

OCCASIONAL EXPLORERS

Occasional Explorers are the slightly older set who appreciate rare luxury getaways. They seek out calm, peaceful environment where they can catch up on sleep and indulge in amenities like room service. They do a lot of research before their trip, and rely on online reviews to map out the local sites they will visit, such as historic locations.

SEGMENT



690K Guests



92K Emails



14% Rewards
Members



\$408 Avg. Rate



XYZ% of
Segmented
Revenue

REGION



DEMOGRAPHICS

95% Leisure Traveler	51 Average Age
59% Male	72% Have children

STAY INFO



78% of Folio - Room
22% Incidental



Length of Stay
1.7 nights



Business & Resort Stays
(more business)

Luxury travel happens when inspired by a package; along with premium & standard rooms

More likely to stay at a luxury hotel for leisure than business

Out of 14 business nights last year, 3 were at luxury hotels

Out of 14 leisure nights last year, 6 were at luxury hotels

ATTRIBUTES

Slightly older and have had wealth longer
High use of hotel reviews and things to do around hotel
Spa users and have strong restaurant needs
Rewards not a high priority

PASSIONS

Enjoy historical sites
Passionate about nature and environment
Desire a calm and peaceful environment
Appreciate rare Ritz-Carlton getaways
Value vacation and weekend getaways

TRAVEL BEHAVIOR

Fewest number of trips of any segment in the past year: 20
Fewest number of business nights: 14
Few leisure nights: 14
Shortest stay length – Average stay length is less than 1.7 nights
Almost no corporate stays: 3%
Very high usage of package rates: 46%
Heavy Spa Users

OCCASIONAL EXPLORERS

OVERALL

Occasional Travelers are like The Celebrators in many aspects but not as passionate about travel and creating memories

They have been affluent for most of their lives

They are not especially motivated by luxury travel and take luxury trips only if the price is right

High reliance on review sites, seek package deals

Smart travelers who are a resource to those around him

TAKEAWAY

The largest segment, making up about 20% if all segmented guests

Will prove most responsive to packages and offers

As an older audience that travels infrequently, little migration “upwards” but still substantial guest revenue potential



THE ASPIRERS

The Aspirers are on the cusp of being true brand loyalists and hold luxury in high regard. They appreciate design and aesthetics and have expectations for the highest level of service. With a focus on the finer things in life like travel and fine dining they have come to expect instant gratification.

SEGMENT



370K Guests



66K Emails



20% Rewards Members

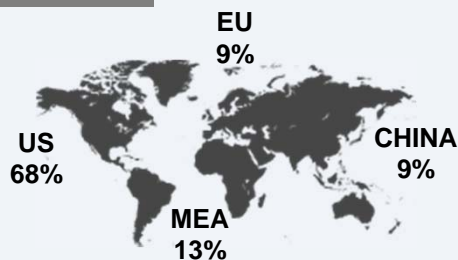


\$368 Avg. Rate



XYZ% of Segmented Revenue

REGION



STAY INFO



84% of Folio - Room
16% Incidental



Length of Stay
2 nights



Business Stays
(Premium rooms including suites;
along with standard rooms)

High opinion of true luxury; along with high service expectations; expect hotel staff to know them

Out of 27 business nights, 9 were in luxury hotels

Out of 17 leisure nights, 8 were luxury hotels

ATTRIBUTES

Younger, more single

Loves luxury but not convinced the benefit vs cost

High service demands

Will return to great hotel (service delivered)

PASSIONS

Believe travel is fun

Find spa important when on business

Passionate about travel and fine dining

Embark on weekend getaways (children/family or friends)

Enjoy golf and sporting events

TRAVEL BEHAVIOR

44 nights per year:
27 business nights; 17 leisure nights

32 stays per year:
More than TC (26) or SS (21); almost
equal to W-TE (34)

More business travel (21 stays) than
leisure travel (11 stays)

High usage of premium and standard
rates: 29% booked via premium rate

TR-C stays almost exclusively business

Low resort usage

DEMOGRAPHICS

80% Business Traveler
47 Average Age

67% Male
22% Millennials
Age 21-34

64% Have children
26% Over Age 54

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THE ASPIRERS

OVERALL

The Aspirers seek privacy, require a high level service and expect quality dining on premise

Demanding, confident, trendsetter, tech-savvy, seek luxury brands and experiences

Share the most similarities with Well-Traveled Executives but more appreciative of surroundings, design and technology

TAKEAWAY

Many of our future best guests will likely migrate “up” from this segment

Frequent luxury travelers and The Ritz-Carlton has opportunity to gain share

Many likely migrate to Well-Traveled Executive segment (if their profession requires heavy business travel)

Opportunity to gain leisure share



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