



# Luxury MAU Learning Library

Updated April 2023

MARRIOTT INTERNATIONAL LUXURY BRANDS

EDITION

THE  
LUXURY  
COLLECTION

STREGIS

THE RITZ-CARLTON

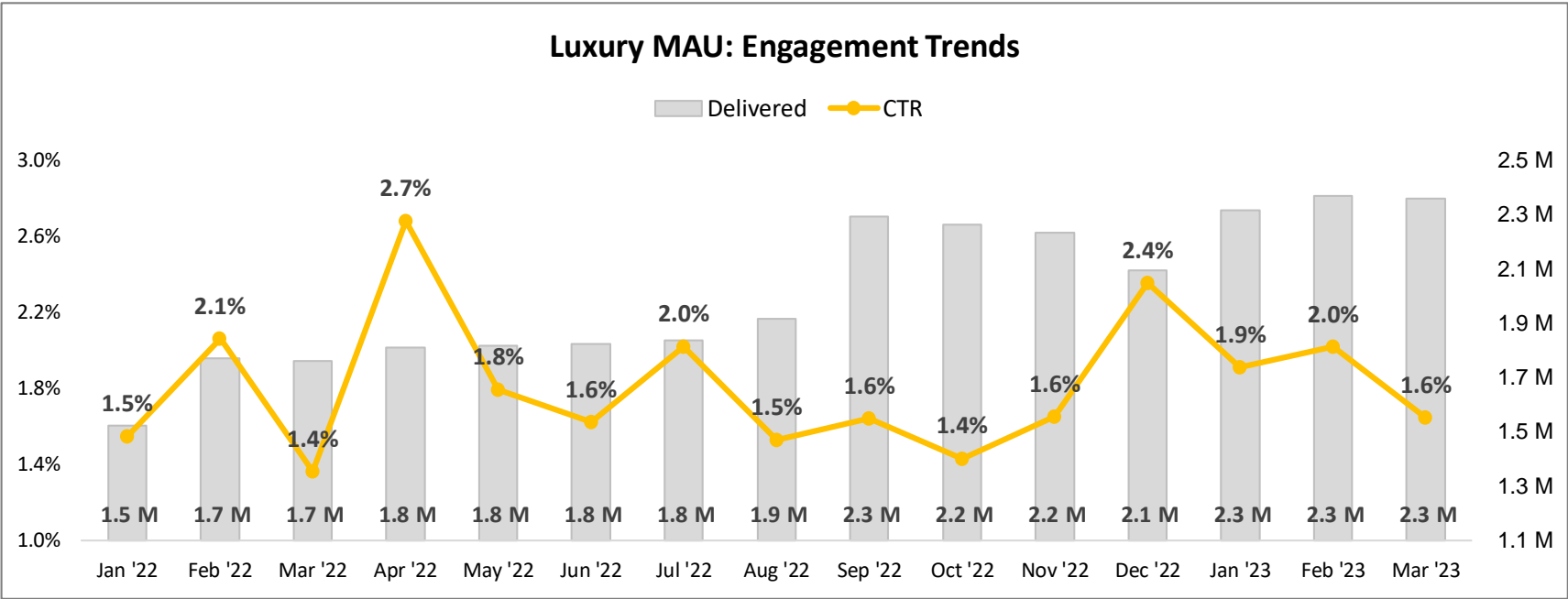
W  
HOTELS

JW MARRIOTT

# Contents

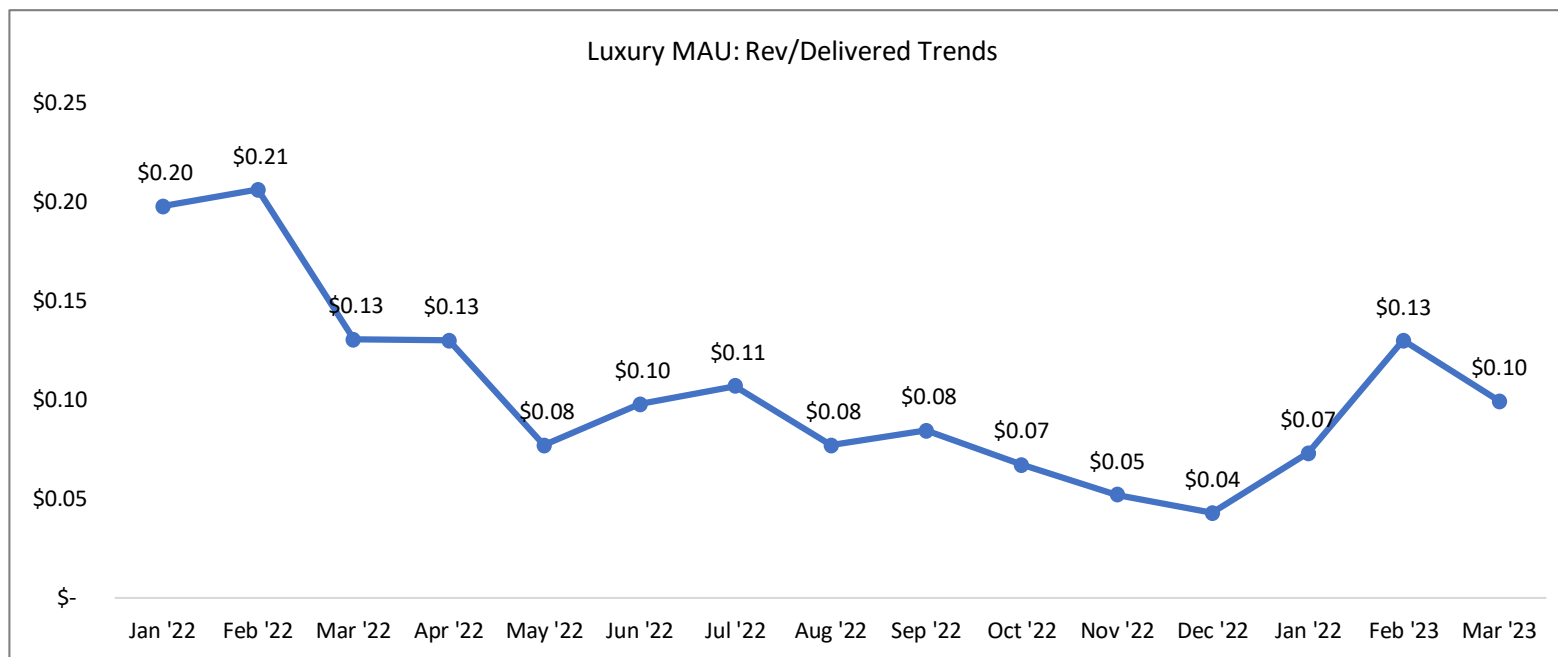
- 2021-2022 Performance Summary
- 2022 Learnings and Insights
- 2023 Learning Opportunities and Testing Strategies
- 2023 Testing Roadmap
- Awards
- Luxury Segment Level Insights and Testing
- Testing Detail: By Category Type

# Engagement Trends: 2022-2023



Themes	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	Wellness Getaways	Romantic Escapes	Road Trips & Spring Travel	Family & Spring Getaways	Long Weekends & Culinary Experiences	Summer Planning/ Outdoor Spaces	Summer Travel/ Beaches	Last of Summer/ Pools	Weekend Getaways	Fall Travel & Long Weekends	Relaxing Holiday Escapes	Holiday Travel
2023	Bucket List Travel	Romantic Escapes	Family Getaways	--	--	--	--	--	--	--	--	--

## Financial Trends: 2022-2023



Note: Since July '22  
Financials still impacted  
by Adobe email tracking  
issues. CX team  
investigating as it  
pertains to all emails

[illegible]

# Learning Considerations:

## 2022 Insights

- Engagement differences continue to be prevalent for L1/L2A in comparison to L2B/L3
- Account Box and Hero drive highest click activity
- 6-Across Hero continues to be a top performer for hero treatment
- Hotel Spotlight and Inspiration drive engagement across all segments
- L2B/L3 often show higher engagement with Moments/Loyalty content
- Offer engagement varies by each luxury segment level with L2B/L3 generally more engaged
- Key promotions such as GloPro drive interest from all luxury segments

## 2023 Learning Opportunities

- Test into segment level content strategies
  - L1 & L2A vs. L2B & L3
    - Max ADR \$750+ Yes/No
    - Loyalty content mix
    - Offer mix
- Revisit test KPI benchmarks
  - BPK, Rev/Delivered, Lux Contribution
- Expand regional relevancy through geo-targeting and personalization where possible to gain insights on what content resonates at a higher rate for each region

# Future Enhancements: 2023

## Increase Bookings

- **Test offer content by segment to increase bookings & revenue**
- *For example: offer type, # of offers, placement, module design*

## Enhance Performance

- **Optimize content using AI technology to increase click activity**
- *For example: subject lines, headlines, CTA copy, types of offers*

## Continue Holdout

- **Re-establish Core MAU control group to measure booking & revenue lifts**

## Expand Personalization

- **Use 3<sup>rd</sup> party data, test versioning by luxury segment, and expand geo-targeting to continue increasing relevancy**

## Increase Loyalty

- **Enhance loyalty content by luxury and member segments**
- *For example: account box placement, featured offers*

# 2023 Test and Learn Strategies

Area	Test Tactics	Learnings Supported	Key KPIs
Audience & Segmentation	<ul style="list-style-type: none"> <li>• Version Content</li> <li>• 3<sup>rd</sup> Party Data</li> <li>• Geo-targeting</li> </ul>	<ul style="list-style-type: none"> <li>• Does 3<sup>rd</sup> party data help us understand certain segments better and improve content strategies?</li> <li>• Are there additional geo-targeting opportunities to lift engagement and relevancy across targeted regions?</li> </ul>	<ul style="list-style-type: none"> <li>• CTR</li> <li>• Unsub. Rate</li> </ul>
Creative/Content	<ul style="list-style-type: none"> <li>• CTA Copy</li> <li>• Hero Testing</li> <li>• Image Testing</li> <li>• Personalization and Relevancy</li> </ul>	<ul style="list-style-type: none"> <li>• Which CTA copy approach in the hero drives better engagement?</li> <li>• Can we increase click activity in select modules by testing more personalized content based on luxury segment, region, or member level?</li> <li>• What content or offers will lift revenue per delivered performance with L2B and L3? Does module creative or placement help engagement?</li> </ul>	<ul style="list-style-type: none"> <li>• Click Counts</li> <li>• CTR</li> <li>• Post-click activity (e.g., lux brand rev)</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• PCIQ</li> <li>• STO</li> </ul>	<ul style="list-style-type: none"> <li>• What are the best subject line approaches over time?</li> <li>• What are the best preheader approaches over time?</li> <li>• Are readers more engaged during certain times and days of week overall and at various segment levels?</li> </ul>	<ul style="list-style-type: none"> <li>• Open Counts</li> <li>• Open Rate</li> <li>• Click Counts</li> <li>• CTR</li> </ul>



# 2023 Testing Roadmap

Area	Q1 '23 (Jan-Mar)	Q2 '23 (Apr-Jun)	Q3 '23 (Jul-Sep)	Q4 '23 (Oct-Dec)
Audience & Segmentation	<ul style="list-style-type: none"> <li>• Geo-targeting Hero/Nav Bar</li> <li>• 3<sup>rd</sup> Party Data</li> <li>• Segment Level Versioning</li> </ul>	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Party Data</li> <li>• Geo-targeting Hero/Nav Bar</li> <li>• Segment Level Versioning</li> </ul>	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Party Data</li> <li>• Geo-targeting Hero/Nav Bar</li> <li>• Segment Level Versioning</li> </ul>	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Party Data</li> <li>• Geo-targeting Hero/Nav Bar</li> <li>• Segment Level Versioning</li> </ul>
Creative/ Content	<ul style="list-style-type: none"> <li>• Account Box Placement/Creative Test</li> <li>• Offer Placement/Creative</li> <li>• Offer Type</li> <li>• Headline Test</li> <li>• Lux Segment Content Testing</li> </ul>	<ul style="list-style-type: none"> <li>• Offer Placement/Creative</li> <li>• Offer Type</li> <li>• Lux Segment Content Testing</li> <li>• Max ADR Suite Upsell</li> </ul>	<ul style="list-style-type: none"> <li>• Offer Placement/Creative</li> <li>• Offer Type</li> <li>• Lux Segment Content Testing</li> <li>• Max ADR Suite Upsell</li> </ul>	<ul style="list-style-type: none"> <li>• Offer Placement/Creative</li> <li>• Offer Type</li> <li>• Lux Segment Content Testing</li> <li>• Max ADR Suite Upsell</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• PCIQ Preheader Test</li> <li>• PCIQ Content</li> <li>• Send Time Optimization (STO)</li> </ul>	<ul style="list-style-type: none"> <li>• PCIQ Preheader Test</li> <li>• PCIQ Content</li> <li>• Send Time Optimization (STO)</li> </ul>	<ul style="list-style-type: none"> <li>• PCIQ Preheader Test</li> <li>• PCIQ Content</li> <li>• Send Time Optimization (STO)</li> </ul>	<ul style="list-style-type: none"> <li>• PCIQ Preheader Test</li> <li>• PCIQ Content</li> <li>• Send Time Optimization (STO)</li> </ul>





# Awards

# Horizon Interactive Awards **GOLD WINNER**

Email Promotion: February ‘23



**HORIZON INTERACTIVE AWARDS GOLD WINNER**  
**DATA AXLE**

MY ACCOUNT

FIND & RESERVE

MARSHALL INTERNATIONAL LUXURY BRANDS

HERITAGE

LUXURY

W

W

W

W

Rediscover the Romance

Of a New Destination.

EDITION

QUALITY

STREET

W

W

W

Miami

Seychelles

Bali

Masi

Barcelona

Los Cabos

Janet Youngworth

TITANIUM ELITE | 137,686 POINTS | 74 NIGHTS

VIEW ACTIVITY

SEE BENEFITS

Get Inspired

THE JOURNEY

Romantic Getaways for Two

Whether celebrating a milestone anniversary or escaping on an impromptu weekend jaunt, The Ritz-Carlton® offers unforgettable experiences.

EXPLORE

THE LUXURY COLLECTION

Why I Love Paris

From romantic, expansive views to hideaway bars and beyond, explore the City of Light by day and night through the eyes of bestselling author, Caroline de Maigret.

DISCOVER

Exclusively for You[, Fname]

Make Every Night Count...Twice.

Register, then earn 1 bonus Elite Night Credit and 1,000 bonus points each night you stay, through May 4, 2022.

REGISTER

Escape to Luxury

Each month, get exclusive access to luxury experiences in the most inspiring destinations.

INDULGENCE AWAITS

The New York EDITION®

Plan ahead and save on your stay when you book 10 days or more in advance of your arrival.

SEE OFFER

THE RITZ-CARLTON

Culinary Spotlight

Michelin-Starred Meals

Discover food and cocktail recipes, restaurant recommendations, culinary events, and what our own chefs are bringing to the table at The Ritz-Carlton.

SAVOR MORE

Experience Someplace New

JW Marriott® Guadalajara

Surround yourself with classic luxury and unmatched service while experiencing traditional Mexican culture.

EXPLORE

The Ritz-Carlton, Grand Cayman

This newly renovated resort is a haven of modern luxury and mid-century British Caribbean style.

EXPLORE

City to Slopes

Treat yourself to an exclusive winter package and experience all of the Louisa that Lake Tahoe and San Francisco have to offer. Stay at The Ritz-Carlton, enjoy an extravagant shopping spree, receive private air transportation, and much more.

RESERVE NOW

Discover What Inspires You

W ROME

Where if you want to, that how could you not? @w\_hotels, now open in the Eternal City.

FOLLOW US ON INSTAGRAM

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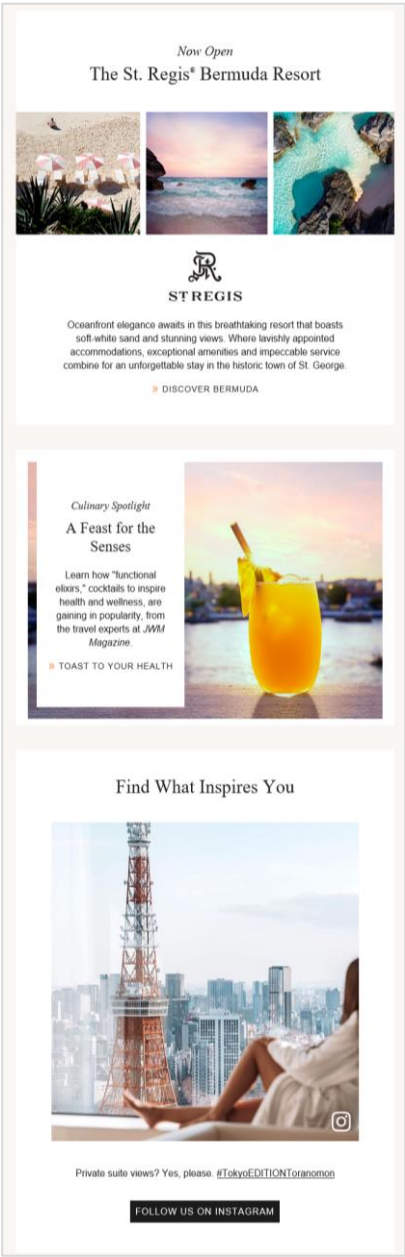
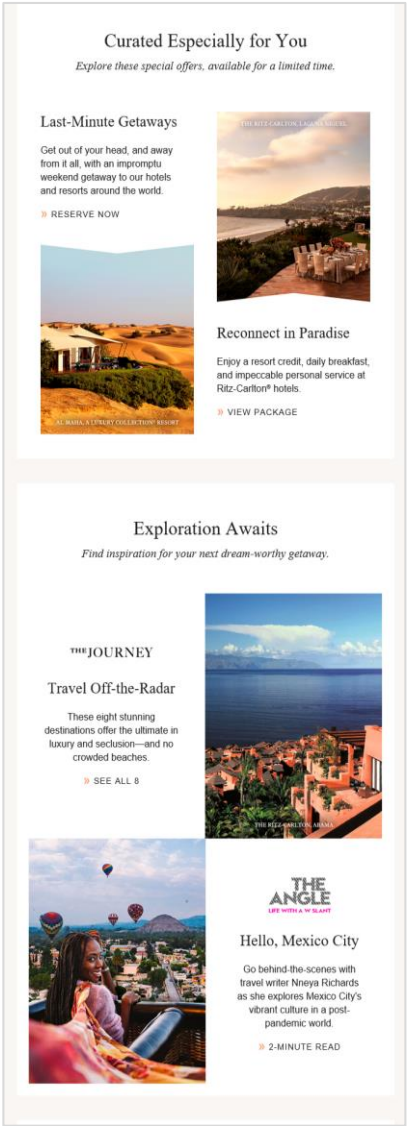
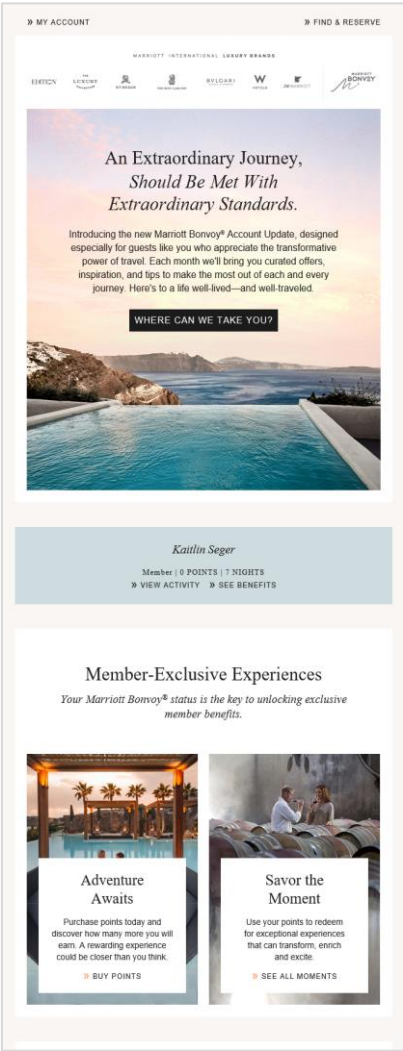
MARRIOTT  
BONVOY®

# Horizon Interactive Awards **GOLD WINNER**

Email Newsletter: August '21 (Launch Newsletter)



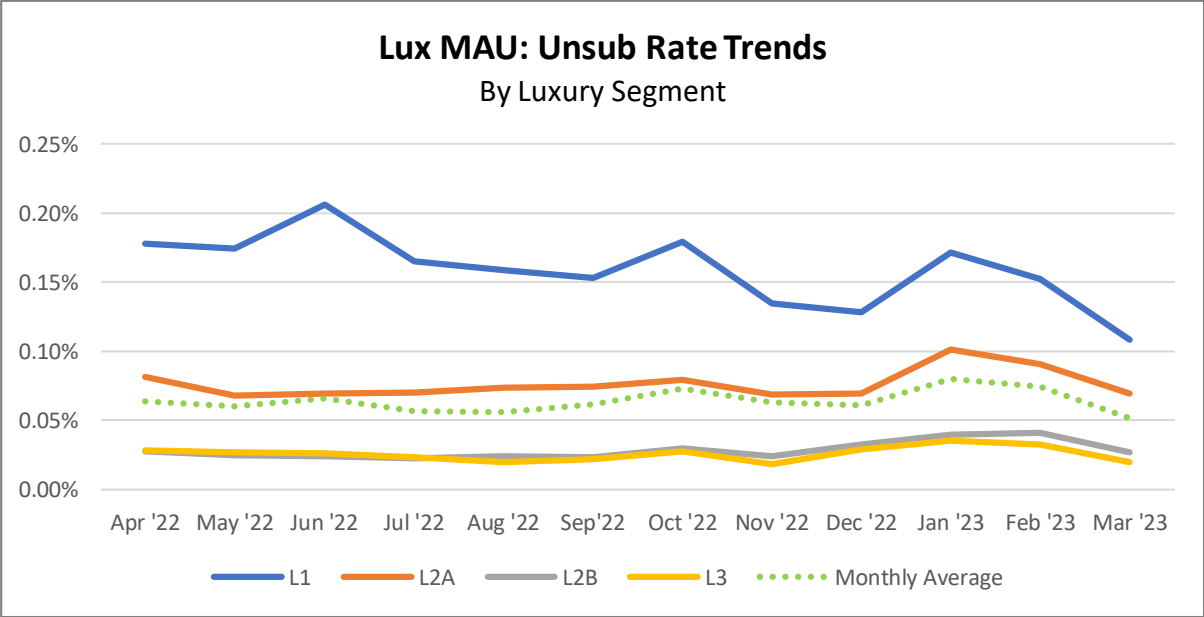
**HORIZON INTERACTIVE AWARDS GOLD WINNER**  
**DATA AXLE**  
**LUXURY MEMBER ACCOUNT UPDATE**  
**EMAIL - NEWSLETTER**



# Luxury Segment Level

# Luxury Segment Level Engagement Trends

- Segment level engagement trends remain consistent throughout Q1 for all segments
- L1/L2A testing launched in March to assess if a shortened condensed version drives incrementality for engagement and revenue; testing to continue into April
- Testing to shift to Max ADR Suite Upsell in June















Please Note: Since July '22 Financials still impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

Oct '22 – Mar '23

		Jan '23	Feb '23	Mar '23	Engagement Trends
L1	Del.	592.5 K	611.1 K	601.2 K	MoM -1.6% (-9.9 K)
	CTR	0.9%	1.0%	0.7%	
	Unsub Rate	0.17%	0.15%	0.11%	
	Rev/Deliv	\$0.01	\$0.04	\$0.03	
L2A	Del.	256.7 K	265.8 K	263.5 K	MoM -0.9% (-2.3 K)
	CTR	1.6%	1.6%	1.2%	
	Unsub Rate	0.10%	0.09%	0.07%	
	Rev/Deliv	\$0.05	\$0.14	\$0.15	
L2B	Del.	1.1 M	1.2 M	1.2 M	MoM +0.0% (-270)
	CTR	2.2%	2.4%	2.0%	
	Unsub Rate	0.04%	0.04%	0.03%	
	Rev/Deliv	\$0.11	\$0.18	\$0.13	
L3	Del.	309.1 K	310.4 K	310.7 K	MoM +0.1% (+220)
	CTR	2.8%	3.0%	2.6%	
	Unsub Rate	0.04%	0.03%	0.02%	
	Rev/Deliv	\$0.09	\$0.11	\$0.08	

# Luxury Segment Level Performance: Jul '22 - Dec '22

		Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Engagement Trends
L1	Del.	366.8 K	381.5 K	582.4 K	573.2 K	559.5 K	485.5 K	MoM +22.0% (+107.0 K)
	CTR	1.0%	0.7%	0.8%	0.8%	0.8%	1.0%	
	Unsub Rate	0.16%	0.16%	0.15%	0.18%	0.13%	0.13%	
	Rev/Deliv	\$0.02	\$0.02	\$0.05	\$0.01	\$0.01	\$0.00	
L2A	Del.	188.3 K	195.8 K	248.2 K	245.1 K	241.1 K	235.0 K	MoM +9.3% (+21.7 K)
	CTR	1.6%	1.1%	1.3%	1.3%	1.3%	1.8%	
	Unsub Rate	0.07%	0.07%	0.07%	0.08%	0.06%	0.07%	
	Rev/Deliv	\$0.06	\$0.06	\$0.11	\$0.07	\$0.01	\$0.02	
L2B	Del.	983.3 K	1.0 M	1.1 M	1.1 M	1.1 M	1.1 M	MoM +6.9% (+73.8 K)
	CTR	2.2%	1.7%	1.9%	1.6%	2.0%	2.7%	
	Unsub Rate	0.02%	0.02%	0.02%	0.03%	0.02%	0.03%	
	Rev/Deliv	\$0.07	\$0.10	\$0.10	\$0.10	\$0.07	\$0.08	
L3	Del.	276.2 K	289.5 K	310.8 K	307.4 K	305.5 K	289.6 K	MoM +6.7% (+19.5 K)
	CTR	2.9%	2.2%	2.5%	2.0%	2.4%	3.6%	
	Unsub Rate	0.02%	0.02%	0.02%	0.03%	0.02%	0.03%	
	Rev/Deliv	\$0.03	\$0.09	\$0.07	\$0.06	\$0.10	\$0.01	

- Please Note: Since July '22 Financials still impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails



# Lux MAU Content Engagement Insights

Section Description	Content Engagement Insights
Hero	Strong engagement across all segments
Account Box	Strong engagement across all segments. L2A highest
Loyalty/Moments	Loyalty content made top 5 for L2B/L3 * L1/L2A show to be less engaged with this content overall
F1	Similar engagement across all segments
Yacht	L2B/L3 show higher engagement levels overall Yacht content still made top 5 for L1/L2A
Offers	L1: Hotel Specific, E2L, Reserve L2A: L1 Offer Mix + GloPro
Brand Inspiration	Strong engagement across all segments
New Hotels/ Hotel Spotlight	Strongest engagement across all segments overall*
Culinary	Similar engagement across all segments; Lowest engagement
Boutiques	Similar engagement across all segments; L1 slightly higher
Instagram	Similar engagement across all segments; L1/L3 slightly higher

\*Content that follows Header, Hero, Account box



# Luxury Segment Versioning: Test Plan

- **Luxury MAU Test Objectives:**

- Create a new version optimized against known behaviors around how L1 and L2A engage with various content and offer types
- Test against current version in which all other segments will continue to receive
- Potential In-Market Date: Q1 2023

Segment	Version A: Current LMAU Version	Version B: Updated LMAU Version
L1	50% to continue to receive	50% to begin to receive
L2A*	50% to continue to receive	50% to begin to receive
L2B	100% to continue to receive	
L3	100% to continue to receive	

# Lux MAU Content Strategy Optimization Opportunities

- Luxury Segments: **L1/L2A**
- Luxury Monthly Account Update  
Primary Communication Objective:
  - Continue to provide top engaging content that drives interest across all segments while also aligning with ongoing business goals and priorities
- Secondary Communication  
Objective:
  - Optimize editorial content mix based on engagement levels by content type removing or deprioritizing as needed
  - Determine if this drives a lift in engagement and decrease in unsubscribe rates

Section	Continue BAU	Optimization Opportunity
Core Content (Always On)		
Hero	Yes	N/A
Account Box	Yes	N/A
Offers	Yes	L1: Hotel Specific, E2L, Reserve L2A: L1 Offer Mix + GloPro
Brand Inspiration	Yes	N/A
New Hotels/ Hotel Spotlight	Yes	N/A
Instagram	Yes	N/A
Secondary Content (Varies Monthly)		
F1	Yes	Include when available
Yacht	Yes	Include when available
Loyalty/ Moments	No	Test into alternate content e.g., hotel focused Educate on what Moments is
Culinary	No	Incorporate into other categories
Boutiques	No	Only feature during Q4 or new partnerships
Net New	Add	Max ADR \$750+ Up-Sell/Brand Loyalty Content. Incorporate w/Offers i.e., Suite

# Offer Recommendations

- Engagement in offer content was monitored each month from Dec '21 through Oct '22
- Responses were mixed across segments, but L1 consistently had the lowest performance
- Continue to test offer strategy, serving up offers that resonate at each segment level to drive lift in Rev/Delivered while also promoting top performing offers (e.g., GloPro) where possible to all segments
  - Determine additional opportunities to leverage top performing Core MAU promotions (e.g., points promotion) to serve to L2B and L3 for Lux MAU
  - Sep- Oct L1/L2A were provided offers that were of more interest. Continue to leverage insights to optimize offer content strategy, including E2L offer strategy alignment in 2023 (discussions currently in process)

Month	Offers
Dec '21	Ritz Reconnect
Jan '22	Plan Ahead/Save
Feb '22	Q1 GloPro, EDITION
Mar '22	Q1 GloPro, Ritz JPN
May '22	Luxury Collection Dining
Jun '22	Reserve Package
Jul '22	Escape to Luxury (E2L), Los Cabos
Aug '22	Discover w/You (TRC Reconnect)
Sep '22	GloPro, Reserve Package
Oct '22	E2L, St. Regis Bermuda Suite Package

Lux Seg	Offer Content Observations (Dec '21 – Aug '22)	Recommendations
<b>L1</b> Lux Only	<ul style="list-style-type: none"> <li>Least engaged with offer content overall</li> <li>CTRs were nearly the same regardless of offer type</li> <li>Clocktower Restaurant offer drove interest from all segments including L1 (7.7%)</li> <li>July E2L had similar engagement levels with other segments; October E2L also drove interest</li> </ul>	<ul style="list-style-type: none"> <li>Target GloPro offer to the non-openers/clickers of Promo announcement</li> <li>Leverage Core MAU control group and regional campaigns for deeper targeting insights</li> </ul>
<b>L2A</b> High User	<ul style="list-style-type: none"> <li>Low but consistent engagement on offer content, especially GloPro</li> <li>July E2L had similar engagement levels with other segments; October E2L also drove interest</li> <li>Clocktower Restaurant offer drove interest from all segments including L2 (9.2%)</li> </ul>	<ul style="list-style-type: none"> <li>Continue to show offer content, but consider frequency to avoid engagement fatigue (rest every couple of months)</li> <li>Leverage insights from Core MAU control group to better understand which offers perform best</li> </ul>
<b>L2B / L3</b> Low User / Lux Redeemer	<ul style="list-style-type: none"> <li>Strongest engagement with offer content</li> <li>Global Promo drove highest offer engagement</li> <li>JW Los Cabos Beach Suite had high engagement as well as St. Regis Bermuda Suite</li> </ul>	<ul style="list-style-type: none"> <li>Continue to feature offer content, especially GloPro</li> <li>Consider elevating content (module size and/or placement)</li> </ul>

# Top Performing Content: Luxury Segment Level

- Evaluated content engagement trends for both Lux MAU and Ritz eNews at each luxury segment level from Sep '21 to Oct '22. Insights on top performing content at each level can be leveraged to inform future content optimization opportunities

Lux Seg	Lux MAU	Ritz eNews
<b>L1</b> Lux Only	<ul style="list-style-type: none"> <li>Consistent engagement with inspiration and hotel spotlight, new hotel opening content</li> <li>Higher levels of engagement with Boutiques when featured than L2B/L3</li> <li>Culinary comparable or higher than other luxury segments</li> <li>Instagram engagement comparable or above average in comparison to other segments</li> </ul>	<ul style="list-style-type: none"> <li>Less engaged with Hotels Near You than other segments</li> <li>Higher level of interest in New Hotel Opening</li> <li>Higher levels of engagement with Boutiques when featured than L2B/L3</li> <li>Instagram engagement comparable or above average</li> <li>Ladies &amp; Gentleman content indexes higher</li> <li>Shows less engagement with F1 and Yacht content</li> </ul>
<b>L2A</b> High User	<ul style="list-style-type: none"> <li>Consistently shows top engagement in comparison to other segments with Account Box MoM</li> <li>Consistent engagement with inspiration and hotel spotlight, new hotel opening content</li> <li>Higher levels of engagement with Boutiques when featured than L2B/L3</li> </ul>	<ul style="list-style-type: none"> <li>Moderate levels of engagement with Hotels near you in comparison to other segments</li> <li>Higher level of New Hotel Opening, slightly less than L1</li> <li>Higher levels of engagement with Boutiques when featured than L2B/L3</li> <li>Instagram engagement comparable or above average</li> <li>Ladies &amp; Gentleman content indexes higher</li> </ul>
<b>L2B</b> Low User	<ul style="list-style-type: none"> <li>Moments/Loyalty content resonates more with this segment</li> <li>Engages at higher rate with Inspiration content</li> <li>Yacht content resonates at higher rate with this segment</li> </ul>	<ul style="list-style-type: none"> <li>Geo-targeted Hotels Near You follows L3 for highest level of engagement</li> <li>Yacht and F1 content resonates more than L1/L2A</li> </ul>
<b>L3</b> Lux Redeemer	<ul style="list-style-type: none"> <li>Moments/Loyalty content resonates more with this segment</li> <li>Engages at highest rate with Inspiration content</li> <li>Yacht content resonates at highest rate with this segment</li> </ul>	<ul style="list-style-type: none"> <li>Geo-targeted Hotels Near You consistently drives the most engagement with this segment</li> <li>Yacht and F1 content resonates more than L1/L2A</li> </ul>

# Testing Detail: By Category Type

# Testing Detail: Contents

- [Preheader Testing](#)
- [Subject Line Testing](#)
- [Hero CTA](#)
- [Offers](#)
- [Luxury Segment Versioning](#)
- [Core MAU Control Group vs. Lux MAU](#)

# Preheader Testing



# Preheader Testing: Actions Taken

Current Status: In Progress

- ✓ Kicked off initial Preheader test with following tags: Authority, Action-Oriented and Direct
- ✓ Month 2 of Preheader testing; ongoing monthly testing and optimizations as needed

**November 2022**

**December 2022 - Current**

# Preheader PCIQ

- Authority and Direct continue to outperform Listicle MoM
- Continue to evaluate listicle approach with lower performance in both Lux MAU and Ritz in Q1
- Continue PCIQ preheader testing throughout Q2; introducing new tags to optimize against

Deployment Date	Preheader	Tags	Unique Open Rate
1/11/2023	Your guide to inspiring itineraries to enjoy in the new year	Authority	24.76%
1/11/2023	Discover trending destinations, inspiring itineraries, and exclusive offers	Direct	24.47%
1/11/2023	6 Extraordinary Destinations to Discover in the New Year	Listicle	23.81%

2/8/2023	Your guide to a romantic escape	Authority	24.79%
2/8/2023	Discover 6 romantic escapes curated especially for you	Direct	24.24%
2/8/2023	6 Romantic Escapes Worth Falling For	Listicle	23.78%

3/16/2023	Your guide to perfecting the art of family vacation	Authority	20.60%
3/16/2023	Explore exceptional destinations for family getaways	Direct	20.54%
3/16/2023	6 family getaways guaranteed to leave a lasting impression	Listicle	19.97%

\*March results are statistically significant at a 99% confidence interval that Listicle will underperform Authority and Direct tags

# Preheader PCIQ: November 2022

- First time leveraging Preheader PCIQ testing. This replaces SL PCIQ testing now that the top performing SL has been established and will be used moving forward ([FN] [Your] Account Update)
- Authority and Action-Oriented had similar performance outperforming Direct
- Will continue to evaluate performance moving forward and optimize where warranted

Deployment Date	Preheader	Tags	Unique Open Rate
11/10/2022	Plus, your guide to the perfect gifts	Authority	23.11%
11/10/2022	Open to find gift inspiration, offers, and a classic cocktail recipe	Action-Oriented	23.10%
11/10/2022	Discover the perfect getaways and gifts for the holidays	Direct	22.79%

# Preheader PCIQ: Q4 2022

- Began Preheader PCIQ testing in November. This replaced SL PCIQ testing now that the top performing SL has been established and will be used moving forward ([FN] [Your] Account Update)
- Authority and Action-Oriented had similar performance outperforming Direct in November
- Direct moved into top placement in December with Authority remaining in top 2
- Will continue to evaluate performance moving forward and optimize where warranted

Campaign Date	Preheader	Tags	Open Rate
11/10/2022	Plus, your guide to the perfect gifts	Authority	23.11%
11/10/2022	Open to find gift inspiration, offers, and a classic cocktail recipe	Action-Oriented	23.10%
11/10/2022	Discover the perfect getaways and gifts for the holidays	Direct	22.79%
12/8/2022	Discover inspiring itineraries, luxury culinary experiences, and more	Direct	22.74%
12/8/2022	Your guide to stunning outdoor destinations, festive getaways, and luxury culinary moments	Authority	22.73%
12/8/2022	Discover 5 breathtaking destinations to embrace the outdoors	Listicle	21.98%

# Subject Line Testing

# Subject Line Testing: Actions Taken

Current Status: Complete

- ✓ Kicked off initial Subject Line test
- ✓ Began inclusion of the following SL: [Fname's ][Your ] Account Update
- ✓ Test champion established for Members: [Fname's ][Your ] Account Update
- ✓ Last month of testing; decided to move forward with test champion
- ✓ Began PCIQ testing for Preheader

**September 2021**

**February 2022**

**September 2022**

**October 2022**

**November 2022**

# Subject Line Testing Summary: Topline Metrics

Month	Subject Line	Open Rate
Sep '21	Your Account Update: Relaxing Retreats, Friend Getaways & More	30.20%
	Janet's Account: Relaxing Retreats, Friend Getaways & More	27.30%
	September Update: Relaxing Retreats, Friend Getaways & More	25.50%
Nov '21	Your Account Update: From Majestic Mountain Retreats to Kitty the Bernese Mountain Dog & More	26.20%
	Your Account Update: Majestic Mountain Retreats, Multi-Generational Travel, Extraordinary Moments & More	25.60%
	Your Account Update: Mountain Getaways, Holiday Master Class, Gift Guide & More	25.30%
Jan '22	Your Account Update: Make Time to Unwind in 2022	23.61%
	Your Account Update: Mindful Travel, Magical Bali & Special Offers	23.00%
	Your Account Update: How to Travel Mindfully This Year	22.86%
Feb '22	[Fname's ][Your ] Account Update	24.78%
	[Fname's ][Your ] Account Update: 6 Romantic Destinations, Michelin-Starred Dining, and Special Offers	21.08%
	[Fname's ][Your ] Account Update: 6 Places to Fall in Love this Season	20.85%
Apr '22	[Fname's ][Your ] Account Update	25.11%
	[Fname's ][Your ] Account Update: 6 Memorable Family Getaways	24.13%
	[Fname's ][Your ] Account Update: Reinvent Your Family Vacation	22.16%
May '22	[Fname's ][Your ] Account Update	24.25%
	[Fname's ][Your ] Account Update: Michelin-Starred Dining	21.92%
	[Fname's ][Your ] Account Update: New Michelin Stars, Culinary Offers, and More	21.31%
Jun '22	[Fname's ][Your ] Account Update	24.04%
	[Fname's ][Your ] Account Update: Summer Inspiration	21.11%
	[Fname's ][Your ] Account Update: Summer Inspiration, Resort Offer, and More	20.82%
Jul '22	[Fname's ][Your ] Account Update	24.49%
	[Fname's ][Your ] Account Update: Luxury Beach Resorts	21.12%
	[Fname's ][Your ] Account Update: Breathtaking Beach Resorts, Travel Offers, and More	20.59%
Aug '22	[Fname's ][Your ] Account Update	13.26%
	[Fname's ][Your ] Account Update: Idyllic Pools	11.12%
	[Fname's ][Your ] Account Update: Stunning Pools, End-of-Summer Inspiration, and more	11.12%
Sep '22	[Fname's ][Your ] Account Update	24.13%
	[Fname's ][Your ] Account Update: Weekend Getaways	20.34%
	[Fname's ][Your ] Account Update: Weekend Getaways for Every Type of Traveler and more	19.99%
Oct '22	[Fname's ][Your ]Account Update	23.68%
	[Fname's ][Your ]Account Update: Autumn Travel Guide	20.38%
	[Fname's ][Your ]Account Update: 6 Autumn-Inspired Escapes	20.17%



# Subject Line Test Results: September '21

- Branding test that used the standard Core MAU version “Your Account Update” (1), personalization (2), and month (3)
- Standard version was selected winner and generated significantly higher open rates; also drove more click activity
- Plans are in place to continue testing subject line tactics

Subject Line	Delivered	Opens	Open Rate	Lifts	Clicks	CTR	CTOR
<b>1. Your Account Update: Relaxing Retreats, Friend Getaways &amp; More</b>	<b>181,691</b>	<b>54,881</b>	<b>30.2%</b>		<b>3,397</b>	<b>1.9%</b>	<b>6.2%</b>
2. Janet's Account: Relaxing Retreats, Friend Getaways & More	181,723	49,644	27.3%	+2.9 pts.	2,852	1.6%	5.7%
3. September Update: Relaxing Retreats, Friend Getaways & More	181,744	46,362	25.5%	+4.7 pts.	2,198	1.2%	4.7%
Pre-header: Plus, 3 NEW hotels for the perfect weekend escape.							

# Subject Line Test Results: November '21

- Subject line that included pet feature, Kitty the Bernese Mountain Dog, outperformed the other two
- Open rate lift was slightly above SL2 and SL3, so recommend retesting whenever possible to confirm pet reference

Subject Line	Delivered	Opens	Open Rate	Lifts	Clicks	CTR	CTOR
<b>1: Your Account Update: From Majestic Mountain Retreats to Kitty the Bernese Mountain Dog &amp; More</b>	169,241	44,400	26.2%		3,110	1.8%	7.0%
2: Your Account Update: Majestic Mountain Retreats, Multi-Generational Travel, Extraordinary Moments & More	169,232	43,244	25.6%	+0.7 pts.	3,236	1.9%	7.5%
3: Your Account Update: Mountain Getaways, Holiday Master Class, Gift Guide & More	169,281	42,821	25.3%	+0.9 pts.	3,092	1.8%	7.2%
Pre-header: Plus, Announcing The Ritz-Carlton Yacht Collection and our newest opening in Reykjavik							

# Subject Line Test Results: Jan '22

- Slightly stronger engagement with the subject line that was more direct and personal in nature
- Captured more opens and clicks, but lifts were marginal; might be able to use any of the subject lines in future tests

Subject Line	Delivered	Opens	Opens Lift	Open Rate	Open Rate Lift	Clicks	CTR	CTOR
<b>Winner: Your Account Update: Make Time to Unwind in 2022</b>	<b>150,259</b>	<b>35,469</b>		<b>23.61%</b>		<b>2,827</b>	<b>1.88%</b>	<b>7.97%</b>
SL 1: Your Account Update: Mindful Travel, Magical Bali & Special Offers	150,283	34,568	+2.6%	23.00%	+0.60 pts.	2,777	1.85%	8.03%
SL 2: Your Account Update: How to Travel Mindfully This Year	150,244	34,353	+3.2%	22.86%	+0.74 pts.	2,543	1.69%	7.40%

**PH:** Plus, 2 new luxury hotels to discover in Savannah and Tasmania

# Subject Line Test Results: Feb '22

- Continue to see stronger engagement with “Your Account Update” in the subject line which is more transactional in nature
- Significant lift over both SL1 and SL2; which both had extended copy in comparison to test winner
- Continue to test the shorter transactional style for patterns

Subject Line	Delivered	Opens	Opens Lift	Open Rate	Open Rate Lift	Clicks	CTR	CTOR
<b>Winner: Julie’s Account Update</b>	<b>174,918</b>	<b>43,337</b>		<b>24.78%</b>		<b>5,522</b>	<b>3.16%</b>	<b>12.74%</b>
SL 1: Julie’s Account Update: 6 Places to Fall in Love this Season	174,904	36,460	+18.9%	20.85%	+3.9 pts.	3,371	1.93%	9.25%
SL 2: Julie’s Account Update: 6 Romantic Destinations, Michelin-Starred Dining, and Special Offers	174,891	36,867	+17.5%	21.08%	+3.7 pts.	3,766	2.15%	10.22%

**PH:** Plus, 3 new luxury hotels to discover in Mexico, China, and Grand Cayman

# Lux MAU SL Testing

- The short SLs remain the strongest performers
- FN, Your Account Update is a consistent top performer
- Determine other combinations to test against (Short + Listicle) while still aiming to provide copy that is shorter in length

4/14/22	Personalization, Direct	[Fname's ][Your ]Account Update	25.11%
	Personalization, Listicle	[Fname's ][Your ]Account Update: 6 Memorable Family Getaways	24.13%
	Personalization, Intrigue	[Fname's ][Your ]Account Update: Reinvent Your Family Vacation	22.16%

5/12/22	Personalization, Short	[Fname's ][Your ]Account Update	24.25%
	Personalization, Intrigue	[Fname's ][Your ]Account Update: Michelin-Starred Dining	21.92%
	Personalization, Long	[Fname's ][Your ]Account Update: New Michelin Stars, Culinary Offers, and More	21.31%

6/9/22	Personalization, Short	[Fname's ][Your ]Account Update	24.04%
	Personalization, Intrigue	[Fname's ][Your ]Account Update: Summer Inspiration	21.11%
	Personalization, Long	[Fname's ][Your ]Account Update: Summer Inspiration, Resort Offer, and More	20.82%

# Subject Line PCIQ: September 2022

- 'Personalization' and 'Short' tag combo continues to lead as top performer followed by 'Intrigue' 'Long'.
- Recommend leveraging Personalization, Short as established best practice and discontinue subject line testing
- Begin to leverage PCIQ testing for preheader testing around differentiated copy approaches including theme and destinations to further understand what tone resonates most with readers

Campaign Date	Subject Line	Tags	Unique Open Rate
7/14/2022	[Fname's ][Your ]Account Update	Personalization, Short	24.49%
	[Fname's ][Your ]Account Update: Luxury Beach Resorts	Personalization, Intrigue	21.12%
	[Fname's ][Your ]Account Update: Breathtaking Beach Resorts, Travel Offers, and More	Personalization, Long	20.59%
8/11/2022	[Fname's ][Your ]Account Update	Personalization, Short	13.26%
	[Fname's ][Your ]Account Update: Idyllic Pools	Personalization, Intrigue	11.12%
	[Fname's ][Your ]Account Update: Stunning Pools, End-of-Summer Inspiration, and more	Personalization, Long	11.12%
9/8/2022	[Fname's ][Your ]Account Update	Personalization, Short	24.13%
	[Fname's ][Your ]Account Update: Weekend Getaways	Personalization, Intrigue	20.34%
	[Fname's ][Your ]Account Update: Weekend Getaways for Every Type of Traveler and more	Personalization, Long	19.99%

# Subject Line PCIQ: Oct 2022

- October was the last month for Subject line testing; proceeding forward with 'FN, Your Account Update' as established best practice showing continued monthly significant lift in performance over other subject line tags
- Begin PCIQ testing for preheader in November to continue to gain insights around what copy approaches resonate with members:
  - Initial test will focus on Direct, Authority and Action-Oriented tags

Date	Subject Line	Tags	Unique Open Rate
8/11/2022	[Fname's ][Your ]Account Update	Personalization, Short	13.26%
	[Fname's ][Your ]Account Update: Idyllic Pools	Personalization, Intrigue	11.12%
	[Fname's ][Your ]Account Update: Stunning Pools, End-of-Summer Inspiration, and more	Personalization, Long	11.12%
9/8/2022	[Fname's ][Your ]Account Update	Personalization, Short	24.13%
	[Fname's ][Your ]Account Update: Weekend Getaways	Personalization, Intrigue	20.34%
	[Fname's ][Your ]Account Update: Weekend Getaways for Every Type of Traveler and more	Personalization, Long	19.99%
10/13/2022	[Fname's ][Your ]Account Update	Personalization, Short	23.68%
	[Fname's ][Your ]Account Update: Autumn Travel Guide	Personalization, Intrigue	20.38%
	[Fname's ][Your ]Account Update: 6 Autumn-Inspired Escapes	Personalization, Listicle	20.17%



Hero CTA

# Hero CTA Testing (Test #1): Actions Taken

Current Status: Complete

- ✓ Month 1 of 3 test in market
- ✓ Month 2 of 3 test in market
- ✓ Month 3 of 3 test in market; test results readout and performance assessment.
- ✓ Recommendation: Move forward with CTAs that lead with “See” as they continue to drive more click engagement and entice readers to explore and learn more about properties

**March 2021**

**July 2022**

**August 2022**

**September 2022 - Current**

# March '22 Hero CTA Copy Test Results

- Targeting hero module with CTA copy test to understand which tactics will lift overall engagement
  - CTA 1: SEE THE PROPERTIES (Challenger)**
  - CTA 2: PLAN YOUR ROUTE (Control)**
- Challenger drove more hero CTA clicks and a higher CTR than Control version
  - Additional bookings were also captured; Control version only had 5 bookings in total
- Consider additional testing in Q2/3 to better understand engagement patterns



Plan the Perfect Road Trip  
With Over 100 Different Places

Treat yourself to a road trip that goes well beyond the everyday. JW Marriott® offers over 100 beautiful properties and distinctive resorts around the world that cater to sophisticated, mindful travelers seeking experiences that foster connections and feed the soul.

SEE THE PROPERTIES


PLAN YOUR ROUTE

Results by Segment	L1	L2A	L2B	L3	Total
<b>Challenger: "See The Properties"</b>					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	<b>913.5 K</b>
Module Clicks	300	219	1.9 K	775	<b>3.2 K</b>
Module Clicks Lift	+15%	+45%	+59%	+64%	<b>+53%</b>
Module CTR	0.16%	0.23%	0.37%	0.58%	<b>0.35%</b>
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	<b>+0.10 pts.</b>
Module Bookings		1	17	5	<b>23</b>

# March '22 Hero CTA Copy Test Results

- CTA 1: SEE THE PROPERTIES (Challenger)
- CTA 2: PLAN YOUR ROUTE (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
<b>Challenger</b>					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	<b>913.5 K</b>
Module Clicks	300	219	1.9 K	775	<b>3.2 K</b>
Module Clicks Lift	+15%	+45%	+59%	+64%	<b>+53%</b>
Module CTR	0.16%	0.23%	0.37%	0.58%	<b>0.35%</b>
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	<b>+0.10 pts.</b>
Module Bookings		1	17	5	<b>23</b>
<b>Control</b>					
Total Delivered	184,136	92.7 K	433.6 K	116.1 K	<b>826.6 K</b>
Module Clicks	260	151	1.2 K	473	<b>2.1 K</b>
Module CTR	0.14%	0.16%	0.27%	0.41%	<b>0.25%</b>
Module Bookings			4	1	<b>5</b>



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With Over 100 Different Places

Treat yourself to a road trip that goes well beyond the everyday. JW Marriott® offers over 100 beautiful properties and distinctive resorts around the world that cater to sophisticated, mindful travelers seeking experiences that foster connections and feed the soul.

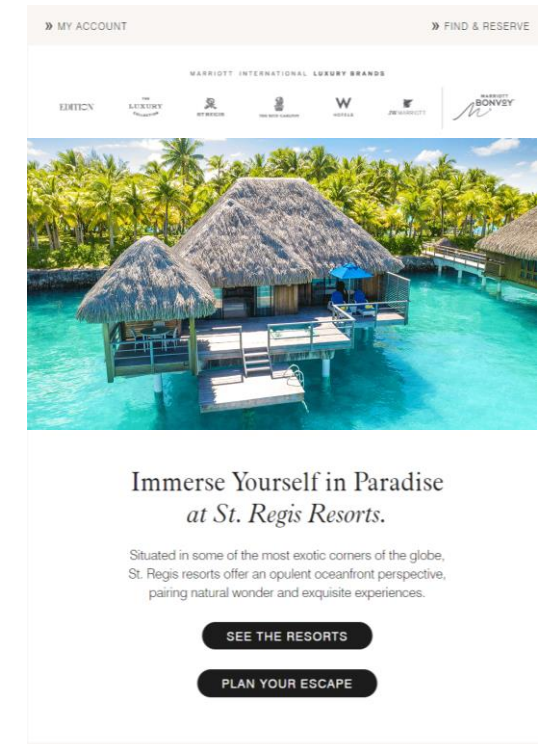
[SEE THE PROPERTIES](#)

[PLAN YOUR ROUTE](#)

# July '22 Hero CTA Copy Test Results

- CTA 1: SEE THE RESORTS (Challenger)
- CTA 2: PLAN YOUR ESCAPE (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
<b>Challenger</b>					
Total Delivered	183,385	94,173	491,646	138,104	<b>907,307</b>
Module Clicks	872	614	5,413	2,036	<b>8,935</b>
Module Clicks Lift	+37%	+18%	+36%	+47%	<b>+37%</b>
Module CTR	0.48%	0.65%	1.10%	1.47%	<b>0.98%</b>
Module CTR Lift	+0.13pts.	+0.10pts.	+0.29pts.	+0.47pts.	<b>+0.27pts.</b>
Bookings			7	1	<b>8</b>
<b>Control</b>					
Total Delivered	183,385	94,173	491,646	138,104	<b>907,307</b>
Module Clicks	637	519	3,973	1,381	<b>6,510</b>
Module CTR	0.35%	0.55%	0.81%	1.00%	<b>0.72%</b>
Bookings		2	13	2	<b>17</b>

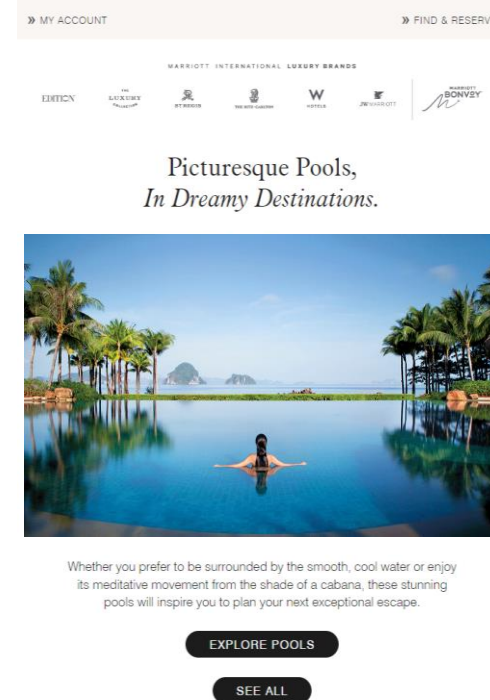


- Comparable to March Challenger drove more hero CTA clicks and a higher CTR than Control version
  - In March additional bookings were captured for Challenger whereas July had more for Control
- Evaluate August CTA copy test to determine test winner

# August '22 Hero CTA Copy Test Results

- CTA 1: EXPLORE POOLS (Challenger)
- CTA 2: SEE ALL (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
<b>Challenger</b>					
Total Delivered	190,764	97,919	514,391	144,758	<b>947,832</b>
Module Clicks	1,907	1,373	10,111	3,697	<b>17,088</b>
Module Clicks Lift	-7.2%	-1.6%	-1.5%	-1.3%	-2.1%
Module CTR	1.00%	1.40%	1.97%	2.55%	<b>1.80%</b>
Module CTR Lift	-0.08 pts	-0.03 pts	-0.02 pts	-0.04 pts	-0.04 pts
Bookings	4	11	80	28	<b>123</b>
<b>Control</b>					
Total Delivered	190,764	97,919	514,391	144,758	<b>947,832</b>
Module Clicks	2,055	1,396	10,260	3,745	<b>17,456</b>
Module CTR	1.08%	1.43%	1.99%	2.59%	<b>1.84%</b>
Bookings	4	6	74	22	<b>106</b>



- CTAs that lead with “See” continue to drive more click engagement across all three tests
- Booking volume is more varied with Challenger driving more bookings than Control in August
- Continue to leverage copy that entices readers to explore and learn more about properties



Offers

# Offer Testing: Actions Taken

Current Status: In Progress

- ✓ No Offers vs. Offers Test (All Luxury Segments)
- ✓ L1 Offer Test
- ✓ L2A/L2B/L3 Offer mix test (2 versus 3)
- ✓ L3 GloPro offer copy test
- ✓ Monthly offer optimization and performance assessment (All Luxury Segments)

**December 2021**

**July 2022**

**February 2023**

**March 2023**

**Ongoing**



## L3: GloPro Copy Test

- **Testing Objective:** Determine if a modified copy approach that elevates the GloPro value proposition will drive incremental engagement and revenue for the L3 audience
- **Hypothesis:** Elevating the copy with a more luxury focused tone and less promotional details will drive incremental engagement and revenue
- **Outcome:** Decisioning on whether to leverage this copy approach for select segments moving forward

### BAU Register GloPro

Delight in the  
Unexpected

Register now, then earn 1,000  
bonus points and 1 bonus  
Elite Night Credit on each  
eligible paid night.\*

» REGISTER NOW



### Elevated Luxe Register GloPro

Delight in the  
Unexpected

Register now and make your  
next trip go even further.\*

» REGISTER



# L3: GloPro Copy Test

- **Results:** Elevated Luxe Register GloPro module did drive incremental click engagement and revenue in comparison to BAU
- **Opportunity:** Determine ability to test for additional segments including L2A and L2B

## BAU Register GloPro

Delight in the  
Unexpected

Register now, then earn 1,000  
bonus points and 1 bonus  
Elite Night Credit on each  
eligible paid night.\*

» REGISTER NOW



- **Delivered:** 92.8 K
- **Total Clicks:** 1.8 K
- **Module Clicks:** 73
- **CTR:** 0.08%
- **% of Clicks:** 4.0%
- **Revenue:** \$3.8 K

## Elevated Luxe Register GloPro (Test Winner)\*

Delight in the  
Unexpected

Register now and make your  
next trip go even further.\*

» REGISTER



- **Delivered:** 92.8 K
- **Total Clicks:** 1.9 K
- **Module Clicks:** 130
- **CTR:** 0.14%
- **% of Clicks:** 6.7%
- **Revenue:** \$4.7 K

\*Results are statistically significant at a 99% confidence interval (when assessing click performance)

### Notes:

- Financial data source: Omniture 7-day cookie
- Since July '22 financials were impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

# L2A/L2B/L3: Offer Mix Test (February)

- **Testing Objective:** Determine if showing more offers drives incremental engagement and revenue totals across each luxury segment
- **Hypothesis:** Performance will vary by luxury segment as to which offer mix drives more engagement and booking activity

## Indulge in India

A private dinner under the stars, 24-hour butler service, and more exuberant inclusions await when you reserve a villa package at JW Marriott Bengaluru Prestige Golfshire Resort & Spa.

» ELEVATE YOUR STAY



## Delight in the Unexpected

Book now and then earn 1,000 bonus points and 1 bonus Elite Night Credit each eligible night.\* Reach your Elite status goals faster!

» BOOK NOW



## Relax and Reconnect

Experience a level of personal service that's among the finest in the world with The Ritz-Carlton Reconnect package. Enjoy luxurious overnight accommodations, a resort or city credit, complimentary breakfast, and more.

» RESERVE PACKAGE

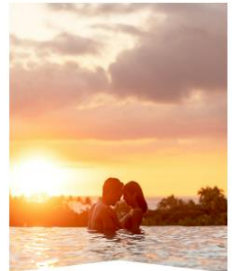
Exclusively for You, Kaitlin

Use these limited-time offers to plan something special.

## Indulge in India

A private dinner under the stars, 24-hour butler service, and more exuberant inclusions await when you reserve a villa package at JW Marriott Bengaluru Prestige Golfshire Resort & Spa.

» ELEVATE YOUR STAY



## Relax and Reconnect

Experience a level of personal service that's among the finest in the world with The Ritz-Carlton Reconnect package. Enjoy luxurious overnight accommodations, a resort or city credit, complimentary breakfast, and more.

» RESERVE PACKAGE

## Delight in the Unexpected

Book now and then earn 1,000 bonus points and 1 bonus Elite Night Credit each eligible night.\* Reach your Elite status goals faster!

» BOOK NOW



# L2A/L2B/L3: Offer Mix Test (February)

- **Testing Results:**
  - 2-offer versus 3-offer approach drove similar engagement and revenue across all luxury segments
  - L2A did have slightly lower unsub rate and higher revenue/delivered when JW Marriott Villa package was included
  - L3 had slightly higher revenue/delivered when JW Marriott Villa package was not included (also top engaged segment with GloPro)
- **Recommendation:** Consider testing again during less promotional timeframe (e.g., not during GloPro month) to see if similar engagement and booking behavior occurs

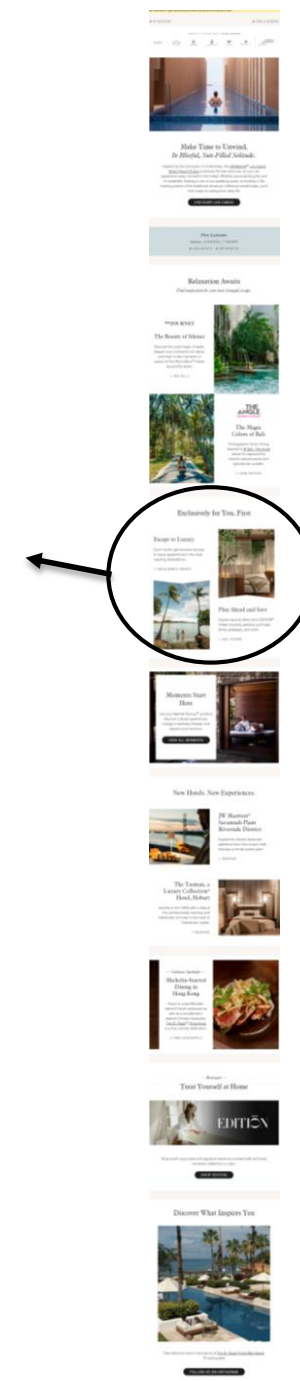
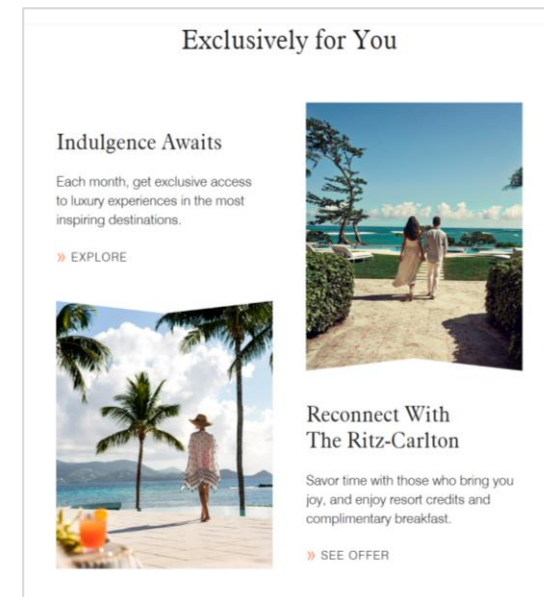
L2A/L2B/L3 Offer Mix Test	Delivered	Clicks	Unsubs	Bookings	Revenue	CTR	Unsub Rate	Rev/Delivered
Audience received GloPro and TRC Reconnect package	868,820	20,636	404	187	\$140,668	2.4%	0.05%	\$0.16
L2A	132,827	2,201	129	18	\$16,159	1.7%	0.10%	\$0.12
L2B	580,876	13,796	229	128	\$105,747	2.4%	0.04%	\$0.18
L3	155,117	4,639	46	41	\$18,762	3.0%	0.03%	\$0.12
Audience received GloPro, TRC Reconnect and JW Marriott Villa package	869,216	20,871	409	195	\$142,091	2.4%	0.05%	\$0.16
L2A	132,935	2,184	112	29	\$19,840	1.6%	0.08%	\$0.15
L2B	580,953	14,130	243	136	\$108,299	2.4%	0.04%	\$0.19
L3	155,328	4,557	54	30	\$13,952	2.9%	0.03%	\$0.09
<b>Grand Total</b>	<b>1,738,036</b>	<b>41,507</b>	<b>813</b>	<b>382</b>	<b>\$282,759</b>	<b>2.4%</b>	<b>0.05%</b>	<b>\$0.16</b>

\*When assessing click performance results are inconclusive for L2A and L3 with such close performance (lacking statistical significance); results for L2B are statistically significant for the audience that received 3 offers at a 95% confidence interval



# Dec '21 Lux MAU Offer Test Results

- Goal was to measure engagement of offer content at the segment level to inform future content decisions
- Random 50/50 split across all segments; offer vs no offer
  - Test offers: Escapes to Luxury and Ritz Reconnect Package
- Overall, the “No Offers” group had slightly higher engagement and more bookings compared to the “Offers” group
- The included offers were not strong enough to lift overall clicks and bookings
- Continue testing to see if other offer content can lift engagement or if these Dec patterns continue (for ex. Global Promo)



Dec '21 Lux MAU	Delivered	Open Rate	Clicks	Lift	CTOR	Lift	Bookings	Lift
<b>Offers Group</b>	<b>822,293</b>	<b>21.6%</b>	<b>10,902</b>	---	<b>6.1%</b>	---	<b>116</b>	---
L1	183,874	16.3%	991	---	3.3%	---	6	---
L2A	90,260	18.4%	820	---	4.9%	---	3	---
L2B	436,532	23.1%	6,857	---	6.8%	---	86	---
L3	111,627	26.9%	2,234	---	7.4%	---	21	---
<b>No Offers</b>	<b>822,786</b>	<b>21.6%</b>	<b>11,070</b>	<b>+1.5%</b>	<b>6.2%</b>	<b>+0.1 pts.</b>	<b>143</b>	<b>+23.3%</b>
L1	184,232	16.5%	1,045	<b>+5.4%</b>	3.4%	<b>+0.1 pts.</b>	13	<b>+116.7%</b>
L2A	90,929	18.3%	830	<b>+1.2%</b>	5.0%	<b>+0.1 pts.</b>	7	<b>+133.3%</b>
L2B	435,738	23.1%	6,868	<b>+0.2%</b>	6.8%	<b>+0.0 pts.</b>	94	<b>+9.3%</b>
L3	111,887	26.7%	2,327	<b>+4.2%</b>	7.8%	<b>+0.3 pts.</b>	29	<b>+38.1%</b>
<b>Grand Total</b>	<b>1,645,079</b>	<b>21.6%</b>	<b>21,972</b>		<b>6.2%</b>		<b>259</b>	

# July '22 Offer Test

- Performed an A/B offer test for L1 segment to assess engagement with different offer types including differentiating amount of offers shown for each segment:
  - Segment A: 50% of L1 received both offers; Escape to Luxury & Cabo**
  - Segment B: 50% of L1 received one offer; Escape to Luxury**
- Although offer module drove more clicks overall for L1 segment that received both offers; overall click activity was within 7 clicks for both Segment A and B
  - For the bookings generated in July they were attributed to the member module/account box
- Continue to test offer strategy including rolling out offer testing to other luxury segments

Results by Segment	L1- Cabo No	L1- Cabo Yes	Everyone Else	Total
Total Delivered	183.4 K	183.4 K	1.5 M	<b>1.8 M</b>
Total Clicks	2.4 K	2.4 K	38.6 K	<b>43.5 M</b>
Total CTR	1.33%	1.33%	2.67%	<b>2.40%</b>
Offer Module Clicks	72	189	4.2 K	<b>4.4 K</b>
Offer Module CTR	0.04%	0.10%	0.29%	<b>0.25%</b>
Escapes Offer Clicks	72	51	803	<b>926</b>
Escape Offer CTR	0.04%	0.03%	0.06%	<b>0.05%</b>
Cabo Offer Clicks		138	3.4 K	<b>3.5 K</b>
Cabo Offer CTR		0.08%	0.23%	<b>0.19%</b>

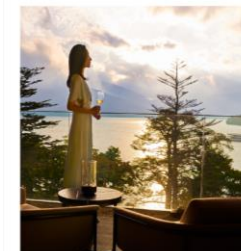
## Performance Metrics

Lift comparison for those that received both offers

Total Clicks: **-0.29%** (7 less clicks)

Offer Module CTR: **+0.06pts.**

Maximize Every Travel Moment



### Escape to Luxury

Enjoy exclusive access to luxury experiences in some of the most inspiring destinations around the world.

» SEE OFFER

### JW Marriott Los Cabos Beach Resort & Spa

Elevate your summer escape or simply explore your destination from an entirely different perspective with our suite offer.

» BOOK A SUITE



# Luxury Segment Versioning

# Luxury Segment Testing: Actions Taken

Current Status: In Progress

- ✓ Launched initial Luxury Segment version test; short versus long test
- ✓ Month 2 of luxury segment version testing; 3<sup>rd</sup> test to be conducted in June

**March 2023**

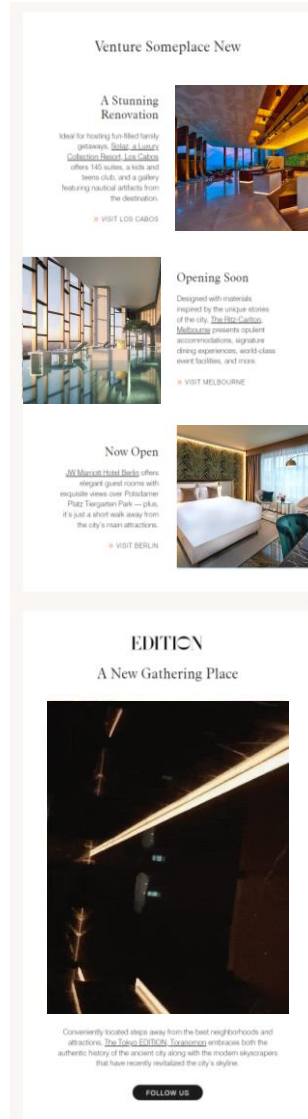
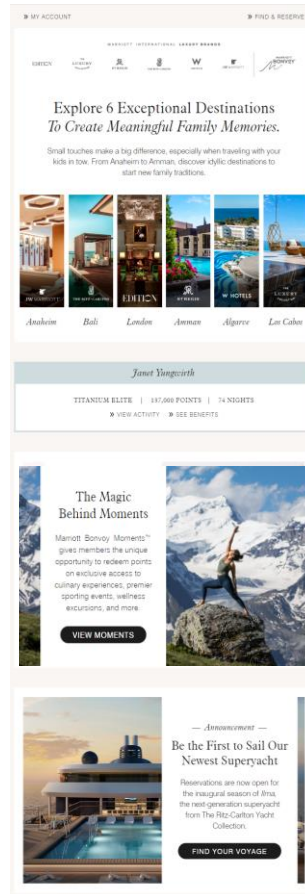
**April 2023**



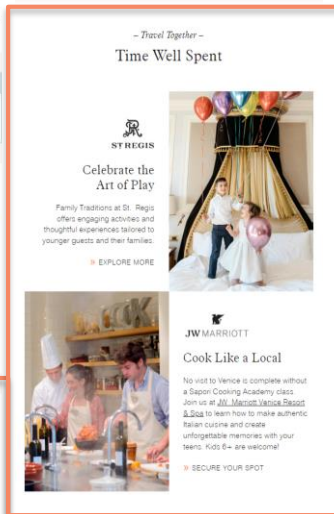
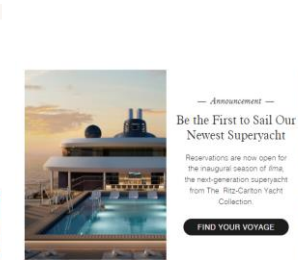
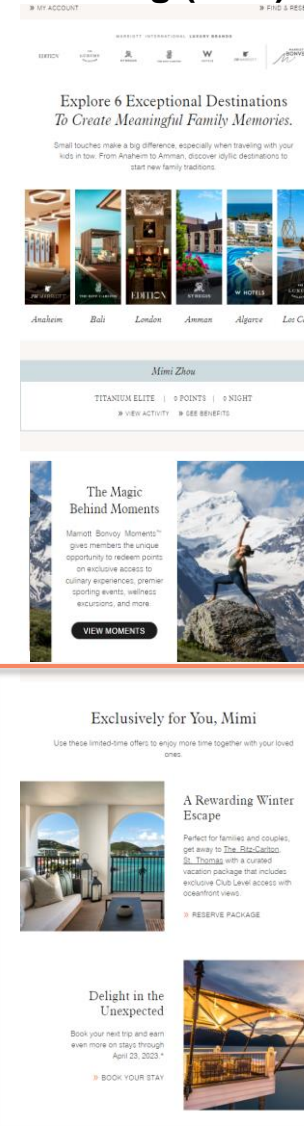
# L1/L2A: Short vs. Long Version Test (March)

- 50% of L1 and L2A audience receive shorter condensed version with 50% receiving BAU (longer version)

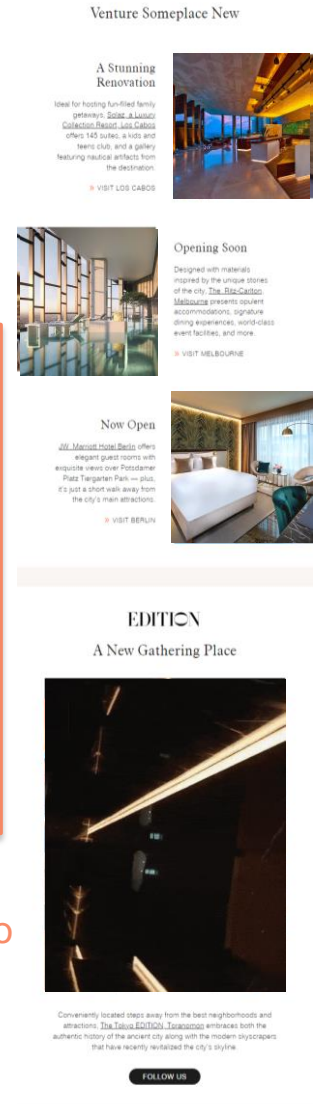
## Short



## Long (BAU)



Additional modules shown to those who received BAU



# L1/L2A: Long vs Short Version Test Results (March)

- L1 Short outperformed L1 Long when looking at CTR (+0.04 pts.) with comparable unsub rate; rev/delivered was within \$0.01
- L2A engaged at a higher rate with Long (0.4 pts.) whereas there was a significantly lower rev/delivered for the short version
- Revenue for the long version was more than the short version for both L1 and L2A
- Continue testing long versus short version in April
  - Note: Offer content was suppressed in the shorter version. We may consider bringing back and removing other lower performing content in future test iterations for at least L2A to try and maintain revenues generated and still understand optimal content mix

Metrics	L1 Short	L1 Long	L2A Short	L2A Long
Delivered	300.7 K	300.5 K	131.7 K	131.8 K
Clicks	2.1 K	2.0 K	1.6 K	1.7 K
CTR	0.71%	0.67%	1.22%	1.26%
Unsub Rate	0.10%	0.11%	0.07%	0.06%
Revenue	\$7,565	\$12,983	\$9,324	\$30,487
Rev/Del	\$0.03	\$0.04	\$0.07	\$0.23

\*When assessing click performance results are inconclusive for L2A (lacking statistical significance); results for L1 are statistically significant at a 90% confidence interval

# L1/L2A: Long and Short Heatmaps (March)

- For the content that was excluded in the short version (offers and inspiration) moderate engagement for those modules for both segments with L2A showing higher engagement levels with the offer content
- Hotel spotlight had 2-3 pts. more engagement than when featured in long version for both segments
- Assess segment level engagement with May Lux MAU featured solely on hotel spotlights

Module	L1 Short	L1 Long	L2A Short	L2A Long
<b>Header</b>	<b>12.3%</b>	<b>11.6%</b>	<b>9.8%</b>	<b>8.3%</b>
<b>Hero</b>	<b>32.6%</b>	<b>34.9%</b>	<b>31.9%</b>	<b>32.7%</b>
Anaheim	3.8%	4.6%	3.3%	3.8%
Bali	7.8%	9.2%	7.2%	7.0%
London	6.2%	6.3%	6.4%	6.3%
Amman	3.5%	3.8%	3.6%	3.9%
Algarve	5.1%	5.1%	4.6%	3.9%
Los Cabos	6.3%	6.0%	7.0%	7.8%
<b>Account Box</b>	<b>29.0%</b>	<b>28.2%</b>	<b>38.1%</b>	<b>37.7%</b>
View Activity	16.6%	15.7%	21.9%	21.1%
See Benefits	12.4%	12.4%	16.2%	16.6%
<b>Moments</b>	<b>1.6%</b>	<b>1.2%</b>	<b>1.3%</b>	<b>1.7%</b>
<b>Offers</b>	--	<b>1.4%</b>	--	<b>2.7%</b>
Rewarding Winter Escape	--	0.0%	--	0.4%
Delight in the Unexpected	--	1.4%	--	2.4%
<b>RCYC</b>	<b>6.6%</b>	<b>5.2%</b>	<b>7.6%</b>	<b>7.0%</b>
<b>Inspiration</b>	--	<b>2.6%</b>	--	<b>1.8%</b>
Celebrate the Art of Play	--	1.1%	--	0.8%
Cook Like a Local	--	1.5%	--	1.0%
<b>Hotel Spotlight</b>	<b>5.7%</b>	<b>3.7%</b>	<b>5.7%</b>	<b>3.0%</b>
Solaz, a Luxury Collection Resort, Los Cabos	2.6%	1.4%	2.7%	0.9%
The Ritz-Carlton, Melbourne	1.6%	1.2%	1.7%	1.2%
JW Marriott Hotel Berlin	1.5%	1.1%	1.3%	0.9%
<b>Instagram</b>	<b>2.0%</b>	<b>1.4%</b>	<b>0.9%</b>	<b>1.1%</b>
<b>Footer</b>	<b>10.3%</b>	<b>9.9%</b>	<b>4.7%</b>	<b>3.9%</b>
Unsubscribe	7.4%	8.0%	3.4%	2.9%

# Core MAU Control Group vs. Lux MAU

# Core MAU Control Group: Actions Taken

Current Status: Complete

- ✓ Launched Lux MAU including a control group which continued to receive Core MAU; 25% of member segment
- ✓ Control group size reduced to approximately 10%
- ✓ Last month of Control group inclusion
- ✓ Control group holdout lifted; all Luxury segments now receive Lux MAU

**August 2021**

**May 2022**

**August 2022**

**September 2022**

# Lux MAU vs. Core MAU: A/B Test Results August '21

**Hypothesis:**

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

**Approach:**

Conducted member-only A/B test; Lux MAU as test (75%) & Core MAU as control (25%); non-members received Lux MAU

Results:

- Overall, the Lux MAU version captured more openers than Core, but click activity was lower in comparison
- All results were statistically significant
- 67% of luxury segment clicks in the Core MAU version went to the Q3 Points promo hero; engagement varied by segment – higher with L2B and L3
- Additional data needed to understand engagement differences at the segment level

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,751,963	602,638	
Open rate	36.7%	27.4%	+9.3 pts.
CTR	3.4%	6.2%	-2.8 pts.
CTOR	9.2%	22.5%	-13.4 pts.

Recommendations:

- Consider versioning Lux MAU content by segment for increased personalization
- Develop test & learn roadmap for ongoing optimization
- Continue to monitor engagement of other luxury communications and apply insights to Lux MAU

# A/B Test Results: Aug '21 UPDATE

## Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

## Approach:

Conducted member-only A/B test; Lux MAU as test (75%) & Core MAU as control (25%); non-members received Lux MAU

- Overall, the Lux MAU version captured more openers than Core, but click activity was lower in comparison; all results were statistically significant

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,751,963	602,638	
Open rate	36.7%	27.4%	+9.3 pts.
CTR	3.4%	6.2%	-2.8 pts.
CTOR	9.2%	22.5%	-13.4 pts.

- L1 engagement was slightly higher in Core MAU than Lux MAU
- L2A open rates were stronger in Lux MAU, but Core MAU captured slightly more clicks
- Subject line & pre-header for Lux MAU captured the attention of L2B and L3 the most, but click activity was much higher in Core MAU
  - Overall, 67% of luxury segment clicks in Core MAU went to the Q3 Points promo hero (% of clicks varied by segment: 40% = L1, 49% = L2A, and 70% for both L2B and L3)

	Test Group (Lux MAU)	Lift
Segment	L1 LUX ONLY	
Delivered	309,789	
Open rate	22.9%	-2.0 pts.
CTR	1.3%	-0.5 pts.
CTOR	5.9%	-1.4 pts.
Segment	L2A HIGH USER	
Delivered	171,897	
Open rate	29.3%	+3.9 pts.
CTR	2.4%	-0.6 pts.
CTOR	8.2%	-3.7 pts.
Segment	L2B LOW USER	
Delivered	947,856	
Open rate	40.6%	+13.0 pts.
CTR	4.0%	-3.3 pts.
CTOR	9.8%	-16.5 pts.
Segment	L3 REDEEM ONLY	
Delivered	230,042	
Open rate	46.3%	+15.4 pts.
CTR	4.9%	-5.0 pts.
CTOR	10.6%	-21.3 pts.

## November '21 Lux MAU A/B Test Results:

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,692,610	506,455	
Open rate	27.4%	21.5%	5.9%
CTR	1.7%	4.6%	-2.9%
CTOR	6.1%	21.5%	-15.4%
Revenue	\$116,270	\$226,434	-48.7%
Rev/Delivered	\$0.07	\$0.45	-84.6%
Rev Share to Lux Brands	10%	40%	-30.0%
Total Bookings	266	398	-33.2%
Bookings Share to Lux Brands	6%	14%	-8.0%

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L1	Delivered	375,773	82,271	
	Open rate	19.7%	18.8%	0.9%
	CTR	0.7%	1.6%	-0.9%
	CTOR	3.7%	8.5%	-4.9%
L2A	Delivered	185,383	49,290	
	Open rate	22.9%	19.2%	3.6%
	CTR	1.2%	2.6%	-1.4%
	CTOR	5.4%	13.7%	-8.3%
L2B	Delivered	903,575	291,157	
	Open rate	29.7%	21.7%	8.0%
	CTR	1.9%	5.2%	-3.3%
	CTOR	6.5%	24.0%	-17.5%
L3	Delivered	227,879	83,737	
	Open rate	35.0%	24.9%	10.0%
	CTR	2.6%	6.7%	-4.1%
	CTOR	7.5%	27.1%	-19.6%



## December '21 Lux MAU A/B Test Results:

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,645,078	419,771	
Open rate	22.0%	15.4%	6.7%
CTR	1.4%	2.0%	-0.6%
CTOR	6.4%	13.0%	-6.5%
Revenue	\$128,438	\$37,432	243.1%
Rev/Delivered	\$0.08	\$0.09	-12.4%
Rev Share to Lux Brands	32%	21%	11.3%
Total Bookings	259	105	146.7%
Bookings Share to Lux Brands	10%	9%	1.1%

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L1	Delivered	368,105	69,291	
	Open rate	16.9%	17.7%	-0.8%
	CTR	0.6%	0.7%	-0.1%
	CTOR	3.7%	4.1%	-0.4%
L2A	Delivered	181,188	39,728	
	Open rate	18.8%	16.0%	2.8%
	CTR	1.0%	1.2%	-0.2%
	CTOR	5.4%	7.5%	-2.1%
L2B	Delivered	872,270	247,627	
	Open rate	23.5%	14.4%	9.1%
	CTR	1.7%	2.2%	-0.6%
	CTOR	7.0%	15.5%	-8.5%
L3	Delivered	223,515	63,125	
	Open rate	27.3%	16.0%	11.3%
	CTR	2.1%	2.9%	-0.8%
	CTOR	7.8%	18.2%	-10.4%

## January '22 Lux MAU A/B Test Results:

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,502,570	400,053	
Open rate	24.6%	27.7%	-3.09 pts.
CTR	1.5%	2.6%	-1.02 pts.
CTOR	6.3%	9.3%	-2.98 pts.
Revenue	\$297,211	\$167,417	+77.5%
Rev/Delivered	\$0.20	\$0.42	-52.7%
Rev Share to Lux Brands	56%	54%	+1.58 pts.
Total Bookings	374	288	+29.9%
Bookings Share to Lux Brands	36%	25%	+10.3 pts.

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L1	Delivered	306,946	63,983	
	Open rate	21.3%	22.7%	-1.3 pts.
	CTR	0.8%	0.8%	-0.1 pts.
	CTOR	3.7%	3.7%	+0.0 pts.
L2A	Delivered	160,862	37,470	
	Open rate	21.7%	24.3%	-2.6 pts.
	CTR	1.2%	1.5%	-0.4 pts.
	CTOR	5.3%	6.3%	-1.0 pts.
L2B	Delivered	819,981	237,185	
	Open rate	25.2%	28.5%	-3.3 pts.
	CTR	1.7%	2.9%	-1.2 pts.
	CTOR	6.7%	10.0%	-3.3 pts.
L3	Delivered	214,781	61,415	
	Open rate	29.1%	31.8%	-2.7 pts.
	CTR	2.3%	3.9%	-1.6 pts.
	CTOR	8.0%	12.2%	-4.2 pts.

# Lux MAU A/B Test Results:

## Quarterly Performance Results

- Lux MAU saw positive trend with tracked financials and lux brand contribution
- Inclusion of broader promotional content like Global Promo in Core MAU impacted control group engagement (see Nov stats)
  - Shifts seen when broad vs generic offers are included in Core MAU
- Lux MAU open rate trends were consistently stronger until decline in Jan '22; continue testing subject lines and pre-headers to lift rates
- Establish test & learn plan for lifting click rates; CTOR declines trending lower MoM
- Shifting to 90/10 test split from 75/25

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

### Approach:

Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

<i>Performance Categories</i>	<b>Metrics</b>	<b>Nov '21 Lift</b>	<b>Dec '21 Lift</b>	<b>Jan '22 Lift</b>
<i>Engagement</i>	Open rate	+5.9%	+6.7%	-3.1 pts.
	CTR	-2.9%	-0.6%	-1.0 pts.
	CTOR	-15.4%	-6.5%	-3.0 pts.
<i>Revenue</i>	Revenue	-48.7%	+243.1%	+77.5%
	Rev/Delivered	-84.6%	-12.4%	-52.7%
	Rev Share to Lux Brands	-30.0%	+11.3%	+1.6 pts.
<i>Bookings</i>	Total Bookings	-33.2%	+146.7%	+29.9%
	Bookings Share to Lux Brands	-8.0%	+1.1%	+10.3 pts.

# February '22 Lux MAU A/B Test Results:

## Segment Level Performance

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,748,567	397,352	
Open rate	21.9%	24.9%	-3.0 pts.
CTR	2.1%	3.2%	-1.1 pts.
CTOR	9.4%	13.0%	-3.6 pts.
Revenue	\$360,251	\$114,944	+213.4%
Rev/Delivered	\$0.21	\$0.29	-28.8%
Rev Share to Lux Brands	41.5%	30.9%	+10.6 pts.
Total Bookings	620	182	+240.7%
Bookings Share to Lux Brands	17.7%	11.5%	+6.2 pts.

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR was stronger for Core MAU in February than Lux MAU
  - Global promotion drove significant interest overall with Core MAU featuring offer in hero and Lux MAU featuring offer lower in the email
- L1 and L2A CTR was similar across both campaigns
- L2B and L3 had a significant difference in CTR between test and control
  - L2B test was 2.3% and control was 3.7%
  - L3 test was 3.1% and control was 4.9%

## March '22 Lux MAU A/B Test Results:

### Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,740,045	394,850	
CTR	1.4%	2.1%	-0.7 pts.
Unsub Rate	0.06%	0.04%	+0.02 pts.
Revenue	\$227,416	\$99,559	+128.4%
Rev/Delivered	\$0.13	\$0.25	-48.2%
Rev to Lux Brands	37.1%	11.3%	+25.8 pts.
Total Bookings	336	174	+93.1%
Bkgs. to Lux Brands	15.5%	9.8%	+5.7 pts.

#### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- Overall, Lux MAU continues to drive more bookings and revenue for luxury brands
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day
- Click rate was lower in comparison, but both unsub rates were strong showing positive audience health

## April '22 Lux MAU A/B Test Results:

### Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,789,746	382,917	
CTR	2.7%	2.7%	-0.0 pts.
Unsub Rate	0.06%	0.04%	+0.03 pts.
Revenue	\$232,473	\$65,430	+255.3%
Rev/Delivered	\$0.13	\$0.18	-27.8%
Rev to Lux Brands	52%	15%	+37.0 pts.
Total Bookings	319	145	+120.0%
Bkgs. to Lux Brands	20%	9.0%	+10.8 pts.

#### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR was flat for the first time; slight difference in unsubscribe rate, but still below Bonvoy YTD average of 0.17%
- Lux MAU continues to drive more bookings and revenue for luxury brands than control group
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day

# Lux MAU A/B Test Results:

## Quarterly Performance Results

- Increased click activity in Lux MAU compared to previous months; April CTR flat compared to control group
- Continue to see a greater share of bookings and revenue to luxury brands from those that received Lux MAU
- Luxury share strongest in April compared to control group

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

### Approach:

Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

Monthly Lifts: Lux MAU (test) vs. Core MAU (control)

Metrics	Feb '22 Lift	Mar '22 Lift	Apr '22 Lift
CTR	-1.1%	-0.7 pts.	-0.0 pts.
Unsub. Rate	+0.02 pts.	+0.02 pts.	+0.03 pts.
Revenue	+213.4%	+128.4%	+255.3%
Rev/Delivered	-28.8%	-48.2%	-27.8%
Rev Share to Lux Brands	+10.6 pts.	+25.8 pts.	+37.0 pts.
Bookings	+240.7%	+93.1%	+120.0%
Bookings Share to Lux Brands	+6.2 pts.	+5.7 pts.	+10.8 pts.

# May '22 Lux MAU A/B Test Results:

## Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,797,079	181,149	
CTR	1.79%	1.72%	+0.08pts.
Unsub Rate	0.06%	0.04%	+0.02pts.
Revenue	\$138,530	\$19,431	
Rev/Delivered	\$0.08	\$0.11	-28.1%
Rev to Lux Brands	18.0%	35.9%	-17.8pts.
Total Bookings	273	47	
Bkgs. to Lux Brands	11.7%	19.1%	-7.4pts.

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- Positive lift in CTR for Lux MAU versus Core for the first time since launch; slight difference in unsubscribe rate, but still below Bonvoy benchmark average of 0.20%
- Monthly financials impacted by recent data issues that may be understating Omniture tracking



## June '22 Lux MAU A/B Test Results:

### Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,802,316	178,595	
CTR	1.6%	7.93%	-6.3 pts.
Unsub Rate	0.07%	0.03%	+0.03 pts.
Revenue*	\$175,935	\$37,491	
Rev/Delivered	\$0.10	\$0.21	-53.5%
Rev to Lux Brands	26.2%	43.7%	-17.5 pts.
Total Bookings*	336	51	
Bkgs. to Lux Brands	11.3%	15.7%	-4.4 pts.

#### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR was stronger for Core MAU in June; points promotion (Spin wheel) impacting above average CTR
  - Consider offering promotion to L2B and L3 to drive lift in click engagement
- Unsub rates remain low for both Lux MAU and Core MAU indicating strong audience health
- Bookings and revenue is up overall for Lux MAU with the % to luxury brands stronger for Core MAU in the month of June

\*L1/L2A missing Financial data for June. Waiting on update from data team

## July '22 Lux MAU A/B Test Results:

### Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,814,577	174,506	
CTR	2.0%	1.4%	+0.6 pts.
Unsub Rate	0.06%	0.02%	+0.04 pts.
Revenue	\$194,143	\$13,230	
Rev/Delivered	\$0.11	\$0.08	+41.1%
Rev to Lux Brands	51.0%	11.9%	+39.1 pts.
Total Bookings	302	28	
Bkgs. to Lux Brands	19.0%	10.7%	+8.3 pts.

#### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

- CTR saw lift in comparison to control; .6pts higher in July
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day
- Moving forward continue to trend Revenue/Delivered in order to evaluate performance and optimize future mailings

# Lux MAU A/B Test Results:

## Quarterly Performance Results

- For CTR, both May and July saw a lift in engagement in comparison to control
- CTR was very strong for Core MAU in June; points promotion (Spin wheel) impacting above average CTR
  - Consider offering promotion to L2B and L3 to drive lift in click engagement
- In July, Core MAU drove less Rev/Delivered, featuring Luxury hero and Curiosity by Ted Moments promotion
- With conclusion of A/B test continue to trend Rev/Delivered in order to optimize monthly communication and drive incremental revenue

### Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

### Approach:

Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

Monthly Lifts: Lux MAU (test) vs. Core MAU (control)

Metrics	May '22 Lift	Jun '22 Lift	Jul '22 Lift
CTR	+0.08pts.	-6.3 pts.	+0.6pts.
Unsub. Rate	+0.02pts.	+0.03 pts.	+0.04pts.
Rev/Delivered	-28.1%	-53.5%	+41.1%
Rev Share to Lux Brands	-17.8pts.	-17.5 pts.	+39.1 pts.
Bookings Share to Lux Brands	-7.4pts.	-4.4 pts.	+8.3 pts.

# Appendix

# Lux MAU Heatmaps

MODULE	August '21 8/14  (Introduction)	September '21 9/9  (Weekend Getaways)	October '21 10/14 (Resorts & Indulgent Getaways)	November '21 11/11 (Holiday Travel Planning & Local Holiday Experiences)	December '21 12/9 (New Years Bucket List)	January '22 1/14 (Wellness Getaways)	February '22 2/10 (Romantic Escapes)	March '22 3/10 (Road Trips + Spring Travel)	April '22 4/14 (Family & Spring Getaways)	May '22 5/12 (Long Weekends & Culinary Experiences)	June '22 6/9 (Summer Planning/Best Outdoor Spaces)	July '22 7/14 (Summer Travel/ Breathtaking Beaches)
Header	5.7%	8.2%	8.9%	7.8%	9.8%	11.2%	7.8%	13.1%	5.7%	6.8%	11.5%	8.2%
Hero	17.5%	21.3%	37.2%	24.7%	12.6%	26.3%	38.0%	18.6%	40.5%	18.1%	34.1%	35.5%
Account Box	34.0%	35.8%	12.4%	33.2%	25.3%	26.3%	21.7%	20.1%	27.5%	31.4%	35.7%	24.3%
Resorts	--	--	28.3%	--	25.2%	--	--	--	--	--	--	--
Loyalty	6.8%	--	--	--	7.7%	--	--	2.0%	--	--	--	--
Offers	16.1%	--	--	3.5%	2.1%	3.9%	18.3%	10.0%	--	18.9%	7.1%	10.3%
Moments	--	3.2%	1.0%	1.5%	--	2.2%	--	0.9%	--	5.5%	--	--
Brand Inspiration	7.4%	13.1%	1.3%	6.1%	1.8%	11.1%	7.4%	6.3%	1.5%	12.9%	1.9%	7.4%
Hotel Spotlight	8.9%	6.9%	5.6%	--	10.1%	--	4.2%	24.0%	20.0%	--	--	3.8%
Culinary	0.7%	1.4%	1.2%	0.9%	--	0.6%	1.1%	1.2%	0.3%	1.5%	--	0.9%
Yacht	--	--	--	9.7%	--	--	--	--	--	--	--	6.0%
Boutiques	--	--	--	1.9%	1.5%	1.0%	--	--	--	--	--	--
New Hotel Opening	--	--	--	4.7%	--	9.7%	--	1.1%	1.3%	1.7%	4.4%	--
Hotel Spotlight 2	--	--	--	--	--	--	0.6%	--	--	--	1.5%	--
Instagram	1.0%	6.1%	0.7%	2.7%	0.7%	4.1%	0.5%	0.4%	1.6%	1.2%	1.2%	1.8%
Footer	1.9%	4.0%	3.5%	3.4%	3.3%	3.8%	0.5%	2.5%	1.6%	1.9%	2.6%	1.8%
MODULE	August '22 8/11  (Last of Summer/ Spectacular Pools)	September '22 9/8  (Weekend Getaways)	October '22 10/13 (Fall Travel & Long Weekends)	November '22 11/10 (Relaxing Holiday Escapes)	December '22 12/8 (Winter/Holiday/ Family Travel)	January '23 1/11 (Bucket List Travel)	February '23 2/8 (Romantic Escapes)	March '23 3/16 (Family Getaways)	April '23	May '23	June '23	July '23
Header	17.2%	11.0%	12.4%	10.2%	7.5%	9.2%	9.7%	7.7%				
Hero	18.9%	22.6%	28.4%	27.3%	35.6%	38.0%	50.9%	35.2%				
Account Box	23.8%	30.2%	37.0%	40.9%	27.1%	31.4%	19.5%	32.0%				
Escape to Luxury	--	--	--	--	--	4.4%	--	--				
Loyalty	--	--	--	--	--	--	--	--				
Offers	5.2%	12.2%	5.3%	6.4%	6.3%	5.4%	9.1%	5.6%				
Moments	2.4%	5.8%	2.8%	1.6%	0.5%	1.5%	0.8%	2.4%				
Brand Inspiration	2.4%	8.4%	3.1%	1.3%	--	2.6%	5.2%	1.5%				
Hotel Spotlight	23.2%	--	1.0%	4.9%	7.0%	--	0.7%	3.4%				
Culinary	1.1%	0.9%	--	--	1.5%	--	--	--				
Yacht	--	--	--	--	4.6%	--	--	8.9%				
Boutiques	0.7%	1.3%	--	4.3%	2.2%	--	--	--				
New Hotel Opening	2.3%	2.8%	1.0%	--	--	3.9%	--	--				
Hotel Spotlight 2	--	--	1.3%	--	4.6%	--	--	--				
F1	--	--	2.0%	--	--	--	--	--				
Instagram	0.7%	2.2%	2.2%	0.6%	1.2%	0.7%	1.8%	0.8%				
Footer	2.2%	2.7%	3.6%	2.4%	1.9%	2.9%	2.3%	2.5%				







December 2021



More Ways to Spend Your Holidays  
From isolated retreats in the corner of a hill, these iconic destinations offer...



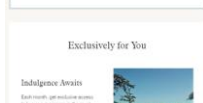
JW Marriott® Cancun Resort & Spa  
Experience the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



The Ritz-Carlton® Vienna  
Experience the city's rich history and culture in the heart of Vienna...



Your Annual Choice Benefit  
You've reached EDITION's right to play! From the comfort of your home, you can now enjoy the best of both worlds...



Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...



Cocktails Paired With Extraordinary Views  
From the Caribbean Sea to the Gulf of Mexico, the Ritz-Carlton's rich history and culture...



Gifts That Evoke Memories  
Delight them with extraordinary gifts, curated exclusively for our hosts...



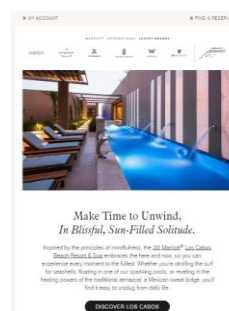
Discover What Inspires You  
From the comfort of your home, you can now enjoy the best of both worlds...



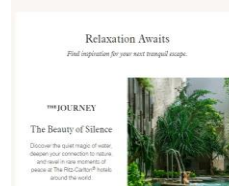
Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...



January 2022



Discover the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



The Beauty of Silence  
Discover the quiet magic of nature and the beauty of the Ritz-Carlton's rich history and culture...



Exclusively for You, [Name]  
From the comfort of your home, you can now enjoy the best of both worlds...



Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...



The Bowman, a Luxury Collection® Hotel, Hobart  
Join the fun and reconnect with the Bowman's rich history and culture...



Treat Yourself at Home  
Shop plush cozy robes and signature black tea scented bath and body products...



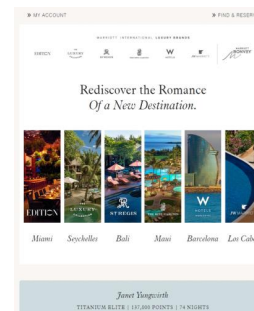
Exclusively for You, [Name]  
From the comfort of your home, you can now enjoy the best of both worlds...



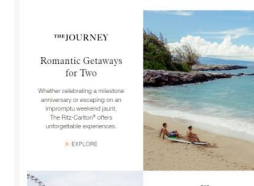
Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...



February 2022



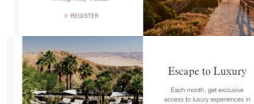
Discover the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



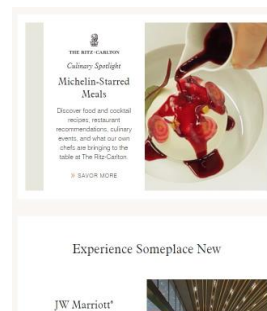
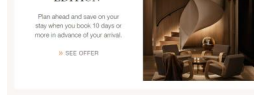
Why I Love Paris  
From romantic, elegant views to the city's rich history and culture...



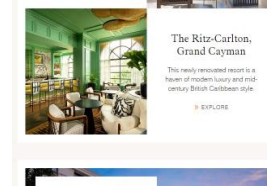
Exclusively for You, [Name]  
From the comfort of your home, you can now enjoy the best of both worlds...



Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...



Discover the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



City to Slopes  
From the comfort of your home, you can now enjoy the best of both worlds...



Exclusively for You, [Name]  
From the comfort of your home, you can now enjoy the best of both worlds...



Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...



March 2022



Discover the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



The Luxury Collection®  
Discover the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



Get Inspired  
From the comfort of your home, you can now enjoy the best of both worlds...



Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...



Discover the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



The Luxury Collection®  
Discover the beauty of the Caribbean Sea to the south and the Gulf of Mexico to the north...



Get Inspired  
From the comfort of your home, you can now enjoy the best of both worlds...



Reconnect With The Ritz-Carlton  
Join the fun and reconnect with the Ritz-Carlton's rich history and culture...





April 2022

MY ACCOUNT

FIND & RESERVE

WELCOME TO THE HOME

AT THE ENDS OF THE EARTH

EXPLORE RITZ-CARLTON RESERVE

Marriott Bonvoy® membership now offers exclusive access to benefits at Ritz-Carlton Reserve, a collection of rare havens tucked away in the most exquisite corners of the world. Unleash extraordinary experiences and enjoy your member benefits like never before while connecting with people and places in ways you never imagined.

Join the Journey

TITANIUM ELITE | 157,000 POINTS | 74 NIGHTS

VIEW ACTIVITY | SEE BENEFITS

Devote points to support UNICEF and World Cancer Research efforts to save communities impacted by the coronavirus crisis in India and neighboring countries. Marriott Bonvoy® will make donations for points up to 100 million points donated this year.

Reinvent Your Family Vacation

At These Memorable Destinations.

London

Hawaii

Rome

St. Thomas

Bali

Scottsdale

Inspired Family Travel

Family Traditions at St. Regis

CELEBRATE THE ART OF PLAY WITH MEANINGFUL FAMILY ADVENTURES. EACH ST. REGIS HOTEL OFFERS A RANGE OF ACTIVITIES DESIGNED TO COHESIVE GUESTS OF ALL AGES.

READ MORE

Life's Greatest Pleasure

FAMILY BY JW® OFFERS EXPERIENCES THAT APPEAL TO EVERY GENERATION AND AGE, INCLUDING BUILDING TREASURES, FUTURE FOODIES, AND RECREATION WITH FRIENDS.

PLAN YOUR TRIP

A Place to Explore and Engage

DESIGNED FOR AGES 4-12, RITZ KIDS IS CAREFULLY DESIGNED TO INSPIRE MEANINGFUL CONNECTIONS WITH THE LOCAL ENVIRONMENT AND CULTURE.

DISCOVER RITZ KIDS

May 2022

MY ACCOUNT

FIND & RESERVE

Michelin-Starred Dining Experiences

ST REGIS

THE RITZ-CARLTON

JW MARRIOTT

Experience our 2022 Michelin-Starred restaurants — where passion and dedication to culinary perfection collide — and create unforgettable memories over a meal that transcends traditional boundaries.

Join the Journey

TITANIUM ELITE | 157,000 POINTS | 74 NIGHTS

VIEW ACTIVITY | SEE BENEFITS

Curated for You[, Fname]

Enjoy Extraordinary Dining

Start the day with complimentary breakfast and end it with a \$75 credit towards dinner at The New York Grill, a Michelin-Starred Restaurant.

SEE OFFER

Epicurean Journey to Peru

Enjoy a culinary experience at one of the world's most coveted food destinations in Lima at the JW Marriott Hotel, a Luxury Collection Resort & Spa, Valle Sagrada.

EXPLORE

More Culinary Inspiration

Five Dining Experiences Worth Traveling For

Each of these experiences stand out for delicious cuisine, exemplary service and spectacular settings with a meal not soon forgotten.

SEE ALL 5

The New Food Festivals

Today's culinary events are a great way to sample top culinary moments. Here are a few events you'll want to see your next trip.

EXPLORE TRENDS

Brand New Twists on Classic Takes

With Glass Restaurant by Gino Salsano and the party ship Zuchetti's Fabulous Flavors, our new chefs are bringing a fresh spin to Rome food scene.

INDULGE IN ROME

THE JOURNEY

Meet Chef Steven Wan

Craft an art and good food have never so common than you're at [The Glass Restaurant](#).

VIEW STORY

Celebrate Fine French Cuisine

EXPLORE

Reckon points to experience an evening of decadent dining and impeccable service at Chef Thomas Keller's famed three Michelin Starred restaurant, The French Laundry. Enjoy a three-course tasting menu and behind the scenes for a tour of the kitchen with MasterChef Moments.

EXPLORE

Explore Like Never Before

Hotel Obs. • Luxury Collection Hotel, Denver Cherry Creek

Discover endless opportunities for travelers seeking a refined and inspirational stay or for those to experience the tradition that is Four Loko Kitchen & Lounge restaurant.

DISCOVER DENVER

JW Marriott Sao Paulo

Unwind with indulgent spa treatments, refresh in our modern swimming pool, or treat yourself to international cuisine at Noto Restaurant.

EXPLORE SAO PAULO

Discover What Inspires You

Kick off rooftop season at [The Glass Restaurant](#) with Pisco cocktails from Diego Muñoz's new restaurant, Orquí.

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June 2022

MY ACCOUNT

FIND & RESERVE

Step Into Your Outdoor Oasis

Whether you enjoy waking up to the sound of waves crashing against the rocks, unwinding in overwater bungalows set along white-sand beaches, or chasing stunning sunset views, an unforgettable experience awaits.

Miami

Santorini

Barcelona

Cairo

Maldives

Gold Coast

Join the Journey

TITANIUM ELITE | 157,000 POINTS | 74 NIGHTS

VIEW ACTIVITY | SEE BENEFITS

Exclusively for You[, Fname]

Savor Time With Those Who Bring You Joy

Experience a level of personal service that is among the finest in the world with a package that includes overnight accommodations, resort credit, and complimentary breakfast.

RESERVE PACKAGE

Get Inspired for Your Next Getaway

Your guide to uncovering the world's greatest destinations.

THE ANGLE

Escape to a New Rhythm

Join us for an intimate music experience at W Algarve, our newest Escape on the Southern Portuguese coast, featuring global sounds and more for the body and mind.

LEARN MORE

THE JOURNEY

Plan the Perfect Family Getaway

Discover Ritz-Carlton hotels designed for families with experiences that nurture time together and activities that encourage kids to explore with their peers.

EXPLORE NOW

ST REGIS

Signature Ritual

Steeped in Enchanting Tradition

Every St. Regis offers its own interpretation of afternoon tea, giving guests the opportunity to savor, sip, and socialize.

VIEW MORE RITUALS

Venture Someplace New

The Bodrum Edition

This boutique hotel featuring 108 guest rooms, suites, and villas — most with views of the Aegean Sea — has quickly become the Turkish Riviera's favorite luxury escape.

EXPLORE TURKEY

The Ritz-Carlton New York, NoMad

Set within an ever-changing and dynamic neighborhood, this new hotel is a gathering place for the social, and an escape for the sophisticated.

EXPLORE NEW YORK

Discover Where Dreams Come True

Our Budapest retreat, [The St. Regis Budapest](#), never loses sight of the exquisite.

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76



*July 2022*

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[FAIR & RESERVE](#)

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[TRAVEL](#)
[STAYS](#)
[WINE](#)
[RENTALS](#)

## Immerse Yourself in Paradise at St. Regis Resorts.

Situated in some of the most exotic corners of the globe, St. Regis resorts offer an opulent oceanfront perspective, pampering award-winning and exquisite experiences.

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### Join us This

SILVER SUEDE | 1000+ POINTS | 1 NIGHTS

[VIEW ACTIVITY](#) [SEE MEMBERS](#)

## Explore the Mediterranean Like Never Before

From the French Riviera to the Greek Isles, renew your sense of wonder on a series of newly released Mediterranean escapes in 2024, only with The Ritz Carlton Yacht Collection.

[FIND YOUR VOYAGE](#)

## Maximize Every Travel Moment

### Escape to Luxury

Enjoy exclusive access to luxury experiences in some of the most inspiring destinations around the world.

[SEE OFFER](#)

### JW Marriott Los Cabos Beach Resort & Spa

Escape your summer escape or simply inspire your destination from an entirely different perspective with our suite offer.

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## Get Inspired to See the World

### OUR JOURNEY

#### Breathtaking Beach Retreats

Discover endless ways to experience a sun-soaked summer.

[EXPLORE RESORTS](#)

*August 2022*

[illegible]

September 2022

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## THE JOURNEY

### Embrace Tranquility on a Weekend Retreat

An unforgettable getaway awaits you weeks of downtime. Sometimes, the most memorable times take place over an overnight, weekend away. Discover idyllic destinations designed for you to create quick, yet lasting memories.


[ROMANTIC ESCAPES](#)
[FRIEND GETAWAYS](#)

#### June Yungwirth

TITANICUM BLUET | 137,000 POINTS | 74 NIGHTS

[VIEW ACTIVITY](#)
[SEE BENEFITS](#)

*We have a complimentary night available to redeem.\**




### Unlock Unrivaled Experiences

From VIP treatment to premium suite access at sold-out shows, collect extraordinary moments made just for you.

[VIEW ALL MOMENTS](#)

### Exclusively for You[.Fname]



#### Explore to Earn Even More

Regular rate, and then earn up to 4,000 bonus points on each eligible stay, starting with your second stay at our extraordinary brands. Terms apply.\*


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#### Savor Time With Loved Ones

Experience a level of personal service that is among the finest in the world with a package that includes overnight accommodations, a resort of your credit, and more.

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### Inspired Getaways





#### JW MARRIOTT

#### Life's Greatest Luxury

Family by all other experiences that appeal to every generation, ensuring that the whole family can come together for your most meaningful moments.

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### 5 Cities Worth the Wait

Explore this carefully curated list of desirable destinations around the world offering unique, under-the-radar experiences.

[READ MORE](#)



### Your Long Weekend Guide

Build your next 3-day weekend around some of the most coveted destinations in the world brimming with cultural treasures and exciting events.

[EXPLORE DESTINATIONS](#)


### EDITION

#### New Opening

#### The Tampa Edition

Situated within the new Hyde Street Tampa neighborhood, this property will feature 112 rooms and suites, a signature restaurant, rooftop bar and terrace with an architectural view.

[VISIT TAMPA](#)




### — Culinary Spotlight —

### Dine in Decadence


From cooking classes to restaurant experiences, The Luxury Collection® offers an abundance of opportunities to savor the moment.

[AWAKEN THE SENSES](#)



### — Boutique —


### Signature Room Scent



Transform your space into a five-star hotel room with this aromatic fragrance. Featuring fresh lemon blossoms, green tea, and sautéed lemons.

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### Live Exquisite



Find tranquility under the palms at [The St. Regis Punta Mita Resort](#), situated on 22 lush acres of land.

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## October 2022

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[REWARDS](#)
[GIFT CARDS](#)
[CONTACT](#)

[RESERVE](#)
[EXPERIENCES](#)
[REWARDS](#)
[GIFT CARDS](#)
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[RESERVE](#)
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[GIFT CARDS](#)
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[RESERVE](#)
[EXPERIENCES](#)
[REWARDS](#)
[GIFT CARDS](#)
[CONTACT](#)

## Your Autumn Travel Guide

Head to the magic of fall travel and discover destinations far and wide with the help of these unique travel guides and recommendations.

[Boston](#)
[Vancouver](#)
[Bermuda](#)
[Dubai](#)
[Bali](#)
[Paris](#)

### Kaitlin Brady

[GILVER ALITE](#)
[14,800 POINTS](#)
[7 NIGHTS](#)

[VIEW ACTIVITY](#)
[SEE MEMORIES](#)

#### Extraordinary Moments Made for You

Redeem your points to discover cultural experiences, indulge in wellness retreats, and expand your horizons.

[VIEW ALL MOMENTS](#)

### Exclusively for You, Kaitlin

#### Elevate Your Next Escape

Each month, get exclusive access to luxury experiences in the most inspiring destinations.

[RESERVE PACKAGE](#)

### Exceptional Taste

#### Celebrating Japanese Culture

At The Tokyo Edition, Transcend, Michelin-starred chef Yumiko Aoyama gathers bounties to deliver a fusion of contemporary, Japanese and Western-influenced dishes.

» VISIT TOKYO

#### Hotels That Define the Destination

The Luxury Collection gives guests the distinctive opportunity to forge new connections, travel the world like a local, and expand their perspectives.

» EXPLORE PROPERTIES

## November 2022

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# Unwind From the Holiday Season On an Exceptional Spa Escape.

From therapeutic treatments overlooking turquoise waters to mountain vistas that rejuvenate your mind, your holiday escape starts here.

Punta de Mita

Aloha Dushi

The Maldives

Dive Valley

Miami Beach

Montreal

## Kinetic Brandy

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[JULIAN POINTS](#)
[7 NIGHTS](#)

[» HIGH ACTIVITY](#)
[» SEE BENEFITS](#)

### Expand Your Experience

Make unforgettable holiday memories this year by securing unlimited moments to return to your interests.

[TRY YOUR MOMENT™](#)

Exclusively for You[, Fname]

**JW MARRIOTT**

### A Mindful Escape

The JW Maroon Escape™ Event is exclusively focused on you, indulging in relaxing treatments and wellness techniques in a get centered in the state-of-the-art meditation space.

[» RESERVE PACKAGE](#)

## EDITION

### Unwind in Madrid

Plan a winter getaway at The Madrid Edition™ and enjoy complimentary daily credit for breakfast, plus a \$500 spa treatment.

[» EXPLORE OFFER](#)

— Boutique Shops —

## As Seen in Elle Decor

Make holiday shopping even easier by gifting exclusive gifts from your favorite brands.

**The Big Ombi Children's Play Kit**

**Lopua Ponoa X The Leeway Collection Thermal Suit**

**The Ritz-Carlton Leleia Beach**

**The Leeway Collection Lounge by Gabe-Tyner**

**The Ritz-Carlton Portofino Panna**

\*\*\*JOURNEY

## Celebrate the Season in Style

### Extraordinary Holiday Getaways

Looking to do the holiday giftwork this year? Treat a private driver to a maximum return. We're getting paid along a river, or beach beachside.

» GET INSPIRED

## Be Among the First to Explore

— *Delightful Retreat* —

### The Ryskyvink EDITION

Located in the historic heart of downtown Raleigh, this hotel is the perfect jumping off point for discovering the renowned Blue Ridge Parkway and the Northern Lights, visible during the winter solstice.

» VISIT RYSELAND

— *Next Stoplight* —

### The Ritz-Carlton, Bachelor Gulch

Experience the nature beauty of this recently unveiled hotel, a haven for winter sports enthusiasts, where you'll find regional mountainwear, signature spa services, and panoramic views.

» SEE HOTEL

### Discover Downtown Cleveland

» [Ritz-Carlton Cleveland](#)

From vibrant landmarks and downtown details to comfort infused with cherry on top — when it's time to spend in The Ritz-Carlton, Cleveland.

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WANT TO GET INSPIRED?

1. [The Ritz-Carlton, Bachelor Gulch](#) 2. [The Ritz-Carlton, Portofino](#) 3. [The Ritz-Carlton, Leleia Beach](#)

## December 2022

**EMBRACE THE OUTDOORS**

### In These 5 Destinations.

This winter, experience the great outdoors like never before. Whether you prefer to soak down unobscured slopes or take a romantic stroll on a moonlit night, our destinations ensure that getting outside —and soaking in it— is at your fingertips.

**SEE ALL 5**

**Jasper Kingsworth**

TITANICUM ELITE | 187,000 POINTS | 70 NIGHTS

• 100% SATISFACTION GUARANTEE •

The Jasper & Pina Nightclub is available in select markets. A full bar, live music, and complimentary work up to 1,000 points is yours every Friday night. Certain hotels have restrictions.

**Exclusively for You[Frame]**

Celebrate lasting memories with these limited-time offers:

**Saver Time With Loved Ones**

Reconnect at The Ritz-Carlton and enjoy nightly accommodations, daily breakfast and an afternoon drink off to \$100.

**RESERVE OFFER**

**A Refreshing Retreat**

Unwind and relax with indulgent spa treatments, or exchange in the modern swimming pool and lounge area at [The Ritz-Carlton, San Diego](#).

**BOOK NOW**

**Private Island Paradise**


At The St. Regis Bimini, immerse yourself in personal Butler® service while making your stay in the Bahamas both memorable and magical.

**VISIT THE ISLANDS**

**Festive Getaways**

Days in the heart of the city and the year with an unforgettable celebration.


*The St. Regis Rome    The London EDITION    W South Beach*



**Evrima Sets Sail**

The highly-anticipated debut of The Blue Carbon Yacht Collection has arrived. Discover an exceptional new way to travel while enjoying legendary service and luxurious amenities aboard this elegant yacht.

**FIND YOUR VOYAGE**




**Culinary Spotlight**

**Unwind in Music City**

Soaked inside the 32,000-sq-ft rooftop bar and lounge features 270° views over the city, an ever-open design, eye-catching art, a bespoke cocktail menu, and city sounds on the weekend.


**VISIT NASHVILLE**



**Embark on a Sensory Journey**

Enjoy extraordinary culinary moments, including savoring from renowned chefs and dining at some of the most celebrated Michelin-starred restaurants in the world.


**WASH YOUR MOUTH**



**Designing Shops**

**Thoughtful Holiday Gifts**

Pick out last-minute presents for your loved ones.



**Garden Kit Curated By Lily Kwong**


**DIY**  
THE WIFE CRAFTS

**Dignique**

**DIY**  
THE WIFE CRAFTS

**Handmade Globe-Trotter Luggage**

**DIY**  
THE LITTLE BLUEPRINT



**Get Carried Away**

Enjoy the sand and surf of Miami Beach. [JW Marriott The Oceanfront](#)  
[The Beach & Spa](#) is truly heaven and a stunning beach destination.

**FOLLOW US**



January 2023

February 2023

*March 2023*

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## 6 Impressive Destinations To Add to Your Wish List


Katlin is more than just your list of 2023 reservations! These trending destinations will inspire you to plan your next great adventure. Be the next to fly.




Barcelona




Bali




Panama



Tampa



Cabo

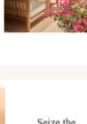


San Francisco

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**Indulge Awaits, Katlin**

Earn up to \$300 in nightly resort credits and enjoy exclusive access to unparalleled experiences in the most inspiring destinations – and at the most inspiring hotel brands.

[RESERVE PASSAGE](#)


**Exclusively for You, Katlin**


Create lasting memories with these limited-time offers.

**Plan Ahead**

Book 16 days or more in advance of your arrival and take up to 25% off your stay at select LOSTON hotels.

[BOOK NOW](#)





**Indulge in the Suite Life**


Stretch out and unwind in a spacious suite at The Flycatcher, and experiencing your destination from an entirely different perspective.

[UPGRADE YOUR STAY](#)

**Seize the Moment**

From surface skimming to Mahi-mahi steamed dining, enjoy unrivaled moments, crafted to your unique interests.

[RESERVE NOW](#)



[illegible]

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## 6 Romantic Retreats from Around the World

Whether you choose to stay in the heart of New York City or a remote sanctuary in Puerto Rico, you'll fall in love with these stunning destinations.

New York

Paris

Dorada Beach

Cancun Riva

Bermuda

Dubai

### Exclusively for You, Kaitlin

Use these limited-time offers to plan something special.

#### Indulge in India

A private driver from the city's 24-hour cab service, and more exquisite adventures await when you reserve a villa package at Jai Manori (Bangalore). Package includes breakfast & spa.

» [ELEVATE YOUR STAY](#)

#### Relax and Reconnect

Experience a week of personal service that's among the best in the world at The Ritz-Carlton Reserve package. Enjoy luxurious overnight accommodations, a breakfast in city center, complimentary breakfast, and more.

» [RESERVE PACKAGE](#)

#### Delight in the Unexpected

Book now and then earn 1,000 bonus points and 1 bonus elite night credit each night you stay. Ready your elite status gold? Here's how.

» [BOOK NOW](#)

#### Kaitlin Brady

MEMBER | 5 POINTS | 5 NIGHTS

» [VIEW ACTIVITY](#) | [SEE BENEFITS](#)

### — Incomparable Cuisine —

## Indulge Your Palate

### You're Invited, Kaitlin


Join Chef Osan Kikkawa at The Ritz-Carlton, Amelia Island for a weekend of culinary and wine experiences including an exclusive wine tasting, an intimate four-course dinner, and more.

» [MAKE A RESERVATION](#)

### Contemporary Culinary Journey

Chef at Ritz — situated in The West Hollywood Edition — where creator and Chef John Pastor showcases healthy vegetable-forward California cuisine with Ritz-inspired by local ingredients and techniques from around the world.


» [CHECK AVAILABILITY](#)




### Moments to Savor

Experience extraordinary culinary moments, including access to renowned chefs, top bar wine makers, and dining at some of the most celebrated Michelin-starred restaurants in the world.

[VIEW MOMENTS](#)






— *Five Dining* —

As seen in *Forbes Magazine*,


Located in *The St. Regis, Toronto* —  
 rising 31 stories above the city —  
 the *St. Regis Grand Bar and Restaurant* offers incomparable  
 American cuisine blended with  
 French cooking techniques.

[RESERVE A TABLE](#)



THE  
LUXURY  
“EXPERIENCE”

Villas With a View



At *El Matate*, a *Luxury Collection Desert Resort & Spa, Dubai*, each villa features a private pool, allowing guests to immerse in the desert desert landscape.

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# Explore 6 Exceptional Destinations To Create Meaningful Family Memories.

Small touches make a big difference, especially when traveling with your kids in tow. From Ansham to Amman, discover idyllic destinations to start new family traditions.

## Mimi Zhou

TITANUM ELITE | 1 POINTS | 1 NIGHT

VIEW ACTIVITY SEE BENEFITS

**The Magic Behind Moments**

Marriott Bonvoy Moments™ gives members the unique opportunity to redeem points on exclusive access to culinary experiences, premier sporting events, wellness excursions, and more.

VIEW MOMENTS

**A Rewarding Winter Escape**

Perfect for families and couples, get away in Zao, the Capital of Ski. Topical with a curated vacation package that includes exclusive Club Level access with oceanfront views.

RESERVE PACKAGE

**Delight in the Unexpected**

Book your next trip and earn even more on stay through April 30, 2023.

BOOK YOUR STAY

**Be the First to Sail Our Newest Superyacht**

Reservations are now open for the inaugural season of Alia, the next-generation superyacht from The Ritz-Carlton Yacht Collection.

FIND YOUR VOYAGE