.3 K	-2.4%	78.1 K	+7.1%	66.0 K	+77.8%	2.98 M	+28.9%
OPENS	800.5 K	+147.1%	23.1 K	+8.1%	18.1 K	-10.6%	18.2 K	-0.5%	15.5 K	+4.3%	11.5 K	+71.6%	886.8 K	+118.8%
OPEN%	30.9%	+14.3 pts.	22.2%	-0.7 pts.	26.7%	+1.9 pts.	23.6%	+0.4 pts.	19.8%	-0.5 pts.	17.4%	-0.6 pts.	29.7%	+12.2 pts.
CLICKS	62.2 K	+188.1%	2.8 K	+58.7%	2.8 K	+34.5%	2.5 K	+44.9%	1.7 K	+57.1%	1.3 K	+179.0%	71.0 K	+155.3%
CTR	2.4%	+1.3 pts.	2.7%	+0.8 pts.	4.2%	+1.6 pts.	3.2%	+1.0 pts.	2.2%	+0.7 pts.	1.9%	+0.7 pts.	2.5%	+1.2 pts.
CTOR	7.8%	+1.1 pts.	12.0%	+3.8 pts.	15.7%	+5.3 pts.	13.6%	+4.3 pts.	10.9%	+3.7 pts.	11.0%	+4.2 pts.	8.3%	+1.2 pts.
UNSUB%	0.18%	+0.02 pts.	0.10%	-0.02 pts.	0.05%	-0.06 pts.	0.10%	-0.01 pts.	0.08%	-0.06 pts.	0.12%	-0.04 pts.	0.17%	+0.02 pts.

February 2021 Heat Map

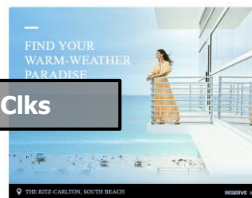
(Creative: North American Version)

- Geo Targeted feature for Europe, Middle East & Africa saw double digit lift MoM in hero engagement
- “Romance in St. Thomas” proved popular for the North American audience with an impressive 10.5% of the total clicks
- The “Special Offer: Reconnect package” had lower than expected engagement with 3.6% of the clicks
- New layout for the “Somewhere new” module proved effective with 19.3% of the traffic - Maldives most popular location with 45.0% of the section traffic

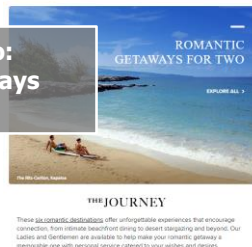
Header 2.5% Clks



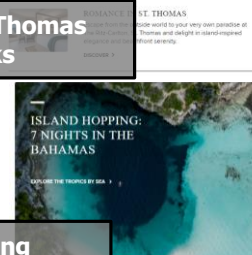
Hero 20.3% Clks



Journey Promo:
Romantic Getaways
17.0% Clks



Romance in St. Thomas
10.5% Clks



Island-Hopping
7.0% Clks



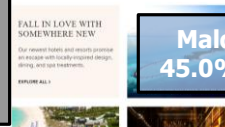
Travel by Interest:
Beach Resorts
5.7% Clks



Special Offer:
Reconnect Package
3.6% Clks



New Openings: Fall in
Love With Somewhere
New
19.3% Clks



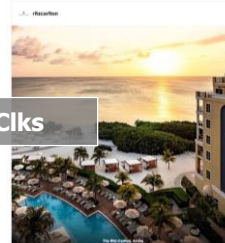
Maldives
45.0% Clks

Turks & Caicos
38.6% Clks

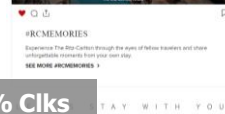


Mexico City
9.2% Clks

Instagram 2.1% Clks



Footer (not shown) 6.3% Clks



March 13TH NEWSLETTER

Theme: Road Trips

Subject Line: INSIDE THE RITZ-CARLTON: Road Trips, Island Hopping, Honeymoons and More

Pre-Header: Kaitlin, let us help you craft your next best getaway, near or far.



REIMAGINE THE ROAD TRIP

Pharmaceutical executives (the destination is a town 100 miles from the nearest major city) who can't wait to see The Ritz-Carlton Half Moon Bay, they've chosen to spend their time in a luxurious setting. The Ritz-Carlton Half Moon Bay is a place where you can enjoy the best of both worlds. The Ritz-Carlton Half Moon Bay is a place where you can enjoy the best of both worlds. The Ritz-Carlton Half Moon Bay is a place where you can enjoy the best of both worlds.

[View this story](#)

GET AWAY CLOSER TO HOME

The Ritz-Carlton, London Heathrow, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, London Heathrow, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, London Heathrow, is a place where you can enjoy the best of both worlds.

[View this story](#)

ADVENTURE AWAITS IN THE UNITED ARAB EMIRATES

Discover the ultimate luxury travel experience in the United Arab Emirates. The Ritz-Carlton, Dubai, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Dubai, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Dubai, is a place where you can enjoy the best of both worlds.

[View this story](#)

TRAVEL BY INTEREST: HONEYMOON

First experience at The Ritz-Carlton with a honeymoon in a picturesque island escape. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds.

[View this story](#)

ISLAND HOPPING THE GREEK ISLES

Back in history and natural beauty, an island hopping voyage through the Greek Isles. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds.

[View this story](#)

FROM MEMORIES

With the sun on your skin, there's nothing else you can do but relax and enjoy the moment. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds. The Ritz-Carlton, Half Moon Bay, is a place where you can enjoy the best of both worlds.

[View this story](#)

March 2021 Newsletter Performance

Values	March '21	v. R12 Avg.	MoM
Delivered	2.9 M	+19.9%	-0.1%
Open	893.4 K	+86.1%	+3.0%
Open Rate	31.1%	+11.1 pts.	+0.9 pts.
Click	59.8 K	+106.8%	-15.8%
CTR	2.1%	+0.9 pts.	-0.4 pts.
CTOR	6.7%	+0.7 pts.	-1.5 pts.
Unsub Rate	0.17%	+0.00 pts.	-0.01 pts.

R12 Avg.= Sep '19 – Feb '21



REIMAGINE THE ROAD TRIP

[I]f, sometimes [S]ometimes [t]he destination is even better than the journey, especially when your destination is The Ritz-Carlton. With hotels across [R]egion, unwind from a day on the road with a soothing spa treatment, locally-inspired beverages, or decadent dining experience. This is the road trip reimagined.

[I]f, sometimes [S]ometimes [t]he destination is even better than the journey, especially when your destination is The Ritz-Carlton.

BEGIN YOUR JOURNEY

Near You

GET AWAY CLOSER TO HOME

THE RITZ-CARLTON, LOREM IPSUM >
THE RITZ-CARLTON, LOREM IPSUM >
THE RITZ-CARLTON, LOREM >



THE JOURNEY

ADVENTURE AWAITS IN THE
UNITED ARAB EMIRATES

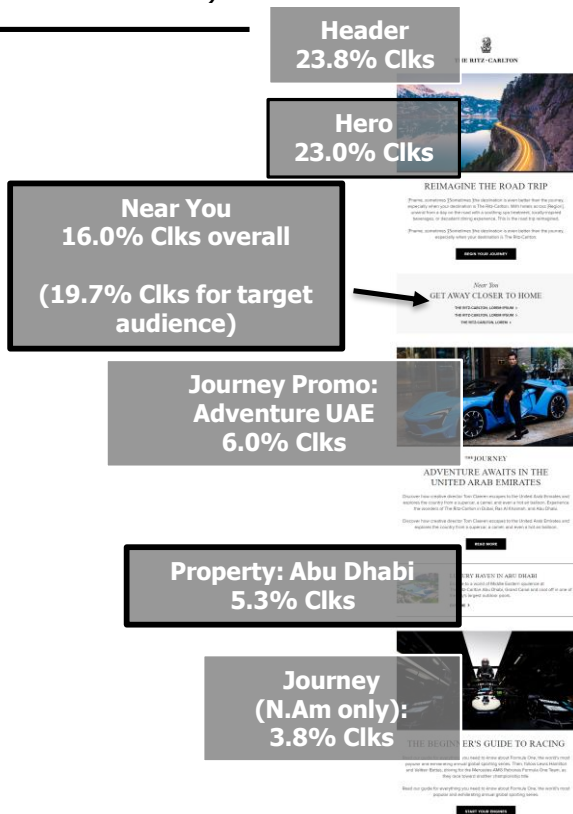
Discover how creative director Tom Claeren escapes to the United Arab Emirates and explores the country from a supercar, a camel, and even a hot air balloon. Experience the wonders of The Ritz-Carlton in Dubai, Ras Al Khaimah, and Abu Dhabi.

March 2021 Newsletter Performance

	OTHER		WTE		SS		CEL		OCC EX		ASP		ALL SEGMENTS	
	Mar.	vs. R12	Mar.	vs. R12	Mar.	vs. R12	Mar.	vs. R12	Mar.	vs. R12	Mar.	vs. R12	Mar.	vs. R12
DELIVERED	2.6 M	+26.1%	76.3 K	-15.2%	67.5 K	-14.5%	67.6 K	-12.5%	52.5 K	-23.9%	29.4 K	-17.6%	2.9 M	+19.9%
OPENS	816.2 K	+103.4%	21.0 K	+1.3%	19.7 K	+0.2%	18.1 K	+0.5%	12.1 K	-13.8%	6.2 K	-2.6%	893.4 K	+86.1%
OPEN%	31.7%	+12.0 pts.	27.6%	+4.5 pts.	29.2%	+4.3 pts.	26.7%	+3.5 pts.	23.0%	+2.7 pts.	21.3%	+3.3 pts.	31.1%	+11.1 pts.
CLICKS	52.5 K	+130.7%	1.9 K	+26.0%	2.1 K	+12.5%	1.8 K	+21.6%	1.0 K	+15.0%	459	+18.8%	59.8 K	+106.8%
CTR	2.0%	+0.9 pts.	2.5%	+0.8 pts.	3.1%	+0.7 pts.	2.7%	+0.7 pts.	2.0%	+0.7 pts.	1.6%	+0.5 pts.	2.1%	+0.9 pts.
CTOR	6.4%	+0.8 pts.	9.0%	+1.8 pts.	10.6%	+1.2 pts.	10.0%	+1.7 pts.	8.7%	+2.2 pts.	7.3%	+1.3 pts.	6.7%	+0.7 pts.
UNSUB%	0.18%	+0.00 pts.	0.09%	-0.03 pts.	0.05%	-0.05 pts.	0.08%	-0.02 pts.	0.08%	-0.05 pts.	0.10%	-0.05 pts.	0.17%	+0.00 pts.

March 2021 Heat Map

(Creative: North American Version)



Geo-Targeted
Hotel Spotlight:
16.2% Clks

Travel by
Interest:
3.6% Clks

Special Offer:
Greek Isles
6.6% Clks

Scenography:
7.3% Clks

Video:
2.6% Clks

Instagram
1.0% Clks

Footer (not shown) 6.2% Clks

QoQ Gains Show Positive Signs of Financial Recovery

Q1 2021 Financial Engagement Comparisons

Metrics	Q1 2021	YoY	QoQ
Bookings	88	-63.9% (-156)	+109.5% (+46)
Room Nights	279	-52.6% (-310)	+78.8% (+123)
Revenue	\$114.9K	-28.0% (-\$44.7 K)	+73.0% (+\$48.5 K)

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

Note:
Financial Data Source: Omniture 7-Day

New Targeting Criteria: Q1

- Include previous month email recipients
- 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 Dec solo **OR**
 - Amex Brilliant cardholders
- Note: include those with an English language preference

Previous Criteria:

- Include previous month email recipients
- Include additional customers using the criteria below to reach the 3M deployment max :
 - Past luxury brand stayers (last 18 months)
 - Has HHI \$150K or more
- Exclude European residents
- Note: include those with an English language preference