

EMEA Monthly Email Review *July 2022*

01 September 2022

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Meeting Agenda

1. Key Storylines
2. Performance Summary
3. Campaign Engagement
 - Drive Market Solo
 - MAU
 - Lux MAU
 - METT
 - MBV Escapes
 - Project Silk
4. Testing & Optimization
5. Actionable Insights
6. Next Steps

Key Storylines

- In July, several global loyalty email campaigns that generated high engagement last month were not delivered this month – delivery shift impacted overall July engagement & financial comparisons
- Click activity was impacted by not having a strong global promotion in market, but the unsubscribe rate remained steady MoM continuing the positive trend throughout 2022; not having promo message impacted key campaigns like Core MAU
- Regional solo deliveries increased to support Silk and MEA MEO, contributing to July performance
 - Content engaged openers with unsubscribe rates below average
- Drive Market Solo CTR increased and improved unsubscribe rate; openers engaged with hero with poll results and new openings content
- Most METT KPIs improved MoM from increased deliveries; lowest unsubscribe rate YTD and gains in MoM financials

Monthly Performance Summary

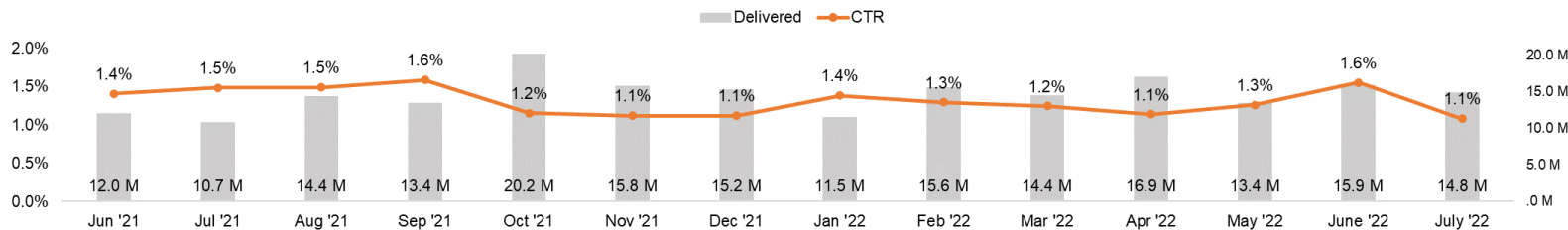
Calendar Shifts Impacted Engagement

- Regional deliveries increased to support Silk and MEO initiatives, and campaigns like drive solo, METTs, and Escapes remained consistent MoM
- Fewer deliveries from global loyalty campaigns like promotions and engagement emails impacted overall performance
- Decline in click counts attributed to not having strong global promotion in market – Buy Points promotion solo and feature in Core MAU generated above average CTRs (4.9% and 2.4% respectively)
- Flat unsubscribe rate MoM and vs average shows overall positive audience health
- Bookings and revenue increased MoM for several campaigns, Drive Market Solo and METTs, plus additional financial gains from MEO solo, but increases were not enough to impact overall monthly totals.
 - Other impacts to revenue tracking include the Adobe opt-out for GDPR countries

KPI	July '22	MoM	vs. Avg
Delivered	14.8 M	-6.6%	-1.8%
Clicks	160.6 K	-34.8%	-16.7%
CTR	1.1%	-0.5 pts.	-0.2 pts.
Unsub Rate	0.21%	-0.01 pts.	+0.01 pts
Bookings	779	-12.0%	-29.5%
Revenue	\$500.4 K	-7.8%	-26.6%

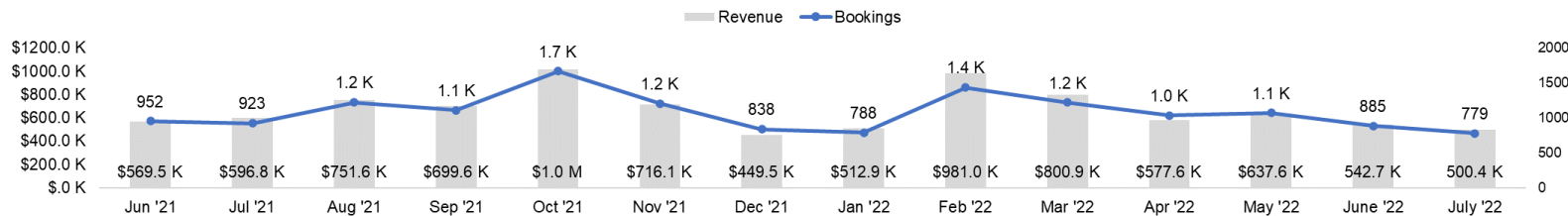
Seasonal Engagement Trends

EMEA Overall KPI Trends (2021-2022)



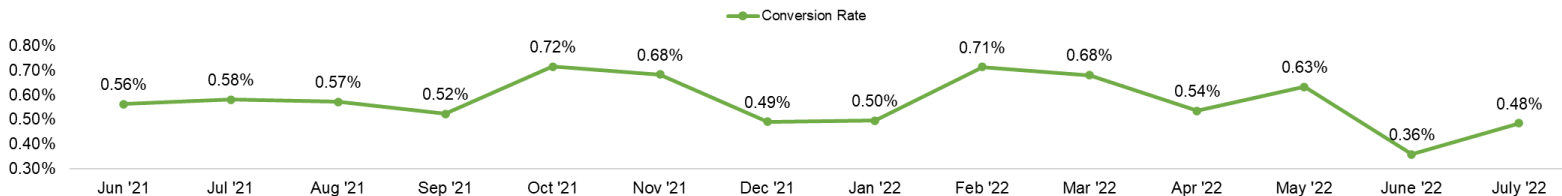
CTR returned to previous month levels

EMEA Overall Financial Trends (2021-2022)



Decreased Revenue and Bookings consistent with trend YoY and industry trends

EMEA Conversion Rate Trends (2021-2022)

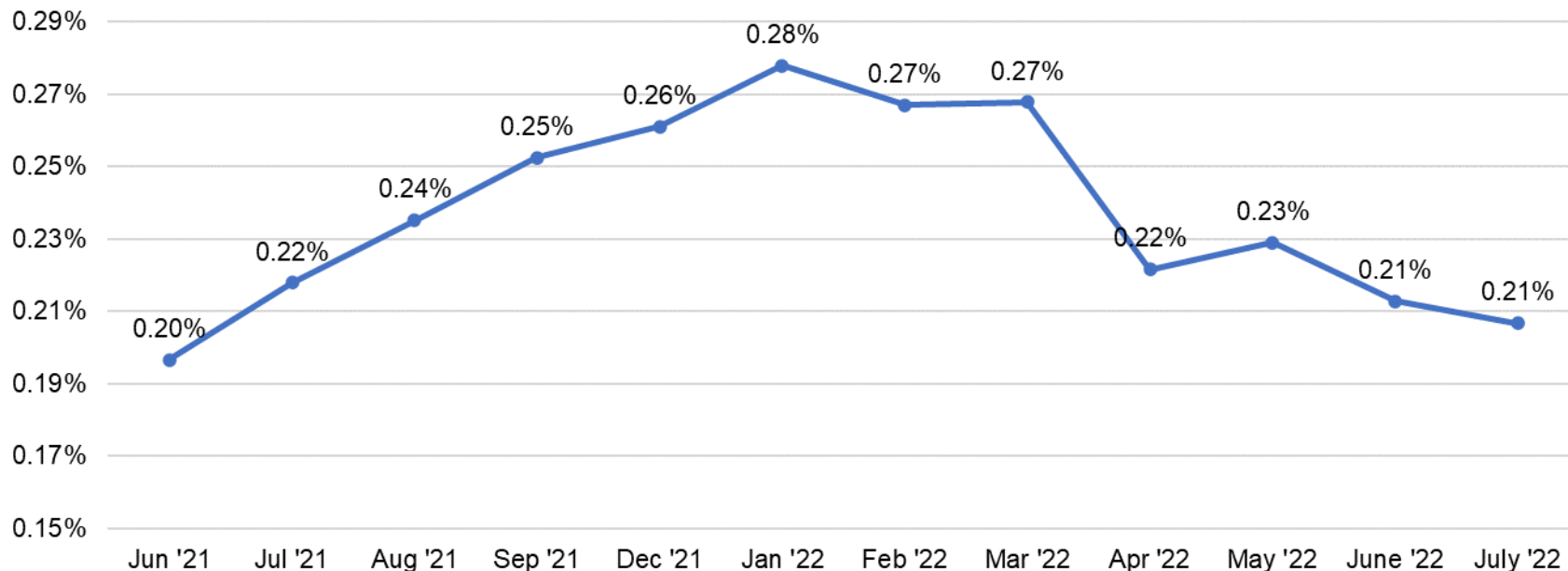


Higher conversion rate influenced by METT and Solo campaigns

Maintained Lower Unsubscribe Rate Trend

Decreased unsubscribe from METT campaigns and Solo contributing to positive trend

EMEA Engagement Trends: Unsubscribe Rate



July 2022 Goal Performance

- Strong lift in points activity compared to goal
- Unsubscribe rates were positive compared to monthly goal continuing positive unsubscribe rate trend
- Europe and MEA CTRs down slightly MoM; lower click activity in Core MAU, Promotions and METTs
- Revenue impacted by a decrease in promo and drive solo financials

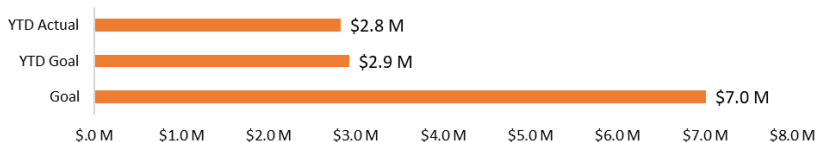
EMEA	July '22	Monthly Goal	vs. Goal
Points Activity	65.5 K	45.3K	+44%

EMEA	July '22	Monthly Goal	vs. Goal
Unsubscribe	0.21%	0.24%	-0.03pts

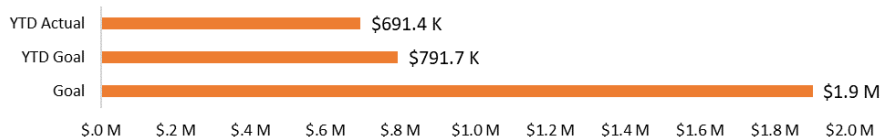
EUROPE	July '22	Monthly Goal	vs. Goal
CTR	1.4%	1.6%	-0.2 pts.
Revenue	\$326.4K	\$584.0 K	-44.1%

MEA	July '22	Monthly Goal	vs. Goal
CTR	0.8%	1.0%	-0.2 pts.
Revenue	\$165.5 K	\$158.3 K	+4.5%

Europe 2022 Revenue Goal

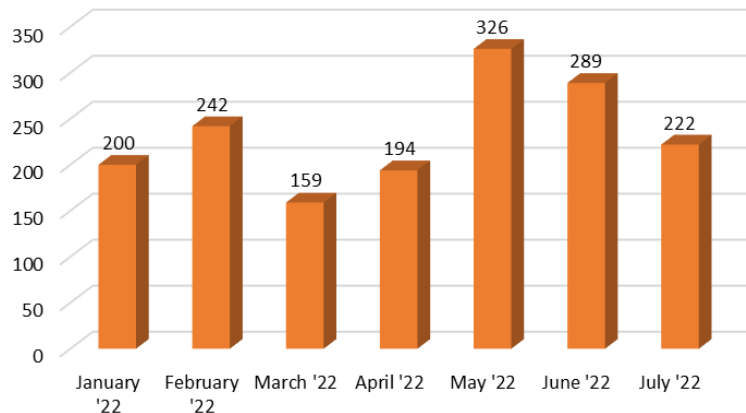


MEA 2022 Revenue Goal



Slight Shifts in App and Enrollments Against Average & MoM

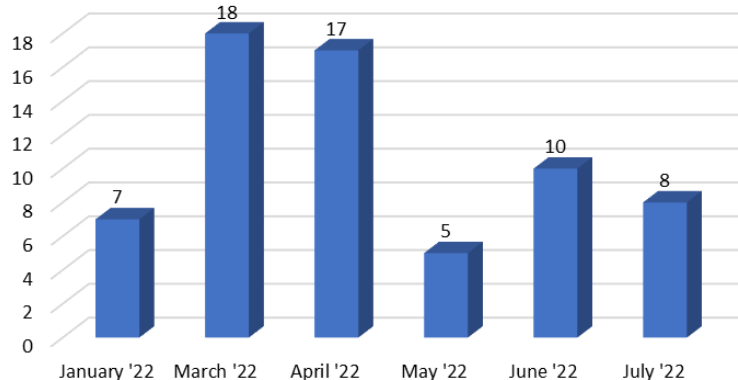
2021-2022 Mobile App Downloads



- App download activity remains above 12-month average, but down MoM

Time Period	App Downloads
12 Mo. Avg.	185
July Total	222
vs Avg.	+20%
MoM	-23%

2021-2022 EMEA Enrollments
(Code: EMEA)



- Enrollment activity in 2022 remains higher versus Q4 of '21

Time Period	# Enroll
12 Mo. Avg.	11
July Total	8
vs Avg.	-27%
MoM	-20%

Campaign Engagement

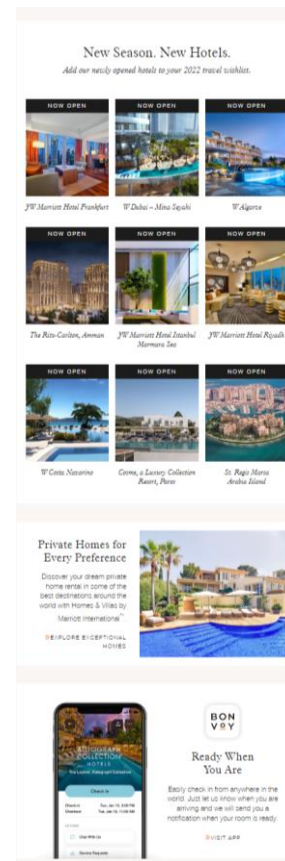
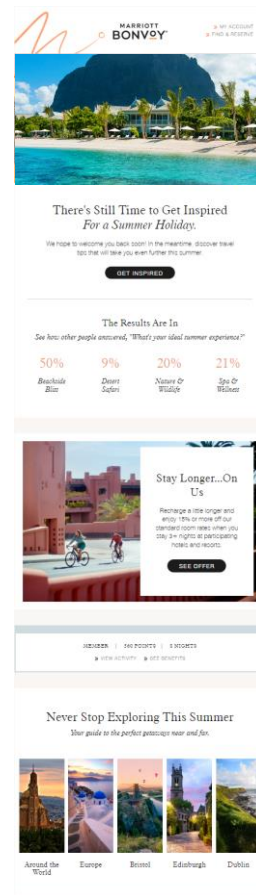
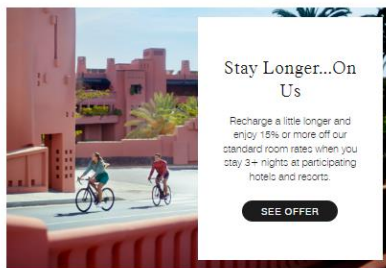
Drive Market Solo

July 2022 Drive Market Solo

Creative examples

July Highlights:

- Targeted poll responder hero
- Europe Stay Longer offer and MEO for MEA
- Domestic Cross border navigation 6-pack module
- HMVI module for European audiences
- Lux/Nonlux new openings module
- Preheader spoke to specific content including offers and new hotel openings

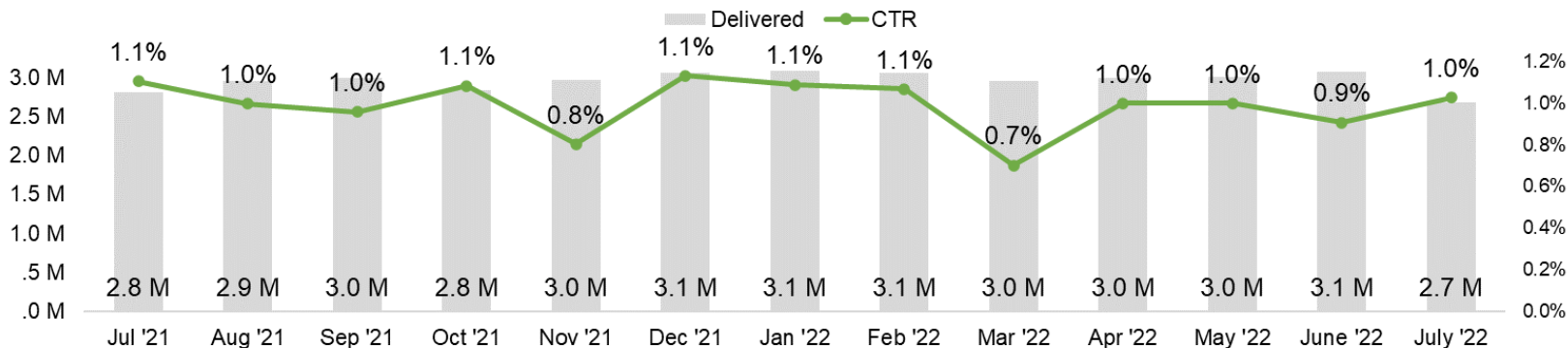


Higher Engagement With Fewer Overall Deliveries

- July Solo featured several highly engaging content pieces including:
 - Poll Hero, SLOU/MEO offer, Navigation 5-pack and new Hotel Openings
 - Combined these modules accounted for 61% of total click activity
- Unsubscribe decreased and clicks remained steady with 13% less overall volume with readers engaging throughout the email
- Hero module was the top click catcher but conversion to revenue was low; SLOU/MEO offer and Navigation 5-pack were top revenue drivers
- Within each market the catch all country CTA captured a majority of activity, look for opportunities to leverage travel exploration by country

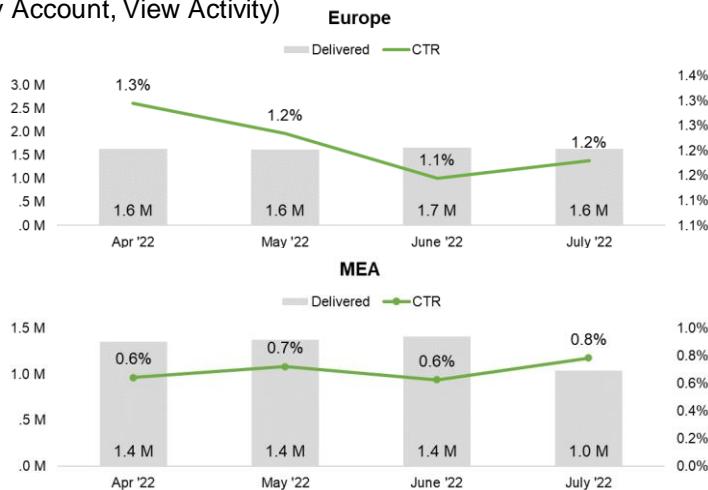
Drive Solos	July'22	MoM
Delivered	2.7 M	-12.79%
Clicks	27.5 K	-1.3%
CTR	1.0%	+0.1 pts.
Unsub Rate	0.19%	-0.02 pts.
Bookings	148	-12.4%
Revenue	\$92.7 K	-22.9%
% Revenue EMEA	68%	+7%
% Bookings EMEA	79%	+7%

Drive Market Solo Engagement Trends



Increased CTR For Both Regions

- Increased engagement for Europe openers; Positive unsubscribe lift and CTR for both regions
- Content engagement patters were similar with Europe and MEA readers engaging with hero, SLOU/MEO offer, navigation and new hotel openings
 - Beachside bliss results captured significantly more click activity than all other result percent CTAs (4% for both regions)
 - New Hotel Openings resonated more with European readers (16 % of clicks vs 10%)
- Revenue down MoM for both regions
 - Majority of revenue for both regions came from SLOU/MEO and account modules (My Account, View Activity)



EUROPE: Engagement + Financials		
	July '22	MoM
Delivered	1.6 M	-1.8%
Clicks	19.3 K	+1.2%
CTR	1.2%	+0.1 pts.
Unsub Rate	0.22%	-0.02 pts.
Booking	108	-9.2%
Revenue	\$66.0 K	-28.3%

MEA: Engagement + Financials		
	July '22	MoM
Delivered	1.0M	-25.8%
Clicks	8.2 K	-7.2%
CTR	0.8%	+0.2 pts.
Unsub Rate	0.14%	-0.03 pts.
Booking	36	-28.0%
Revenue	\$25.3 K	-10.8%

Drive Points Activity:

SLOU/MEO Offers Resonated With Readers In July; 13% Of Total Solo Revenue

Navigation Module
13% of Clicks

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Europe

Bristol

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Earn Up to 5,000 Bonus Points

Book a premium room across the Middle East and Africa and get up to 5,000 bonus points per stay, from now until 11 September 2022.

[SEE OFFER](#)

MEO Offer

4% of Clicks | 4% of Revenue



Stay Longer...On Us

Recharge a little longer and enjoy 15% or more off our standard room rates when you stay 3+ nights at participating hotels and resorts.

[SEE OFFER](#)

Stay Longer On Us Offer

8% of Clicks | 8% of Revenue

Hero Module
22% of Clicks



There's Still Time to Get Inspired
For a Summer Holiday.

We hope to welcome you back soon! In the meantime, discover travel tips that will take you even further this summer.

[GET INSPIRED](#)

The Results Are In

See how other people answered, "What's your ideal summer experience?"

50%

*Beachside
Bliss*

9%

*Desert
Safari*

20%

*Nature &
Wildlife*

21%

*Spa &
Wellness*



Top Performing July '22 Content: Hero, New Hotels, Destinations

Hero Module #1 Most Clicked



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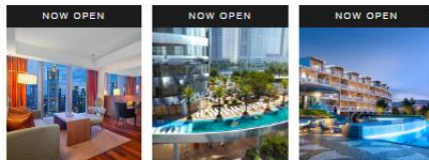
21%

Spa &
Wellness

New Hotel Openings #2 Most Clicked

New Season. New Hotels.

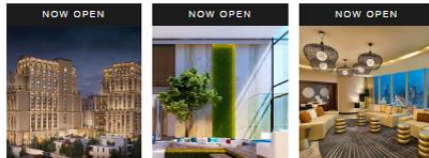
Add our newly opened hotels to your 2022 travel wishlist.



JW Marriott Hotel Frankfurt

W Dubai - Mina Seyahi

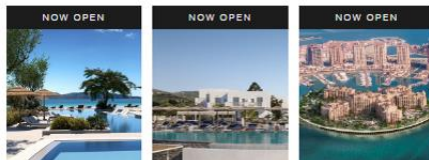
W Algarve



The Ritz-Carlton, Amman

JW Marriott Hotel Istanbul
Marmara Sea

JW Marriott Hotel Riyadh



W Costa Navarino

Corme, a Luxury Collection
Resort, Paros

St. Regis Mamma
Arabia Island

Destination Module #3 most clicked

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Around the
World

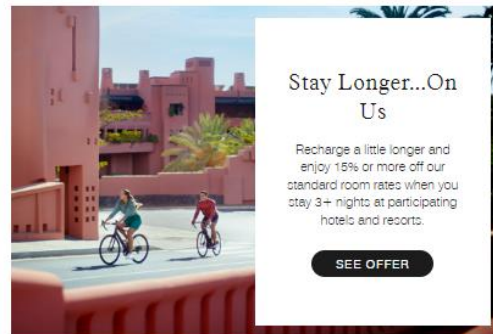
Europe

Bristol

Edinburgh

Dublin

SLOU/MEO #4 Most Clicked



Stay Longer...On
Us

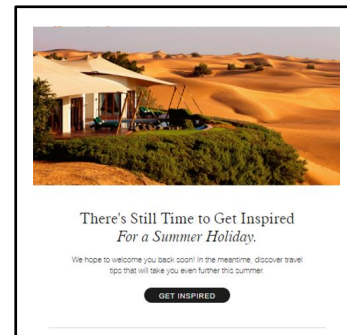
Recharge a little longer and
enjoy 15% or more off our
standard room rates when you
stay 3+ nights at participating
hotels and resorts.

SEE OFFER

Personalized Poll Response Hero

- Personalized hero with poll responses resulted in significantly higher CTR for the hero amongst recipients who responded to the poll in June versus non-responders
- The segment with the highest activity on the poll in June resulted in the highest CTR for personalized hero follow-up
- Personalized hero with poll responses resulted in significantly higher CTR for the hero amongst recipients who responded to the poll in June versus non-responders, recommend continue to incorporate personalized content based on click activity on more varied modules
- Look for opportunities to increase poll audience size because content drives engagement (strong CTRs); expand reach by either including previous polls responders from similar polls and/or test higher placements/intriguing creative treatment to capture more clicks

Poll Version	Delivered	Hero CTA Clicks	CTR	Revenue
Beach Version	793	42	5.3%	\$0.00
Desert Version	83	3	3.6%	\$0.00
Nature Version	208	4	1.9%	\$0.00
Spa Version	281	12	4.3%	\$0.00
Total Personalized	1,365	61	4.5%	\$0.00
Default Version	2,666,598	6,373	0.2%	\$1,066.23



The Results Are In
See how other people answered, "What's your ideal summer experience?"

50%	9%	20%	21%
Beachside Bliss	Desert Safaris	Nature & Wildlife	Spa & Wellness

Cross-Border vs Domestic Destinations

- When including around the world and continent specific catch all CTAs as the cross-border choices, the cross-border CTAs captured more activity in most European markets for the first time in 2022
 - Readers clicked Europe significantly more than Around the world in European markets
- MEA markets engaged more with domestic locations with Around the world capturing the second most activity over the Middle East/Africa CTAs

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Around the
World

Europe

Bristol

Edinburgh

Dublin

Cross-Border

Domestic

Destination (% of clicks)	EUROPE	MEA
Cross Border	57.10%	30.90%
Africa	---	3.39%
Around the World	14.13%	18.08%
Europe	42.94%	6.85%
Middle East	---	12.83%
Domestic	42.90%	69.10%
Abu Dhabi	---	0.12%
Amsterdam	0.61%	---
Antwer	0.79%	---
Balearic Islands	1.83%	0.12%
Barcelona	1.07%	0.06%
Bordeaux	0.70%	---
Bristol	4.70%	---
Brussels	0.58%	---
Canary Islands	2.65%	0.06%
Cape Town	---	6.66%
Copenhagen	1.95%	0.86%
Doha	---	4.57%
Dublin	4.67%	---
Edinburgh	6.96%	3.76%
Florence	0.64%	---
Frankfurt	1.62%	---
Fujairah	---	0.06%
Geneva	4.39%	---
Holy Cities	---	1.91%
Jeddah	---	2.59%
Johannesburg	---	3.21%
Jordan	---	6.42%
Khobar	---	2.47%
Lusail	---	1.79%
Mauritius	---	4.87%
Milan	0.64%	---
Musherib	---	1.05%
Nice	1.31%	---
Paris	0.67%	---
Reykjavik	2.17%	2.28%
Rome	0.67%	---
Seychelles	---	7.90%
Tunisia	---	7.53%
Vienna	4.30%	---

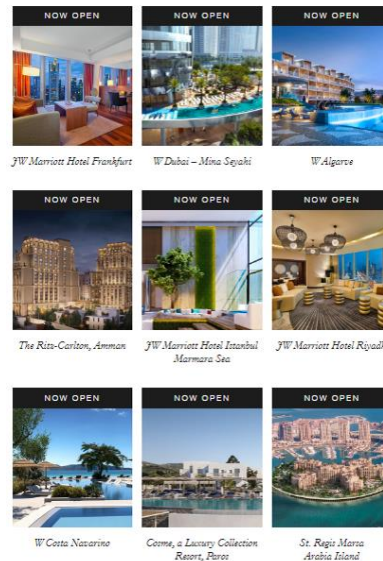
New Hotel Openings

- Three of the top four clicked properties in the nonluxury group were luxury properties, recommend to continue finding opportunities to highlight luxury properties with nonlux segments

Property	Luxury	Nonluxury
JW Burj Rafal Riyadh	3.09%	---
Cosme a Luxury Collection Resort Paros	11.44%	---
Geneva Marriott Hotel	---	9.21%
Jeddah Marriott Hotel Madinah Road	---	10.85%
JW Marriott Hotel Frankfurt	9.35%	12.24%
JW Marriott Hotel Istanbul Marmara Sea	9.04%	---
Querencia de Sevilla, Autograph Collection	---	8.83%
Residence Inn by Marriott Dammam	---	7.70%
Sapphire House Antwerp Autograph Collection	---	6.19%
St. Regis Marsa Arabia Island	11.90%	11.44%
The College Hotel Amsterdam, Autograph Collection	---	20.86%
The Ritz-Carlton Amman	6.41%	---
W Algarve	19.01%	---
W Costa Navarino	17.70%	12.67%
W Dubai Mina Seyahi	12.06%	---

New Season. New Hotels.

Add our newly opened hotels to your 2022 travel wishlist.



Consistent Engagement MoM From Luxury Segments

- Positive lift on engagement for L1 and L2A with similar engagement patterns
 - SLOU/MEO offer converted the most revenue from L2B and non luxury members
- Hero, Offer section, Navigation and New Hotel openings were top content for luxury segments
- Account modules and header content drove most of the revenue for luxury segments in July, continue looking for opportunities to leverage account information strategically in content modules to drive conversion

Drive Market Solo (July 2022)	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	115.7 K	37.5 K	72.1 K	12.3 K	2442.2 K	115.7 K
Clicks	1.1 K	.6 K	1.8 K	.4 K	23.7 K	27.5 K
CTR	0.9%	1.5%	2.6%	2.9%	1.0%	1.0%
Unsub%	0.16%	0.12%	0.03%	0.01%	0.20%	0.19%
Bookings	6	10	13	6	113	148
Room Nts.	16	51	44	10	373	494
Revenue	\$6.8 K	\$17.0 K	\$8.0 K	\$1.7 K	\$59.3 K	\$92.7 K
Rev/Del.	\$0.06	\$0.46	\$0.11	\$0.14	\$0.02	\$0.03

Module	L1	L2A	L2B	L3	Everyone Else	Total
Header	14.58%	12.50%	9.97%	7.39%	16.44%	15.79%
Upcoming Trip/Recent Stay	0.26%	0.41%	1.06%	1.85%	0.62%	0.64%
Hero	23.02%	23.49%	18.24%	17.25%	22.57%	22.28%
SLOU	8.44%	10.85%	19.00%	16.22%	11.78%	12.12%
Join Message	0.00%	0.00%	0.00%	0.00%	0.10%	0.09%
Member Module	15.73%	16.76%	10.01%	7.80%	10.19%	10.49%
Navigation 5-pack	11.83%	9.48%	8.70%	11.50%	13.02%	12.63%
New Hotel Openings	15.22%	21.15%	30.79%	35.52%	12.40%	14.06%
HVMI	0.45%	0.82%	0.72%	0.82%	0.73%	0.72%
Mobile App	1.15%	0.00%	0.25%	0.62%	0.64%	0.63%
Footer	9.34%	4.53%	1.27%	1.03%	11.51%	10.55%

July '22 Heat Map: Member Version

- SLOU/MEO offer resonated more with members versus nonmembers
- Amongst markets below, New hotel openings resonated most with Germany and Austria markets
- Hero was the most clicked module with most markets

Module	% of Clicks									
	AUSTRIA GER	BENELUX ENG	EGYPTPLUS ARB	EGYPTPLUS ENG	FRANCE ENG	FRANCE FRE	GERMANY ENG	GERMANY GER	ITALY ENG	ITALY ITA
HEADER	11.66%	18.29%	9.68%	19.23%	20.64%	11.97%	14.45%	10.60%	13.76%	13.01%
Upcoming Trip/Recent Stay	0.67%	0.43%	0.00%	0.34%	0.25%	0.58%	0.53%	0.61%	0.25%	0.35%
Hero	23.99%	19.64%	18.55%	22.26%	20.15%	33.36%	22.15%	18.81%	26.04%	27.94%
SLOU	12.11%	13.57%	18.55%	12.62%	10.81%	9.58%	10.40%	11.61%	10.57%	14.59%
Member Module	8.07%	8.41%	9.68%	13.64%	10.32%	9.91%	7.56%	7.76%	6.88%	6.50%
Navigation 5-pack	13.90%	12.40%	14.52%	9.32%	16.95%	10.82%	12.03%	10.60%	15.97%	10.90%
New Hotel Openings	21.75%	16.27%	16.94%	8.23%	9.58%	12.80%	19.35%	32.44%	16.22%	17.31%
HVMI	0.00%	1.29%	---	---	1.23%	0.00%	1.38%	0.00%	1.47%	0.00%
Mobile App	0.00%	0.06%	4.03%	0.92%	0.25%	2.06%	0.57%	0.00%	0.49%	0.70%
Footer	7.85%	9.64%	8.06%	8.06%	9.83%	8.92%	11.57%	7.57%	8.35%	8.70%

July '22 Heat Map: **Member Version**

- New hotel openings captured more click activity from Switzerland and Saudi Arabia versus hero
- MEO offer resonated with MEA audiences

Module	% of Clicks											
	QATAR ARB	QATAR ENG	RUSSIA ENG	SAUDI ARABIA ARB	SAUDI ARABIA ENG	SCANDINAVIA ENG	SOUTH AFRICA ENG	SPAIN ENG	SPAIN _SPA	SWITZER GER	UAE ARB	UK ENG
HEADER	27.84%	16.28%	28.00%	6.13%	11.33%	13.89%	14.05%	17.00%	12.76%	11.75%	12.64%	14.17%
Upcoming Trip/Recent Stay	1.03%	0.27%	0.00%	0.38%	0.30%	0.78%	0.29%	0.25%	0.41%	1.09%	0.00%	1.39%
Hero	23.71%	19.24%	0.00%	16.09%	27.71%	23.62%	22.44%	21.75%	22.74%	21.86%	24.14%	19.58%
SLOU	11.34%	10.34%	0.00%	24.14%	13.03%	10.81%	11.11%	11.00%	18.02%	11.20%	19.54%	13.11%
Member Module	12.37%	15.29%	28.00%	12.26%	11.38%	10.09%	14.86%	12.50%	14.88%	6.83%	12.64%	12.70%
Navigation 5-pack	7.22%	14.93%	0.00%	11.11%	10.28%	15.31%	23.91%	14.25%	14.18%	8.20%	10.34%	13.37%
New Hotel Openings	13.40%	6.83%	0.00%	23.37%	10.98%	12.62%	8.02%	12.50%	8.27%	28.42%	13.79%	12.14%
HVMI	---	---	0.00%	---	---	1.08%	---	1.25%	0.00%	0.00%	---	1.79%
Mobile App	0.00%	1.17%	0.00%	2.68%	1.25%	0.42%	0.66%	0.25%	0.00%	0.00%	1.15%	0.60%
Footer	3.09%	10.07%	44.00%	3.83%	10.88%	11.37%	4.64%	9.25%	8.74%	10.66%	5.75%	11.15%

July '22 Heat Map: **Nonmember Version**

- New hotel openings captured more click activity from several nonmembers markets including Germany and Austria for both members and nonmembers
- Destinations content and new hotels captured more activity than SLOU/MEO for nonmembers

Module	% of Clicks									
	AUSTRIA GER	BENELUX ENG	EGYPTPLUS ARB	EGYPTPLUS ENG	FRANCE ENG	FRANCE FRE	GERMANY ENG	GERMANY GER	ITALY _ENG	ITALY ITA
Header	2.70%	8.77%	0.00%	25.53%	23.08%	7.14%	11.54%	11.48%	6.67%	0.00%
Upcoming Trip/Recent Stay	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.82%	0.00%	0.00%
Hero	27.03%	22.81%	0.00%	23.70%	15.38%	38.10%	18.46%	14.75%	40.00%	38.89%
SLOU/MEO	5.41%	7.02%	25.00%	11.71%	0.00%	9.52%	7.88%	8.20%	13.33%	11.11%
Join Banner	0.00%	3.51%	0.00%	1.55%	7.69%	2.38%	0.19%	3.28%	6.67%	0.00%
Navigation 5-pack	10.81%	14.04%	50.00%	11.14%	23.08%	7.14%	9.23%	12.30%	0.00%	13.89%
New Hotel Openings	43.24%	24.56%	25.00%	12.69%	0.00%	14.29%	11.73%	40.98%	13.33%	25.00%
HVMI	0.00%	0.00%	---	---	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%
Mobile App	0.00%	0.00%	0.00%	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Footer	10.81%	19.30%	0.00%	13.12%	30.77%	21.43%	38.85%	8.20%	20.00%	11.11%

July '22 Heat Map: **Member Version**

- German language markets for both members and nonmembers showed significant activity with new hotel openings content
- Navigation 5-pack resonated with most markets for members and nonmembers

Module	% of Clicks										
	QATAR ARB	QATAR ENG	SAUDI ARABIA ARB	SAUDI ARABIA ENG	SCANDINAVIA ENG	SOUTH AFRICA ENG	SPAIN ENG	SPAIN SPA	SWITZER GER	UAE ARB	UK ENG
Header	0.00%	37.14%	0.00%	14.79%	12.36%	8.33%	42.86%	15.79%	0.00%	0.00%	5.77%
Upcoming Trip/Recent Stay	0.00%	0.00%	0.00%	1.18%	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%
Hero	0.00%	18.57%	12.50%	30.77%	21.51%	8.33%	14.29%	28.95%	16.67%	0.00%	26.92%
SLOU/MEO	0.00%	10.00%	25.00%	10.65%	7.22%	0.00%	14.29%	5.26%	0.00%	100.00%	11.54%
Join Banner	100.00%	1.43%	0.00%	4.14%	3.05%	4.17%	0.00%	2.63%	0.00%	0.00%	1.15%
Navigation 5-pack	0.00%	11.43%	12.50%	8.28%	10.11%	25.00%	14.29%	23.68%	0.00%	0.00%	14.23%
New Hotel Openings	0.00%	14.29%	50.00%	13.61%	12.52%	33.33%	14.29%	18.42%	66.67%	0.00%	19.62%
HVMI	---	---	---	---	0.96%	---	0.00%	0.00%	0.00%	---	4.62%
Mobile App	0.00%	1.43%	0.00%	1.18%	0.48%	4.17%	0.00%	0.00%	0.00%	0.00%	1.15%
Footer	0.00%	5.71%	0.00%	15.38%	31.30%	16.67%	0.00%	5.26%	16.67%	0.00%	14.23%

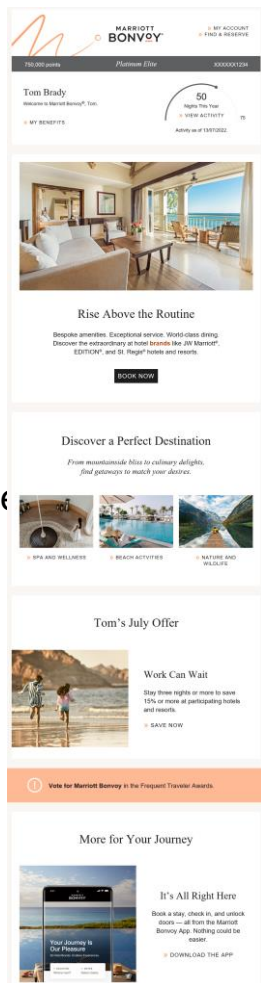
Monthly Account Update (Core MAU)

Core MAU Creative: July 2022

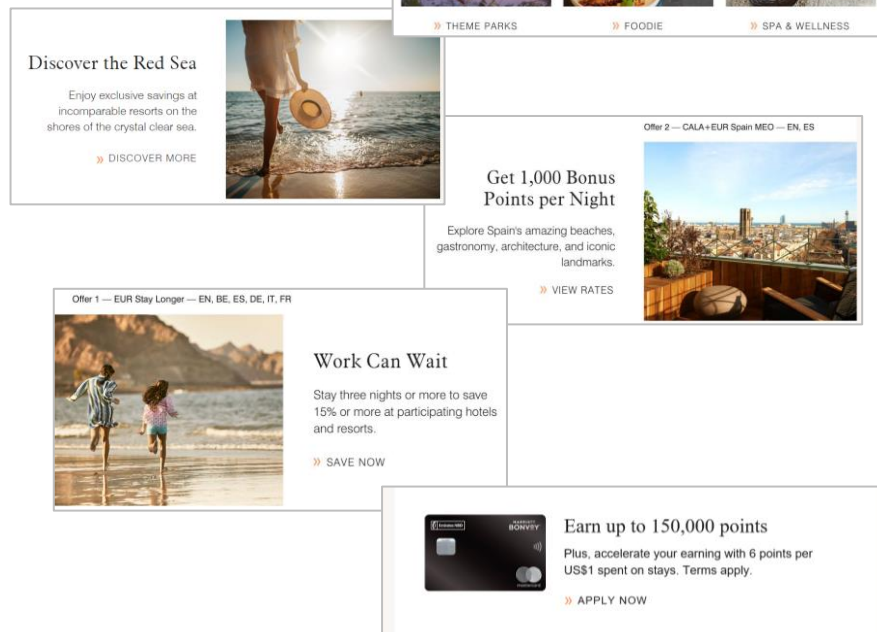
Example BEN Version

Subject Line:
Indulge in a Luxurious Stay You'll Love

Pre-Header:
Enjoy exclusive offers, benefits, and more



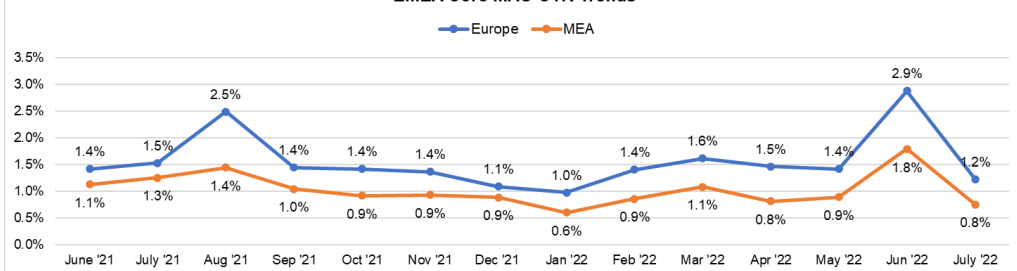
Targeted EMEA Content



Core MAU Performance Summary

- July performance was good overall with click activity that aligned with previous deployments and a steady unsubscribe rate
- Click declines attributed to above average engagement in June '22 Points.com promo featured in the hero module
- EMEA engagement patterns aligned with overall Core MAU performance and monthly trends
- July hero featured luxury brand education message and offers were included in lower modules; not having a strong offer in the hero like other months may have impacted engagement

EMEA Core MAU CTR Trends



Europe	Delivered	Clicks	CTR	Unsub Rate	Revenue
ENG	603.3 K	5.5 K	0.9%	0.17%	\$18.7 K
BEN	637.1 K	7.8 K	1.2%	0.29%	\$33.9 K
FRE	67.5 K	1.0 K	1.4%	0.31%	\$2.4 K
GER	116.4 K	2.7 K	2.4%	0.30%	\$15.7 K
ITA	58.3 K	668	1.1%	0.22%	\$625
SPA	77.1 K	1.3 K	1.7%	0.25%	\$3.8 K
Total	1.6 M	19.0 K	1.2%	0.24%	\$75.1 K
MoM	-0.6%	-57.8%	-1.7%	+0.03%	-8.4%

MEA	Delivered	Clicks	CTR	Unsub Rate	Revenue
ENG	447.2 K	2.9 K	0.7%	0.17%	\$20.1 K
BEN	828.4 K	6.5 K	0.8%	0.23%	\$23.2 K
FRE	15.3 K	303	2.0%	0.25%	\$63
GER	324	5	1.5%	0.62%	\$322
ITA	143	2	1.4%	0.70%	\$0
SPA	550	8	1.5%	0.36%	\$105
Total	1.3 M	9.7 K	0.8%	0.21%	\$43.9 K
MoM	+1.7%	-57.2%	-1.0%	+0.05%	+4.4%

Core MAU Content Highlights

- Overall, the hero generated 21% of the clicks and 27% of the bookings from the hero
 - Hero generated most of the clicks for all language versions except BEN, SPA in Europe and BEN, GER, ITA, and SPA in MEA
 - Click activity for hero aligns with non-promo months
- Leisure destinations module was a strong click-catcher for all
- Offer content helped capture additional clicks in select versions
 - BEN version had almost the same level of engagement as the Leisure Destinations module at 9% of clicks
 - SPA version also engaged with both the Bonus Points MEO and Stay Longer offer
- Marriott Insiders / Traveler module generated similar engagement in both Europe and MEA – *consideration for future solo content*

Module (% of Clicks)	ENG	BEN	FRE	GER	ITA	SPA	Total
REGION - EUROPE							
HEADER	17.7%	19.8%	17.8%	17.3%	15.0%	17.8%	18.4%
MEMBER MODULE	12.2%	21.0%	19.5%	16.6%	20.4%	22.6%	17.9%
Hero – Luxury Brands	19.9%	17.9%	25.0%	18.7%	27.7%	19.8%	19.5%
Moments/TEDx	0.7%	---	---	---	---	---	0.2%
MAU_JUL22_Offer_StayLonger	8.0%	9.3%	10.5%	10.9%	0.0%	6.8%	8.7%
MAU_Leisure_EUR_Destinations	11.3%	9.2%	8.7%	12.3%	19.4%	10.9%	10.7%
Bonus Points Offer (MEO)	5.3%	---	---	---	---	9.0%	2.2%
Red Sea Offer	2.9%	3.6%	0.0%	6.6%	0.0%	0.0%	3.2%
Frequent Traveler Awards	0.4%	0.6%	1.1%	2.6%	1.2%	1.1%	0.9%
Cobrand	0.5%	1.2%	---	---	---	---	0.6%
UK_AMEX_CONSUMER_ACQ_BAU	0.4%	1.1%	---	---	---	---	0.6%
UK_AMEX_CONSUMER_ECM_RAF90	0.0%	0.0%	---	---	---	---	0.0%
K	0.5%	1.6%	2.0%	1.4%	1.9%	0.6%	1.2%
Mobile App Download	2.5%	---	---	---	---	---	0.7%
News_RCYC	0.0%	0.0%	0.8%	2.6%	0.0%	1.6%	0.5%
News_ShopPointsROW1	6.5%	---	---	---	---	---	1.8%
Traveler/Marriott Bonvoy Insiders	11.8%	15.9%	14.7%	11.1%	14.4%	9.7%	13.4%
Footer	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
REGION - MEA							
HEADER	22.0%	20.7%	23.8%	45.5%	25.0%	21.4%	21.2%
MEMBER MODULE	18.5%	24.0%	23.0%	18.2%	25.0%	14.3%	22.3%
Hero – Luxury Brands	23.7%	23.8%	28.1%	9.1%	0.0%	14.3%	23.9%
Moments/TEDx	0.4%	---	---	---	---	---	0.1%
Leisure_EUR_Destinations	7.1%	8.5%	6.8%	0.0%	25.0%	21.4%	8.1%
Frequent Traveler Awards	0.8%	0.8%	3.0%	0.0%	0.0%	0.0%	0.9%
Cobrand	0.8%	0.9%	---	---	---	---	0.8%
UAE_MC_CONSUMER_ACQ_BAU150	0.8%	0.8%	---	---	---	---	0.8%
K	0.0%	0.1%	---	---	---	---	0.1%
UAE_MC_CONSUMER_ECM_MGM	2.6%	2.8%	1.8%	0.0%	0.0%	0.0%	2.7%
Mobile App Download	1.7%	---	---	---	---	---	0.5%
News_RCYC	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.1%
News_ShopPointsROW1	6.7%	---	---	---	---	---	0.9%
Traveler/Marriott Bonvoy Insiders	15.6%	18.4%	10.9%	27.3%	25.0%	28.6%	17.4%
Footer	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

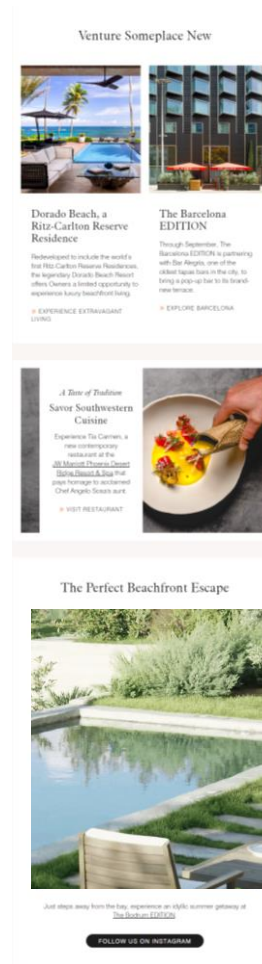
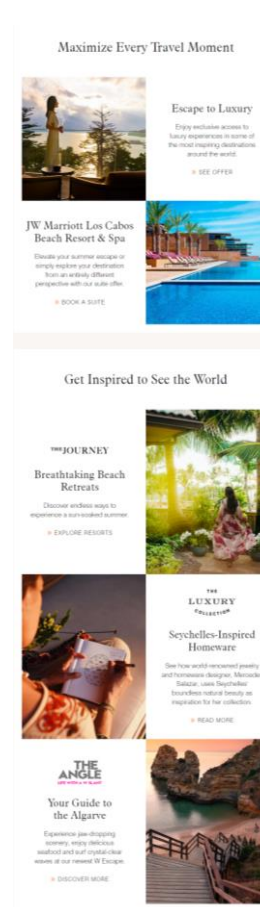
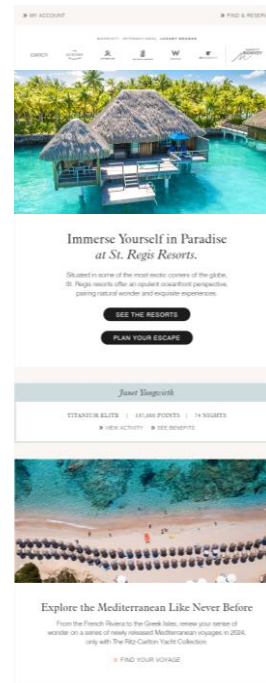
Luxury Monthly Account Update (Lux MAU)

Luxury MAU:

Summer Travel/Breathtaking Beaches

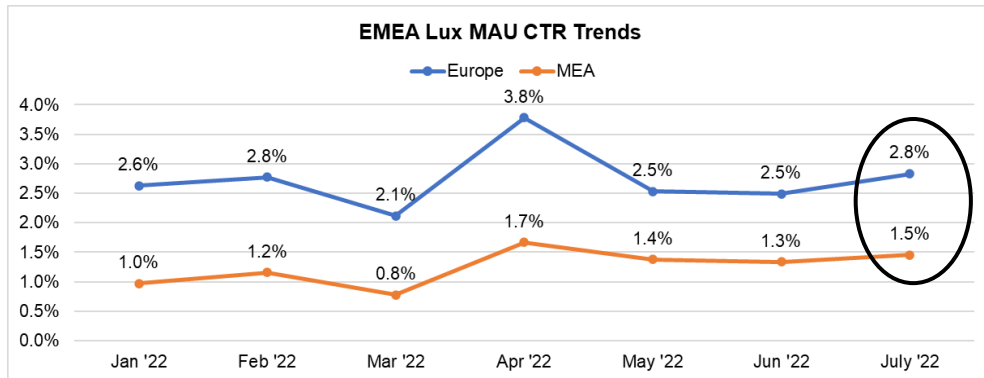
July 14, 2022

- Subject Line:
 - SL 1: Melissa's Account Update
 - SL 2: Melissa's Account Update: Luxury Beach Resorts
 - SL 3: Melissa's Account Update: Breathtaking Beach Resorts, Travel Offers, and More
- Pre-Header:
 - Plus, discover our newest hotel opening and dining experience



Lux MAU Performance Summary

July '22	Europe	MEA	Total	MoM
Delivered	64.6 K	70.5 K	135.1 K	+0.4%
Clicks	1.8 K	1.0 K	2.9 K	+11.9%
CTR	2.8%	1.5%	2.1%	+0.2%
Unsub Rate	0.08%	0.14%	0.11%	+0.01%
Bookings	20	4	24	-4.0%
Revenue	\$15.3 K	\$4.6 K	\$19.9 K	-27.6%



- 12% higher click activity MoM; CTR was the 2nd highest YTD for both regions
- Additionally, the unsub rate remained steady and the low % of clicks on the footer compared to other communications showed that openers were interested in the content
- Readers engaged with the hero, account box, and RCYC, but individual property features also captured clicks – *a content consideration for other communications*
- Both regions showed similar interest in the Instagram Bodrum EDITION module that included an animated image – *a creative treatment to consider for monthly solos*
- 19% of bookings and 26% of revenue went to luxury brands; header, hero, and account box drove 90% of the financials

Module (% of clicks)	EUROPE	MEA
HEADER	8.7%	11.4%
Hero (St. Regis)	28.7%	29.9%
RCYC Mediterranean voyages	10.5%	6.3%
Member Module	20.7%	27.9%
Offers: Escape to Luxury	3.0%	2.6%
Offers: JW Marriott Los Cabos Beach	4.4%	1.8%
Brand Inspiration: Explore Resorts	3.9%	1.4%
Brand Inspiration: TLC Seychelles	1.8%	1.9%
Brand Inspiration: W Algarve	8.8%	3.3%
New Hotel: Barcelona EDITION	1.7%	1.7%
New Hotel: Dorado Beach, TRC Reserve	2.1%	1.7%
Culinary: JW Phoenix Resort	1.0%	1.2%
Instagram: Bodrum EDITION	2.8%	2.7%
Footer	1.9%	0.1%
Grand Total	100.0%	100.0%

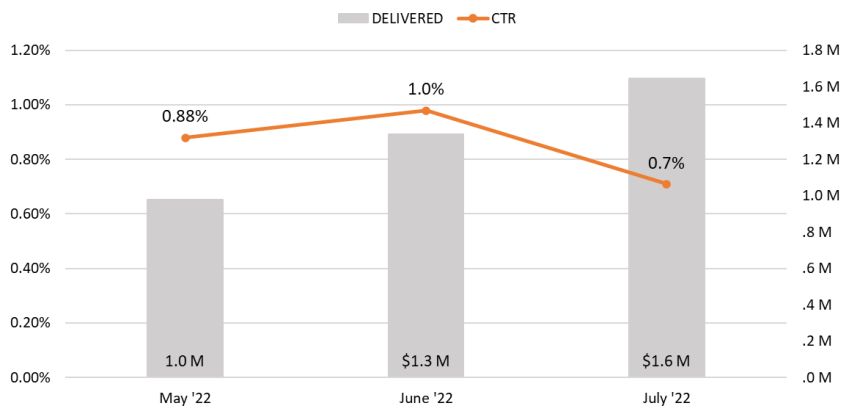
METT Emails

Positive Lift On Revenue Continues Monthly Trend

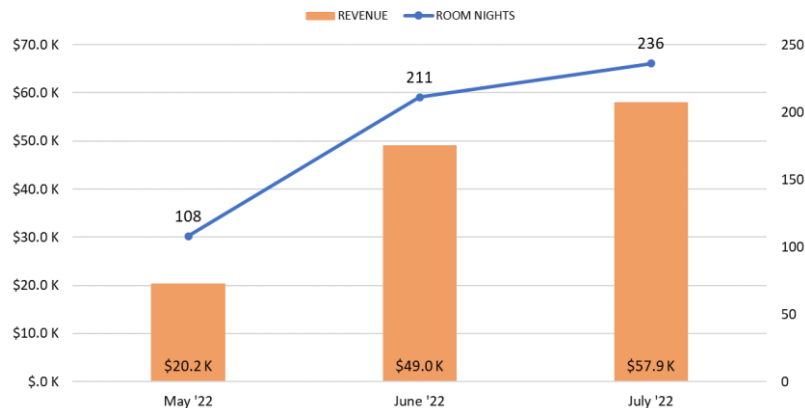
- Deliveries increased 23%, but click activity was not as strong impacting monthly CTR
- When looking at the improvement of the unsubscribe rate (lowest in 2022), it shows that openers were engaged and were ready to book
- Increase on all financials with several offer and location specific campaigns generating significant revenue
 - Family offer METT, new Hotel Istanbul, and Italian Travel featuring SLOU

	July '22	MoM
Delivered	1.6 M	+23.0%
Clicks	11.7 K	-11.0%
CTR	0.7%	-0.3 pts.
Unsub Rate	0.11%	-0.05 pts.
Bookings	76	+7.0%
Revenue	\$57.9 K	+18.1%

METT 3 Month Engagement Trends

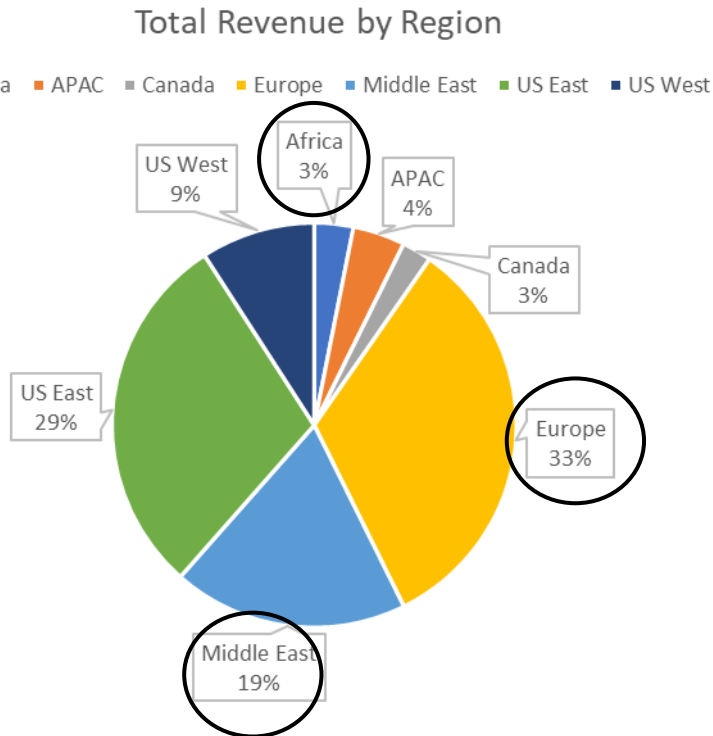


METT 3 Month Financial Trends



55% of July Revenue went to EMEA properties

- Lower share of total revenue with higher share going to US properties



Top 5 Hotels booked in EMEA	Revenue
RZ RAS AL KHAIMAH, AL HAMRA BEAC	\$8,172.066
PRAGUE	\$4,841.609
VIENNA	\$3,275.496
BUDAPEST MARRIOTT HOTEL	\$2,254.959
RZ AMMAN	\$1,600.916
Total Revenue	\$20,145.05

July METT Campaign List

- Revenue up in July by **18%**
- CTR down MoM by **0.3 pts.**
- Top performers include EMEA UAE International, EMEA SE Family Offer and KSABE Egypt


Campaign Name	Delivered	Clicks	CTR	Bookings	Rmnts	Revenue	% Revenue to EMEA
EMEA_SE_FamilyOffers_Jul8_EN_UK&Other	78,795	555	0.70%	6	44	\$12,449.10	87%
EMEA_KSABE_Egypt_Jul8_EN	97,887	489	0.50%	9	31	\$9,824.07	100%
EMEA_JW_MarmaraSea_Opening_July22_EN	49,157	632	1.30%	4	20	\$5,641.90	4%
EMEA_TravelMoments_Ferragosto_July22_IT	49,059	499	1.00%	2	18	\$5,219.94	1%
EMEA_MH_Maghreb_JUL_22_EN	98,100	574	0.60%	4	18	\$3,480.89	64%
EMEA_UAE_Local_Jul1_EN	97,989	450	0.50%	8	22	\$2,953.98	50%
EMEA_SSA_Jul22_EN_Other	78,406	610	0.80%	5	10	\$2,192.76	41%
EMEA_JW_MarmaraSea_Opening_July22_EN_US	49,112	301	0.60%	2	10	\$1,639.00	0%
EMEA_UK_SummerBreaks_Jul1_EN	98,315	999	1.00%	6	10	\$1,304.84	100%
EMEA_WEM_TrainTravel_Jul8_DE	49,042	847	1.70%	3	9	\$1,148.09	100%
EMEA_SE_FamilyOffers_Jul8_EN_USA	19,746	91	0.50%	2	5	\$1,099.26	0%
EMEA_EE_EasternEurope_July22_EN_USA	19,625	65	0.30%	3	8	\$1,021.81	70%
EMEA_Franchise_Croatia_UK_Jul1_EN	49,196	370	0.80%	2	7	\$984.34	14%
EMEA_WEM_Summer_Jul1_EN	98,004	701	0.70%	2	4	\$932.74	52%
EMEA_Franchise_Croatia_US_Jul1_EN	49,038	400	0.80%	4	5	\$852.00	0%
EMEA_SSA_Jul8_EN_Other	78,451	416	0.50%	2	4	\$712.63	22%
EMEA_WEM_AirportHotels_Jul22_EN_UK&Other	39,258	277	0.70%	1	6	\$606.00	0%
EMEA_UAE_International_Jul8_EN_UK&Other	45,982	298	0.60%	3	4	\$555.82	71%
EMEA_UAE_International_Jul8_EN_Canada	19,703	78	0.40%	1	2	\$536.03	0%
EMEA_TRC_Amman_Opening_Jul1_EN_UK	49,507	252	0.50%	1	4	\$515.50	0%
EMEA_SSA_Jul22_EN_USA	19,568	158	0.80%	2	2	\$384.22	43%
EMEA_SSA_Jul8_EN_USA	19,650	92	0.50%	3	4	\$384.00	0%
EMEA_UK_DiscoverEdinburgh_Jul8_EN	51,187	210	0.40%	1	2	\$295.08	100%
EMEA_GLT_QatarDestination2_Jul08_EN	90,221	460	0.50%	2	3	\$221.00	0%
EMEA_EE_EasternEurope_July22_EN_UK&Other	11,286	41	0.40%	1	1	\$196.81	100%
EMEA_TRC_Amman_Opening_Jul1_EN_US	49,049	209	0.40%	1	3	\$177.00	0%
EMEA_GLT_Oman_Jul22_EN	47,666	487	1.00%	1	1	\$160.73	0%
EMEA_SE_Venice_Jul1_EN	97,798	575	0.60%	1	1	\$127.69	100%
EMEA_WEM_AirportHotels_Jul22_EN_USA	9,891	41	0.40%	1	1	\$41.00	0%
Copy of EMEA_Franchise_Slovakia_Jul22_EN_USA	19,702	59	0.30%				0%
EMEA_Franchise_Slovakia_Jul22_EN_Other	41,530	213	0.50%				0%
EMEA_TravelMoments_Ferragosto_July22_EN	25,349	164	0.60%				0%
Total	1,697,269	11,613	0.70%	83	259	\$55,658.23	---

Top Performing METTs: July 2022

July: Highest Revenue

EMEA_SE_FamilyOffers_Jul8_EN_UK&Other

Subject Line: Get Ready to Enjoy Summer With Your Family




ENDLESS FAMILY EXPERIENCES AWAIT

This summer, take inspiration with our family Bonvoy offers offering something for the entire family. From endless experiences to special offers that will allow you to stay a little longer, and for your perfect summer getaway.

Browse our incredible offers and receive your stay at our hotels and resorts in Italy, Spain, Portugal, Greece and Cyprus.


[PLAN YOUR TRIP](#)



SPAIN

Spain offers incredible places to explore with your family and is enjoying a memorable summer stay. Relax, recharge, and set the stage for your family's next adventure.


[PLAN YOUR TRIP](#)



PORTUGAL

Relax, recharge, and enjoy the dramatic coastline and cultural heritage of Portugal. Choose an amazing location for your family's next adventure as well as relaxation for kids around Lisbon and the Algarve.


[DISCOVER MORE](#)



GREECE & CYPRUS

Escape to a beautiful island or experience the vibrant city life of Greece and Cyprus. Choose from amazing locations for your family's next adventure as well as relaxation for kids around the island and the city.

[VIEW OFFERS](#)



LAKE COMO

A corner of paradise awaits the family at the Lake Como Hotel. Enjoy the view from the hotel's terrace, relax in the pool, and enjoy the family's next adventure.

[RESERVE NOW](#)

July: High Click and Revenue

The New, Splendid JW Marriott Hotel Istanbul Marmara

Subject Line: The New, Splendid JW Marriott Hotel Istanbul Marmara



CITY MEETS SEA IN ISTANBUL

Surrounded by the Sea of Marmara, the JW Marriott Hotel Istanbul Marmara Sea offers a transformative and awe-inspiring stay. Each room offers a unique view of the city, the sea, or a combination of both. The hotel's location is ideal for those who want to enjoy the city's vibrant life and the sea's tranquility.


[RESERVE NOW](#)



INSPIRING DESIGN

Discover a unique design that awakens the senses. The hotel's architecture is a blend of modern and traditional, creating a space that is both inspiring and relaxing.

[DISCOVER MORE](#)



AWAKEN YOUR CULINARY SENSES

Enjoy an unforgettable culinary experience at the hotel's restaurant. The chef's menu is a blend of local and international flavors, creating a unique dining experience.

[DINE DURING](#)



RESTORE BALANCE AT LA VIE SPA

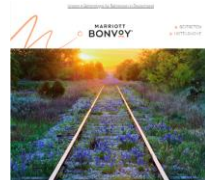
Experience the ultimate relaxation at the hotel's spa. The spa's treatments are designed to restore balance and rejuvenate the body and mind.

[RESTORE BALANCE](#)

July: Highest CTR

EMEA_WEM_TrainTravel_Jul8_DE


Subject Line: Plan your rail journey with our Marriott hotels



MIT DER BAHN DURCH DEUTSCHLAND

Discover the beauty of Germany by train. The train journey is a unique experience that allows you to see the country's most beautiful landscapes and cities from a different perspective.


[HOTELS ENTWICKELN](#)



ROMANTIC AMUSEMENT

Discover the beauty of the city of Berlin by train. The train journey is a unique experience that allows you to see the city's most beautiful landscapes and cities from a different perspective.


[JETZT BUCHEN](#)



DER BEAT DER STADT

Discover the city of Berlin by train. The train journey is a unique experience that allows you to see the city's most beautiful landscapes and cities from a different perspective.


[HOTEL ANBUCHEN](#)



ERHOLUNG IN LEIPZIG

Discover the city of Leipzig by train. The train journey is a unique experience that allows you to see the city's most beautiful landscapes and cities from a different perspective.

[JETZT BUCHEN](#)



MALLORCA SHOPPING

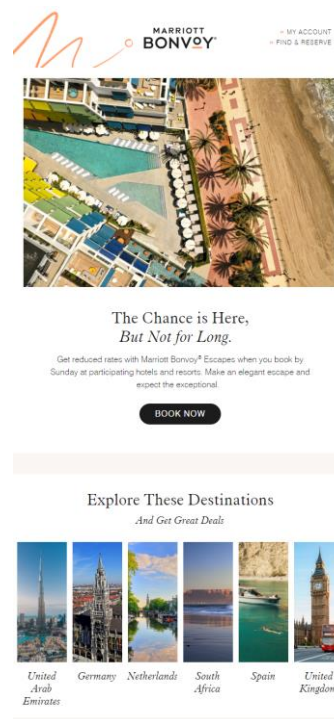
Discover the city of Mallorca by train. The train journey is a unique experience that allows you to see the city's most beautiful landscapes and cities from a different perspective.

[JETZT BUCHEN](#)

Additional Campaign Analysis

Marriott Bonvoy Escapes

- First-time including in-language versions compared to previous ENG only mailings
- July CTR was the highest CTR yet for 2022: **+0.8 pts**. Over June
- July revenue increased by 24%
- Top markets include:
 - Europe_Ger – 3.2%
 - Benelux_Eng – 2.4%
 - MEA_Arb – 2.5%
 - Europe_Spa – 2.4%
 - South_Africa_Eng – 1.9%



Marriott Bonvoy Escapes	
July '22	
Delivered	1.9 M
Clicks	25.7 K
CTR	1.4%
Unsub Rate	0.26%
Bookings	108
Room Nts.	313
Revenue	\$69.0 K

Project Silk

- July Silk CTR outperformed March Silk by 0.5pts
- Qatar version had the highest CTR in July (0.7%), followed by Dubai (0.5%) and Abudhabi (0.3%)



Project Silk	
July '22	
Delivered	245.5 K
Clicks	1.3 K
CTR	0.5%
Unsub Rate	0.16%

Testing & Optimization

PCIQ SL Testing

•**SL1 (Personal)(Timely):** [Fname,

Unwind][Unwind] In Style This

[Summer][Winter]

•**SL2 (Authority)(Timely):** Your Guide to
the Ultimate [Summer][Winter] Travel

•**SL3 (Urgency)(Personal):** [Fname,
It's][It's] Time to Take Your Dream Holiday

•**SL4 (Intrigue)(Timely):** See Inside for
[Summer][Winter] Travel Inspiration

•**SL5 (Direct)(Timely):** Your
[Summer][Winter] Travel Guide Is Ready

Deployment Date	Language	Unique_Open_Rate across Tag				
		Authority, Timely	Direct, Timely	Intrigue, Timely	Personal, Timely	Urgency, Personal
July	ARB	16.78%	18.02%	18.46%	17.37%	18.74%
	ENG	4.48%	6.24%	6.58%	7.90%	6.41%
	FRE	9.25%	9.08%	8.72%	10.21%	9.84%
	GER	20.03%	20.52%	20.24%	21.02%	20.63%
	ITA	8.05%	8.60%	7.99%	9.46%	8.11%
	SPA	21.37%	21.73%	21.94%	21.74%	22.05%

- Personal, Timely performed best across most versions with Urgency, Personal performing the best in SPA and ARB versions
- Combinations including Timely were tested to find high performing combinations, top combinations include Personalization, Personalization + Urgency and Intrigue + Timely
- Recommend to continue testing with a shared tag amongst most options and combine to test high performing combinations

Actionable Insights & Next Steps

Actionable Insights

- Within each market the catch all country CTA captured a majority of activity, look for opportunities to leverage travel exploration by country
- Personalized hero with poll responses resulted in significantly higher CTR for the hero amongst recipients who responded to the poll in June versus non-responders, recommend continue to incorporate personalized content based on click activity on more varied modules
- Three of the top four clicked properties in the nonluxury group were luxury properties, recommend to continue finding opportunities to highlight luxury properties with nonlux segments
- Marriott Insiders / Traveler module in Core MAU generated similar engagement in both Europe and MEA – consideration for future solo content
- Europe and MEA regions showed similar interest in the Lux MAU Instagram Bodrum EDITION module that included an animated image – *a creative treatment to consider for monthly solos*
- METTs highlighting individual properties continue to perform well in addition to new hotel openings, recommend incorporating specific properties geotargeted in upcoming solos
- Recommend to continue testing with a shared tag amongst most options and combine to test high performing combinations

Next Steps

- Suites theme
- New luxury header from Lux MAU
- PCIQ image optimization for MEO offer
- Lux only poll
- Suite offer featured
- Dynamic redemption messaging
- Traveler suites article



THE ST. REGIS MARDAVALL MALLORCA RESORT,
PALMA DE MALLORCA, SPAIN

Thank you!

MARRIOTT
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Appendix

Destinations Breakdown

Destination	AUSTRIA GER	BENELUX ENG	EGYPTPLUS ARB	EGYPTPLUS ENG	FRANCE ENG	FRANCE FRE	GERMANY ENG	GERMANY GER	ITALY ENG	ITALY ITA	QATAR ARB	QATAR ENG	SAUDI ARABIA ARB	SAUDI ARABIA ENG	SCANDINAVIA ENG	SOUTH AFRICA ENG	SPAIN ENG	SPAIN SPA	SWITZER GER	UAE ARB	UK ENG
Abu Dhabi	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	22.22%	---
Africa	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	16.62%	---	---	---	---	---
Amsterdam	---	9.66%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Antwer	---	12.56%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Around the World	16.92%	12.56%	22.22%	19.23%	5.63%	14.93%	16.75%	16.16%	16.92%	21.88%	0.00%	22.99%	34.48%	30.45%	8.56%	11.18%	8.77%	10.48%	6.67%	55.56%	15.75%
Balearic Islands	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Barcelona	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	12.28%	11.69%	---	---	---
Bordeaux	---	---	---	---	12.68%	10.45%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Bristol	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	14.88%
Brussels	---	9.18%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Canary Islands	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	24.56%	29.84%	---	---	---
Cape Town	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	32.63%	---	---	---	---	---
Copenhagen	---	---	---	---	---	---	---	---	---	---	---	---	---	---	10.47%	---	---	---	---	---	---
Cross Border	---	---	50.00%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Doha	---	---	---	---	---	---	---	---	---	---	71.43%	39.66%	---	---	---	---	---	---	---	---	---
Dublin	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	14.78%
Edinburgh	---	---	---	---	---	---	---	---	---	---	---	---	---	---	14.69%	---	---	---	---	---	17.29%
Europe	41.54%	56.04%	---	---	45.07%	45.52%	41.88%	44.85%	46.15%	46.88%	---	---	---	---	51.85%	---	31.58%	28.23%	50.00%	---	37.29%
Florence	---	---	---	---	---	---	---	---	12.31%	10.16%	---	---	---	---	---	---	---	---	---	---	---
Frankfurt	4.62%	---	---	---	---	---	4.45%	8.08%	---	---	---	---	---	---	---	---	---	---	13.33%	---	---
Fujairah	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	11.11%	---
Geneva	12.31%	---	---	---	---	---	23.30%	11.70%	---	---	---	---	---	---	---	---	---	---	16.67%	---	---
Holy Cities	---	---	---	---	---	---	---	---	---	---	---	---	10.34%	12.73%	---	---	---	---	---	---	---
Jeddah	---	---	---	---	---	---	---	---	---	---	---	---	27.59%	15.45%	---	---	---	---	---	---	---
Johannesburg	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	15.71%	---	---	---	---	---
Jordan	---	---	5.56%	16.99%	---	---	---	---	---	---	---	---	10.34%	16.82%	---	---	---	---	---	---	---
Khobar	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Lusail	---	---	---	---	---	---	---	---	---	---	14.29%	16.09%	---	---	---	---	---	---	---	---	---
Mauritius	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	23.87%	---	---	---	---	---
Middle East	---	---	0.00%	21.79%	---	---	---	---	---	---	14.29%	11.49%	17.24%	24.55%	---	---	---	---	---	11.11%	---
Milan	---	---	---	---	---	---	---	---	12.31%	10.16%	---	---	---	---	---	---	---	---	---	---	---
Musherib	---	---	---	---	---	---	---	---	---	---	0.00%	9.77%	---	---	---	---	---	---	---	---	---
Nice	---	---	---	---	25.35%	18.66%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Paris	---	---	---	---	11.27%	10.45%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Reykjavik	---	---	---	---	---	---	---	---	---	---	---	---	---	---	14.43%	---	---	---	---	---	---
Rome	---	---	---	---	---	---	---	---	12.31%	10.94%	---	---	---	---	---	---	---	---	---	---	---
Seychelles	---	---	22.22%	21.31%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Tunisia	---	---	0.00%	20.67%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Vienna	24.62%	---	---	---	---	---	13.61%	19.22%	---	---	---	---	---	---	---	---	---	---	13.33%	---	---
Domestic	41.5%	31.4%	27.8%	59.0%	49.3%	39.6%	41.4%	39.0%	36.9%	31.3%	85.7%	65.5%	48.3%	45.0%	39.6%	72.2%	59.7%	61.3%	43.3%	33.3%	47.0%
Crossborder	58.5%	68.6%	72.2%	41.0%	50.7%	60.4%	58.6%	61.0%	63.1%	68.7%	14.3%	34.5%	51.7%	55.0%	60.4%	27.8%	40.3%	38.7%	56.7%	66.7%	53.0%