



THE RITZ-CARLTON

July 2021 Email Review

August 9, 2021

data
axle

LAKE TAHOE, CALIFORNIA

July 10th Newsletter

Theme: Lake Resorts

Subject Line (1 of 5 optimized SLs):

INSIDE THE RITZ-CARLTON: 5 Must-Visit Lake Beaches

Pre-Header:

Plus, discover our new Destination Guides to The Ritz-Carlton hotels and resorts around the world.



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 and the Pacific Europe

[WHERE WILL YOU GO NEXT?](#)



SAIL TO THE AZORES

Journey to Portugal's island paradise aboard The Ritz-Carlton Yacht Collection on an unforgettable voyage through the Azores. Enjoy ample time to relax and refresh before diving into the sapphire waters and hiking the volcanic landscapes of Ponta da São Miguel.

[SEE SAIL](#)



EUROPE IS CALLING YOU, KAITLIN

Now that exploring Europe is a possibility again for U.S. travelers, you can finally plan the vacation you've been dreaming about. Discover our exclusive locations across the continent.

[EXPLORE EUROPE](#)



TRAVEL BY INTEREST: GOLF

From luxury resorts overlooking the coastline to desert retreats surrounded by lush landscapes, The Ritz-Carlton offers a collection of world-class golf experiences that speak to players of every level.

[EXPERIENCE GOLF GETAWAYS](#)




A MEMORABLE FAREWELL IN ISTANBUL

Upon learning that it was a guest's birthday at The Ritz-Carlton, Istanbul, the Ladies and Gentlemen presented him with a personalized world map to track all of his adventures, and by no surprise, Turkey was the first country marked on the map.

[SEE WHOLE STORY](#)


Creative: U.S. Version



INSPIRED EVENINGS ON AL HAMRA BEACH

Each sunset on the deck of the Shore House restaurant, at The Ritz-Carlton El Al Khaima, Al Hamra Beach, a bell rings and torches are lit, representing an inspiring *me salama* ("goodbye" in Arabic) to the day, and a welcoming to a magical night.

[DISCOVER](#)



#RCMEMORIES

On shore or afloat, breakfast in #ElAl leads to beautiful places.



[SEE MORE #RCMEMORIES](#)

LET US STAY WITH YOU.

Performance Summary: July 2021

- Strong engagement across all KPIs this month
- Beach content resonated with readers
- Open rates increased significantly MoM and were higher than 12-month average
- Click activity was the strongest since August 2019
- Engagement lifts were consistent for all CRM segments and Bonvoy member levels
- Started subject line optimization with PCIQ and tested hero CTA copy; both may have helped lift KPIs
- New Journey destination guides were featured; locations were among the top 10 most clicked

July 2021: Above Average Performance For All KPIs

| | | | |
|---|--|---|---|
| 2.8 M Emails Delivered +13.1% (331.3K) | 819.9 K Opens +32.7% (334) | 87.5 K Clicks +133.4% (50.0K) | 0.15% Unsubscribe Rate -0.01 pts. |
|  | 29.0% Open Rate +4.2 pts. | 3.1% CTR +1.6 pts. |  LAKE OCONEE, GEORGIA |
| | | 10.7% CTOR +4.6pts. | |

MoM Open & Click Engagement Spike

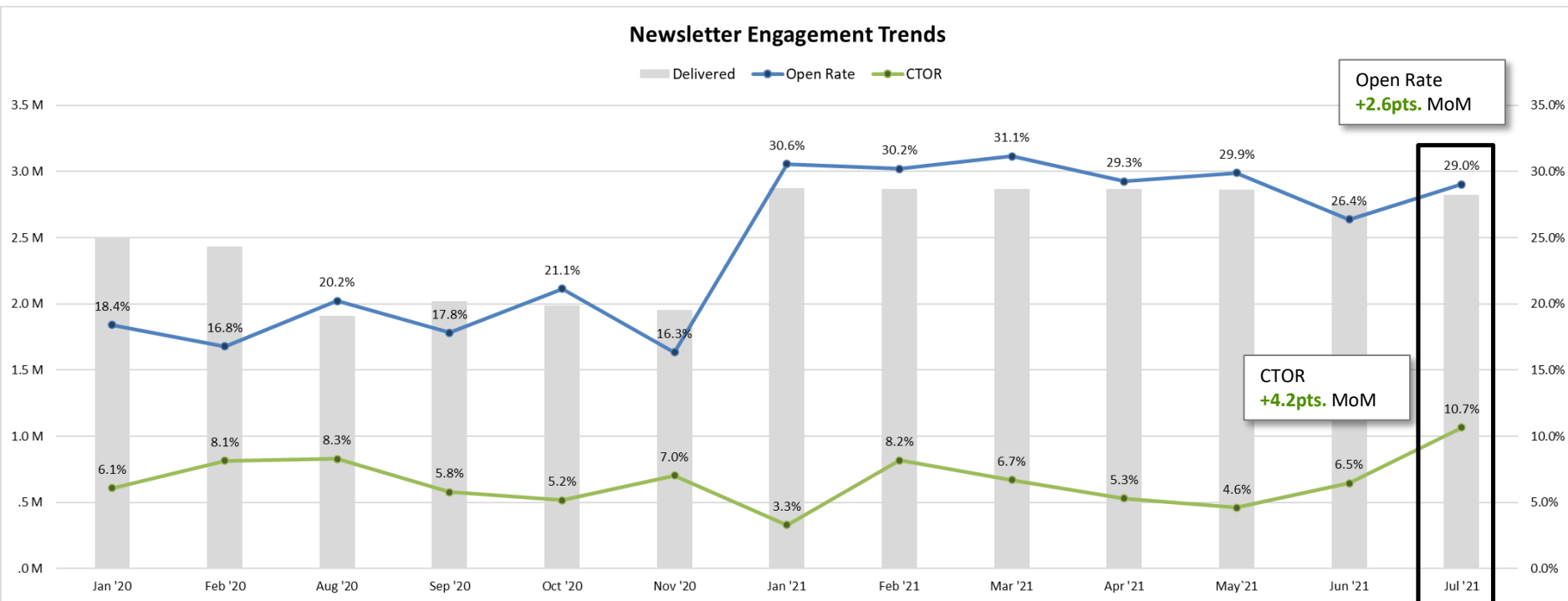
Open rates returned to near 30% range & aligned with Jan-May '21; started using PCIQ optimization – possible impact on lift
CTOR was the highest since Aug '19; hero beach content and new destination guides captured 70% of the clicks

Newsletter Engagement Trends

Delivered Open Rate CTOR

Open Rate
+2.6pts. MoM

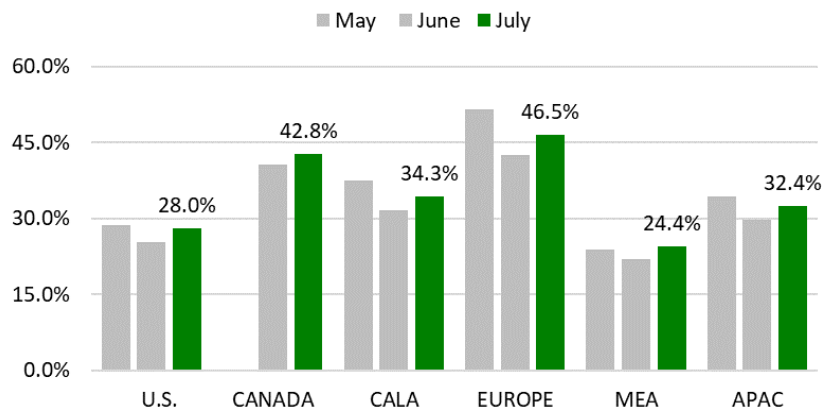
CTOR
+4.2pts. MoM



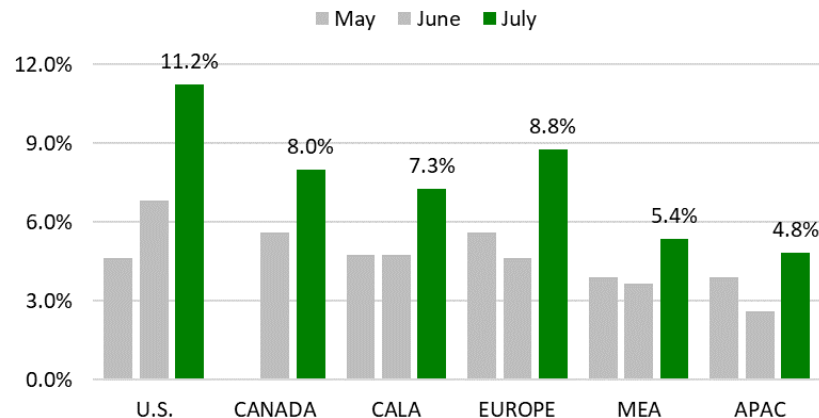
Positive Regional Engagement Lifts MoM

Open and CTO rates were up MoM for all regions in July; engagement supports the continued geo-targeting efforts

Regional Open Rates



Regional CTO Rates



July 2021
Delivered
Counts

| | |
|--------|---------|
| U.S. | 2.5 M |
| CANADA | 111.0 K |
| CALA | 13.4 K |
| EUROPE | 56.6 K |
| MEA | 48.0 K |
| APAC | 76.3 K |

Above Average Engagement Lifts For All Segments

All CRM segments saw significant lifts in open & CTO rates MoM, except for Aspirers who saw slight open rate decline -0.7 pts.


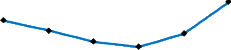




| | OTHER | | WTE | | SS | | CEL | | OCC EX | | ASP | | ALL SEGMENTS | |
|-----------|---------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------------|-----------|
| | July | vs. R12 | July | vs. R12 | July | vs. R12 | July | vs. R12 | July | vs. R12 | July | vs. R12 | July | vs. R12 |
| DELIVERED | 2.5 M | +33.2% | 70.7 K | +11.3% | 64.1 K | +13.9% | 64.6 K | +14.3% | 48.6 K | +10.5% | 27.5 K | +12.9% | 2.8 M | +30.9% |
| OPENS | 749.0 K | +43.4% | 18.9 K | +17.7% | 18.3 K | +20.8% | 16.9 K | +20.7% | 11.0 K | +14.9% | 5.8 K | +21.3% | 819.9 K | +40.9% |
| OPEN% | 29.39% | +2.1 pts. | 26.72% | +1.5 pts. | 28.47% | +1.6 pts. | 26.18% | +1.4 pts. | 22.64% | +0.9 pts. | 21.06% | -0.7 pts. | 29.03% | +2.1 pts. |
| CLICKS | 75.9 K | +140.6% | 2.8 K | +109.9% | 3.4 K | +113.7% | 2.9 K | +111.6% | 1.6 K | +114.6% | 721 | +120.1% | 87.5 K | +136.6% |
| CTR | 2.98% | +1.3 pts. | 4.00% | +1.9 pts. | 5.37% | +2.5 pts. | 4.46% | +2.1 pts. | 3.38% | +1.6 pts. | 2.62% | +0.9 pts. | 3.10% | +1.4 pts. |
| CTOR | 10.14% | +4.1 pts. | 14.96% | +6.6 pts. | 18.85% | +8.2 pts. | 17.05% | +7.3 pts. | 14.94% | +6.9 pts. | 12.45% | +4.4 pts. | 10.67% | +4.3 pts. |
| UNSUB% | 0.16% | -0.0 pts. | 0.08% | -0.0 pts. | 0.08% | +0.0 pts. | 0.05% | -0.0 pts. | 0.10% | -0.0 pts. | 0.07% | -0.0 pts. | 0.15% | -0.0 pts. |

July 2021 vs. Rolling 12-Month Average (Jan 2020 – June 2021)


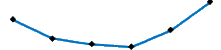




Consistent Trends Across All CRM Segments

Open rates spiked MoM for all segments; CTORs continue rising

Feb '21 – Jul '21*

| | | Jun '21 | Jul '21 | Engagement Trends |
|--------------------------|-------|---------|---------|---|
| OTHER GUESTS | Del. | 2.5 M | 2.5 M | MoM +2.42% (+60.2 K) |
| | Open% | 26.8% | 29.4% |  |
| | CTOR | 6.0% | 10.1% |  |
| WELL-TRAVELED EXECUTIVES | Del. | 68.4 K | 70.7 K | MoM +3.37% (+2.3K) |
| | Open% | 24.1% | 26.7% |  |
| | CTOR | 10.5% | 15.0% |  |
| SUN SEEKERS | Del. | 64.2 K | 64.1 K | MoM -0.13% (-85) |
| | Open% | 25.4% | 28.5% |  |
| | CTOR | 13.4% | 18.9% |  |

Feb '21 – Jul '21*

| | | Jun '21 | Jul '21 | Engagement Trends |
|----------------------|-------|---------|---------|---|
| THE CELEBRATORS | Del. | 63.0 K | 64.6 K | MoM +2.68% (+1.7K) |
| | Open% | 23.5% | 26.2% |  |
| | CTOR | 11.6% | 17.0% |  |
| OCCASIONAL EXPLORERS | Del. | 49.9 K | 48.6 K | MoM -2.61% (-1.3K) |
| | Open% | 20.6% | 22.6% |  |
| | CTOR | 8.9% | 14.9% |  |
| THE ASPIRERS | Del. | 27.7 K | 27.5 K | MoM -0.59% (-163) |
| | Open% | 18.6% | 21.1% |  |
| | CTOR | 7.6% | 12.4% |  |

Visible MoM Engagement Increases For All Bonvoy Levels

July CTORs were the highest since August 2020 for all levels

Feb '21 – Jul '21*

| | | Jun '21 | Jul '21 | Engagement Trends |
|------------|-------|---------|---------|--------------------|
| NON-MEMBER | Del. | 199.9 K | 198.2 K | MoM -0.8% (-1.6K) |
| | Open% | 14.6% | 16.2% | |
| | CTOR | 6.7% | 10.5% | |
| BASIC | Del. | 1.3 M | 1.3 M | MoM -1.2% (-15.5K) |
| | Open% | 26.1% | 28.7% | |
| | CTOR | 5.7% | 9.3% | |
| SILVER | Del. | 339.3 K | 342.2 K | MoM +0.8% (2.8K) |
| | Open% | 28.1% | 31.0% | |
| | CTOR | 6.1% | 10.0% | |

Feb '21 – Jul '21*

| | | Jun '21 | Jul '21 | Engagement Trends |
|------------|-------|---------|---------|---------------------|
| GOLD | Del. | 570.8 K | 578.5 K | MoM +1.3% (+7.7K) |
| | Open% | 28.8% | 32.1% | |
| | CTOR | 7.1% | 11.8% | |
| PLATINUM | Del. | 160.7 K | 187.8 K | MoM +16.9% (+27.1K) |
| | Open% | 28.9% | 30.7% | |
| | CTOR | 8.0% | 13.6% | |
| TITANIUM | Del. | 186.2 K | 219.8 K | MoM +18.0% (+33.5K) |
| | Open% | 28.4% | 30.3% | |
| | CTOR | 7.9% | 13.4% | |
| AMBASSADOR | Del. | 24.2 K | 32.8 K | MoM +35.8% (+8.7K) |
| | Open% | 27.5% | 27.2% | |
| | CTOR | 8.6% | 13.6% | |

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
 - Caribbean (6.3K clicks)
 - U.S. & Canada (6.2K clicks)
 - Europe (2.3K clicks)
- Hotel spotlight for Lake Tahoe was also a strong click-catcher; 12.7% of clicks

Header 1.8% Clks



Hero 52.5% Clks

5 MUST-VISIT LAKE BEACHES

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

SEE ALL 5



Hotel Spotlight 12.7% Clks

THE JOURNEY

THE WORLD IS WAITING

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



Destination Guides Journey 17.5% Clks

The Caribbean U.S. & Canada The Middle East Asia and the Pacific Europe

WHERE WILL YOU GO NEXT?



SAIL TO THE AZORES

Yacht Collection 4.3% Clks

SEE SAIL

New Openings: Europe 2.1% Clks



EUROPE IS CALLING YOU, KAITLIN

Now that exploring Europe is a possibility again for U.S. travelers, you can finally plan the vacation you've been dreaming about. Discover our exclusive locations across the continent.

EXPLORE EUROPE

Travel By Interest 2.5% Clks



TRAVEL BY INTEREST: GOLF

From luxury resorts overlooking the coastline to desert retreats surrounded by lush landscapes, The Ritz-Carlton offers a collection of world-class golf experiences that speak to players of every level.

EXPERIENCE GOLF GETAWAYS



A MEMORABLE FAREWELL IN ISTANBUL

Let Us Stay 0.6% Clks

SEE WHOLE STORY

Scenography 0.7% Clks



INSPIRED EVENINGS ON AL HAMRA BEACH

Each sunset on the deck of the Shore House restaurant, at The Ritz-Carlton Ras Al Khaima, Al Hamra Beach, a bell rings and torches are lit, representing an inspiring new season "Goodbye" to 2020 and a welcoming to a magical night.

DISCOVER

Instagram 1.6% Clks



#RCMEMORIES

On shore or afloat, breakfast in #RC leads to beautiful places.

SEE MORE #RCMEMORIES

LET US STAY WITH YOU.


Footer (not shown) 3.9% Clks

Geo-Targeted Content Among Top 3 Most Clicked

*Geo-Targeted content

| MODULES | US | CANADA | CALA | APAC | EUROPE |
|--------------------|--------|--------|--------|--------|--------|
| HEADER | 1.8% | 2.3% | 4.3% | 4.3% | 2.4% |
| HERO 1 | 52.2% | 15.8% | 36.6% | 25.7% | 38.2% |
| HERO 2 | --- | 41.7% | --- | 22.1% | --- |
| HOTEL SPOTLIGHT 1 | 13.3% | --- | --- | --- | 7.8% |
| JOURNEY | 17.4% | 20.3% | 37.1% | 22.0% | 28.0% |
| YACHT COLLECTION 1 | 4.2% | 6.2% | 4.5% | 6.6% | 7.7% |
| YACHT COLLECTION 2 | --- | --- | 5.2% | --- | --- |
| NEW OPENINGS | 2.2% | --- | --- | --- | --- |
| TRAVEL BY INTEREST | 2.4% | 3.2% | 2.1% | 3.8% | 4.1% |
| LET US STAY | 0.5% | 1.1% | 3.6% | 1.5% | 1.7% |
| SCENOGRAPHY | 0.7% | 0.9% | 2.1% | 1.3% | 2.3% |
| INSTAGRAM | 1.6% | 1.9% | 1.7% | 4.2% | 2.4% |
| FOOTER | 3.8% | 6.6% | 2.9% | 8.6% | 5.4% |
| TOTAL | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

CANADA-ONLY
(TO BE PLACED ABOVE HERO IN DESIGN)




RETREAT TO LOVELY LAKE ONTARIO

At The Ritz-Carlton, Toronto, guests can celebrate the way of summer with a wellness retreat that includes canoeing to the Toronto Islands, punting alongside, and tours through the Niagara wine region.

EXPLORE TORONTO

US-ONLY
(CURRENTLY IN DESIGN)




THE RITZ-CARLTON, LAKE TAHOE

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

EXPLORE LAKE TAHOE >

EUROPE-ONLY
(TO REPLACE THE U.S. HOTEL SPOTLIGHT CURRENTLY IN DESIGN)




THE RITZ-CARLTON HOTEL DE LA PAIX, GENEVA

Magical views of Mont Blanc, city center and the timeless waters of Lake Geneva are just a few reasons this 5-star hotel is worth visiting.

EXPLORE LAKE GENEVA >

APAC-ONLY
(TO BE PLACED ABOVE HERO IN DESIGN)




RETREAT TO LOVELY LAKE CHUZENJI

Nestled in Japan's northern Karuizawa region and set along the scenic Lake Chuzenji, The Ritz-Carlton, Nikko offers a pristine haven where nature and culture are revered.

EXPLORE NIKKO

APAC-ONLY
(TO REPLACE THE "LET US STAY WITH YOU" STANBUL MODULE CURRENTLY IN DESIGN)




SET SAIL IN ST. THOMAS

Experience the exclusive luxury sailing catamaran, The Lady Lynette II at The Ritz-Carlton, St. Thomas with an excursion that includes a selection of gourmet food and beverages designed and created by our culinary team for up to 80 passengers.

RENEW YOUR VOYAGE

LIFTING SPIRITS IN BANGALORE



LIFTING SPIRITS IN BANGALORE

A young family was visiting The Ritz-Carlton, Bangalore when the Ladies and Gentlemen surprised them with an invitation to the rooftop terrace where they were delighted to be given colorful kites to fly.

SEE WHOLE STORY

Content / Module Performance: July 2021

(North American Version)

| MODULE | May `21 (Culinary) | June `21 (Summer/City) | July '21 (Lake Resorts) |
|--------------------|-----------------------|---------------------------|----------------------------|
| HEADER | 4.1% | 2.70% | 1.78% |
| HERO | 15.6% | 15.60% | 52.45% |
| HOTELS NEAR YOU | 10.0% | --- | --- |
| JOURNEY PROMO | --- | 15.30% | --- |
| JOURNEY | 5.6% | --- | 17.49% |
| JOURNEY 2 | 2.6% | --- | --- |
| PROPERTY | 4.0% | --- | --- |
| Yacht Collection | --- | 2.9%* | 4.25% |
| Hotel Spotlight | 10.0% | 34.50% | 12.69% |
| New Openings | 27.9% | 4.60% | 2.13% |
| VIDEO/Let Us Stay | 2.5% | 5.50% | 0.56% |
| TRAVEL BY INTEREST | 3.5% | 1.80% | 2.46% |
| SCENOGRAPHY | 3.1% | 3.80% | 0.66% |
| PROMOS | --- | 5.20% | --- |
| SHOP | --- | --- | --- |
| INSTAGRAM | 2.1% | 1.90% | 1.62% |
| FOOTER | 8.9% | 5.90% | 3.91% |

- Content performed well at driving engagement; most clicks went to 3 modules (hero, hotel spotlight, and Journey)
- Less activity on header and footer modules compared to previous months
- Strongest hero engagement YTD 2021

Top Performing Content: July 2021

- Lake beaches content was the most engaging
- Journey destination guides held 4 of the top 10 most clicked articles
- Engagement in Europe content indicates the interest in re-opening; targeted to U.S. region

| Module | Article | Clicks | CTR |
|--------------------|--|--------|-------|
| HERO | 5 Must-Visit Lake Beaches | 50.4 K | 1.98% |
| HOTEL SPOTLIGHT | The Ritz-Carlton, Lake Tahoe | 12.4 K | 0.49% |
| JOURNEY | The Caribbean (destination guide) | 6.3 K | 0.25% |
| JOURNEY | U.S. & Canada (destination guide) | 6.2 K | 0.24% |
| YACHT COLLECTION | Sail To The Azores | 4.1 K | 0.16% |
| TRAVEL BY INTEREST | Golf | 2.4 K | 0.09% |
| JOURNEY | Europe (destination guide) | 2.3 K | 0.09% |
| NEW OPENING | Europe Is Calling You | 2.1 K | 0.08% |
| INSTAGRAM | Bali | 1.6 K | 0.06% |
| JOURNEY | Asia and the Pacific (destination guide) | 1.1 K | 0.04% |

Hero CTA Copy Test

- Audience was randomly split 50/50; tested 2 CTA copy versions
 - V1: **See All 5** = direct, list-style
 - V2: **Explore the Lakes** = explorative, softer language
- V1 "See All 5" generated more clicks and higher CTR; also generated more bookings and revenue
- Results were statistically significant (SS) with 99% confidence
- Recommend testing the same versions/styles again for patterns; plans are in place for an August test



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 scenery.

SEE ALL 5

EXPLORE THE LAKES

| CTA Versions | Delivered | Open Rate | CTA Clicks | CTA Clicks Lift | CTA CTR | CTA CTR Lift | Bookings | Revenue |
|-----------------------|-----------|-----------|------------|-----------------|---------|-----------------|----------|---------|
| V1: See All 5 | 1,410,310 | 29.1% | 53,678 | +8.7% (SS) | 3.81% | +0.31 pts. (SS) | 16 | \$6,314 |
| V2: Explore the Lakes | 1,413,681 | 29.0% | 49,378 | | 3.49% | | 10 | \$5,755 |

Recommendations

- Continue leveraging subject line optimization tech. (PCIQ) to lift open rates & ultimately clicks
 - Partnering with Epsilon on timing for first readout
- Strong engagement in 2019 lake beaches article supports leveraging previous content when needed
- Continue including the Journey destination guides in upcoming months; test placement and measure engagement impacts
- Geo-targeting continues to improve relevancy and engagement; continue efforts and consider expanding to subject lines when ready (possible phase 2 of PCIQ effort)
- Recommend testing the same CTA copy versions/styles again for patterns

Thank you!

July 2021 Financial Engagement Comparisons

| Metrics | July 2021 | MoM | vs. 12-Month Average |
|-------------|-----------|--------------------|----------------------|
| Bookings | 26 | 0.0% | -37.8% (-16) |
| Room Nights | 56 | -30.9% (-25) | -50.8% (-58) |
| Revenue | \$12.1 K | -79.6% (-\$47.2 K) | -70.2% (-\$28.4 K) |

Note:

- Rolling 12-Month Average (Jan 2020 – June 2021)
- Financial Data Source: Omniture 7-Day

New Targeting Criteria 2021

- 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