

Q2 EMEA Quarterly Review

27 July 2023

MARRIOTT
BONVOY[®]



Q2 2023 Key Storylines

- Steady increases in regional communication deliveries continue as emailable member database continues to rise (3.7M emailable (+4.2%)).
 - Regional communications were 37% of total delivered in Q2.
57.5M total delivered | 21.5M regional communications
 - Delivery increases in May are a result of sending more regional emails MoM including the New Hotel Opening email which debuted in May. Despite downturns in overall CTR for both YoY and QoQ, engagement levels remained inline with previous quarter.
- Key regional communications included April Point Activation and June Marriott Bonvoy (MBV) Escapes emails.
 - As the top revenue-generating email for the quarter (and YTD), April Point Activation was an exclusive guide showcasing MEO and EEOs to members residing in EMEA.
 - As the strongest CTR for the quarter, June MBV Escapes targeted engaged members within EMEA and excluded the L1 (all luxury) segment. Remaining luxury segments L2B and L3 generated high click activity within the hero offer.
- 5 email tests were conducted in Q2 including 4 subject line tests and 1 image test.
 - Two tests produced statistically significant results indicating 'Authority, Personalized' subject line tags as the best performing tags over the baseline random sample for the May MILUX and May New Hotel Openings emails.

Highest Revenue:

April Point
Activation

\$124K

Best CTR:

June MBV
Escapes

3.27%

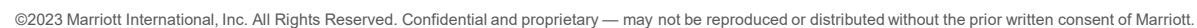
Lowest Unsub:

May
MILUX

0.10%

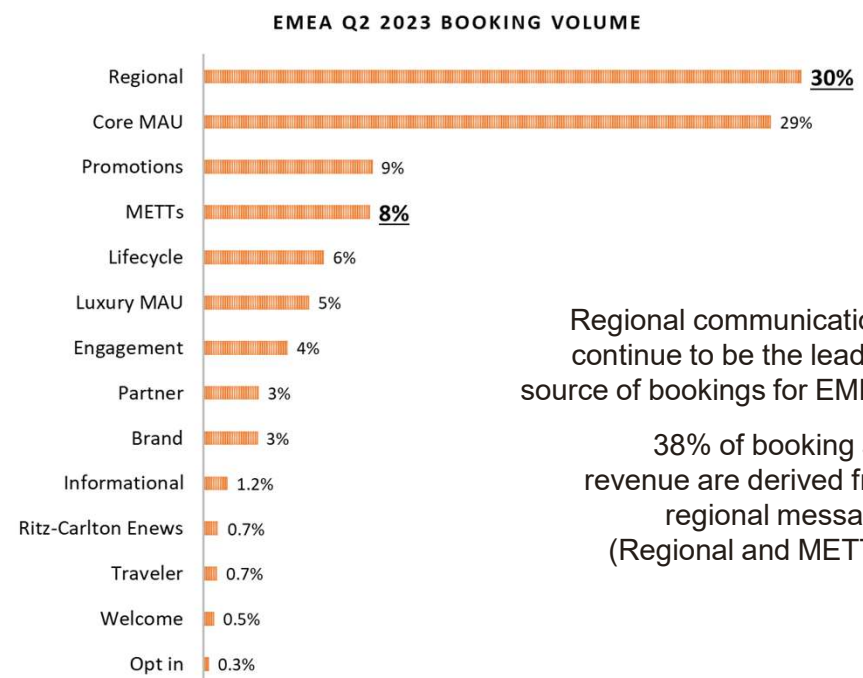
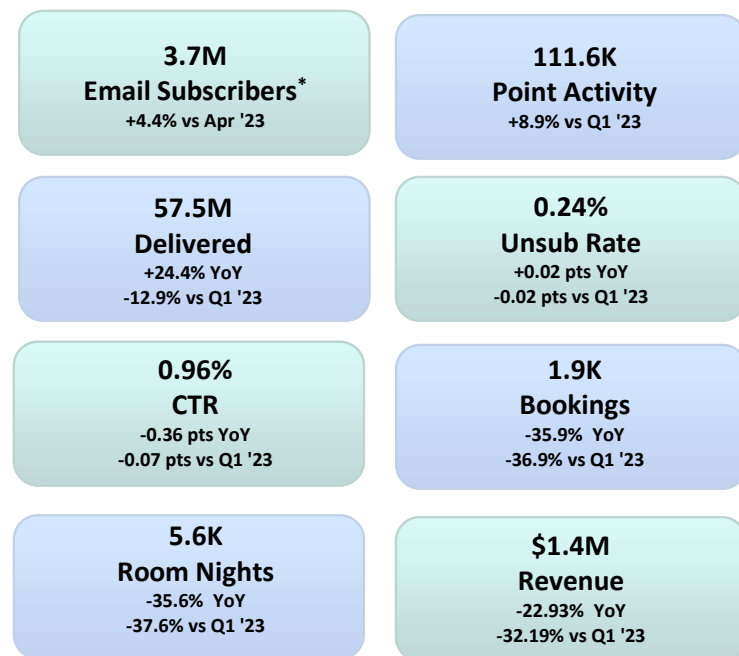
3

JULY 2022

A circular badge with a serrated edge. The top half is dark grey with the text "HORIZON INTERACTIVE AWARDS" in white. The bottom half is yellow with the text "GOLD WINNER" in dark grey.

Q2 2023 Performance Overview

Email subscriber and regional communication increases correspond to increased delivery volumes despite reporting issues and data delays impacting YoY and QoQ metrics. Data Team is still working to load two Q2 regional solos (April App Exclusive and June Point Activation). Once available, we expect lifts in engagement and deliveries.



Regional communications continue to be the leading source of bookings for EMEA.

38% of booking and revenue are derived from regional messages (Regional and METTs).

*Emailable members and non-members in EMEA; does not include anyone on suppression list

Email Type descriptions listed within Appendix


Q2 2023 EMEA Emailable Customers

As of July reporting, emailable audience counts are +4.4% compared to April. There are 3.8M members and non-members in EMEA (3.6M members, 151.7K non-members). Growth among EMEA members increased across all regions while there was a slow decrease in non-members movement.

EMEA's Tier 1 countries show a 3-7% increase in emailable member audience counts

Region	Members	vs April '23	Non-Members	vs April '23
Germany	188,106	+7%	1,808	-5%
Saudi Arabia	378,692	+6%	15,371	-0.1%
France	114,062	+4%	2,118	-4%
Spain	107,441	+2%	1,636	-3%
United Kingdom	711,989	+4%	14,550	-3%
United Arab Emirates	474,491	+3%	10,032	-8%

Members & Non-Members by Region	Jul '23	vs April '23
Africa	549,666	+5.2%
Europe	1,873,826	+3.9%
Middle East	1,367,082	+4.7%
EMEA Total	3,790,574	+4.4%



Region	Members	vs April '23	Non-Members	vs April '23
Africa	513,857	+6.0%	35,809	-5.4%
Europe	1,810,503	+4.2%	63,323	-4.8%
Middle East	1,314,469	+5.0%	52,613	-2.7%
EMEA Total	3,638,829	+4.8%	151,745	-4.2%

Report received: July 27, 2023

Q2 2023 EMEA Point Activity

- Emailable member activity remains consistent with prior reporting period (April 2023), with +4.4% total emailable members. Incremental increase in Earners likely correspond to reduction of 'No Activity' segment.
- Continue exploring point redemption opportunities with the goal of increasing activity within Gold membership level, a 'movable middle' with 22% at no activity.

Emailable EMEA Members:

3.7 M

Earned:

1.0M (28%)

+1 pts vs Apr '23

Redeemed:

163K (4%)

no change

Earn/Redeem:

154K (4%)

no change

Earned:

2.7M (72%)

-1 pts vs Apr '23

EMAILABLE AUDIENCE					
Levels	Count	% Earned	% Redeemed	% Both	% No Act
Basic	3.4 M	23%	1%	1%	77%
Silver	111.9 K	88%	28%	28%	12%
Gold	110.6 K	78%	39%	38%	22%
Platinum	32.7 K	95%	72%	71%	4%
Titanium	23.5 K	98%	81%	80%	2%
Ambassador	4.7 K	100%	92%	92%	0.2%
Total	3.7 M	28%	4%	4%	72%

NON-EMAILABLE AUDIENCE					
Levels	Count	% Earned	% Redeemed	% Both	% No Act
Basic	25.4 M	9%	0.2%	0.1%	91%
Silver	229.9 K	61%	13%	12%	38%
Gold	264.6 K	37%	13%	12%	63%
Platinum	29.7 K	85%	54%	54%	15%
Titanium	15.9 K	94%	69%	69%	6%
Ambassador	2.5 K	99%	85%	85%	0.6%
Total	26.0 M	10%	0.5%	0.5%	90%


*Counts and percentages are not mutually exclusive

** Report received: July 12, 2023

Q2 2023 EMEA Point Activity Content

Throughout Q2, EMEA regional communications include relevant, targeted content that encourages point activation through earn and redeem offers.

April Point Activation



Member Exclusive Offers –
Experience Europe's Best,
Whilst Earning Bonus Points.

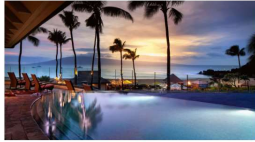
Whether you're looking for a romantic escape or a family-friendly holiday, Europe has everything for you. Experience the rich culture and history of destinations like Rome, Berlin, and Madrid, while earning up to 10,000 bonus points towards your next getaway.

UNLOCK BONUS POINTS

Venice: Get 20,000 Bonus Points Per Stay.
Beautifully situated on the private island of San Pietro, the JW Marriott Venice Resort & Spa awaits your arrival with an exclusive bonus points offer.

REDEEM NOW

April Core MAU



Say Aloha to Hawaii
And Earn 20,000 Bonus Points

Book a hotel and arrive package with Vacations by Marriott for five or more nights at any Hawaii hotel and enjoy 20,000 bonus points.

RESERVE NOW

Exceptional European Resorts
Whether you're seeking a restful weekend or a rooftop family adventure, our resorts are ready to welcome you.

PLAN YOUR STAY

Earn More in the Balearic Islands
Explore Mallorca, Ibiza, or both, and get 10% off = 3,000 bonus points per stay.


SEE OFFER

VIP Access to Hangout Music Fest
Use points to enjoy weekend tickets to the festival in Gull Shores, Jubbah, featuring performances from Bad Mezz Chi, Paganini, S2A, Calm Hearts, Paranoie, and more.

SEE MOMENTS

Skip Wait Points: Browse our selection of products and use your points to stay relaxed and refreshed anywhere in the world.

May Point Activation



Unlock Your Points Bonus
Sign in to see your bonus, buy 2,000 or more points by 2 July, and get your adventure started.

BUY POINTS

Exclusive Offer
Spend Summer on a Greek Island
Book a spontaneous last-minute trip to the iconic Domes Resorts in Crete, Corfu, or Zante and get up to 10,000 bonus points, plus VIP perks.

SEE OFFER

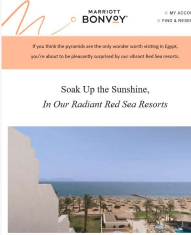
Weekend in Mallorca at the Super Yacht Cup
Enjoy a two-night stay at The SL, Super Mediterranean Resort and experience the prestigious 2023 Regatta on the water. A luxury private charter with a yacht crew.

BOOK NOW

Watch World-Class Tennis
Experience exclusive VIP access including business lounge and gourmet dining at the prestigious The Gage, Amani Tennis Club at The Hollington Club, London.

BOOK NOW

May Destinations



Soak Up the Sunshine, In Our Radiant Red Sea Resorts


Whether you're a water sports fan or prefer lounging on white sand beaches, there's simply no better place to be. Glide through shades of turquoise in one of the world's best diving and snorkeling spots, or simply drift along in the lobby waters and soak up the sunbathers.

EXPLORE THE RED SEA

Redeem your 50,000 points and head yourself to an unforgettable experience. Stay for 3 and pay for 4.

REDEEM NOW

May Core MAU



Offers You Won't Want to Miss

10,000 More Reasons to Get Away
Need to get away from it all? Use your points to escape to a beautiful beach resort, and all the adventure gear you need.

BOOK NOW

Weekend Escapes Are Less
Save 20% on weekend getaways at hundreds of inspiring hotels and resorts.

GET 20% OFF

Travel Light, Stay Motivated.
Staying active while on the go? Get gear with our AdventureKit. Plus, learn more.


LEARN MORE

With Limb Adventures Await
Use your points for premium travel experiences, and all the adventure gear you need.

REDEEM NOW

Indulge Your Senses Give the gift of luxury with candles and fragrances from The White Company and more at your favorite hotel partner. Shop Marriott Bonvoy Boutique.

June Point Activation



Seize the Moment This Season By Using Your 145,564 Points.
Embark on a wine paired gourmet odyssey, bank in history, cheer on the Mercedes AMG PETRONAS F1 Team, and more. However you plan to celebrate this season, you deserve to choose your extraordinary Moment.

VIEW ALL MOMENTS

Earn on Future Escapes

Spain
2,500 bonus points

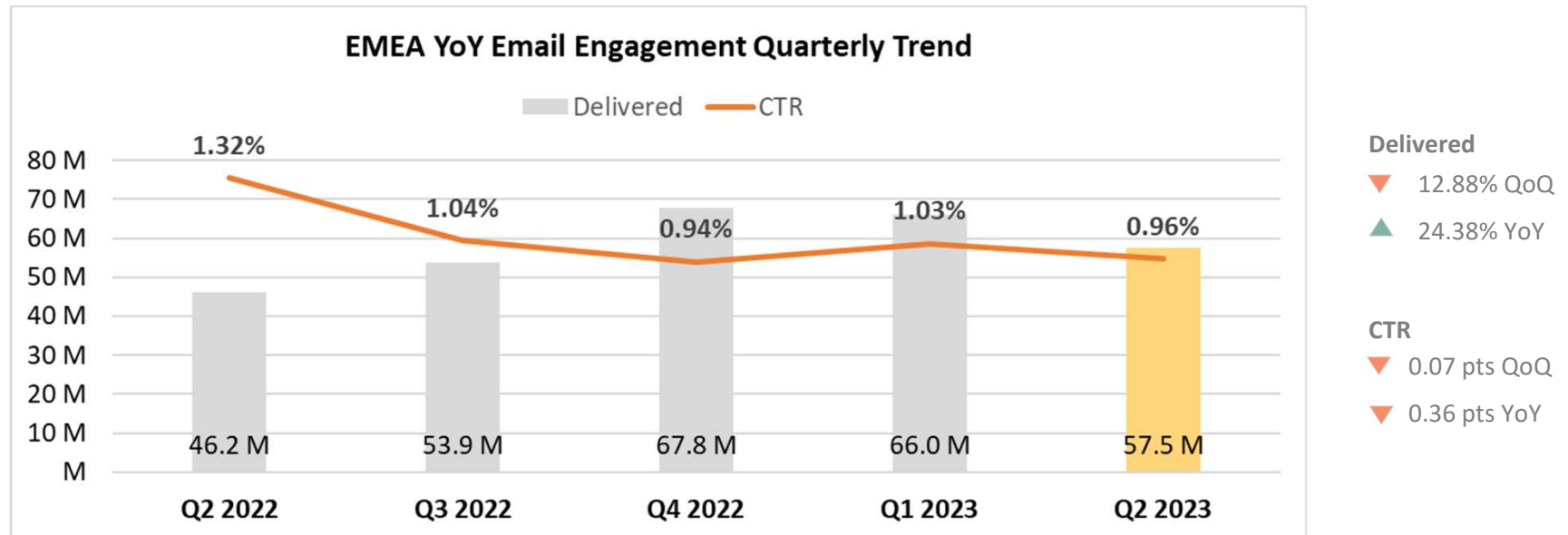
Portugal
3,000 bonus points

Poland
4,000 bonus points

Kenya
10,000 bonus points

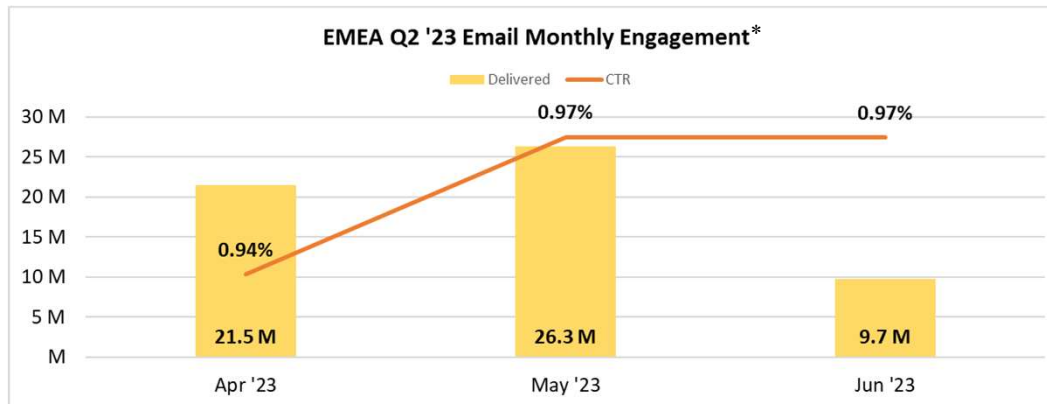
Q2 2023 Quarterly Engagement Trends

Despite downturns in overall CTR for both YoY and QoQ, engagement levels remained inline with previous quarter. Steady increases in volume as emailable member database strengthened. Since Q3 '22 (July), we saw an increase in volume and frequency of regional campaigns sends while click engagement remained consistent $\pm 9\%$.

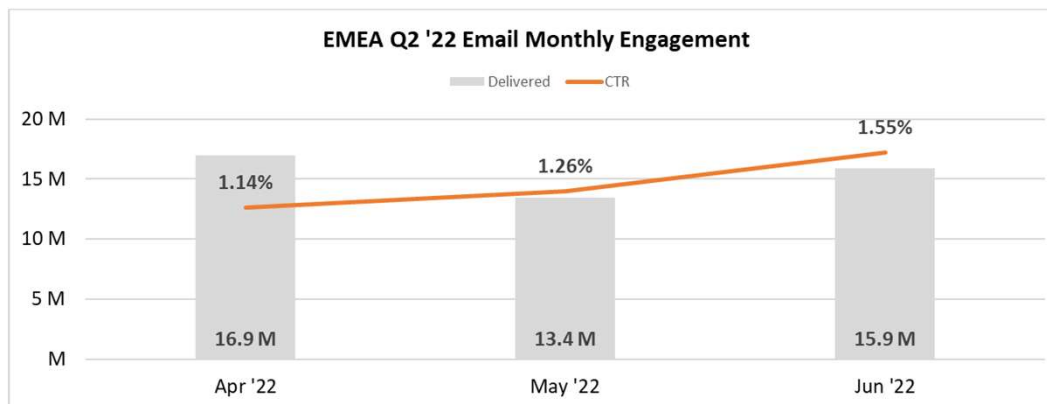


* Q2 '23: campaign data unavailable for Jun Point Activations & Apr App Exclusive

Q2 2023 Monthly Engagement Trends



- Delivery increases in May are a result of sending more regional emails MoM including the New Hotel Opening email which debuted in May.
- Delivery declines are due to reporting delays and fewer deployments in June. Strong engagement within June MBV Escapes maintained MoM CTR.
- Q2 '22 included global promo countdown (April), app icon refreshes within email (April, May), polling, the Points Purchase Offer, and the Mercedes Moment. These key offers contributed to strong previous quarter engagement.



April	May	June
App Exclusive Destinations Point Activation Escapes	MILUX New Hotel Point Activation Destinations Escapes	Point Activation Escapes

* Q2 '23: data unavailable for Jun Point Activations & Apr App Exclusive

Q2 2023 EMEA Email Goals

Regional QoQ comparisons are provided as EMEA formalizes email channel goals based on previous engagement metrics.

- Overall click engagement lower QoQ within regions.
- Significant increases to delivered volumes by region.
- Expected engagement lifts once missing regional solos become available (April App Exclusive and June Points Activation)

Primary Metrics:

- Emailable Members (by region)
- Engagement (CTR, Unsub Rate)
- Point Activity (emailable and non-emailable members)
- Revenue

Supporting metrics include app downloads, enrollments and MBV penetration/digital

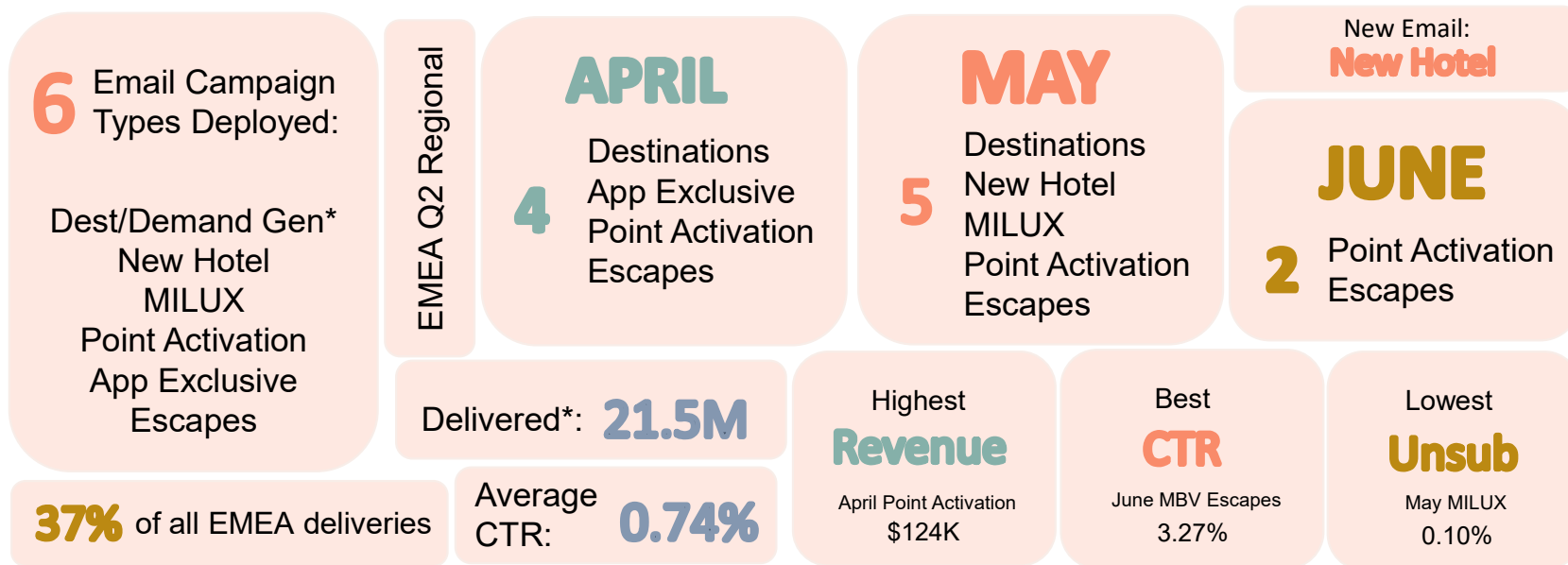
Delivered	Q2 '23	Q2 '22
Africa	15.0 M	5.1 M
Europe	71.3 M	27.4 M
Middle East	386.2 M	13.8 M

CTR	Q2 '23	Q2 '22
Africa	0.72%	1.10%
Europe	1.13%	1.60%
Middle East	0.51%	0.80%

Unsub Rate	Q2 '23	Q2 '22
Africa	0.20%	0.17%
Europe	0.30%	0.25%
Middle East	0.18%	0.18%

Q2 2023 Regional Campaigns Summary

- Top performing regional communications were the April Point Activation and June MBV Escapes emails.
- EMEA launched a new regional email campaign type dedicated to New Hotel Openings in May.
- From dynamic earn/redeem modules like the 'Stay for 5, Pay for 4' Point Redemption Promo to the May Point Activation 'Buy Points' module, regional communications created engagement opportunities.



*Q2 '23: campaign data unavailable for June Point Activations & April App Exclusive. **April Destinations was a Destinations/Demand Gen combo email.*

Regional Email Campaigns: Destinations

Q2 2023 Destinations Sample Creative



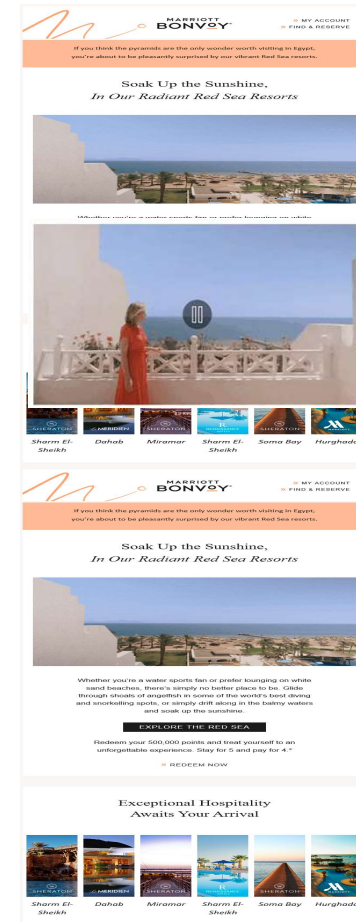
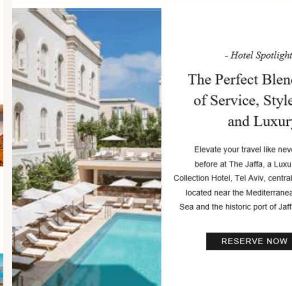
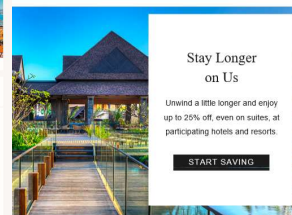
APRIL

Delivered: 3.4M

CTR: 0.61%

SL: Fresh New Travel
Is Calling, {Fname}

PH: Inside: Your next extraordinary escape and an offer you can't resist



MAY

Delivered: 2.2M

CTR: 0.29%

SL: The One Place You Need to
Add to Your Wish List, {Fname}

PH: Discover everything you need to know about Egypt's Red Sea Resorts



Where the World Comes Together

At the heart of communities for over 80 years, Sheraton Hotels is present in over 70 countries worldwide. Learn more about the past, present, and the exciting future.

EXPLORE SHERATON HOTELS

Q2 2023 Destinations

Click Maps & Content

'Island Paradise' and 'Turkish Riviera' were the most engaged sections within April 'Destinations'. Top seven language preference versions by percent of total clicks:

Apr Destinations	POLAND_ POL	RUSSIA_ RUS	EGYPT_ ARB	GERMANY_ GER	IE_ENG	FRANCE_ FRE	DACH_ ENG
Destinations	36.84%	33.33%	33.33%	27.45%	24.63%	22.04%	21.89%
Island Paradise	15.79%	8.33%	22.22%	10.48%	7.07%	7.35%	10.36%
Journey Through Jordan	—	6.06%	—	5.78%	5.22%	5.69%	3.97%
Tel Aviv	5.26%	4.55%	5.56%	4.19%	6.72%	4.15%	2.62%
Turkish Riviera	15.79%	14.39%	5.56%	7.00%	5.63%	4.86%	4.95%

May 'Destinations' module held higher overall click activity than May 'Hero' module. The 6-up design continues generate high engagement.

The L2B luxury segment held highest percent of total clicks to 'Hero' CTA.

Despite 'Sheraton' module placed as a finale, *both* the 'Destinations' and 'Sheraton' sections each earned 6.45% of attributable booking revenue, respectively. Opportunity to placement test brand education modules within Destination emails.

April Hero: **35.37%**

Destinations:
20.25%

Lux Seg	SLOU
L1	2.81%
L2A	4.18%
L2B	6.14%
L3	6.41%
Non-Lux	3.82%

'Stay Longer On Us' Offer: **3.93%**

Hotel Spotlight:
3.82%

May Hero: **15.57%**

dynamic 'Stay for 5 Pay for 4' Point Redemption Promo for those with 500K points balance

Hero CTA: **15.49%**

Redeem Now: **.08%**

Destinations:
25.20%

Traveler:
6.19%

Sheraton:
1.74%

Q2 2023 Destinations

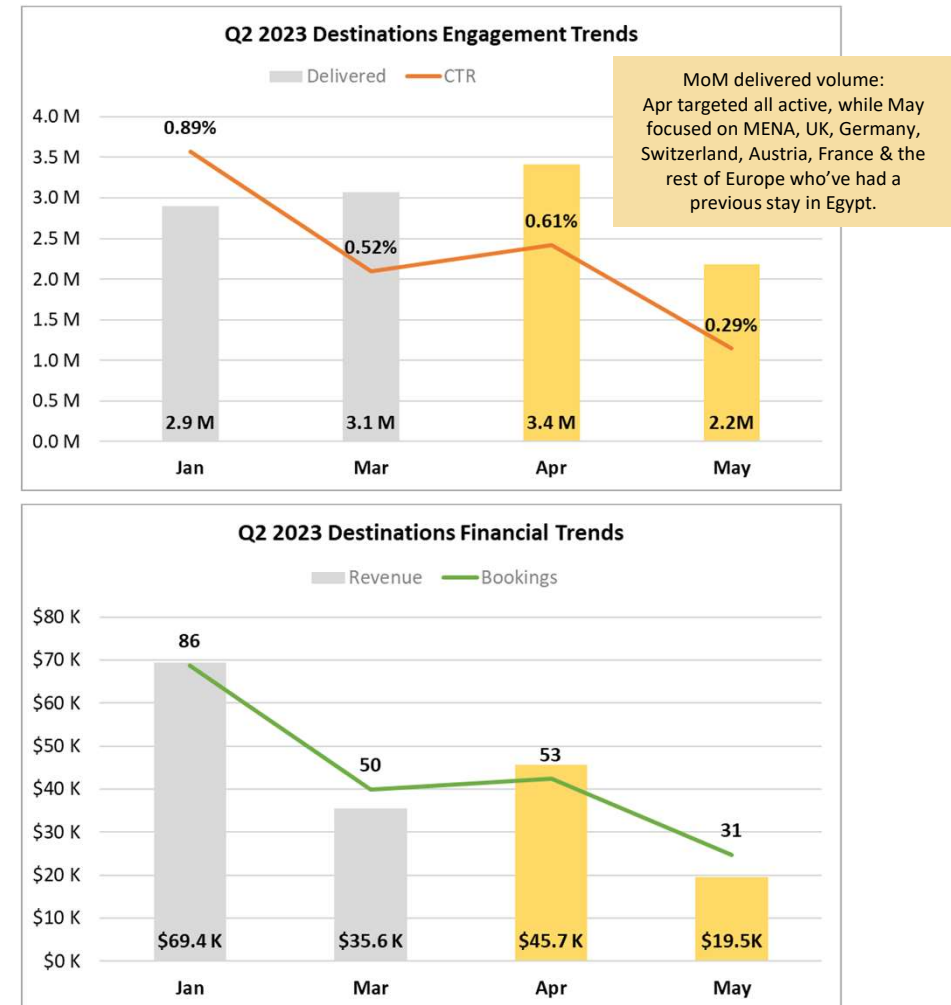
Performance Summary

Targeting shifts in May impacted QoQ comparisons in addition to receiving fewer bookings and revenue compared to April.

Revenue and booking downturns from April to May are likely a result of alternating themes within Destination campaigns. The April Destination and Demand Gen Combo feature the SLOU offer whereas May focused on point redemption. In May, a 'Stay for 5, Pay for 4' Point Redemption Promo module was only dynamically presented to segments with 500K+ pts.

Destinations	Q2 '23	Q1 '23	QoQ
Delivered	5.6 M	6.0 M	▼ 6.16%
Clicks	26.9 K	41.9 K	▼ 35.77%
CTR	0.48%	0.70%	▼ 0.22 pts.
Unsub Rate	0.18%	0.25%	▼ 0.07 pts.
Revenue	\$65.2 K	\$105.0 K	▼ 37.95%

* No Destinations Email in Feb and Jun. Jun email moved to Jul to landing page delays.



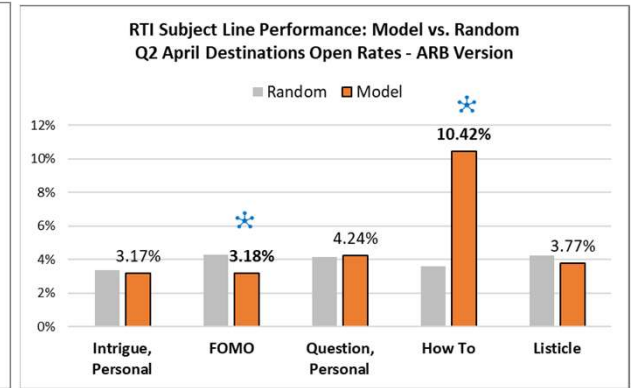
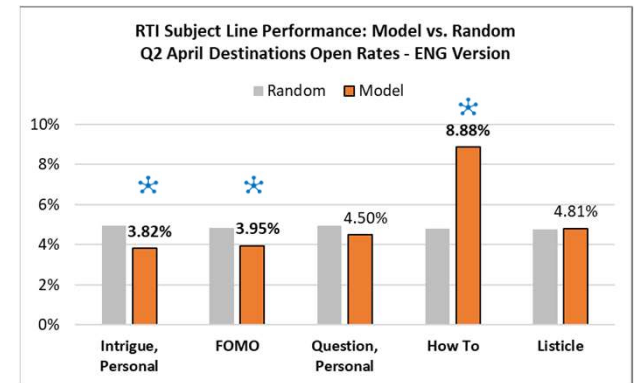
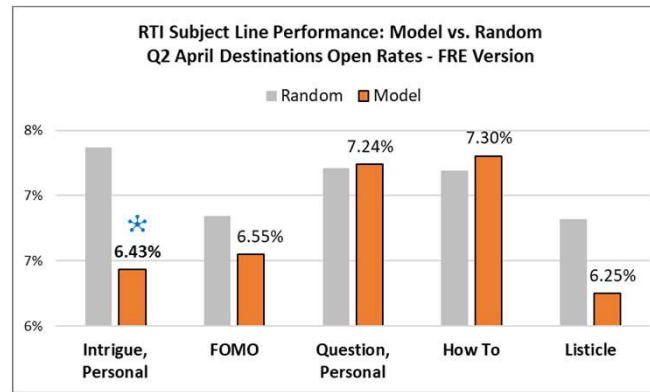
Q2 2023 Destinations Test & Learn

April featured RTI Subject Line Testing where the model generated a 0.79% overall lift (95.83% statistically significant) over the random baseline. The overall model audience for English, Arabic and French languages resulted in statistically significant lifts compared to the random baseline for each language. Model audiences for English and Arabic saw a positive lift over the random baseline for the subject lines with the 'How To' tag.

'How To' continues to be a top performing subject line tag within Destinations emails:

- January: How to Travel Within Europe in Style
- March: How to Enjoy a Charming Escape in Europe
- April: How to Maximize Spring Travel; How to Maximize Fall Travel

Confidence Levels	
90% and above	Statistical Significance
80 - 89%	Not Statistically Significant; Directional
lower than 79%	Not Statistically Significant



* Indicates statistical significance in lift

Regional Email Campaigns: Point Activation

Q2 2023 Point Activation Sample Creative

APRIL

Delivered: 3.3M
CTR: 1.11%

Acquaint Yourself with VIP Access And Unforgettable Moments.

VIEW MOMENT

VIEW MOMENT

VIEW MOMENT

Enjoy a VIP Racing Experience in Barcelona.

Catch all the action on race day with the Mercedes-AMG PETRONAS F1 Team in Spain. Get exclusive access & go behind the scenes with the Team.

VIEW MOMENT

VIEW MOMENT

Looking for your Moment?

SEARCH MOMENTS

MAY

Delivered: 3.4M
CTR: 0.67%

Indulge in More Moments

VIEW MOMENT

VIEW MOMENT

VIEW MOMENT

Unlock Your Points Bonus

Sign in to see your bonus. Stay 1,000 or more points for 2 days, and get your adventure started.

BUY POINTS

Exclusive Offer: Spend Summer on a Greek Island

Work a sophisticated hotel itinerary for the Greek Islands. Choose from 10 Greek Islands, or choose more and up to 10,000 bonus points. (over 100 points)

VIEW ALL OFFERS

JUNE

Delivered: unavailable
CTR: unavailable

Earn on Future Escapes

2,500 bonus points

3,000 bonus points

4,000 bonus points

10,000 bonus points

Unlock Your Points Bonus

Sign in to see your bonus. Buy 2,000 or more points by July 2, and get your adventure started.

BUY POINTS

SL: {Fname}, Your Bonus Points Offers Have Arrived
PH: Unlock member-exclusive offers, plus redeem your points for unforgettable moments

SL: Discover Where Your {Point Balance} Points Can Take You, {Fname}
PH: From exclusive Moments to dreamy escapes, the options are endless

SL: Journey Even Further With Your {Point Balance} Points
PH: Exclusive Experiences Await: Wine-Paired Gourmet Odyssey, Luxurious Weekends, Thrilling Races, and More!

Q2 2023 Point Activation

Click Maps & Content

April hero dynamically displayed **Elite Member Offers** based on membership level. Hero conversion rates for Apr - May Point Activation for GER & ITA preliminary indicate improved conversions in April.

Hero Conv Rate	April	May
ITA	--	0.19%
GER	0.94%	0.08%
SPA	0.50%	0.51%
ENG	0.39%	0.26%

As expected, the VIP F1 Barcelona Experience *drove* 20% of SPA-language recipient's click activity.

36.83% of total clicks for Spanish-language version for Jazz Festival hero. Members in Europe receive Jazz Festival hero while, MEA's hero focused on Wellness at the Dead Sea Marriott Resort & Spa.

The May Point Activation '**Buy Points**' module resulted in 30 transactors with approximately 600K total points awarded (including bonus).

April Hero: 51.95%

Elite Member Offer: 1.53%

Moments: 22.47%

Search Moments: 2.38%

May Hero: 51.95%

Moments: 12.50%

Add'l Moments: 8.46%

Yacht Cup: 0.59%

World Class Tennis: 3.09%

MEO: 11.22%

Points Purchase: 12.50%

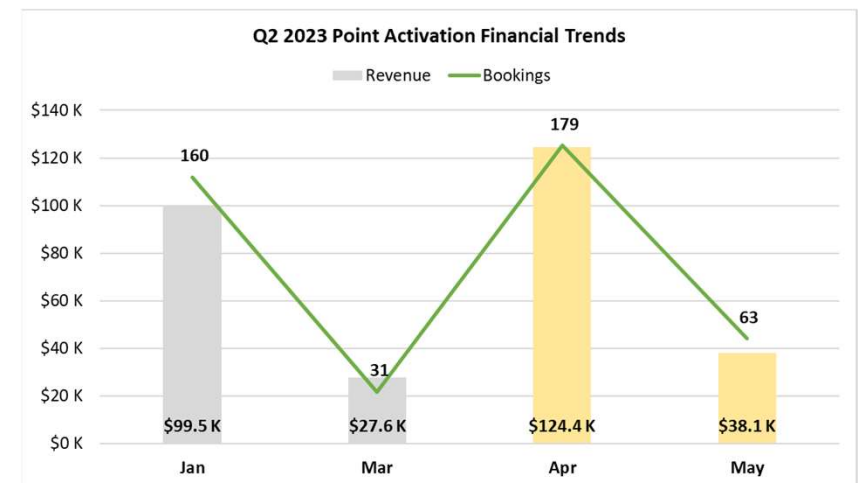
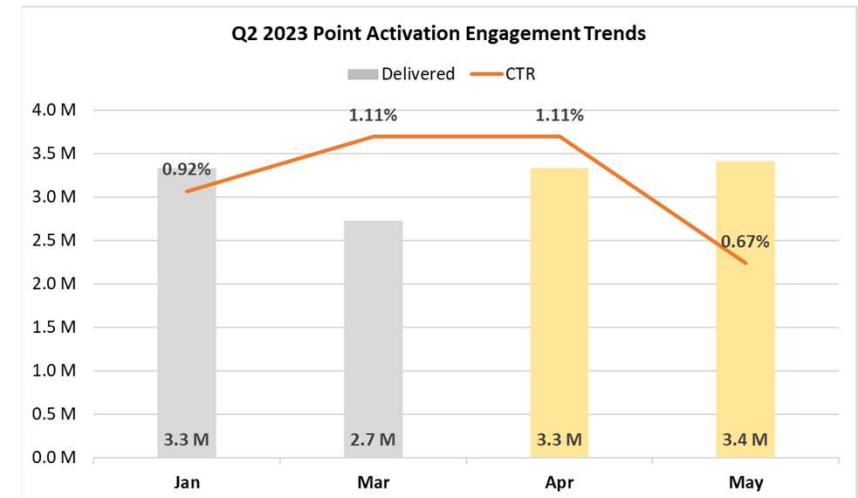
Q2 2023 Point Activation

Performance Summary

- 74% of bookings can be attributed back to EMEA regional properties in April.
- April experiences a peak in revenue and bookings YTD with a strong hero and secondary module targeting all active EMEA members with localized member offers.
- With less than 1% of overall clicks to Yacht Cup, reserving standalone modules like Yacht and Tennis for targets who have previously engaged with sport-related content will aid in strengthening engagement.

Point Activation	Q2 '23*	Q1 '23	QoQ
Delivered	6.7 M	6.0 M	▲ 11.50%
Clicks	59.7 K	70.5 K	▼ 15.29%
CTR	0.89%	1.17%	▼ 0.28 pts.
Unsub Rate	0.16%	0.13%	▲ 0.03 pts.
Revenue	\$162.5 K	\$123.1 K	▲ 32.03%

* No Point Activation Email campaigns in Feb. Campaign data unavailable for Jun.



Regional Email Campaigns: App Exclusive

Q2 2023 Mobile App Exclusive Offer Summary

April
Delivered: *unavailable*
CTR: *unavailable*



SL: {Fname}, Enjoy **25%** off
Your Next Getaway

PH: Book now and save with
this Member Exclusive Offer.

SL: {Fname}, Enjoy **20%** off
Your Next Getaway

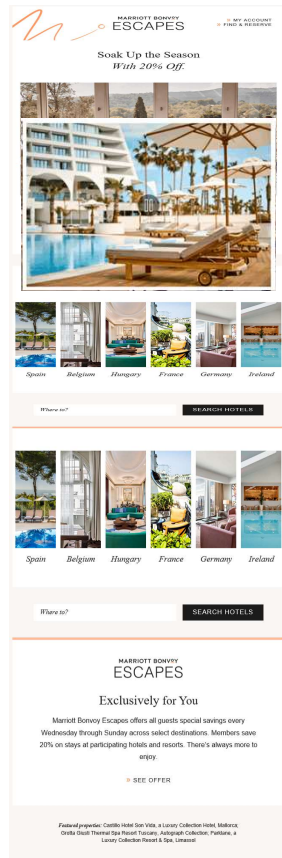
PH: Book now and save with
this Member Exclusive Offer.

Analysis of the App-Exclusive Offer recently conducted by Marriott's Marketing Analytics Team uncovered the campaign resulted in a 7% lift in app downloads despite seeing limited booking on the app-exclusive offer itself.

Complete reporting data remains unavailable on the App Exclusive offer which was delivered in 3 waves, Mar 15, Mar 29 and Apr 12. The campaign targeted members without the app, and members with the app who have not used the app to make a booking in the past 3 years.

Regional Email Campaigns: Marriott Bonvoy Escapes

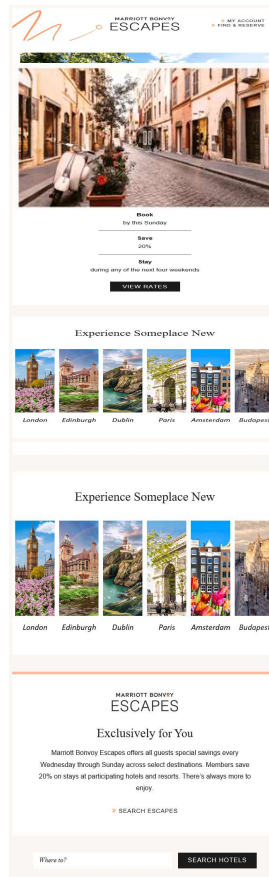
Q2 2023 Marriott Bonvoy Escapes Sample Creative



APRIL
Delivered: 3.2M
CTR: 0.48%

SL: Want 20% Off
Your Next Escape?

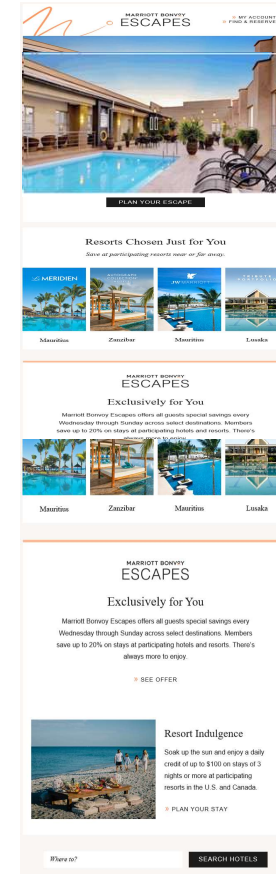
PH: Open to discover
your dream
destination



MAY
Delivered: 3.2M
CTR: 0.68%

SL: Save 20% On Your
Next Weekend
Getaway, {Fname}

PH: Open to discover your
dream destination



JUNE
Delivered: 157K
CTR: 3.27%

SL: {Fname} – Hurry! Save 20%
When You Book by Sunday

PH: Plan a getaway to Cannes,
Cape Town, Mykonos,
Morocco, or dozens of other
dreamy destinations.

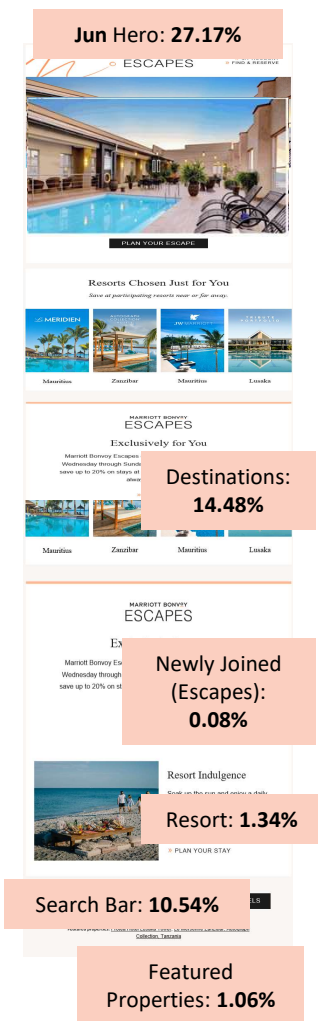
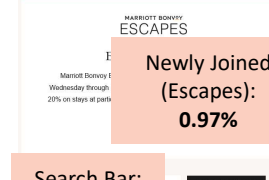
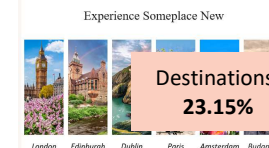
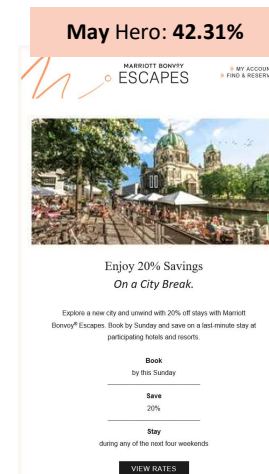
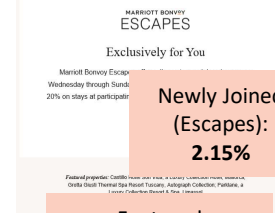
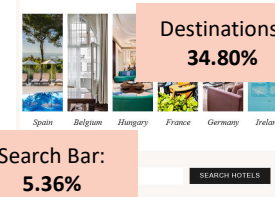
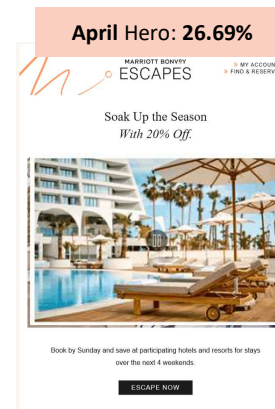
Q2 2023 Marriott Bonvoy Escapes Click Maps & Content

April showcased nearby MBV Escapes based on region. SSA held high click engagement based on % of total clicks with 'Destinations':

April Escapes	% of Clicks	Europe	MENA	SSA
Header	16.25%	11.55%	33.19%	10.31%
Hero	26.69%	28.73%	22.60%	18.13%
Destinations	34.80%	35.53%	27.45%	51.63%
Search Bar	5.36%	6.28%	2.61%	4.61%
Escapes	2.15%	2.48%	1.33%	1.28%
Featured Properties	0.38%	0.45%	0.28%	0.06%
Footer	14.37%	14.98%	12.52%	13.97%
Total	100.00%	100.00%	100.00%	100.00%

May targets included engaged EMEA members and excluded the first two luxury segments. Luxury segments performed nearly in parallel with small variance within the 'Newly Joined' module:

May Escapes	% of Clicks	L2B	L3	Non-Lux
Header	12.99%	6.42%	5.68%	13.48%
Hero	42.31%	66.97%	67.65%	40.47%
Destinations	23.15%	17.16%	17.04%	23.59%
Escapes	0.97%	1.53%	2.22%	0.92%
Search Bar	5.17%	3.84%	3.70%	5.27%
Footer	15.42%	4.07%	3.70%	16.27%
Total	100.00%	100.00%	100.00%	100.00%



Q2 2023 Marriott Bonvoy Escapes

Click Maps & Content

June targeted engaged members within EMEA and excluded the L1 (all luxury) segment. The dynamic 'Destinations' 4-pack module featured below the hero generated high click engagement from the L2A luxury segment and SSA region, respectively.

Compared to April (2.15%) we continue to show a downturn in May (0.97%) and June (0.80%) click engagement within the 'Newly Joined (MBV Escapes)'. Refreshed copy testing is recommended and planned for Q3.

Inserting the 'Newly Joined (MBV Escapes)' module once a quarterly to relevant targets is also a recommendation to keep content fresh and click engagement steady.

June Escapes	% of Clicks	L2A	L2B	L3	Non-Lux
Header	27.17%	23.96%	15.55%	22.58%	27.96%
Hero	31.77%	33.33%	54.72%	44.09%	30.24%
Destinations	14.48%	20.83%	12.60%	13.98%	14.53%
Newly Joined	0.80%	0.00%	0.00%	0.00%	0.86%
Resort Indulgence	1.34%	4.17%	1.38%	0.00%	1.32%
Search Bar	10.54%	8.33%	13.19%	16.13%	10.34%
Featured Properties	1.06%	0.00%	0.00%	1.08%	1.13%
Footer	12.83%	9.38%	2.56%	2.15%	13.61%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

June Escapes	% of Clicks	Europe	MENA	SSA
Header	27.17%	24.12%	47.85%	21.69%
Hero	31.77%	32.78%	25.54%	27.71%
Destinations	14.48%	14.10%	14.55%	33.73%
Newly Joined	0.80%	0.93%	0.00%	0.00%
Resort Indulgence	1.34%	1.47%	0.58%	1.20%
Search Bar	10.54%	11.80%	3.64%	3.01%
Featured Properties	1.06%	1.11%	0.74%	1.20%
Footer	12.83%	13.70%	7.11%	11.45%
Total	100.00%	100.00%	100.00%	100.00%

Jun Hero: 27.17%

Destinations: 14.48%

Newly Joined 0.08%

Resort: 1.34%

Search Bar: 10.54%

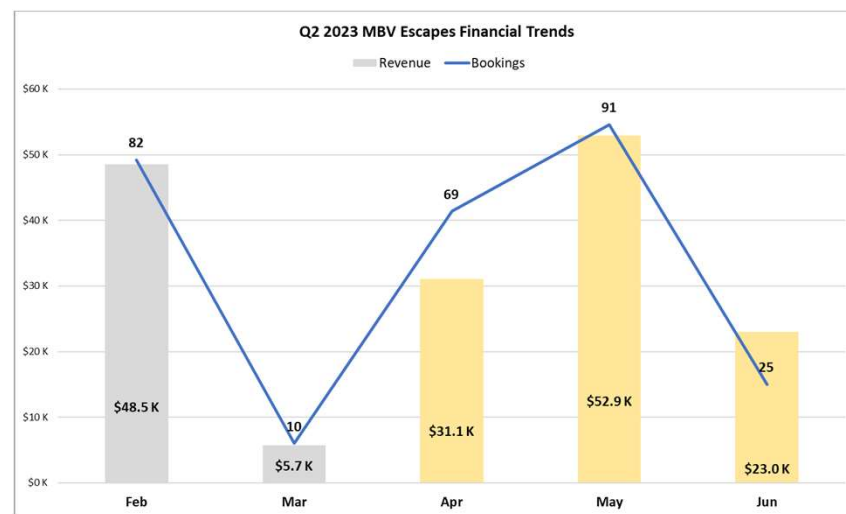
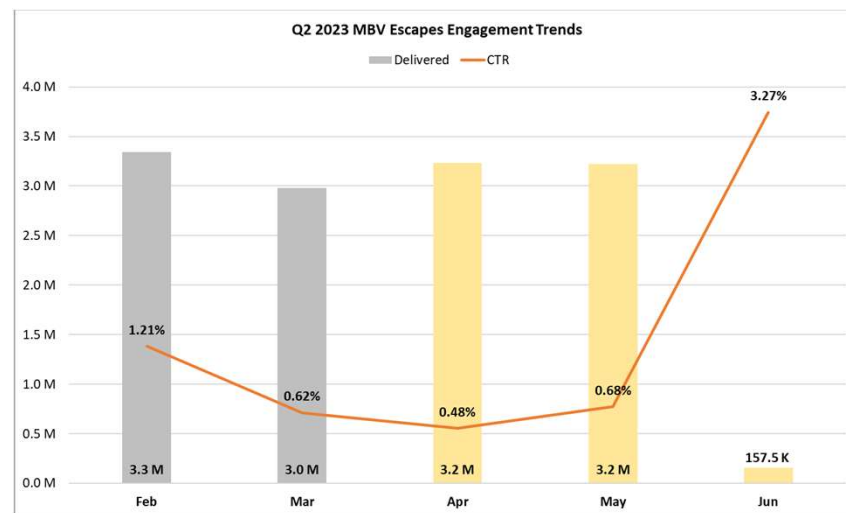
Featured Properties: 1.06%

Q2 2023 Marriott Bonvoy Escapes Performance Summary

- May City Breaks garnered top booking & revenue for the quarter.
- June targeted engaged members influencing deliveries & CTR.
- While each MBV Escapes in Q2 featured '20% savings' headline copy and subject line excitement, it was likely the combination of peak travel and the addition of 'Sunday' in the June MBV Escape subject line that knocked it out of the park for click engagement.
- May hero drove upwards of 40% of click activity with a majority lux having a greater percent of total clicks to the hero than non-lux. This likely supported doubling our revenue QoQ in addition to the 'View Rates' CTR featured in May.

Escapes	Q2 '23	Q1 '23	QoQ
Delivered	6.6 M	6.3 M	▲ 4.65%
Clicks	42.6 K	59.0 K	▼ 27.75%
CTR	0.64%	0.93%	▲ 0.29 pts.
Unsub Rate	0.14%	0.25%	▼ 0.11 pts.
Bookings	185	92	▲ 101.09%
Revenue	\$106.9 K	\$54.2 K	▲ 97.35%

* No Escapes Email Campaigns in January.



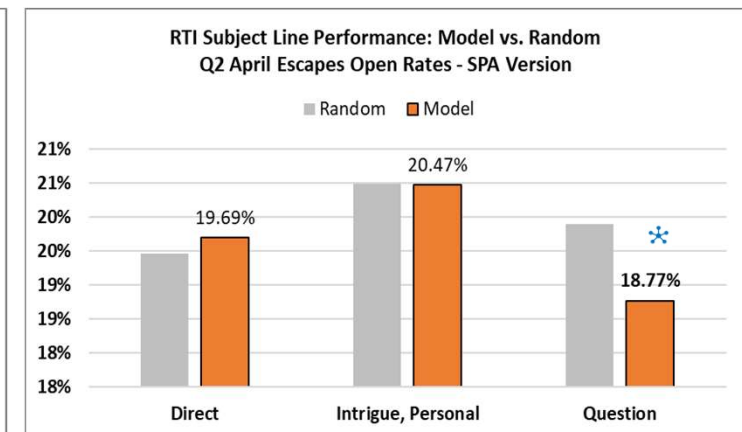
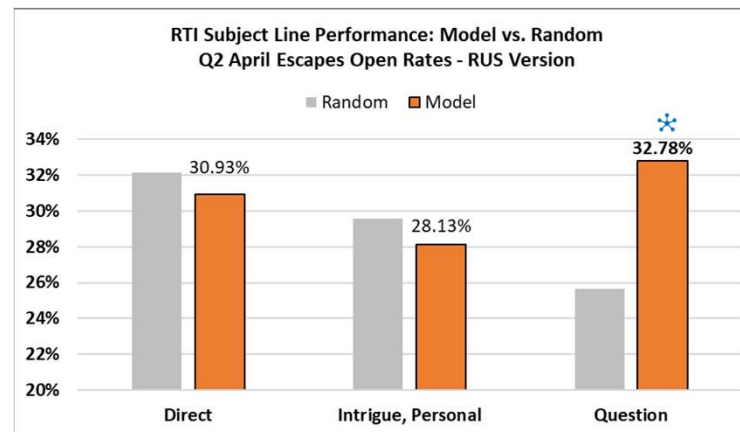
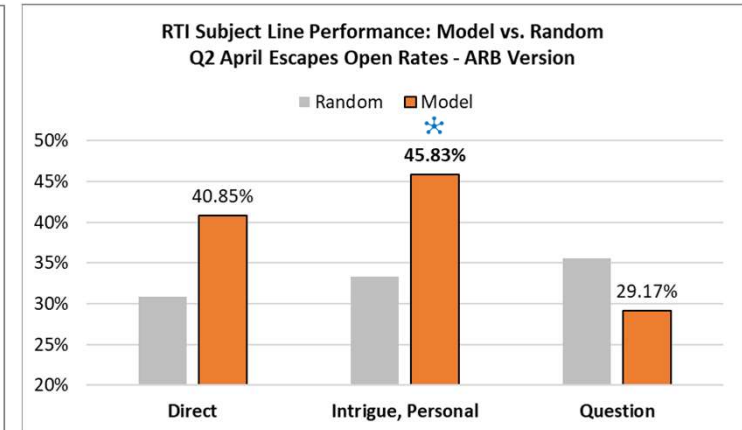
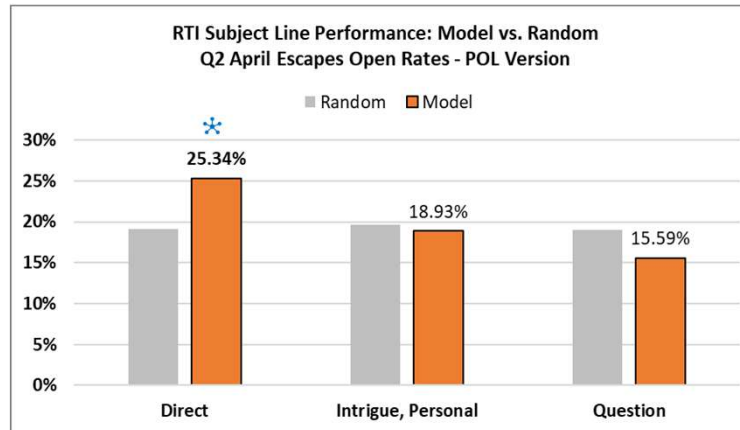
Q2 2023 Marriott Bonvoy Escapes Test & Learn

April featured RTI Subject Line Testing where the model generated a -0.04% negative lift (not statistically significant, 56.82%) over the random baseline. Model audiences for every language version did not produce an overall statistically significant lift compared to the random baseline. Arabic, Polish and Russian languages showed a statistically significant lift in one subject line each.

'Question' tag within Russian and Spanish resulted in statistically significant open rate lifts.

✧ Indicates statistical significance in lift

Confidence Levels	
90% and above	Statistical Significance
80 - 89%	Not Statistically Significant; Directional
lower than 79%	Not Statistically Significant



Regional Email Campaigns: New Hotel Opening

Q2 2023 May New Hotel Opening: Sample Creative

SL: Be the First to Stay At These
Hot New Hotels, {Fname}

**New Hotel Openings
To Explore Across Europe.**

Make your next adventure your best one yet. Whatever your preference, we can't wait to welcome you to our unparalleled collection of luxury brands. Uncover something new and be among the first to stay at these stunning new hotels in some of the most mesmerizing cities.

[VIEW HOTELS](#)

Curated for You, Bruce

JW Marriott Hotel Berlin

This property offers elegant guest rooms with inside views over Potsdamer Platz, Tiergarten Park — plus, it's just a short walk away from the city's main attractions.

[RESERVE NOW](#)

The Rome EDITION

This hotel takes location for EDITION Hotels. The property housed within a striking historical building features 60 rooms and suites, a signature restaurant, and a rooftop terrace overlooking the city.

[RESERVE NOW](#)

Discover More of Our Brands

Prepare to be impressed by the recently opened properties in each of these iconic brands.

[A New Wave of Beautiful Hotels and Resorts](#)

Learn from an expert at Marriott Bonvoy Traveler™ why these stunning hotels promise to be an exciting addition to your travel plans.

[LEARN MORE](#)

Search all new openings... [SEE HOTELS](#)

SL: New Hotel Openings Worth
Uncovering, {Fname}

**New Hotel Openings
To Explore Across Europe.**

Make your next adventure your best one yet. Whatever your preference, we can't wait to welcome you to our extraordinary portfolio of 20 hotel brands. Uncover something new and be among the first to stay at these stunning new hotels in some of the most mesmerizing cities.

[VIEW HOTELS](#)

Just for You, Steve

Moxy Belgrade

Situated in the city center, this chic hotel with its innovative smart rooms offers a fun and unique stay near the town.

[BOOK NOW](#)

Tirana Marriott Hotel

Designed to capture the heart of downtown Tirana, this hotel delivers enriching experiences for business and leisure guests.

[BOOK NOW](#)

Discover More of Our Brands

Prepare to be impressed by the recently opened properties in each of these iconic brands.

[A New Wave of Beautiful Hotels and Resorts](#)

Learn from an expert at Marriott Bonvoy Traveler™ why these stunning hotels promise to be an exciting addition to your travel plans.

[LEARN MORE](#)

Search all new openings... [SEE HOTELS](#)

SL: New Hotel Openings
Worth Uncovering, {Fname}

**New Hotel Openings
To Explore Across Africa.**

Make your next adventure your best one yet. Whatever your preference, we can't wait to welcome you to our extraordinary portfolio of 20 hotel brands. Uncover something new and be among the first to stay at these stunning new hotels in some of the most mesmerizing cities.

[VIEW HOTELS](#)

Uncover Something Unique

Plan the trip of a lifetime and stay at one of our new properties in Africa.

Lalla, Seychelles
A Tribute Portfolio Resort

JW Marriott Miami Mare Lodge

Delta Hotels By Marriott Durr Es Salama

Discover More of Our Brands

Prepare to be impressed by the recently opened properties in each of these iconic brands.

Lalla, Seychelles
A Tribute Portfolio Resort

JW Marriott Miami Mare Lodge

Delta Hotels By Marriott Durr Es Salama

Discover More of Our Brands

Prepare to be impressed by the recently opened properties in each of these iconic brands.

A New Wave of Beautiful Hotels and Resorts

Learn from an expert at Marriott Bonvoy Traveler™ why these stunning hotels promise to be an exciting addition to your travel plans.

[LEARN MORE](#)

Search all new openings... [SEE HOTELS](#)

Delivered: 2.3 M
CTR: 1.23%

PH for all: There's no
better time to explore
something new

Q2 2023 New Hotel Opening

Click Map & Content

EMEA launched a **new** regional email campaign type dedicated to New Hotel Openings in May. With creative versioning for Europe lux, Europe non-lux and Africa, the email delivered the second highest % of total clicks to the hero in Q2 – second to Point Activations. Of those within luxury segments, L1 and L3 generated the most click activity within the hero.

Module	% of Clicks	L1	L2A	L2B	L3	Non-Lux
Hero	42.67%	48.20%	46.81%	59.51%	62.85%	40.35%
EU Lux Hero	7.84%	44.82%	44.78%	56.91%	61.52%	--
EU Non-Lux Hero	29.87%	--	--	--	--	34.95%
Africa Hero	4.97%	3.38%	2.03%	2.60%	1.33%	5.40%

The EDITION was a top click engagement and a clear favorite among lux and non-lux targets. L1 segments received a curated 3-up instead of the 6-up.

Module	% of Clicks	L1	L2A	L2B	L3	Non-Lux
New Hotels	10.24%	0.42%	10.25%	9.63%	10.25%	10.54%
EDITION	2.16%	0.11%	3.42%	2.42%	2.53%	2.14%
JW Marriott	1.54%	--	1.57%	1.39%	1.93%	1.58%
Moxy Hotels	1.58%	--	1.48%	1.74%	1.93%	1.59%
Marriott	1.98%	0.11%	1.39%	1.82%	1.57%	2.06%
Renaissance Hotels	1.49%	--	0.65%	0.91%	0.97%	1.62%
Tribute Portfolio	1.50%	0.21%	1.75%	1.36%	1.33%	1.55%

Openings per Brand

Discover More of Our Brands

Prepare to be impressed by the recently opened properties in each of these iconic brands.

Hero: 42.67%

New Hotel Openings
To Explore Across Europe.

Make your next adventure your best one yet. Whatever your preference, we can't wait to welcome you to our extraordinary portfolio of 30 hotel brands. Uncover something new and be among the first to stay at these stunning new hotels in some of the most mesmerizing cities.

Hotel Spotlight: 13.79%

Just for You, Steve

Moxy Belgrade
Sitting in the city center, this chic hotel with its innovative small rooms offers a fun and unique way to stay in the town.

Tirana Marriott Hotel
Designed to capture the heart of downtown Tirana, this hotel delivers exciting experiences for business and leisure guests.

Openings per Brand: 10.24%

Discover More of Our Brands

Prepare to be impressed by the recently opened properties in each of these iconic brands.

A New Wave of Beautiful Hotels and Resorts
Learn from an expert at Marriott Survey Traveler™ why the stunning hotels promise to be an exciting addition to your travel.

Editorial: 4.09%

Search Bar: 4.09%

Q2 2023 New Hotel Opening

Click Map & Content


The Hotel Spotlight module showcased 7 hotels across the Europe lux, Europe non-lux and Africa versions to create a personalized experience across regions. The Europe non-lux included the Moxy Belgrade and the Tirana Marriott, and combined they generated 8.60% of total clicks for those receiving that version.

- The Rome EDITION held the highest click engagement within the luxury segments.
- Within Hotel Spotlight: Africa, the JW Marriott Masai Mara Lodge generated the most activity.

Hotel Spotlight: Africa
2.73%

Uncover Someplace Unique

Plan the trip of a lifetime and stay at one of our new properties in Africa.




Laïla, Seychelles, a Tribute Portfolio Resort

JW Marriott Masai Mara Lodge

Delta Hotels By Marriott Dar Es Salaam

Hotel Spotlight: Europe Lux
2.47%


Curated for You, Bruce



JW Marriott Hotel Berlin

This property offers elegant guest rooms with exquisite views over Potsdamer Platz, Tiergarten Park — plus, it's just a short walk away from the city's main attractions.

RESERVE NOW




The Rome EDITION

The first Italian location for EDITION Hotels, this property housed within a striking historical building features 93 rooms and suites, a signature restaurant, and a rooftop terrace overlooking the city.

RESERVE NOW

Hotel Spotlight: Europe Non-Lux
8.60%


Just for You, Steve



Moxy Belgrade

Situated in the city centre, this chic hotel with its innovative smart rooms offers a fun and unique way to stay in the town.

BOOK NOW



Tirana Marriott Hotel

Designed to capture the heart of downtown Tirana, this hotel delivers enriching experiences for business and leisure guests.

BOOK NOW



Hero: 42.67%


New Hotel Openings
To Explore Across Europe.

Makes your next adventure your best one yet. Whatever your preferences, we can't wait to welcome you to our extraordinary portfolio of 30 hotel brands. Uncover someplace new and be among the first to stay at these stunning new hotels in some of the most mesmerizing cities.

VIEW HOTELS

Hotel Spotlight: 13.79%


Just for You, Steve



Moxy Belgrade

Situated in the city centre, this chic hotel with its innovative smart rooms offers a fun and unique way to stay in the town.

BOOK NOW




Tirana Marriott Hotel

Designed to capture the heart of downtown Tirana, this hotel delivers enriching experiences for business and leisure guests.

BOOK NOW

Discover More of Our Brands

Prepare to be impressed by the recently opened properties in each of these iconic brands.



Openings per Brand: 10.24%

A New Wave of Beautiful Hotels and Resorts

Learn from an expert at Marriott Survey Traveler™ why the stunning hotels promise to be an exciting addition to your travel.

LEARN MORE

Search all new openings...

Search Bar: 4.09%

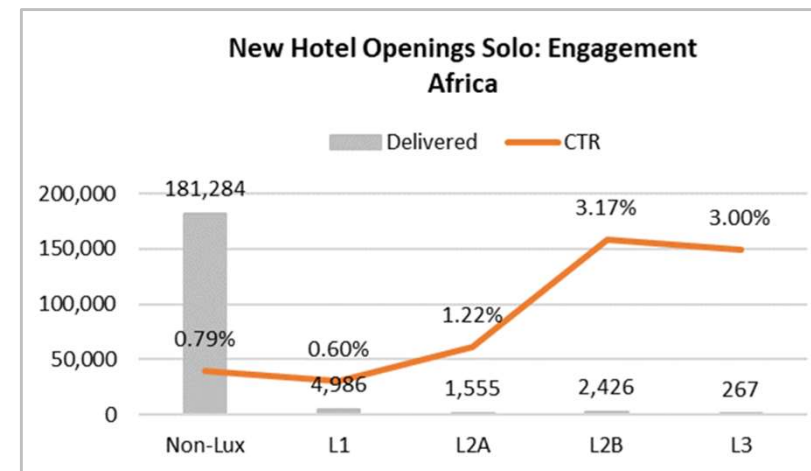
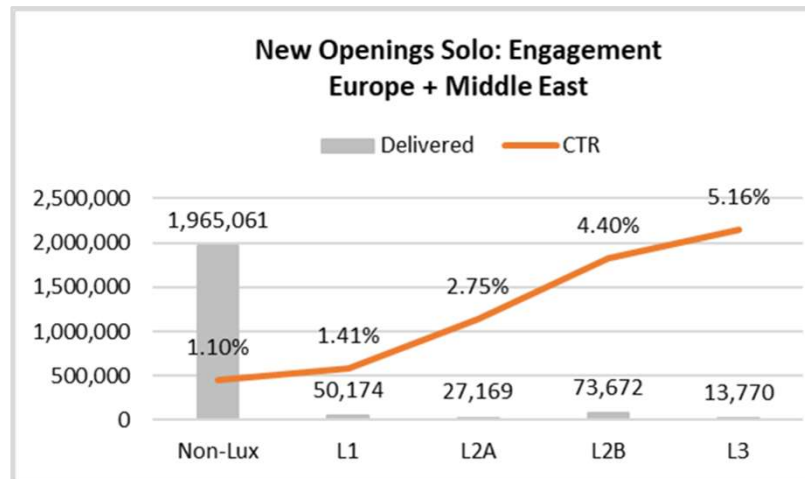
Editorial: 4.09%



Q2 2023 New Hotel Opening Performance Summary

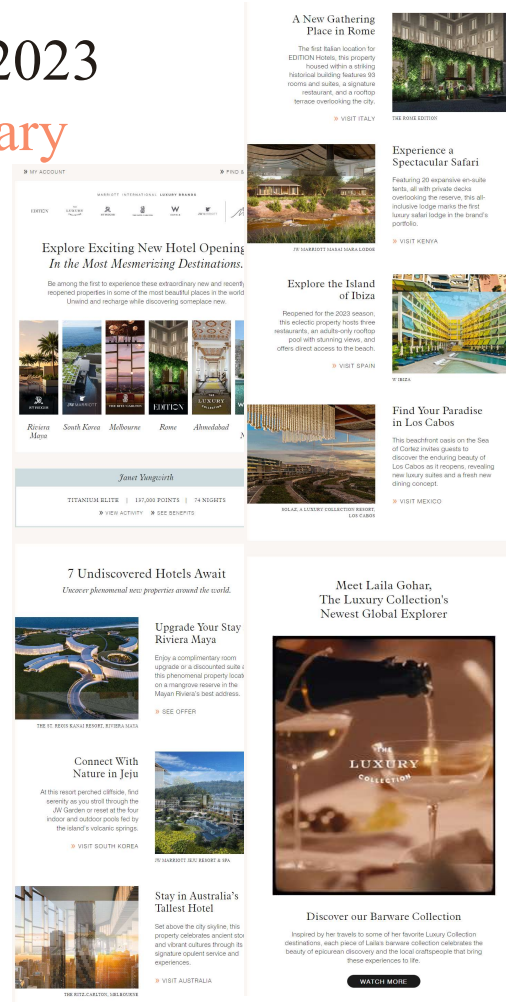
- CTRs higher for all luxury segments receiving New Hotel Openings compared to the MILUX (sent 10 days earlier).
 - 80% of bookings for New Hotel came from non-lux segments
 - Of the 54 bookings generated, 81% went to luxury properties
- Lux MAU (sent 15 days earlier) also featured new hotel openings, and targeted 263K EMEA residences (members & non-members)
 - Lux MAU's CTR was 0.8 pts. higher; similar unsub rates
- Continue sending new hotel opening communications to drive brand awareness & demand; monitor L1 engagement levels – highest unsub rate & 0 bookings

New Hotel Openings	May '23	EU + ME	Africa
Delivered	2,320,364	2,129,846	190,518
Clicks	28,590	27,018	1,572
CTR	1.20%	1.30%	0.80%
Unsub Rate	0.22%	0.23%	0.14%
Bookings	54	53	1
Room Nights	154	151	3
Revenue	\$29,129	\$28,801	\$327
ADR	\$189	\$191	\$109



For Comparison: Lux MAU 13 May 2023 Performance Summary

Comparing New Hotel Opening to Lux MAU, Lux MAU's CTR was 0.8 pts higher; similar unsub rates



Lux MAU May '23	EMEA Total	Europe	MEA
Delivered	263,232	96,377	166,855
Clicks	5,323	3,154	2169
CTR	2.00%	3.30%	1.30%
Unsub	0.21%	0.29%	0.16%
Bookings	31	18	13
Room Nts	116	54	62
Revenue	\$30,306	\$16,942	\$13,364
ADR	\$261	\$314	\$216

*Data includes both members and non-members

Module	Europe % of Clicks	MEA % of Clicks
Hero	46.36%	34.41%
Riviera Maya	7.52%	6.01%
South Korea	4.69%	4.37%
Melbourne	2.69%	3.06%
Rome	10.21%	8.71%
Ahmedabad	6.56%	5.30%
Costa Navarino	14.69%	6.97%

Module	Europe % of Clicks	MEA % of Clicks
New Hotels	19.29%	14.01%
The St. Regis Kanai Resort	5.59%	5.19%
JW Marriott Jeju Resort & Spa	1.32%	1.24%
TRC Melbourne	1.13%	0.82%
The Rome EDITION	3.47%	2.49%
JW Marriott Masai Mara	4.08%	2.74%
W Ibiza	2.74%	1.10%
Solaz, a Luxury Collection Resort	0.97%	0.43%



Q2 2023 New Hotel Opening Test & Learn

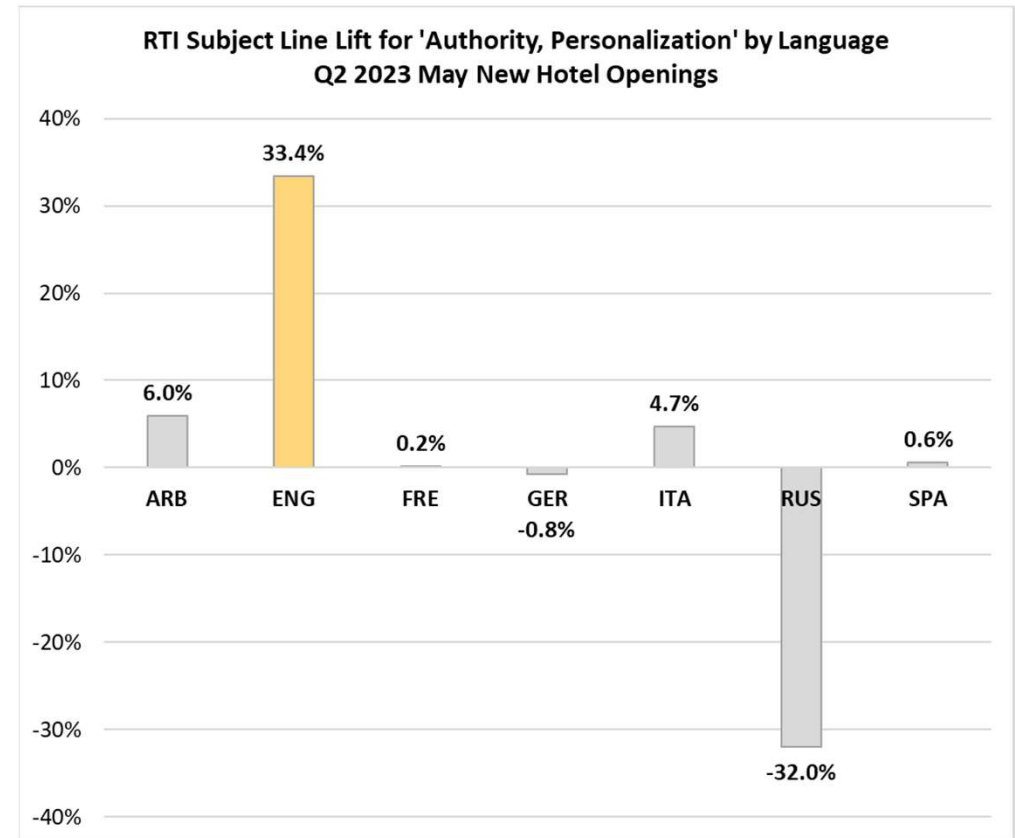
May New Hotel Opening featured RTI Subject Line Testing where the model generated a -0.76% negative lift (statistically significant, 92.64%) over the random baseline.

English, Italian and Spanish experienced positive lifts when using the **'Authority, Personalized'** Subject Line Tag. The highest lift (33.4%) above the random sample baseline seen with the use of 'Authority, Personalized' Subject Line Tag for English.

'Authority, Personalized' Subject Line:
[Fname's][Your] Guide to Stunning New Hotel Openings

Russian, Arabic and French experienced positive lifts when using the 'How To' Subject Line Tag.

As we continue to deploy New Hotel Opening emails, **'Authority, Personalized'** and **'How To'** are Subject Line tags we should continue to test against the random sample baseline for lifts in open rate.

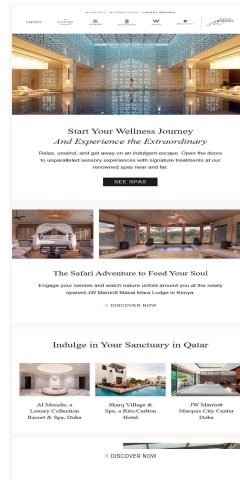


*Statistical significance not provided at the language level for New Hotel Opening's Subject Line Test

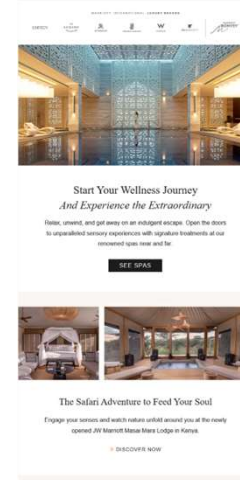
Regional Email Campaigns: MILUX

Q2 2023 May MILUX Sample Creative

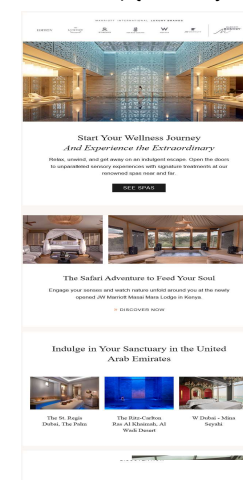
SL: {Fname}'s Guide to
Tranquil Travel



SL: How to Press Pause
and Rediscover You



SL: Your Tranquil Place Is
Inside, {Fname}



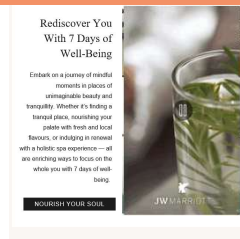
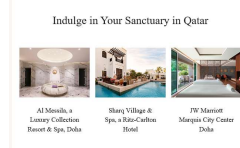
Delivered: 298.4K
CTR: 0.88%

PH for all: Discover all
the different ways and
places you can unwind.

Out of 19 MILUX properties with amazing spas,
3 local/nearby hotels were dynamically displayed
based on country of residence/region

i.e.: Luxury members in Italy saw:

- JW Marriott Venice Resort & Spa
- Hotel Cala di Volpe, a Luxury Collection Hotel, Costa Smeralda
- Excelsior Hotel Gallia, a Luxury Collection Hotel, Milan



Q2 2023 MILUX Click Map & Content

- Hero and local lux property modules captured most of the email click activity; consistent across all luxury segments
- L1 High User segment engaged mostly with the hero module, followed by the local properties; all other luxury segments engaged more with the 3-across module
- Continue including local properties and testing various tactics to drive more clicks
 - For example, show more properties, larger imagery, and/or prioritize featuring brand of last luxury stay

May '23 MILUX	L1	L2A	L2B	L3	Total
Header	19%	12%	7%	6%	12%
Hero	37%	30%	25%	27%	30%
Hotel Spotlight: Safari Adventure	9%	13%	19%	20%	15%
Local Lux Properties (3-across)	19%	31%	39%	40%	32%
7 Days of Wellness	4%	6%	7%	5%	6%
Featured Properties Link	0.50%	0.90%	0.50%	0.00%	0.50%
Footer	11%	7%	3%	2%	6%
Total	100%	100%	100%	100%	100%

Luxury Segment Click Map

Hero: 30%



Start Your Wellness Journey
And Experience the Extraordinary

Relax, unwind, and get away on an indulgent escape. Open the doors to unparalleled sensory experiences with signature treatments at our renowned spas near and far.

SEE SPAS



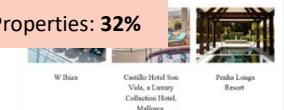
Hotel Spotlight: 15%

The Safari Adventure to Feed Your Soul

Escape your senses and watch nature unfold around you at the newly Marriott Masa Mara Lodge in Kenya.

DISCOVER NOW

Local Lux Properties: 32%



7 Days of Wellness: 6%



Featured Properties: 0.5%

Rediscover You With 7 Days of Well-Being

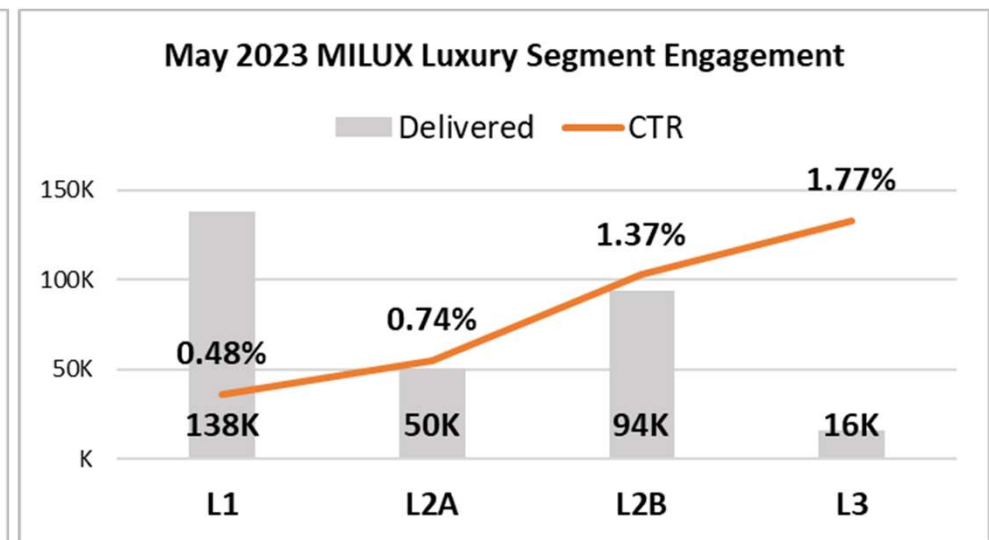
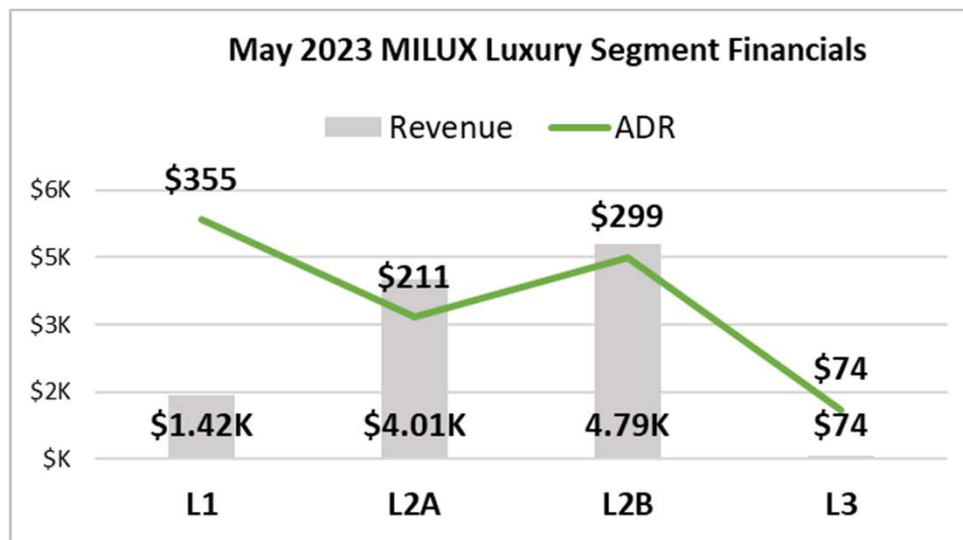
Indulge with fresh and local flavors, or indulging in renewal with a holistic spa experience — all are enriching ways to focus on the whole you with 7 days of well-being.

NOURISH YOUR SOUL

JW MARRIOTT

Q2 2023 MILUX Performance Summary

- Consistent response from the luxury segments who received both the May and March MILUX solos; only slight differences seen in deliveries, unsub, bookings, ADR.
- March solo resulted in 14 more room nights than May campaign, which drove financial declines, but only a 1% difference in ADR.



Q2 2023 MILUX Performance Summary

- Nearly 1 in 4 bookings went to luxury brands (+7.7% compared to March).
- MILUX ADR aligned with Lux MAU
May '23 ADR of \$261 for EMEA residences; CTR was 1.1 pts lower than Lux MAU however, unsub rate was the strongest in comparison, even to the New Hotel Openings Solo at 0.22% - shows strong audience health.

MILUX	May '23	March '23	Diff.
Delivered	298,436	288,954	3.3%
Clicks	2,613	3,329	-21.5%
CTR	0.88%	1.15%	-0.3%
Unsub Rate	0.10%	0.11%	0.0%
Bookings	13	13	0.0%
Room Nights	40	54	-25.9%
Revenue	\$10,301	\$14,049	-26.7%
ADR	\$258	\$260	-1.0%
% of Bkgs. to Lux	23%	15%	7.7%
% of Rev. to Lux	23%	50%	-26.9%



May '23 MILUX	L1	L2A	L2B	L3	Total
Delivered	138,149	50,305	93,631	16,351	298,436
Clicks	670	371	1,282	290	2,613
CTR	0.48%	0.74%	1.37%	1.77%	0.88%
Unsub Rate	0.13%	0.10%	0.07%	0.04%	0.10%
Bookings	1	4	7	1	13
Room Nights	4	19	16	1	40
Revenue	\$1,422	\$4,013	\$4,792	\$74	\$10,301
ADR	\$355	\$211	\$299	\$74	\$258

Luxury Segment Codes & Description
L1 = LUX ONLY
L2A = HIGH USER (greater than 50%)
L2B = LOW USER (less than 50%)
L3 = REDEEM ONLY

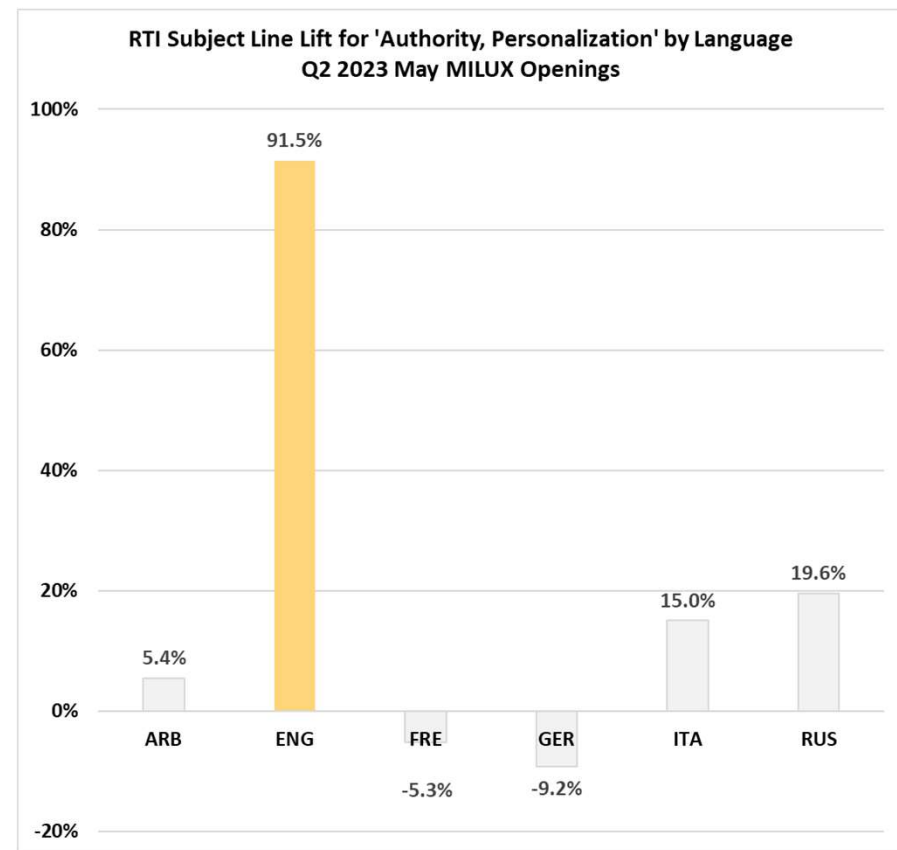


Q2 2023 MILUX Test & Learn

MILUX featured RTI Subject Line Testing where the model created a 1.88% lift (statistically significant, 99.21%) over the random baseline.

Continue to test MILUX against the random sample baseline for lifts in open rate using **'Authority, Personalized'** and **'Question'** Subject Line tags. For English, the tags generated a 91.5% lift using **'Authority, Personalized'** and an 18.5% lift using **'Question'**.

May MILUX 'Authority, Personalized' Subject Line:
[Fname's][Your] Guide to Tranquil Travel



*Statistical Significance was not provided at the language level for MILUX Subject Line Test

Monthly Account Update (Core MAU)

Q2 2023 Core MAU EMEA Submitted Content Highlights

April

- Targeted MBV Escapes hero CTR of 0.33% was 2nd highest compared to other content; generated 9 bookings
- Generic Spring hero generated 0.21% CTR and 53 bkg
- European Resort Experiences and Balearic Island MEO drove the most revenue compared to all Core MAU offers
 - European Resorts was in top 5 revenue drivers



Where Can We Take You, Fname? Members Save More on Spring and Summer Getaways

With exclusive discounted member rates, plus earning points towards free nights and free in-room Wi-Fi, now is the perfect time to start planning your spring or summer travel.

RESERVE NOW



Go Farther for Far Less Save 20% with Marriott Bonvoy Escapes

Celebrate spring with a getaway anytime in the next four weeks for 20% less. Just book your stay by this Sunday at select hotels featured in Marriott Bonvoy Escapes.

RESERVE NOW



Exceptional European Resorts

Whether you're seeking a peaceful weekend or a tropical family adventure, our resorts are ready to welcome you.

PLAN YOUR STAY

Earn More in the Balearic Islands

Explore Mallorca, Ibiza, or Menorca and get 10% off + 3,000 Bonus points per stay.

SEE OFFER



Stay Longer and Save

Save up to 15% on stays of 5+ nights or select resorts on the Red Sea.

SEE OFFER

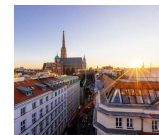
May

- Traveler article was among the highest module CTRs at 0.76% in May; larger module may have impacted performance, along with top performing traveler type article
 - Consider using similar module design and animation to showcase articles in regional Destination solos
- Stay Longer offer CTR was the 2nd highest at 0.14%

Stay Longer. Save Up To 25%.

The longer you stay, the more you save this summer. Spend more time with your loved ones, on us.

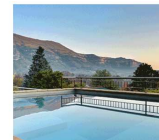
BOOK NOW



Weekend Escapes for Less

Discover how you can save 20% on weekend getaways at hundreds of participating hotels and resorts.

GET 20% OFF



Türkiye for Every Type of Traveler

From foodies to outdoor adventurers, Türkiye offers something for everyone. Journey to beloved Istanbul this summer, home to the world-renowned Grand Bazaar.

VISIT ISTANBUL



Unlock a World of Delicious Dining

Discover More Cravings by Marriott Bonvoy™, the one-stop destination to explore leading bars and restaurants across our hotels.

SAVOR IT ALL



Explore Europe 9 Dreamy European Destinations for Every Type of Traveler

From the vineyards of rural Italy to the ruins of ancient Greece, Europe offers a wealth of extraordinary experiences for everyone.

SEE ALL 9

June

- Generic Summer/Winter hero targeted to 390K in-lang segments generated as many clicks as other secondary content targeted to everyone in EMEA
 - 1,382 clicks and 0.35% module CTR
- MBV Escapes hero had high CTR similar to April, but slightly lower at 0.21%; generated more bookings (36)



Celebrate This [Summer][Winter] With a Stay in Paradise.

[Frame: experience] [Experience] a getaway unlike any other when you stay at one of our extraordinary hotels in the world's most inspiring destinations.

BOOK YOUR TRIP



Get Away for Less On an Extraordinary Weekend Escape.

[Frame: Marriott Bonvoy] Escapes offers members 20% off when you book Wednesday through Sunday at participating hotels and resorts.

BOOK NOW



Earn 3x Points Plan Your Next Event

Host an event at one of our participating properties in Europe, the Middle East, and Africa, and earn 3x Marriott Bonvoy points.

FIND YOUR VENUE

Q2 2023 Core MAU Submitted Content Performance Data

Month	Placement	Message	Audience	Clicks	CTR	Bookings	Revenue
April	Hero	Marriott Bonvoy Escapes	773,614	2,544	0.33%	9	\$7,289
April	Hero	Generic Spring	2,691,240	5,730	0.21%	53	\$53,779
April	Offer	Balearic Island MEO	26,802,173	9,007	0.03%	0	\$0
April	Offer	European Resorts	1,393,520	12,150	0.87%	7	\$9,197
April	Offer	Red Sea Resorts	8,602,624	2,068	0.02%	0	\$0
May	Offer	Stay Longer on Us	384,777	534	0.14%	0	\$0
May	Offer	Marriott Bonvoy Escapes	2,664,908	1,504	0.06%	1	\$473
May	Traveler	Travel Tips	384,777	2,935	0.76%	--	--
May	Member Benefits	City Breaks in Istanbul	3,049,685	902	0.03%	0	\$0
May	Member Benefits	More Cravings (no offer)	384,777	146	0.04%	--	--
June	Hero	Marriott Bonvoy Escapes	2,699,582	5,789	0.21%	36	\$16,256
June	Hero	Generic Summer/Winter	390,469	1,382	0.35%	5	\$4,226
June	Offer	City Breaks Destinations	3,090,051	1,538	0.05%	0	\$0
June	Offer	3X Bonus Points for Events	3,090,051	1,258	0.04%	0	\$0
June	Traveler	10 best Mediterranean Villas	3,090,051	2,181	0.07%	--	--

April 2023 – Submitted Content

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
HERO	MB Escapes - 20% off			x	x	x	x				Target to GER, SPA, ITA and FRE members Test hero against generic spring.	Ben Toca

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
OFFER 2	Balearic Island MEO	ENG Offer 2	-	-	-		x				This will only display for ITA Members in this spot. Members only for EN, BEN, SPA, GER and ITA	Ben Toca
	Red Sea Resorts - Stay Longer on Us	-	BEN Offer 2		x						This will only display in ENG, BEN and GER. Global members with EN, BEN, or GER language preference.	Ben Toca
OFFER 3	Balearic Island MEO	-	BEN Offer 3	x	x		x				This offer needs to be duplicated to display for BEN, SPA and GER. ENG will not receive this at all. Members only for EN, BEN, SPA, GER and ITA	
	Red Sea Resorts - Stay Longer on Us	Offer 3 (Anyone with ENG outside of US)	-		-						This will only display in ENG, BEN and GER. Global members with EN, BEN, or GER language preference.	Ben Toca



May 2023 – Submitted Content

Targeting Criteria

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
OFFER 2	MB Escapes Offer (EMEA)	ENG OFFER 2 (EMEA)	BEN OFFER 2 (EMEA)								EMEA members with EN and BEN language preference	Ben Toca
	Stay Longer on Us			SPA OFFER 2 (EMEA)	GER OFFER 1	FRE OFFER 1	ITA OFFER 1				EMEA members with DE, ES, IT, FR. (no EN/BEN as they're getting Escapes evergreen which was submitted via the form)	Ben Toca

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
MEMBER BENEFIT 1	City Breaks in Istanbul	ENG MB 1 (EMEA)	BEN MB 1 (EMEA)	SPA MB 1 (EMEA)	GER MB 1 (EMEA)	FRE MB 1 (EMEA)	ITA MB 1 (EMEA)				Global members with language preference EN/BEN, DE, ES, IT, FR.	Ben Toca
MEMBER BENEFIT 3	More Cravings (no offer)			SPA MB 3 (EMEA)	GER MB 3 (EMEA)	FRE MB 3 (EMEA)	ITA MB 3 (EMEA)				EMEA members with ES, IT, FR, DE	Ben Toca

SECTION	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
Traveler	EDITORIAL: Travel Tips			X	X	X	X				Global members with language preference DE, ES, IT, FR (EMEA)	Ben Toca



June 2023 – Submitted Content

Targeting Criteria

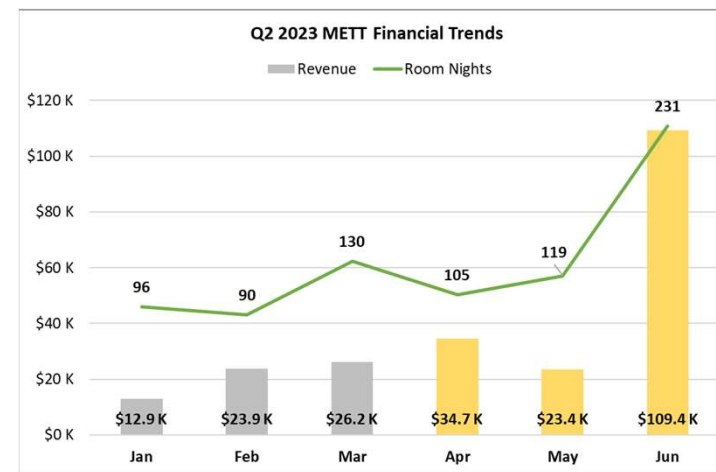
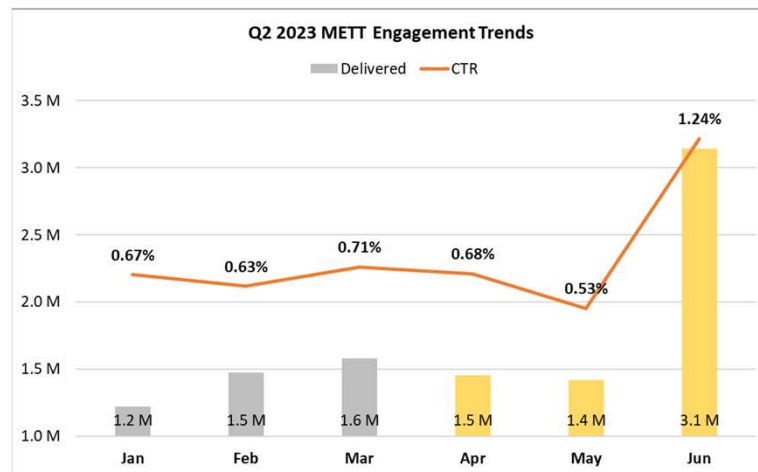
	SECTION DESCRIPTION	ENG	BEN	SPA	GER	FRE	ITA	POR	JPN	CHS	Logic	Contact
Hero	EMEA Escapes (English Only, due to deployment date)	x (EMEA)	x (EMEA)								EMEA members with EN/BEN language preference.	Ben Toca
	Generic Summer/Winter	x (Everyone Else)	x (Everyone Else)	x	x	x	x	x	x	x		--
Offer 2	City Breaks Destinations	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)				Europe: EN/BEN, IT, ES, DE, FR	Ben Toca
Offer 3	3X Bonus Points for Event Bookings	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)	x (EMEA)				Global Members with EN/BEN, DE, FR, IT, ES language preference	Ben Toca
TRAVELER	10 best Mediterranean Villas to Stay in This Summer	x (EMEA)	x	x	x	x	x				Global members with EN, BEN, IT, ES, DE, FR language preference	Ben Toca

METT Emails

Q2 2023 METT Performance Summary

- Despite higher bookings, May METT experienced slight engagement declines. Below average click activity within May METTs ('EMEA_Franchise_Villas_19May_US' (0.03% CTR)).
- In contrast, May submissions also featured higher-than-average attributable room nights ('EMEA_MEA_Awareness_5thMay_EN' (33)).
- Quarterly delivered volumes, revenues and engagements are up significantly likely due to new targeting algorithms for METTs implemented in June mailings.

METT	Q2	Q1	QoQ
Delivered	6.0 M	4.3 M	▲ 40.81%
Clicks	56.5 K	28.6 K	▲ 97.32%
CTR	0.94%	0.67%	▲ 0.27 pts
Bookings	171	126	▲ 35.71%
Room Nights	455	316	▲ 43.99%
Revenue	\$167.5 K	\$63.0 K	▲ 165.75%



Q2 2023 METT Performance Summary

- EMEA_SSA_Nigeria June submission was a top performer with both strong engagement and the highest revenue: \$47K.
- EMEA_AR_AC_Destinations_9th_June_EN submission had the highest CTR: 2.76%
- Listed below are the top 10 METT submissions by revenue:

Month	Description	Delivered	CTR	Bookings	Roomnights	Revenue	% Revenue to EMEA
June	EMEA_SSA_Nigeria_June23_EN	97,020	0.99%	5	30	\$47,082	*
June	EMEA_UK_SeasideBreaks_Jun9_EN	97,404	2.03%	11	38	\$12,139	*
June	EMEA_AR_AC_Destinations_9thJune_EN	63,394	2.76%	6	20	\$11,392	*
April	SE_ITALY_MEO_April28_US	48,549	1.59%	12	31	\$11,278	55%
June	EMEA_Summer_in_Poland_16June2023_EN	72,245	0.67%	6	26	\$6,573	*
April	SE_ITALY_MEO_April28_EN	47,553	1.48%	5	21	\$6,496	68%
June	EMEA_UAE_Intnl_Jun9_EN	96,508	1.60%	4	18	\$5,662	*
April	EMEA_UAE International_2023-04-14	97,161	0.85%	3	7	\$5,180	100%
May	EMEA_SE_FamilyExperiences_Greece-Cyprus_May19_EN	98,107	0.20%	2	19	\$4,722	85%
May	EMEA_JW_Masai_Mara_Opening_19May_UK	57,492	1.17%	1	5	\$3,647	100%
June	EMEA_EE_Premiun Rooms_METT_Jun09_EN	96,531	0.27%	5	14	\$3,589	*

*June METT Property Report unavailable, thus no tally of % of revenue to EMEA



51

©2023 Marriott International, Inc. All Rights Reserved. Confidential and proprietary — may not be reproduced or distributed without the prior written consent of Marriott.

MARRIOTT
BONVOY[®] 



[Discover Our Hotels](#)

SL: Explore The Mediterranean With AC Hotels by Marriott

Testing & Optimization

Q2 Testing Wins

Five email tests were conducted in Q2 including 4 subject line tests and 1 image test. Two tests produced positive lifts with statistically significant results: April Destination and May MILUX subject line tests. **‘Authority, Personalized’, ‘Question’** and **‘How To’** subject line tags were the best performing tags over the baseline random sample for April Destination and May MILUX respectively.

- Continue to test MILUX against the random sample baseline for lifts in open rate using **‘Authority, Personalized’** and **‘Question’** Subject Line tags.
- As we continue to deploy New Hotel Opening emails, **‘Authority, Personalized’** and **‘How To’** are Subject Line tags we should continue to test against the random sample baseline for lifts in open rate.

Q2 EMEA Email Test & Learn Summary			
	Apr		May
			Jun
MILUX			✱ <u>Subject Line Test</u> Overall: +1.88% lift; statistically significant Top Performing Tag(s): Authority, Personalized & Question
MBV Escapes	<u>Subject Line Test</u> Overall: -0.04% lift; not statistically significant Top Performing Tag(s): Question (RUS, SPA)	<u>Image Test</u> Images Tested: Property v Destination *pending results from RTI*	
Destinations	✱ <u>Subject Line Test</u> Overall: +0.79% lift; statistically significant Top Performing Tag(s): How To		
New Hotel Opening			<u>Subject Line Test</u> Overall: -0.76% lift; statistically significant Top Performing Tags: Authority, Personalized Key Word: Guide

✱ Positive overall lift and statistically significant results

Roadmap

	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Email Performance	App-exclusive offer Targeting by point balance Ongoing: Send-Time Optimization	Ongoing: Send-Time Optimization	Scope reminders emails Ongoing: Send-Time Optimization	Test reminder emails Ongoing: Send-Time Optimization
Personalisation	Hero image optimization Targeted content (pts. balance, country) New member messaging Ongoing: PCIQ SL/PH Optimization; luxury segment versioning	New member messaging Ongoing: PCIQ SL/PH Optimization	New member messaging Ongoing: PCIQ SL/PH Optimization	New member messaging Ongoing: PCIQ SL/PH Optimization
Localisation	Market level event email versioning (Easter, Eid) Language preference messages (comm. strategy & alert message testing) Targeted property features & brand awareness Targeted Moments & partnership content	Targeted property features & brand awareness Targeted Moments & partnership content	Market level event email versioning Language preference messages Targeted property features & brand awareness Targeted Moments & partnership content	Market level event email versioning Language preference messages Targeted property features & brand awareness
Content	Cross-regional marketing	Video/GIF content New creative designs	Mobile app download creative & multi-touch assessment Cross-regional marketing	Video content Cross-regional marketing

Campaign Roadmap

- Looking towards testing opportunities within Q3, we'll continue to explore point redemption opportunities to increase activity within Gold membership level, a 'movable middle' with 22% at no activity.
 - By tracking 'no point activity' segment over a 3-month period, we will monitor how the segment behave when point redemption opportunities are communication in Q3.
- Subject Line Testing and Send-Time Optimization testing will continue throughout Q3.

EMEA Campaigns	Q3					
	July		Aug		Sept	
MILUX			RTI Subject Line Testing			
Escapes			RTI Subject Line Testing		RTI Subject Line Testing	
Project Silk			Regional Restaurant		Regional Restaurant	
Point Activation			No Pt Activity Tracking (3m)		RTI Subject Line Testing	
Destinations			Lang Pref Blade		RTI Subject Line Testing	
Demand Gen			Newly Join Copy Refresh		RTI Subject Line Testing	
New Hotel Opening					RTI Subject Line Testing	
App Exclusive						
Cross Continent MEA MEO						

Thank You

Appendix

Email Type Categories

Categories	Category Description
Brand	MI branded messages where the "friendly from" name is the actual brand name or business partner uses METT optimization (ie. Branded solos)
Core MAU	Monthly account update member newsletter (ie. Feb 2023 Monthly Account Update)
Luxury MAU	Luxury monthly account update
METT	Offers and targeting submitted and deployed through the Field METT Tool that run through METT optimization (ie. Field METTs)
Informational	Service or transactional messages (may or may not have transactional footer) (ie. Points Sharing, Research/Survey, CEC, Apology)
Lifecycle	Triggered messaging to move customers through loyalty program lifecycle (ie. Welcome, Achievers, Redemption, On Boarding)
Partner	Campaigns featuring Loyalty partner (ie. Your World Rewards, United Airlines, Hertz, Cruises Only)
Promotions	Includes Global Promo, Algorithmic Targeted Marketing and Model-based Offers (ie. Points.com, Global Promotion Announcement & Reg Confirmations)
Regional	Global / Local campaigns sent by regional offices (ie Project SILK, Escapes)
Traveler	Messages that inspire travel and share travel tips & trends (ie. Traveler, Project Wanderlust)
Engagement	Re-engagement Series and Decision Engine type communications
Ritz-Carlton Enews	Ritz-Carlton news
Opt In	Welcome and Consent communications

April Destinations Campaign Segment Heatmap

Module	AUSTRIA_ GER	BENELUX_ ENG	DACH_ ENG	DENMARK_ ENG	EGYPT_ARB	EGYPT_ENG	FINLAND_ ENG	FRANCE_ ENG	FRANCE_ FRE
Header	16.38%	24.77%	16.23%	19.14%	22.22%	40.57%	21.62%	24.28%	13.74%
Hero	41.81%	28.01%	32.71%	30.14%	38.89%	27.22%	35.14%	35.51%	43.01%
Mauritius	8.01%	6.66%	6.64%	10.05%	16.67%	3.87%	8.11%	7.57%	9.95%
Seychelles	9.41%	5.56%	7.78%	4.31%	5.56%	5.37%	8.78%	8.62%	9.24%
Jordan	7.67%	4.53%	5.71%	3.35%	5.56%	4.87%	4.73%	6.01%	6.40%
Azerbaijan	8.36%	4.46%	4.78%	4.31%	5.56%	5.12%	6.08%	3.66%	5.57%
Israel	2.79%	2.59%	3.38%	2.39%	--	4.37%	2.70%	6.01%	5.92%
Turkiye	5.57%	4.20%	4.44%	5.74%	5.56%	3.62%	4.73%	3.66%	5.92%
Destinations	27.18%	18.11%	21.89%	15.31%	33.33%	12.48%	17.57%	18.02%	22.04%
Island Paradise	10.45%	9.31%	10.36%	6.70%	22.22%	3.62%	7.43%	7.83%	7.35%
Journey Through Jordan	4.53%	2.91%	3.97%	2.87%	--	2.25%	2.70%	3.13%	5.69%
Tel Aviv	4.18%	2.13%	2.62%	1.44%	5.56%	1.50%	1.35%	3.39%	4.15%
Turkish Riviera	8.01%	3.75%	4.95%	4.31%	5.56%	5.12%	6.08%	3.66%	4.86%
Stay Longer	3.48%	2.65%	3.17%	6.70%	--	1.87%	4.73%	2.35%	4.86%
Hotel Spotlight	2.09%	1.42%	1.90%	0.48%	--	3.00%	2.03%	2.35%	3.08%
Footer	9.06%	25.03%	24.09%	28.23%	5.56%	14.86%	18.92%	17.49%	13.27%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April Destinations Campaign Segment Heatmap

Module	GERMANY_ GER	GREECE_ ENG	IE_ENG	ISRAEL_ENG	ITALY_ENG	ITALY_ITA	MONACO_ FRE	NORWAY_ ENG	POLAND_ ENG	POLAND_ POL
Header	11.90%	16.13%	9.49%	16.01%	19.23%	17.14%	--	22.34%	28.71%	10.53%
Hero	37.34%	48.92%	27.96%	36.56%	41.67%	45.82%	100.00%	26.16%	38.61%	26.32%
Mauritius	8.30%	9.68%	4.34%	3.75%	7.37%	8.47%	--	5.99%	5.45%	--
Seychelles	9.51%	11.29%	4.94%	4.22%	9.29%	9.63%	50.00%	7.90%	9.90%	15.79%
Jordan	5.78%	8.06%	4.74%	7.11%	7.37%	7.62%	50.00%	2.45%	6.44%	5.26%
Azerbaijan	4.61%	6.45%	4.71%	2.90%	6.41%	9.31%	--	3.81%	5.45%	5.26%
Israel	3.56%	3.76%	4.52%	14.82%	3.85%	3.92%	--	1.36%	2.97%	--
Turkiye	5.57%	9.68%	4.71%	3.75%	7.37%	6.88%	--	4.63%	8.42%	--
Destinations	27.45%	20.43%	24.63%	18.97%	17.63%	19.68%	--	15.80%	12.87%	36.84%
Island Paradise	10.48%	8.06%	7.07%	8.17%	5.77%	7.83%	--	6.81%	4.46%	15.79%
Journey Through Jordan	5.78%	4.84%	5.22%	1.05%	3.85%	3.70%	--	2.18%	1.49%	--
Tel Aviv	4.19%	2.15%	6.72%	6.92%	3.85%	2.65%	--	2.72%	1.98%	5.26%
Turkish Riviera	7.00%	5.38%	5.63%	2.83%	4.17%	5.50%	--	4.09%	4.95%	15.79%
Stay Longer	5.62%	2.15%	6.85%	5.01%	1.92%	3.39%	--	2.18%	2.48%	15.79%
Hotel Spotlight	3.06%	1.61%	10.74%	1.19%	3.53%	3.60%	--	3.00%	1.49%	10.53%
Footer	14.63%	10.75%	20.33%	22.27%	16.03%	10.37%	--	30.52%	15.84%	--
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April Destinations Campaign Segment Heatmap

Module	PORTUGAL_SPA	QATAR_ARB	QATAR_ENG	REST_OF_AFRICA_ARB	REST_OF_AFRICA_ENG	REST_OF_EUROPE_ENG	REST_OF_ME_ARB	REST_OF_ME_ENG
Header	25.00%	42.86%	55.47%	24.24%	19.21%	16.90%	7.27%	21.66%
Hero	25.00%	41.27%	29.56%	63.64%	47.82%	41.55%	40.00%	40.94%
Mauritius	--	15.87%	18.38%	6.06%	11.71%	10.11%	5.45%	7.15%
Seychelles	--	3.17%	2.97%	9.09%	9.70%	8.27%	9.09%	6.47%
Jordan	25.00%	1.59%	1.90%	12.12%	6.25%	6.32%	7.27%	7.83%
Azerbaijan	--	3.17%	2.09%	12.12%	6.90%	6.03%	3.64%	6.06%
Israel	--	7.94%	1.65%	9.09%	6.55%	4.26%	5.45%	4.70%
Turkiye	--	9.52%	2.58%	15.15%	6.70%	6.56%	9.09%	8.72%
Destinations	50.00%	9.52%	5.98%	6.06%	16.36%	19.33%	30.91%	17.57%
Island Paradise	--	3.17%	2.48%	3.03%	6.35%	7.92%	5.45%	4.63%
Journey Through Jordan	--	--	0.92%	--	2.40%	3.31%	5.45%	3.20%
Tel Aviv	--	1.59%	0.58%	3.03%	2.50%	1.89%	5.45%	2.59%
Turkish Riviera	50.00%	4.76%	1.99%	--	5.10%	6.21%	14.55%	7.15%
Stay Longer	--	1.59%	0.92%	--	1.90%	2.54%	9.09%	2.59%
Hotel Spotlight	--	3.17%	0.78%	3.03%	1.80%	1.65%	3.64%	2.18%
Footer	--	1.59%	7.29%	3.03%	12.91%	18.03%	9.09%	15.05%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



April Destinations Campaign Segment Heatmap

Module	RUSSIA_ENG	RUSSIA_RUS	SAUDI_ARABIA_ARB	SAUDI_ARABIA_ENG	SOUTH_AFRICA_ENG	SPAIN_PORTUGAL_ENG	SPAIN_SPA
Header	10.53%	9.85%	14.39%	23.37%	15.70%	18.71%	19.66%
Hero	52.63%	43.18%	51.08%	34.95%	46.84%	47.42%	41.45%
Mauritius	5.26%	5.30%	9.35%	6.23%	14.68%	9.68%	9.72%
Seychelles	15.79%	9.09%	4.32%	5.49%	8.61%	9.68%	8.44%
Jordan	--	6.82%	10.79%	4.47%	4.68%	8.71%	6.20%
Azerbaijan	10.53%	5.30%	7.19%	5.49%	5.06%	8.71%	6.52%
Israel	5.26%	3.03%	7.91%	5.35%	4.05%	5.81%	3.42%
Turkiye	15.79%	13.64%	11.51%	7.91%	9.75%	4.84%	7.16%
Destinations	26.32%	33.33%	23.74%	13.55%	25.70%	19.03%	23.18%
Island Paradise	10.53%	8.33%	9.35%	3.59%	8.35%	6.13%	7.26%
Journey Through Jordan	--	6.06%	2.88%	1.25%	3.04%	3.87%	5.45%
Tel Aviv	5.26%	4.55%	2.16%	2.64%	3.67%	2.90%	2.03%
Turkish Riviera	10.53%	14.39%	9.35%	6.08%	10.63%	6.13%	8.44%
Stay Longer	--	1.52%	0.72%	2.78%	2.78%	2.58%	2.14%
Hotel Spotlight	--	3.03%	3.60%	2.86%	1.14%	0.65%	2.24%
Footer	10.53%	9.09%	6.47%	22.49%	7.85%	11.61%	11.32%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April Destinations Campaign Segment Heatmap

Module	RUSSIA_ENG	RUSSIA_RUS	SAUDI_ARABIA_ARB	SAUDI_ARABIA_ENG	SOUTH_AFRICA_ENG	SPAIN_PORTUGAL_ENG	SPAIN_SPA
Header	10.53%	9.85%	14.39%	23.37%	15.70%	18.71%	19.66%
Hero	52.63%	43.18%	51.08%	34.95%	46.84%	47.42%	41.45%
Mauritius	5.26%	5.30%	9.35%	6.23%	14.68%	9.68%	9.72%
Seychelles	15.79%	9.09%	4.32%	5.49%	8.61%	9.68%	8.44%
Jordan	--	6.82%	10.79%	4.47%	4.68%	8.71%	6.20%
Azerbaijan	10.53%	5.30%	7.19%	5.49%	5.06%	8.71%	6.52%
Israel	5.26%	3.03%	7.91%	5.35%	4.05%	5.81%	3.42%
Turkiye	15.79%	13.64%	11.51%	7.91%	9.75%	4.84%	7.16%
Destinations	26.32%	33.33%	23.74%	13.55%	25.70%	19.03%	23.18%
Island Paradise	10.53%	8.33%	9.35%	3.59%	8.35%	6.13%	7.26%
Journey Through Jordan	--	6.06%	2.88%	1.25%	3.04%	3.87%	5.45%
Tel Aviv	5.26%	4.55%	2.16%	2.64%	3.67%	2.90%	2.03%
Turkish Riviera	10.53%	14.39%	9.35%	6.08%	10.63%	6.13%	8.44%
Stay Longer	--	1.52%	0.72%	2.78%	2.78%	2.58%	2.14%
Hotel Spotlight	--	3.03%	3.60%	2.86%	1.14%	0.65%	2.24%
Footer	10.53%	9.09%	6.47%	22.49%	7.85%	11.61%	11.32%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April Destinations Campaign Segment Heatmap

Module	SWEDEN_ENG	SWITZER_GER	TURKEY_ENG	UAE_ARB	UAE_ENG	UK_ENG
Header	20.20%	14.94%	35.87%	14.00%	16.74%	16.43%
Hero	31.92%	40.25%	39.95%	46.00%	40.60%	32.47%
Mauritius	7.49%	11.62%	10.87%	8.00%	9.25%	6.90%
Seychelles	11.07%	9.13%	6.52%	4.00%	8.87%	6.50%
Jordan	4.23%	6.22%	3.26%	--	4.69%	5.17%
Azerbaijan	3.91%	5.39%	2.99%	8.00%	6.61%	4.80%
Israel	3.91%	4.15%	1.90%	10.00%	5.32%	3.41%
Turkiye	1.30%	3.73%	14.40%	16.00%	5.86%	5.70%
Destinations	14.98%	19.92%	15.76%	20.00%	18.63%	22.22%
Island Paradise	8.47%	10.37%	1.90%	4.00%	6.40%	6.88%
Journey Through Jordan	0.98%	3.32%	1.63%	2.00%	2.64%	4.38%
Tel Aviv	3.58%	1.66%	0.27%	4.00%	2.60%	3.54%
Turkish Riviera	1.95%	4.56%	11.96%	10.00%	6.99%	7.42%
Stay Longer	4.23%	4.15%	1.36%	4.00%	1.97%	4.95%
Hotel Spotlight	2.28%	2.49%	0.54%	4.00%	2.01%	3.85%
Footer	26.38%	18.26%	6.52%	12.00%	20.05%	20.08%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

May Destinations Campaign Segment Heatmap

Module	AUSTRIA_ GER	BENELUX_ ENG	DACH_ENG	DENMARK_ ENG	EGYPT_ARB	EGYPT_ENG	EMEA_GER	FRANCE_ ENG
Header	11.01%	--	16.35%	--	53.19%	68.86%	--	38.82%
Hero	19.27%	11.11%	13.25%	100.00%	17.02%	5.32%	33.33%	18.24%
Destinations	45.87%	77.78%	32.71%	--	23.40%	12.80%	50.00%	12.35%
Sharm El-Sheikh, Sheraton	15.14%	11.11%	4.82%	--	4.26%	2.04%	16.67%	2.35%
Dahab, La Meridien	5.50%	11.11%	9.98%	--	8.51%	3.28%	--	4.71%
Miramar, Sheraton	3.21%	--	--	--	--	--	--	--
Sharm El-Sheikh, Renaissance	2.29%	11.11%	4.01%	--	2.13%	1.25%	--	0.59%
Soma Bay, Sheraton	10.55%	33.33%	6.62%	--	2.13%	2.38%	33.33%	2.94%
Hurghada, Marriott	9.17%	11.11%	7.28%	--	6.38%	3.85%	--	1.76%
Traveler	7.80%	11.11%	11.12%	--	2.13%	2.94%	--	5.29%
Sheraton	--	--	1.72%	--	--	1.13%	--	2.35%
Footer	16.06%	--	24.86%	--	4.26%	8.95%	16.67%	22.94%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

May Destinations Campaign Segment Heatmap

Module	GERMANY_ GER	ITALY_ ENG	QATAR_ ARB	QATAR_ ENG	REST_OF_ EUROPE_ENG
Header	11.86%	--	54.55%	64.22%	8.11%
Hero	20.37%	25.00%	36.36%	21.71%	8.11%
Destinations	46.16%	75.00%	3.03%	5.06%	43.24%
Sharm El-Sheikh, Sheraton	11.03%	--	--	0.90%	8.11%
Dahab, La Meridien	7.35%	--	--	1.53%	8.11%
Miramar, Sheraton	--	--	--	--	--
Sharm El-Sheikh, Renaissance	4.96%	--	3.03%	0.55%	8.11%
Soma Bay, Sheraton	9.93%	25.00%	--	1.04%	8.11%
Hurghada, Marriott	9.93%	50.00%	--	1.04%	10.81%
Traveler	6.71%	--	3.03%	2.08%	16.22%
Sheraton	--	--	--	0.76%	2.70%
Footer	14.89%	--	3.03%	6.17%	21.62%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

May Destinations Campaign Segment Heatmap

Module	REST_OF_ME_ENG	REST_OF_MEA_ARB	REST_OF_NORTH_AFRICA_ENG	SAUDI_ARABIA_ARB	SAUDI_ARABIA_ENG	SPAIN_PORTUGAL_ENG
Header	28.57%	31.82%	27.31%	22.09%	31.22%	25.00%
Hero	13.95%	31.82%	10.19%	31.40%	17.80%	50.00%
Destinations	22.62%	27.27%	27.31%	27.91%	17.93%	--
Sharm El-Sheikh, Sheraton	5.78%	2.27%	7.41%	4.65%	4.51%	--
Dahab, La Meridien	4.93%	6.82%	4.17%	2.33%	4.27%	--
Miramar, Sheraton	--	--	--	2.33%	--	--
Sharm El-Sheikh, Renaissance	4.25%	4.55%	4.63%	5.81%	4.15%	--
Soma Bay, Sheraton	3.40%	11.36%	3.24%	5.81%	2.44%	25.00%
Hurghada, Marriott	4.25%	2.27%	7.87%	6.98%	2.56%	25.00%
Traveler	4.42%	4.55%	2.78%	4.65%	5.73%	25.00%
Sheraton	2.21%	--	6.48%	--	2.44%	--
Footer	28.23%	4.55%	25.93%	13.95%	24.88%	--
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

May Destinations Campaign Segment Heatmap

Module	SWEDEN_ENG	SWITZER_GER	TURKEY_ENG	UAE_ARB	UAE_ENG	UK_IE_ENG
Header	--	9.32%	--	28.57%	25.71%	20.54%
Hero	100.00%	18.01%	50.00%	32.14%	11.69%	13.65%
Destinations	--	47.20%	50.00%	28.57%	23.37%	25.17%
Sharm El-Sheikh, Sheraton	--	10.56%	--	10.71%	5.08%	6.09%
Dahab, La Meridien	--	9.32%	--	--	5.59%	4.73%
Miramar, Sheraton	--	4.35%	--	3.57%	--	--
Sharm El-Sheikh, Renaissance	--	3.73%	--	3.57%	3.25%	4.55%
Soma Bay, Sheraton	--	13.04%	--	--	4.67%	3.04%
Hurghada, Marriott	100.00%	6.21%	50.00%	10.71%	4.78%	6.75%
Traveler	--	7.45%	--	--	8.74%	6.75%
Sheraton	--	--	--	--	2.24%	2.93%
Footer	--	18.01%	--	10.71%	28.25%	30.96%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Q2 2023 New Hotel Opening: 28 May [Click Map](#)

Lux vs Non-Lux, Europe + Middle East

Luxury Segment Codes & Description
L1 = LUX ONLY
L2A = HIGH USER (greater than 50%)
L2B = LOW USER (less than 50%)
L3 = REDEEM ONLY

Regions	Europe + Middle East					
	L1	L2A	L2B	L3	Non-Lux	Total
Segments						
Header	9.9%	6.5%	3.5%	4.3%	9.2%	8.6%
Hero	48.7%	47.2%	59.8%	62.7%	40.0%	42.5%
Hotel Spotlight	22.4%	18.0%	16.9%	14.6%	10.6%	11.6%
Edition Rome	15.0%	12.3%	9.8%	8.8%	---	1.6%
JW Berlin	7.3%	5.7%	7.1%	5.8%	---	1.0%
Moxy Belgrade	---	---	---	---	5.3%	4.5%
Tirana Marriott	---	---	---	---	5.3%	4.5%
Openings per Brand	---	10.5%	9.7%	10.2%	10.8%	10.4%
Edition	---	3.5%	2.4%	2.6%	2.2%	2.2%
JW Marriott	---	1.6%	1.4%	1.9%	1.6%	1.5%
Marriott	---	1.4%	1.9%	1.5%	2.1%	2.0%
Moxy	---	1.5%	1.8%	1.9%	1.6%	1.6%
Renaissance	---	0.7%	0.9%	1.0%	1.7%	1.5%
Tribute	---	1.8%	1.4%	1.3%	1.6%	1.5%
Editorial: Traveler	3.2%	2.8%	2.8%	2.4%	3.2%	3.1%
Search Bar	3.8%	3.7%	3.2%	4.0%	4.3%	4.2%
Featured Properties Footer Link	1.1%	1.6%	0.4%	0.1%	4.6%	4.0%
Footer	10.8%	8.5%	2.5%	1.3%	15.3%	13.7%
Grand Total	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%

Dashes (---) indicate that content was not targeted to this audience

Q2 2023 New Hotel Opening: 28 May [Click Map](#)

Lux vs Non-Lux, Africa

Luxury Segment Codes & Description
L1 = LUX ONLY
L2A = HIGH USER (greater than 50%)
L2B = LOW USER (less than 50%)
L3 = REDEEM ONLY

% of Clicks

Regions	Africa					
Segments	L1	L2A	L2B	L3	Non-Lux	Total
Header	17.1%	24.1%	10.9%	0.0%	13.9%	13.9%
Hero	34.1%	34.5%	48.5%	75.0%	47.7%	47.4%
Hotel Spotlight	23.4%	25.3%	31.8%	12.7%	20.1%	20.7%
Delta Dar Es Salaam	10.0%	7.2%	9.4%	12.5%	5.6%	5.9%
JW Marriott Masai Mara	8.0%	7.4%	17.3%	0.1%	8.0%	8.3%
Laile Seychelles	5.4%	10.7%	5.2%	0.1%	6.5%	6.4%
Openings per Brand	2.4%	0.0%	5.9%	12.5%	6.1%	6.0%
Edition	0.0%	0.0%	3.0%	0.0%	1.2%	1.2%
JW Marriott	0.0%	0.0%	2.0%	0.0%	1.3%	1.3%
Marriott	0.0%	0.0%	0.0%	12.5%	0.7%	0.7%
Moxy	0.0%	0.0%	0.0%	0.0%	1.0%	0.9%
Renaissance	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%
Tribute	2.4%	0.0%	1.0%	0.0%	1.1%	1.1%
Editorial: Traveler	0.0%	10.3%	0.0%	0.0%	1.1%	1.1%
Search Bar	2.4%	0.0%	2.0%	0.0%	2.7%	2.6%
Featured Properties Footer Link	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Footer	22.0%	6.9%	2.0%	0.0%	10.1%	9.9%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

May MBV Escapes Campaign Segment Heatmap

Europe	AUSTRIA _GER	DACH _ENG	GERMANY _GER	SWITZER _GER	BENELUX _ENG	FRANCE _ENG	FRANCE _FRE	ITALY _ENG	ITALY _ITA	POLAND _POL	PORTUGAL _SPA	SPAIN _PORTUGAL _ENG	SPAIN _SPA	REST_OF _EUROPE _ENG	UK_IE _ENG
Berlin	27.78%	20.94%	29.27%	23.44%	10.46%	--	--	--	--	15.38%	--	--	--	13.90%	--
Munich	23.33%	12.71%	20.52%	18.75%	--	--	--	--	--	7.69%	--	--	--	--	--
Vienna	26.67%	16.47%	22.38%	15.63%	--	--	--	--	--	--	--	--	--	--	--
Zurich	7.78%	19.29%	12.34%	26.56%	--	--	--	--	--	--	--	--	--	--	--
Madrid	5.56%	18.82%	8.61%	6.25%	--	16.67%	14.08%	--	11.80%	--	--	30.51%	26.98%	14.17%	--
Istanbul	8.89%	11.76%	6.89%	9.38%	--	--	--	--	--	--	--	--	--	--	--
Amsterdam	--	--	--	--	19.67%	--	--	--	--	--	--	--	--	--	15.43%
Brussels	--	--	--	--	14.64%	--	--	--	--	--	--	--	--	--	--
Budapest	--	--	--	--	10.88%	--	--	20.24%	10.67%	--	--	--	--	--	15.12%
Paris	--	--	--	--	29.29%	25.00%	30.28%	11.90%	20.79%	15.38%	--	5.08%	15.81%	11.85%	14.16%
London	--	--	--	--	15.06%	16.67%	17.61%	15.48%	15.17%	7.69%	50.00%	15.25%	14.42%	17.57%	20.08%
Lyon	--	--	--	--	--	12.50%	16.90%	--	--	--	--	--	--	--	--
Lille	--	--	--	--	--	18.75%	7.04%	--	--	--	--	--	--	--	--
Budapest	--	--	--	--	--	10.42%	14.08%	--	--	--	--	--	--	19.07%	--
Rome	--	--	--	--	--	--	--	20.24%	28.65%	--	--	--	--	23.43%	--
Milan	--	--	--	--	--	--	--	19.05%	12.92%	--	--	--	--	--	--
Venice	--	--	--	--	--	--	--	13.10%	--	--	--	--	--	--	--
Warsaw	--	--	--	--	--	--	--	--	--	30.77%	--	--	--	--	--
Krakow	--	--	--	--	--	--	--	--	--	23.08%	--	--	--	--	--
Lisbon	--	--	--	--	--	--	--	--	--	--	--	25.42%	18.14%	--	--
Barcelona	--	--	--	--	--	--	--	--	--	--	--	15.25%	8.84%	--	--
Valencia	--	--	--	--	--	--	--	--	--	--	50.00%	8.47%	15.81%	--	--
Edinburgh	--	--	--	--	--	--	--	--	--	--	--	--	--	--	18.43%
Dublin	--	--	--	--	--	--	--	--	--	--	--	--	--	--	16.78%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



May MBV Escapes Campaign Segment Heatmap

MENA	EGYPT _ENG	EGYPT _ARB	EMEA _RUS	REST_OF _MENA _ENG	QATAR _ARB	QATAR _ENG	SAUDI _ARABIA _ARB	SAUDI _ARABIA _ENG	TURKEY _ENG	UAE _ARB	UAE _ENG
Cairo	32.91%	--	--	22.89%	--	--	--	--	--	17.39%	--
Hurghada	29.75%	--	--	--	--	--	--	--	--	--	--
Alexandria	17.72%	--	--	--	--	--	--	--	--	--	--
Jeddah	5.06%	50.00%	--	6.83%	--	--	13.33%	15.59%	--	8.70%	4.22%
Doha	7.59%	--	10.00%	14.46%	60.00%	54.01%	13.33%	15.25%	10.67%	4.35%	8.02%
Dubai	6.96%	50.00%	30.00%	32.53%	10.00%	14.60%	35.56%	24.07%	2.67%	52.17%	39.45%
Abu Dhabi	--	--	30.00%	6.02%	--	--	--	--	--	17.39%	20.46%
Muscat	--	--	30.00%	17.27%	--	10.95%	--	7.46%	--	--	9.70%
Riyadh	--	--	--	--	10.00%	4.38%	24.44%	20.68%	--	--	--
Manama	--	--	--	--	20.00%	5.11%			--	--	--
Kuwait	--	--	--	--	--	10.95%			--	--	--
Mecca	--	--	--	--	--	--	13.33%	16.95%	--	--	--
Instanbul	--	--	--	--	--	--	--	--	32.00%	--	--
Izmir	--	--	--	--	--	--	--	--	17.33%	--	--
Bodrum	--	--	--	--	--	--	--	--	22.67%	--	--
Mykonos	--	--	--	--	--	--	--	--	14.67%	--	--
Mauritius	--	--	--	--	--	--	--	--	--	--	18.14%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

May MBV Escapes Campaign Segment Heatmap

SSA	REST_OF_SSA_ENG	SOUTH_AFRICA_ENG
South Africa	21.20%	--
Namibia	18.05%	--
Kenya	28.08%	--
Zambia	9.74%	6.03%
Tanzania	11.75%	9.21%
Mauritius	11.17%	17.14%
Cape Town	--	26.98%
Garden Route	--	19.68%
Durban	--	20.95%
Total	100.00%	100.00%

April Point Activation Heatmap

Module	% of Clicks	ENG	BEN	GER	ITA	SPA
Header	11.41%	11.25%	12.34%	6.74%	11.55%	11.61%
Hero (MEO)	52.34%	51.95%	51.88%	56.18%	61.45%	48.88%
Hotel Imperial, TLC	0.50%	--	--	6.84%	--	--
JW Marriott Berlin	0.67%	--	--	9.24%	--	--
Balearics	1.21%	--	--	13.67%	12.71%	--
Rome EDITION	0.14%	--	--	--	8.30%	--
Excelsior Hotel, TLC	0.05%	--	--	--	2.84%	--
Hotel Marqués, TLC	0.21%	--	--	--	--	12.83%
Castillo TLC	0.11%	--	--	--	--	6.70%
Santo Mauro, TLC	0.12%	--	--	--	--	7.48%
Eite Member Offer	1.24%	1.53%	0.62%	2.68%	1.26%	3.13%
JW Venice	0.99%	1.53%	0.62%	0.00%	1.26%	0.00%
JW Madrid	0.25%	0.00%	0.00%	2.68%	0.00%	3.13%
Moments	22.36%	22.47%	21.91%	25.51%	15.97%	23.77%
Cosme	5.48%	5.51%	5.35%	6.91%	7.14%	0.00%
Orlando Pirates	2.41%	2.77%	2.33%	1.54%	0.63%	0.00%
Handball	2.19%	2.59%	1.94%	2.23%	0.00%	0.00%
F1	8.08%	7.32%	7.96%	11.27%	6.51%	20.20%
Manchester United	4.20%	4.29%	4.34%	3.57%	1.68%	3.57%
Search Moments	2.01%	2.38%	1.94%	0.67%	0.53%	0.78%
Footer	10.64%	10.41%	11.31%	8.22%	9.24%	11.83%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Module	Plat.	Titan.	Ambass.
Elite Member Offer	8.75%	8.56%	9.23%
JW Venice	7.49%	7.71%	8.45%
JW Madrid	1.26%	0.85%	0.78%

©2023 Marriott International, Inc. All Rights Reserved. Confidential and proprietary — may not be reproduced or distributed without the prior written consent of Marriott.