

# SUN SEEKERS SUMMARY

Guests who seek a great beach vacation to create memorable experiences

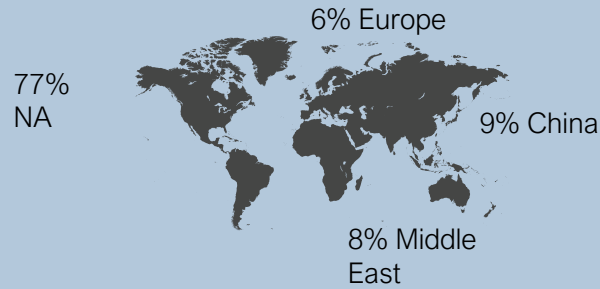
- Married, travel with spouse and family
- Older, more likely to be retired

- Modest, private, don't show off wealth
- Not trend setters, like tried and true

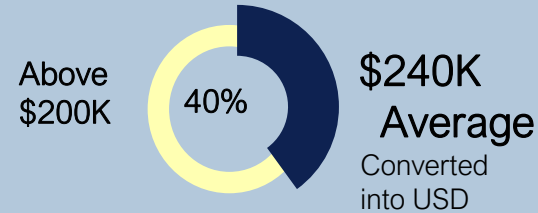
- Luxury brands are not a priority
- Seek value and packages

- Likes travel, dining, wine, fitness, reading
- Least environmentally concerned

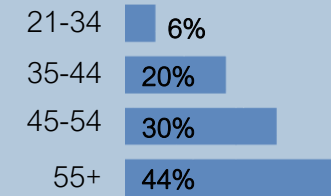
## Where They Live



## Annual Income

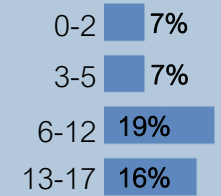


## Age of Guest



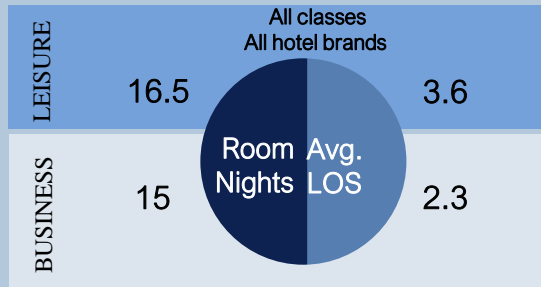
Average Age: 52

## Age of Guest's Children

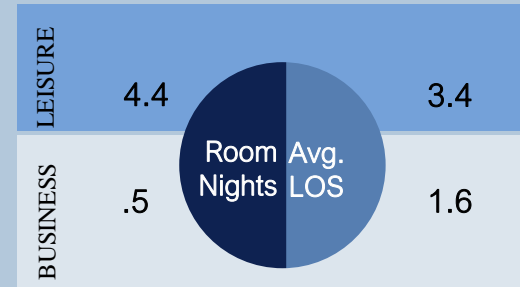


40% Under 17

## Total Room Nights and LOS per Year



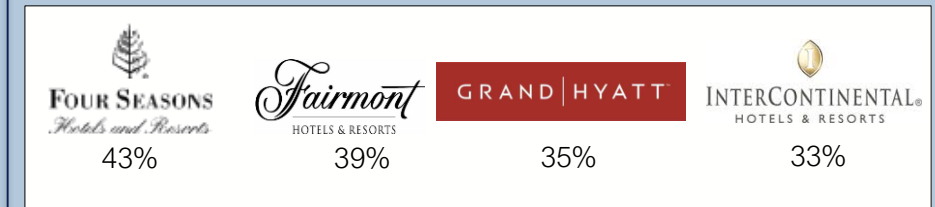
## TR-C Room Nights and LOS per Year



TR-C has:  
32% of Leisure  
Luxury  
Share

15% of Business  
Luxury  
Share

## Competitive Usage



## Their stay with TR-C

- Travel in season
- Frequent prime Beach properties
- Heavy spa users and spa spenders
- Prefer deluxe guest room

## What you should know

- Account for 11% of guests; 28% of revenue
- Infrequent TR-C travelers
- Get info from hotel site & email, travel review sites
- Rewards membership: 13% TR-C, 23% Marriott

## What's important

- Creating memories; enjoying the better things in life
- Being surrounded by beauty – grounds, location
- Getting the best out of a local destination
- Having a calm, peaceful, worry-free environment

# SUN SEEKERS PROFILE

Guests who seek a great beach vacation to create memorable experiences



## VALUE

- Account for 11% of guests and 28% of TR-C revenue
- Infrequent TR-C travelers; TR-C stays primarily for leisure
- Leisure ADR is highest by far of all segments; 13% TR-C Rewards members

## TRAVEL PROFILE

- Seek package rates
- SunSeekers have the longest average stay length at 3.6 days
- Stay at Resort Beach properties; average booking to check-in 39 days

## DEMOGRAPHICS

- Likely from the U.S.
- Older: average age 52 with 74% over 45
- 59/41 male-female ratio

## ATTITUDES

- Conservative – not a trendsetter
- Do not like to display wealth
- Seek to create experiences that become memories

## HOTEL EXPECTATIONS

- Expect a calm, peaceful, stress-free environment
- Value consistency and quality service
- Want hotel to help connect them with local culture and sites

## ACTIVITIES

- On property: dining, beach activities, spa treatments
- Visit local historic sites, monuments and museums.
- Spend quality time with their spouse and family

# FIRST PERSON PERSONA

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Phil St.Clair

Age: 54

Partner in large architectural firm

Lives: Northbrook, IL

Married 28 years

2 children aged 22, 17

“Getting away with my wife to a warm destination -- and out of the cold of winter -- is important; it’s a time for us to reconnect and enjoy each other’s company on the beach or over a fine meal with a great bottle of wine. I’m not flashy – I don’t have to prove to anyone that I can afford to stay at a 5 star resort, but we’ve learned to appreciate the privacy, comfort and personal attention that comes with staying at a Ritz-Carlton resort.

Sharing experiences brings us closer together. We enjoy our time at the resort, but we also like to explore – we visit local historic sites and soak in the local culture and art. We take in some local cuisine, too. But it’s always nice to come back to the beauty of the resort, be greeted by name and sit on the balcony and listen to the sound of the ocean. During the day, we might hit the spa – I’ll grab a massage and my wife will get a facial -- take a run on the beach, read the books we always meant to read, and enjoy being as low key as we can. Our biggest worries are where to have dinner and wondering if we put on enough sunscreen.

Of course, we look for the best value we can find online and weigh the expense against what the destination offers us; we’ve returned to several Ritz-Carlton resorts because of the amazing location, stunning properties and grounds and a consistently excellent experience. I’ll be honest, *we don’t like surprises*. We love returning home rejuvenated – ready to re-enter the daily grind, but filled with memories that we’ll use to inspire our next holiday together.”

# HOW TO WIN OVER AND KEEP SUN SEEKERS

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## THEMES

- I like packages and inclusive deals
- I like to enjoy every aspect of the resort, from dining to the spa
- I know what I like; we're not seeking a new adventure
- I want an interesting destination to explore as well as a world class resort
- I want to create experiences to remember and share with my spouse and family
- When on vacation we indulge in the things we enjoy

### Opportunities

- Wants water and sun: beach, sand, poolside and outdoor activities
- Appreciates world class dining and wine – on and off-property
- Will be loyal to a resort if delighted
- Gain more business stays

### Cautions

- Is sensitive to overall price and value
- Doesn't want to flaunt success or wealth
- Not impressed with anything too "slick" or the latest trends or technologies

### Do

- Stress privacy, comfort, beauty of grounds and surroundings
- Make local destination interesting and accessible
- Appeal to consistently excellent guest treatment, spa and fine dining
- Have online presence around destinations; make on-site booking easy

### Don't

- Offer luxury for luxury's sake – they view a quality stay as a personal reward
- Appeal to vanity or a need to be seen
- Intrude on their privacy
- Expect them to make use of new technologies

# WELL-TRAVELED EXECUTIVES SUMMARY

Guests whose luxury hotel stays for business travel make them feel comfortable and cared for

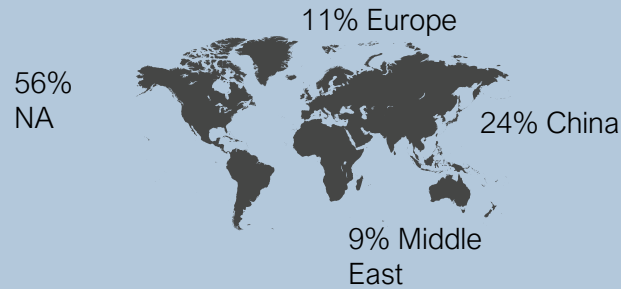
- Average age 47; cross all age cohorts
- Strong China presence

- Regularly return to specific hotels
- Location strongly influences hotel choice

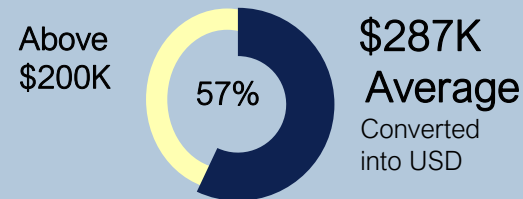
- Business travel is an opportunity to discover, exhausting, lonely & stressful

- Likes: travel, dining, music, business
- Use mobile apps to research and book

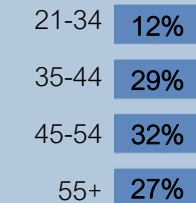
## Where They Live



## Annual Income

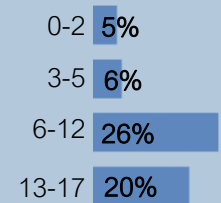


## Age of Guest



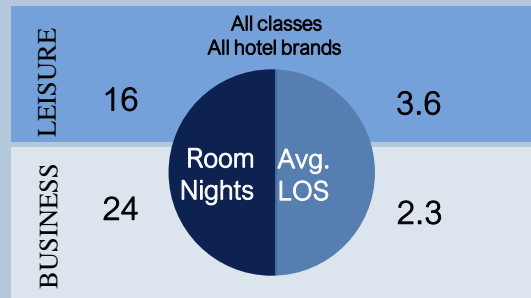
Average Age: 47

## Age of Guest's Children

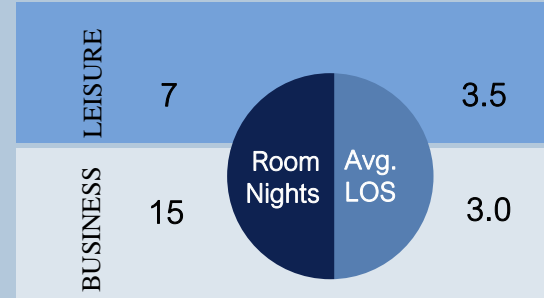


42% Under 17

## Total Room Nights per Year



## TR-C Room Nights and LOS per Year



TR-C has:  
30% of Leisure Luxury Share  
39% of Business Luxury Share

## Competitive Usage



## Their stay with TR-C

- Appreciate and use concierge
- High club level use
- Most often use corporate rates
- Heavy users of room service and hotel dining

## What you should know about WTE's

- Account for 9% of guests and 32% of revenue
- Keep up with the very latest in technology
- Appreciate difference between 4 and 5 star hotels
- Rewards membership: 28% TR-C, 29% MR

## What's important to Well Traveled Executives

- Orchestrating successful business deals
- Living well with an appreciation for luxury
- Getting the best out of a local destination
- Having a calm, peaceful, worry-free environment

# WELL-TRAVELED EXECUTIVES PROFILE

Guests whose luxury hotel stays for business travel make them feel comfortable and cared for



## VALUE

- Account for 9% of guests and 32% of TR-C revenue
- Frequent TR-C and luxury travelers; 28% TR-C Rewards members
- 86% of revenue is room-based

## TRAVEL PROFILE

- High use of packages and often use corporate rates
- Rely on hotel web sites for information
- Most likely to stay at city properties; average booking to check-in 19 days

## DEMOGRAPHICS

- High presence outside of U.S.
- Average age of 47, cut across millennials, Gen X, Baby Boomers
- 70/30 male-female ratio

## ATTITUDES

- Tech engaged and tech savvy
- Sees travel as the best reward for his/her hard work
- Image conscious but cautious about displays of wealth

## HOTEL EXPECTATIONS

- Expect a calm, peaceful, stress-free environment
- Value consistency and quality service
- Want concierge or club level with food and drinks

## ACTIVITIES

- More interested in museums and less on recreational activities
- Reliant on in-room dining, in-room entertainment
- Use fitness center, club lounge



# FIRST PERSON PERSONA

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My role as a senior executive in my company requires extensive travel. While it's exciting to go to different cities, business travel can be stressful. I'm running to meetings, working late and trying to balance life on the road with what's happening back in the office while I'm gone -- as well as staying connected to my wife and children. That's why I find it important to stay at a world class hotel like The Ritz-Carlton where I know I will get the kind of personal attention I require. While my company dictates travel policy, they know how important it is for their executives to be comfortable and well taken care of when away from home, in a convenient location that makes doing business easier.



I like to be in control of situations and don't like surprises. So when I experience a great hotel brand, like The Ritz-Carlton, or a great hotel in a city that I visit frequently, I tend to return. The staff knows me and my needs. And I know I can get whatever I need by picking up the phone -- whether to order in-room dining or get help with a dinner reservation, business needs or transportation. In my experience, there is a noticeable difference in service between a 4 star and 5 star hotel. My family and I have stayed at The Ritz-Carlton for vacations so they can also enjoy the luxuries my hard work provides us.

I love everything that today's technology delivers – I am active on Facebook and Linked In and I use my mobile phone as my mobile office. I work hard, live well and appreciate life's luxuries. I like fine dining and wine to go with it; quality is worth the price.

When I travel for business, I am there to orchestrate success. A luxury hotel like The Ritz-Carlton gives me a level of comfort and service that helps me stay at my best.

# HOW TO WIN OVER AND KEEP WELL-TRAVELED EXECUTIVES

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## THEMES

- I want to orchestrate successful business deals
- I know what I like; I am self-reliant
- I expect personalized attention and the hotel staff to know me
- I demand comfort and appreciate familiarity, a consistent experience is essential
- The Ritz-Carlton brand signals excellence; I appreciate 5 star service
- I like to live well and appreciate luxury products

### Opportunities

- Seeks ease, comfort, great service and personalized attention
- Appreciates and utilizes concierge
- Will return if delighted
- Wants to be recognized
- Deliver fine dining and fine wine on-property
- Positive business encounters could increase leisure stays

### Cautions

- Doesn't want to flaunt success or wealth; respect their privacy
- Luxury business stays/room rates/upgrades may be governed by corporate travel guidelines
- They represent a range of cultures and generations so we must adapt to their individual requirements

### Do

- Encourage use of technology
- Engage them on social media
- Demonstrate a commitment to environmental responsibility
- Make the web site a useful tool for information and direct booking
- Help connect them with local area, culture and museums
- Promote TR-C Rewards

### Don't

- Make abrupt or sweeping changes to brand or property
- Make anything difficult
- Invade their privacy or acknowledge their wealth or position



# THE CELEBRATORS SUMMARY

Guests whose luxury stays are reserved for special occasions for indulgence

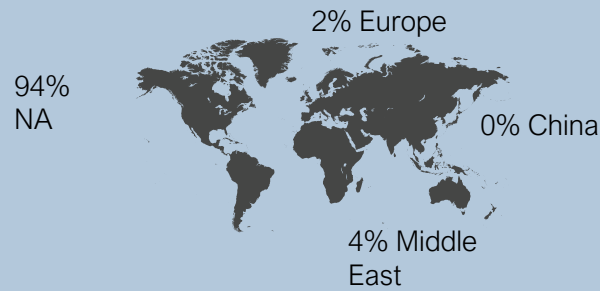
- Married, travel with spouse and family
- Older but still working

- Modest, private, don't show off wealth
- Not trend setters but will try new things

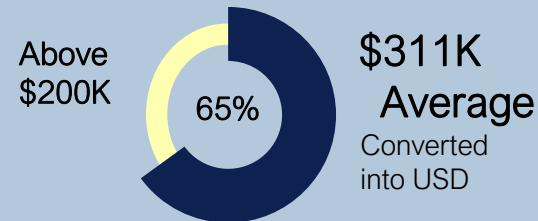
- Luxury brands are not a priority
- Seek value and packages; use Airbnb

- Likes: travel, dining, wine, fitness, golf
- Use mobile apps & social media

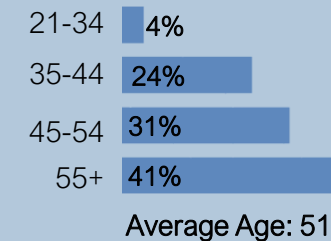
## Where They Live



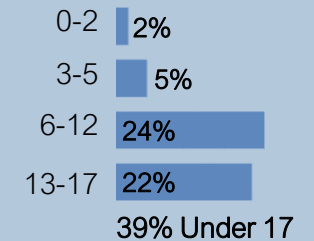
## Annual Income



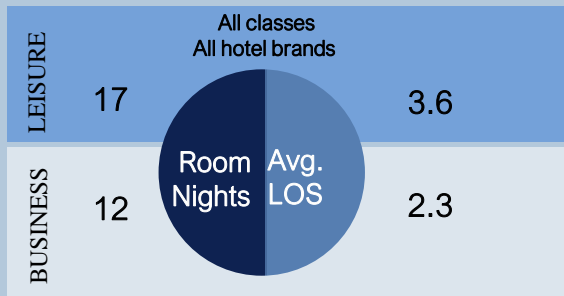
## Age of Guest



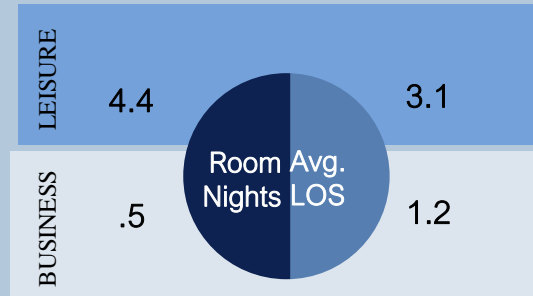
## Age of Guest's Children



## Total Room Nights and LOS per Year



## TR-C Room Nights and LOS Per Year



TR-C has:  
24% of Leisure Luxury Share  
13% of Business Luxury Share

## Competitive Usage



## Their stay with TR-C

- Heaviest spa users and spenders
- Travel off-season
- Stay at Resort Beach & Resort Non-Beach properties
- Prefer junior suite & deluxe guest room

## What you should know

- Account for 11% of guests; 14% of revenue
- Almost half have used a TR-C package
- Get info from hotel site & email, travel review sites
- Rewards membership: 19% TR-C, 33% MR

## What's important

- Connecting with local culture
- Creating lasting memories
- Getting the best out of a local destination
- Having a calm, peaceful, worry-free environment

# THE CELEBRATORS PROFILE

Guests who reserve luxury for special occasions that call for self-indulgence



## VALUE

- Account for 11% of guests and 14% of TR-C revenue
- Infrequent TR-C travelers, primarily for leisure; 19% TR-C rewards members
- Frequent spa users and big spa spenders

## TRAVEL PROFILE

- Often purchase room packages
- Stays are less driven by seasonality; average booking to check-in 31 days
- Stay at both Resort Beach and non-Beach properties

## DEMOGRAPHICS

- Almost exclusively from North America –94%
- Average age 51 with 72% over 45; highest HH income
- 57/43 male-female ratio

## ATTITUDES

- Self sufficient, like to take care of things themselves
- Do not like to display wealth
- Personal life more important than professional life

## HOTEL EXPECTATIONS

- Expect a calm, relaxing, stress-free environment
- Require fine dining and a quality spa
- Want hotel to connect them with local culture, shopping and dining

## ACTIVITIES

- On property: dining, beach activities, spa treatments
- Want to support fitness and health
- More likely to play golf than any other guest segment

# FIRST PERSON PERSONA

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Andrew Teague

Age: 49

Investment Banker

Marcia Teague

Age: 47

CPA

Live: Walnut Creek, CA

Married 24 years

2 children aged 19, 14

“Life is short, so we take the time to celebrate and enjoy those special milestones that are worth remembering. And when it’s time to travel for a vacation we believe in going first class, which is why I choose The Ritz-Carlton.

I appreciate the finer things in life, but we don’t indulge in luxury for luxury’s sake. When on vacation, we enjoy fine food and wine, but staying fit and healthy is just as much a priority. We really like to soak in the local culture, take in a museum or monument, and maybe do some shopping. Of course, we like to hang out at the beach or pool and might even sneak in a round of golf. And then there’s the spa, one of our favorite things to do.

We celebrate anniversaries, birthdays or just decide to escape, schedule permitting. We don’t need a formal reason to get away, even for a weekend. Our kids are teenagers and they usually come with us – like us they like getting away and as long as there is a beach or pool, they’re happy. My wife and I like technology – something we probably picked up from the kids. I admit I’m overly attached to my smartphone. In fact I booked my last stay after reading a positive review on Trip Advisor.

Of course, we look for the right hotel – and the right package -- when we travel. We’ve used Air B&B to rent a home. And we’ve returned to several of The Ritz-Carlton resorts. The locations are great and we know what to expect – everything is done right – and that’s critical. We appreciate the care and attention given to every detail, from room décor to the beautiful grounds. No one wants their vacation to end, but we do like sharing photos on Facebook and before we know it, we’re planning our next vacation together.”

# HOW TO WIN OVER AND KEEP THE CELEBRATORS

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## THEMES

- I want to create lasting memories on my vacation
- I know what I like and make my own choices and decisions
- I like seeing local sites and experiencing local culture
- I am sensitive to price but I can afford to splurge
- My personal life takes priority over my professional life

### Opportunities

- Wants water & sun: beach, poolside
- They will stay at city hotels
- Deliver fine dining and a great wine list
- Will take packages off-season – not as sensitive to seasonality as other guests
- Help stay fit and healthy – plays and watches sports
- Delight them and they will return
- Make the spa a desired on-property destination
- Will use mobile and social to be informed and stay connected

### Cautions

- Needs to be comfortable with overall price and value
- Doesn't want to flaunt success or wealth; respect their privacy
- Don't assume male gender is driving decision – higher proportion of females
- Make families welcome – they often travel with children

### Do

- Stress comfort, beauty of grounds and surroundings
- Make local destinations interesting and accessible
- Appeal to consistently excellent guest treatment
- Have online presence around destinations; make on-site booking easy
- Promote TR-C Rewards

### Don't

- Offer luxury for luxury's sake
- Be overly pushy -- they will ask if they want something; they like to be in control
- Appeal to vanity or a need to be seen; they seek privacy with their spouse and family