

Luxury Monthly Account *Update + Data Axle* 2024 Planning

January 8th, 2024

MARRIOTT
BONVOY®



The Tampa EDITION



2024 Planning Session Agenda

- 2024 Initiatives
- Process
- Content Planning & Creative
- Campaign Strategies & Learnings
- 2024 Planning Dates

2024 Initiatives:

- **Leverage** Core MAU submissions to ensure this feels like a true Member Account Update
- Continue using data to drive content decisions
- Optimize and elevate hero through testing into alternative treatments
- Continue to lean into regionally targeted messaging (focus on APAC and MEA)
- Assess impact of newly defined/scored luxury segments to determine any shifts in audience size and make-up

Process

Monthly Submission Process

Recap of Monthly Submission Process, Timelines, etc:

- Lux MAU Monthly Submission Form
 - The form includes content sections/types, such as hero messages, offers/promotions, featured hotels, etc.
 - DA to provide a content outline 2 weeks ahead of kick-off for the **Brands to approve/review**.
 - **Brand teams provide feedback on outline** and any creative assets that are necessary
 - After Core MAU content grid is finalized, we will review and determine which submissions should also be included in Lux MAU on a monthly basis. That content will be highlighted in our content outline.

Luxury MAU - February 2024 Content Submission					
February Lux MAU Theme		Romantic Travels			
Launch Date: 2/16/24					
Feedback Due Date		Content Feedback Due: 1/6/23			
Please completely review the recommended content below under the "Recommended Content February" column. Any feedback you have can be submitted under the "Lux Feedback" or "Creative Assets" column. After which, please return this form to Erica B. In completing the form, DA will review all content submissions and feedback prior to Kick-off.					
	Recommended Content February	Lux Feedback (For Brand Team Use)	Creative Assets (For Brand Team Use)	DA Notes/Follow-up	Kick-off Meeting Notes
	Please do not modify or edit anything in this column	FOR BRANDS USE ONLY: Please provide all feedback and questions here.	This column is for the brand teams to add their desired copy, links, and any creative assets	Please do not modify or edit. DA will provide answers & feedback to the Brands in this column.	
Overall Design & SL Notes					
Hero Message	Maldives - W Hotels Reykjavik - EDITION Mauritius - JW Marriott Venice - The Luxury Collection Maui - The Ritz-Carlton Bermuda - St. Regis	TLC: No concerns with featuring Maui. W: Can we see the image of W Maldives? They are happy with the placement for them but would love to see the shot. TLC: Confirmed hero is okay JW, Edition, and St. Regis: Haven't heard back to confirm Still up in the air with Half Moon Bay property - hold on this offer for Feb deployment	TLC VENICE IMAGE - DAC File: LC-VCEGL-voegl-attraction-jacob-38-17181		
Loyalty*					
Offer 1	Vana Belle - TLC				
Offer 2	JW Marriott Istanbul Bosphorus - JW Marriott				
Offer 3	Edition - Bed & Breakfast Offer		Need direction from Meera		
Inspiration SR	- St. Regis Celebrations - House of Celebration and market the Ginori champagne carts	SR: Can we do House of Celebration and market the Ginori champagne carts for Feb?	Need images and copy		

Content Submission Timeline & Guidelines

- **Content Approval Ahead of Kick-Off:**
 - Lux team gives final approval on content outline and submissions **prior to** KO to ensure we can keep planned launch dates
 - A completed content submission form
 - Content approval from each brand
- **Kick-Off and DR1:**
 - We'll plan to re-coordinate KO and DR1 calendar invites per quarter to ensure calendar alignment (Janet, Erica, and Leigh)

STEPS	ADDITIONAL INFO	CONTENT GATHERING			KICK-OFF/DESIGN		
		WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
CONTENT SUBMISSION SHARED 2 WEEKS BEFORE KICK-OFF							
Content Submission Open							
Circulate Content to Brands for Final Feedback							
Approved Content, Imagery, and Links							
KICK-OFF							
Kick-off							
Finalize and Confirm Any Missing Content							
DESIGN ROUND 1							
Design Round 1							
DR1 CONTENT SUBMISSION FEEDBACK							
DR1 Content Submission Feedback Due							
DESIGN ROUND 2							
Design Round 2							

Process

- New Format for 2024:
 - DA will regularly communicate updates or reminders about the submissions and deadlines weekly

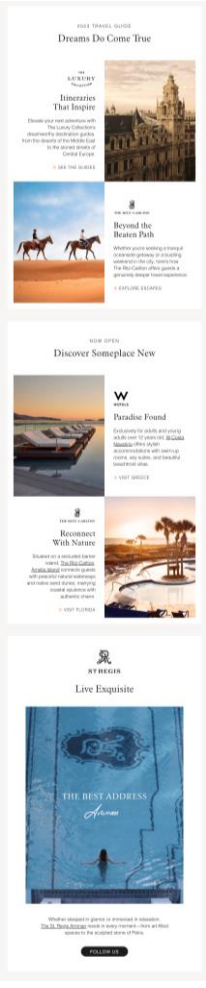
Example:

LUX MAU WEEKLY STATUS UPDATE		
TASK/ITEM	STATUS	NOTES
CONTENT APPROVAL	PENDING	DUE DECEMBER 27th
MISSING CONTENT	PENDING	PENDING ST. REGIS FEEDBACK
KICK-OFF	AWAITING APPROVALFROM BRANDS	SCHEDULED DECEMBER 28th
DR1 REVIEW	PENDING	DUE JANUARY 9th
DR1 FEEDBACK DUE	PENDING	
DR2 DUE	PENDING	DUE JANUARY 13th
DR2 FEEDBACK DUE	PENDING	DUE JANUARY 16th
FINAL DESIGN	PENDING	DUE JANUARY 20th
CODING	PENDING	

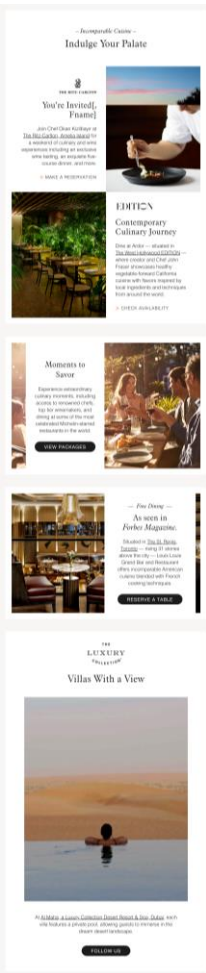
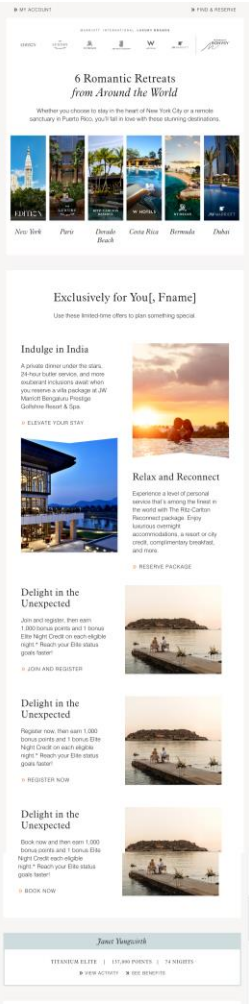
Content Planning & Creative

Content Planning – 2023 Creative Review

January 2023
BucketList Travel – 1.9% CTR



February 2023
Romantic Escapes - 2.0% CTR

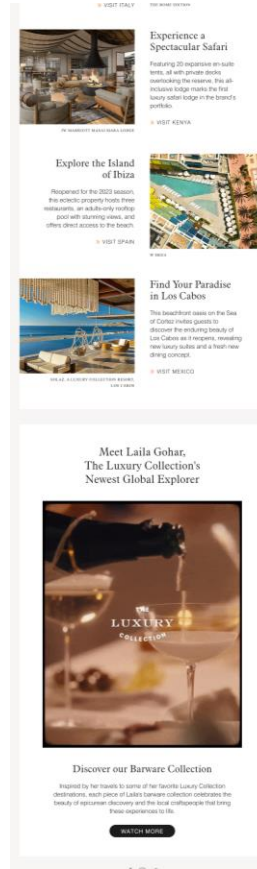
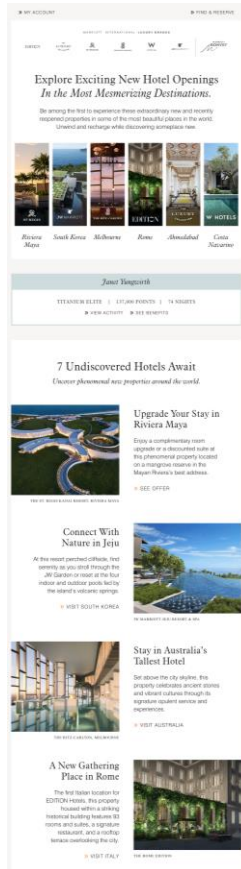
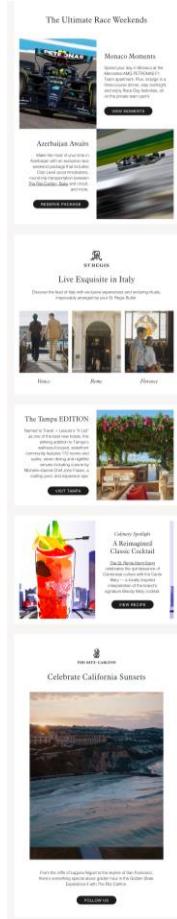
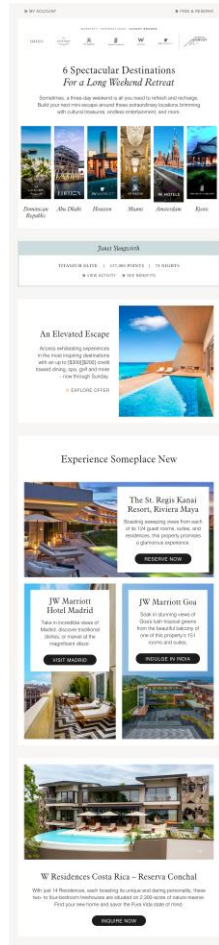


March 2023
Family Getaways – 1.6% CTR

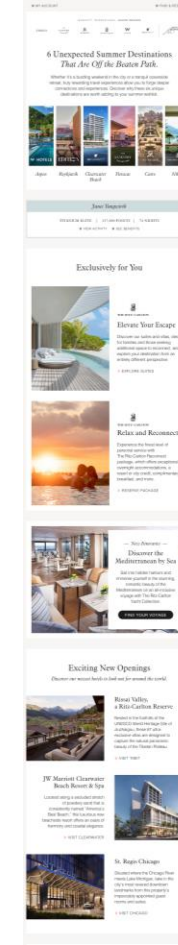


Content Planning – 2023 Creative Review

April 2023
Long Weekends– 1.9% CTR

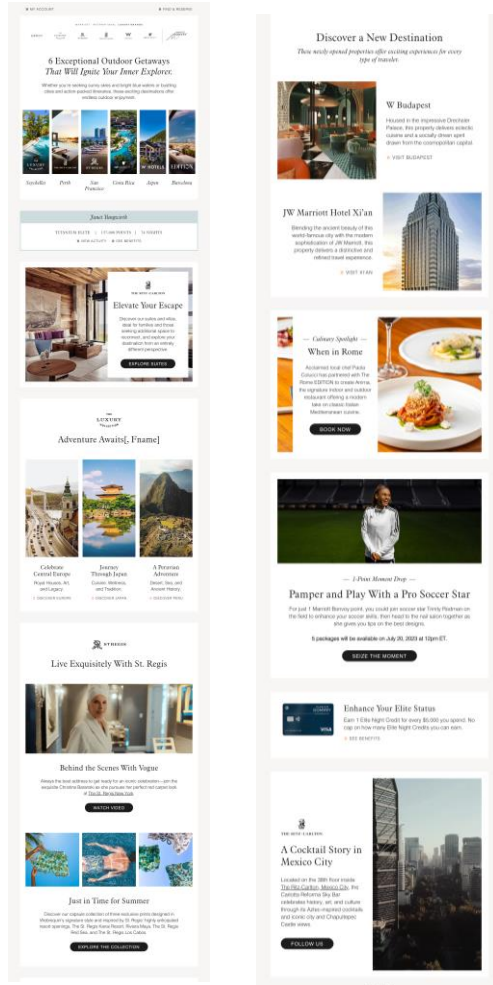


June 2023
Summer Destinations– 1.9% CTR

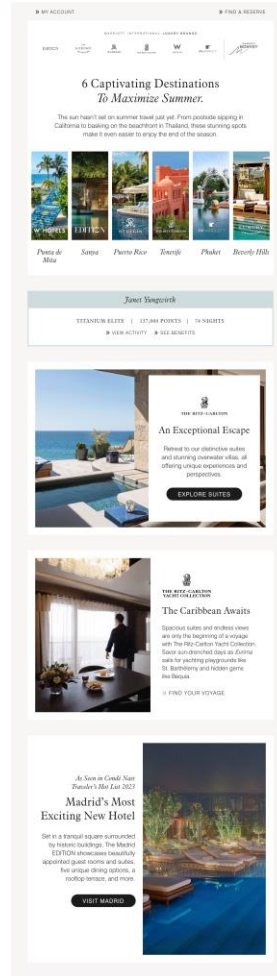


Content Planning – 2023 Creative Review

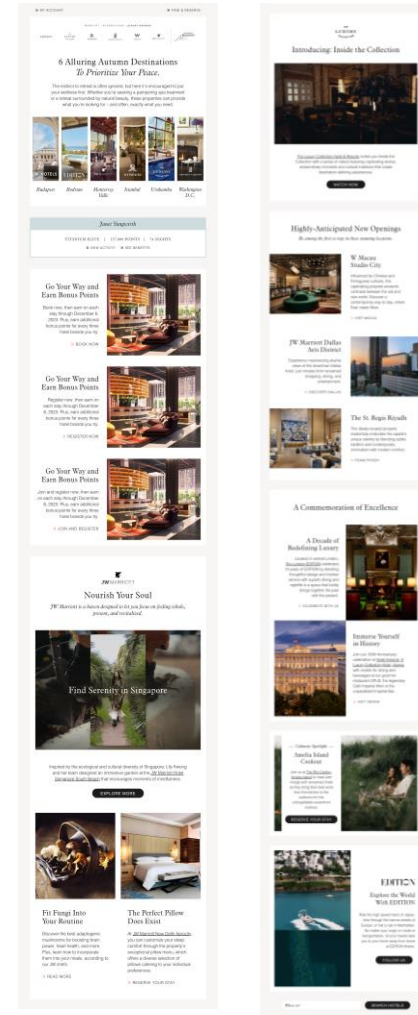
July 2023
Outdoors – 1.4% CTR



August 2023



September 2023



Content Planning – 2023 Creative Review

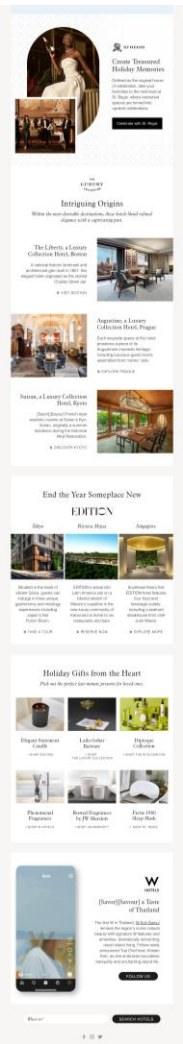
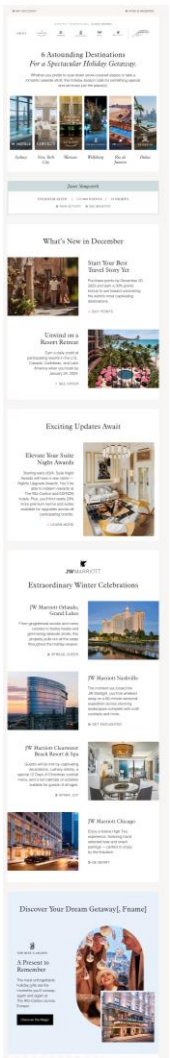
October 2023



November 2023

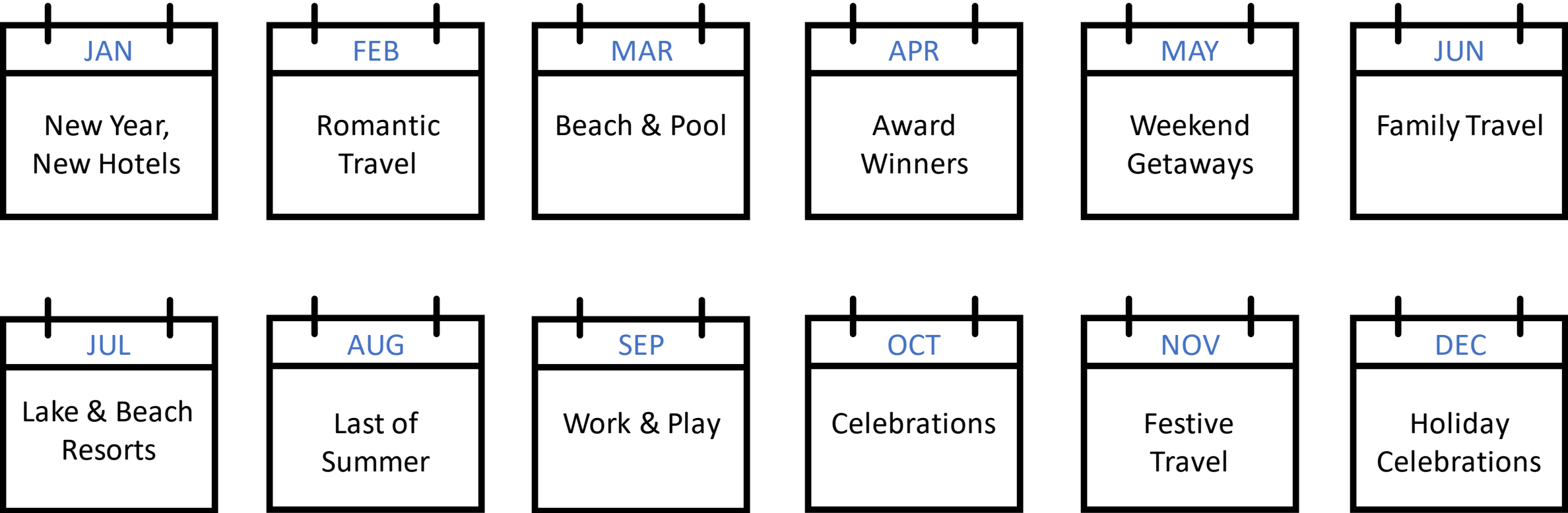


December 2023



2024 Content Themes: Luxury Communications

Previous best performers, energy moments, and new ideas



2024 Energy Moments

Month	Moments
January	MLK (15)
February	Carnival (9-14), Chinese New Year (10), Super Bowl Vegas (11), Mardi Gras NOLA (13), Valentine's (14), President's Day (14)
March	Int'l Women's Day (8), Daylight Savings (10), St. Patrick's Day (17), Mother's Day-UK (19), Holi-India (25), Easter (31), Ramadan (14 start), March Madness-US (starts 19)
April	March Madness (thru 8), Ramadan (ends 9), April Fool's (1), Earth Day (22), Jazz Fest NOLA (26-May 5)
May	Cinco de Mayo (5), Mother's Day-Mexico (10), Mother's Day-US and Most Countries (12), Cannes Film Festival (17-24), Memorial Day (27)
June	Father's Day (16)
July	Independence Day (4), Running of the Bulls-Spain (6-14), Paris Olympics (26 start)
August	Paris Olympics (thru 11)
September	Labor Day (2), Friday the 13th (13), Oktoberfest-Germany (21 start))
October	Oktoberfest-Germany (thru 6), Columbus Day (14), Halloween (31)
November	Day of the Dead-Mexico (1-2), Diwali-India (1), Daylight Savings Ends (3), Veteran's Day (11), Las Vegas Grand Prix (21-23), Thanksgiving (28), Black Friday (29)
December	Cyber Monday (2), Christmas (25), NYE (31)

Content Planning

- Review monthly Core MAU submissions for inclusion in Lux.
- Introduce more regionally-targeted content, with a focus on MEA and APAC regions.
- Continue to use engagement metrics for previous campaign modules to determine keep/lose content types
- Continue high-performing inspirational content including:
 - New hotel openings
 - Hotel spotlights
 - Hotel and brand offers and events

Luxury MAU Master Template




- Benefits of working from an approved master template:
 - Saves time designing each email since working from approved modules
 - Saves time coding each email since it is pre-coded
 - Saves time in QA'ing each email since it has already been tested and checked for major rendering errors
 - This time savings allows us to deploy emails faster
 - Going "outside" the template adds additional web production and QA time
- Each email is still checked for coding errors and QA'd prior to deployment, but most of these issues are resolved during the creation of the master template

Creative Treatments Introduced in 2023

To keep content feeling fresh month to month, we introduced these new treatments:

April

Experience Someplace New



The St. Regis Kanai Resort, Riviera Maya


Boasting sweeping views from each of its 124 guest rooms, suites, and residences, this property promises a glamorous experience.

RESERVE NOW

JW Marriott Hotel Madrid

Take in incredible views of Madrid, discover traditional dishes, or marvel at the magnificent décor.

VISIT MADRID



JW Marriott Goa

Soak in stunning views of Goa's lush tropical greens from the beautiful balcony of one of this property's 151 rooms and suites.


INDULGE IN INDIA



July

THE LUXURY COLLECTION


Adventure Awaits[, Fname]



Celebrate Central Europe

Royal Houses, Art, and Legacy.

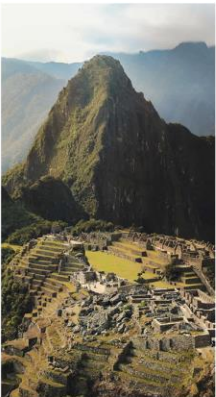
» DISCOVER EUROPE



Journey Through Japan

Cuisine, Wellness, and Tradition.

» DISCOVER JAPAN



A Peruvian Adventure

Desert, Sea, and Ancient History.

» DISCOVER PERU

July



Just in Time for Summer

Discover our capsule collection of three exclusive prints designed in Vilebrequin's signature style and inspired by St. Regis' highly anticipated resort openings, The St. Regis Kanai Resort, Riviera Maya, The St. Regis Red Sea, and The St. Regis Los Cabos.

EXPLORE THE COLLECTION

Creative Treatments Introduced in 2023

October

August

September



EDITION

The Artistry of Mixology Through Punch

Punch Room, the innovative bar concept, offers uniquely crafted punch cocktails complemented by personalized service in a convivial environment. Discover how EDITION's award-winning teams in London, Barcelona, Shanghai, Madrid, Tampa, and Rome are reestablishing punch as a pioneering cocktail category.

» EXPLORE MORE



ST REGIS

A Colorful Collaboration

The St. Regis Venice and Ginori 1735 recently unveiled "Giardino Ginori," a special takeover of the hotel's waterfront garden showcasing the Oriente Italiano collection. Crafted from ten vibrant colors, the collection symbolizes the synergistic fusion of East and West.

» VISIT VENICE



RITZ-CARLTON RESERVE

A Collection of Rare Estates

*Extend summer someplace unexpected,
where unparalleled experiences come to life.*



Zadún

The Magic of Nature

Nestled into the sand dunes along Mexico's dramatic San José del Cabo coastline, desert and ocean collide in your very own luxurious haven at [Zadún, a Ritz-Carlton Reserve](#).

» VISIT MEXICO

Dorado Beach

An Intimate Refuge

With its serene coastline, private residences, spa sanctuary and harmonious sense of place, [Dorado Beach, a Ritz-Carlton Reserve](#) invites guests to relax, unwind, and disconnect.

» VISIT PUERTO RICO



Creative Treatments Introduced in 2023

October



Embark on an African Safari

Incredible experiences, meaningful connections, and deeply transformative moments lie at the heart of [JW Marriott Masai Mara Lodge](#). Discover our 7-day itinerary for a rejuvenating journey.

» ADVENTURE AWAITS



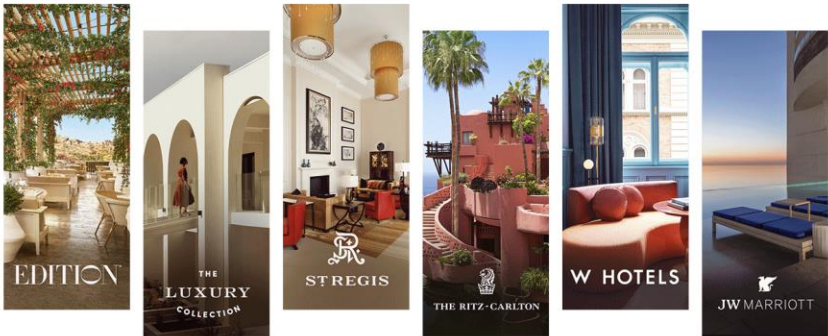
Secrets for Stress-Free Travel

Miren Alós, a self-described visual storyteller, spotlights the wellness routines and rituals that keep travel connoisseurs grounded no matter where they are in the world.

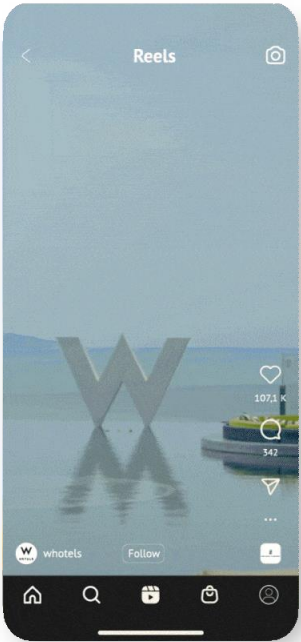
» LEARN MORE

November

Experience the Unexpected
At Our Award-Winning Properties.



December



[Savor][Savour] a Taste of Thailand

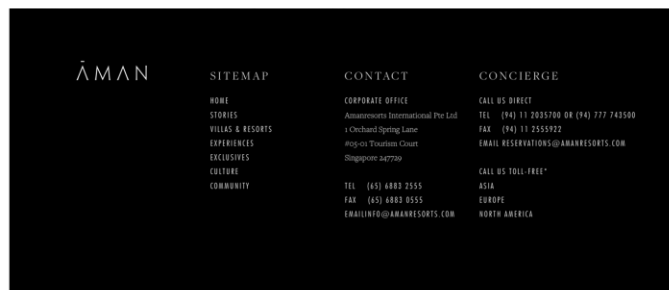
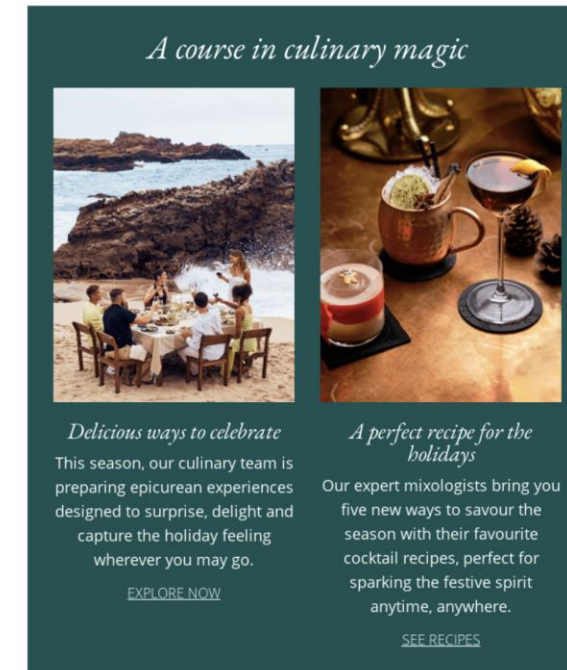
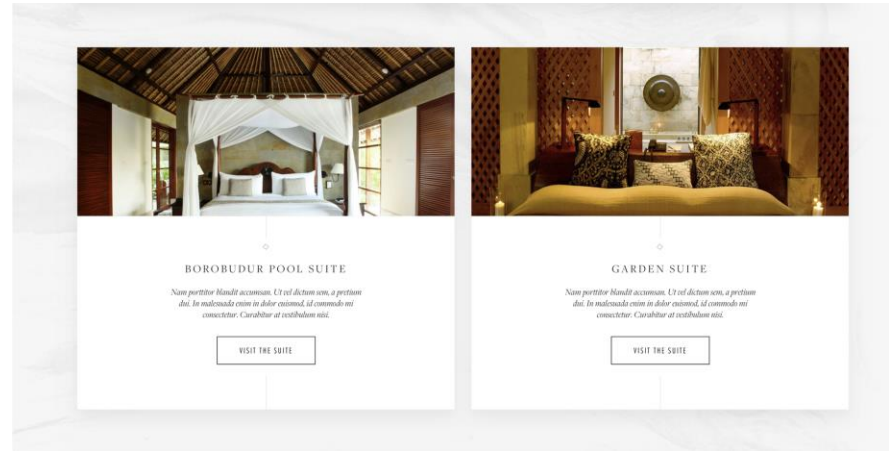
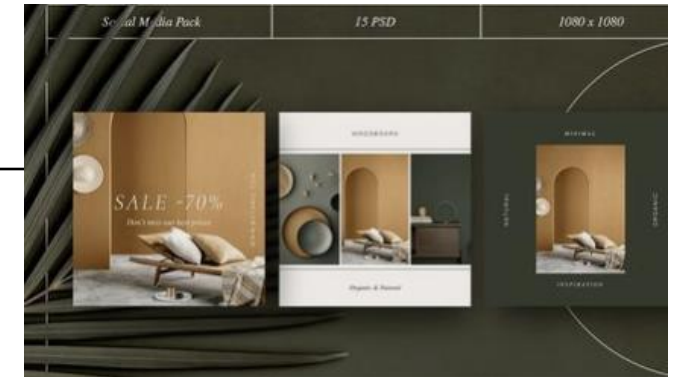
The first W in Thailand, [W Koh Samui](#) remixes the region's iconic natural beauty with signature W features and amenities, dramatically reinventing resort island living. Follow newly announced Top Chef host, Kristen Kish, as she embraces boundless tranquility and enchanting island life.

FOLLOW US

Creative Inspiration Seen In The Industry

- Ideas for 2024:

- Introduce black sparingly
- Smaller font sizes for more of an elegant feel
- Thinner lines for more of an elegant feel



MAU Creative Exploration & Look Ahead

- Ideas for 2024:
 - Refreshed module ideas
 - Use the gray on the Lux landing page to introduce more color to our layouts
 - Is there an opportunity to expand the MBV color palate for Luxury MAU?



PRIMARY

WHITE #FFFFFF RGB: 255-255-255	BONVOY BLACK #1C1C1C RGB: 28-28-28
	BONVOY CORAL #FF9662 RGB: 255-150-98

ACCENT

BONVOY WHITE #F9F6F4 RGB: 249-246-244	MEDIUM CORAL #FFB995 RGB: 255-185-149	GREEN #C9E0D2 RGB: 207-224-210
BLUE #CEDCDF RGB: 206-220-223	YELLOW #FFDAA0 RGB: 255-218-160	

MARRIOTT
BONVOY®





*The Ritz-Carlton,
Maldives, Fari Islands*



Lorem Ipsum Dolor

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labore et dolore magna aliqua.

Secondary



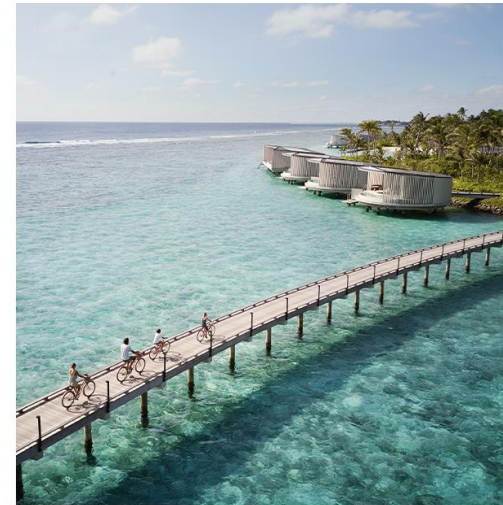
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Lorem Ipsum

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THE RITZ-CARLTON

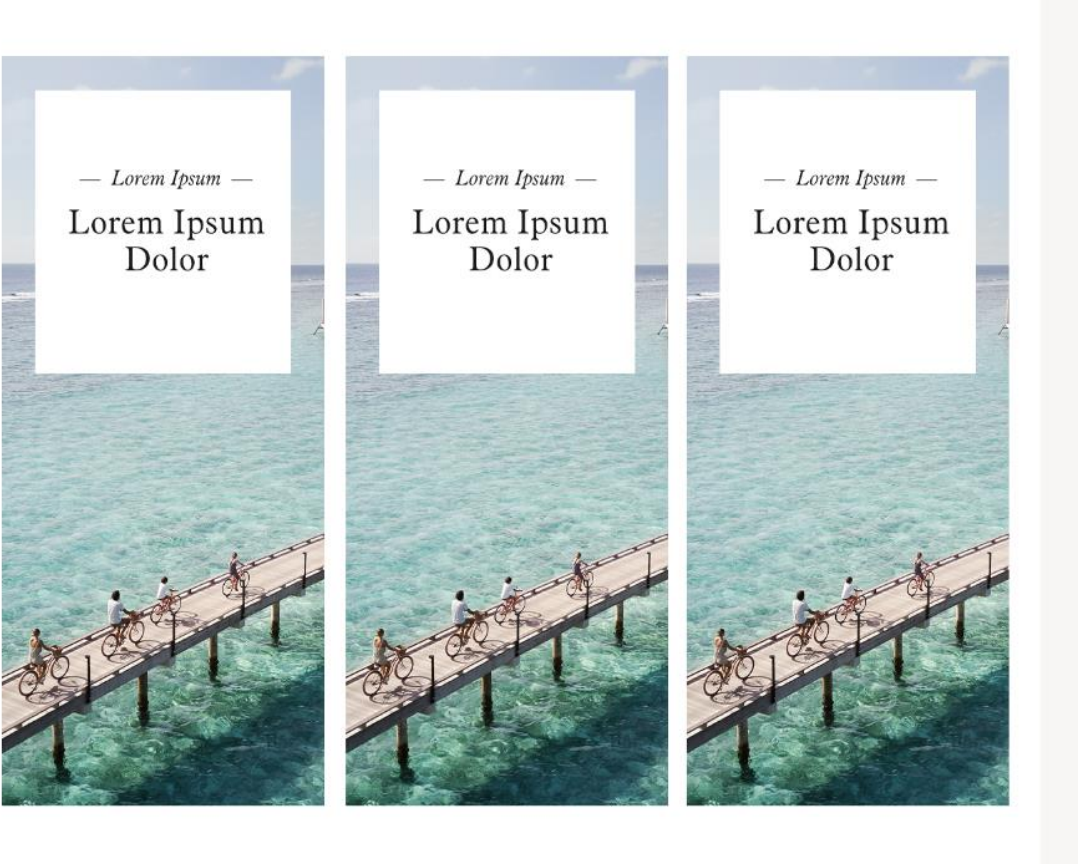
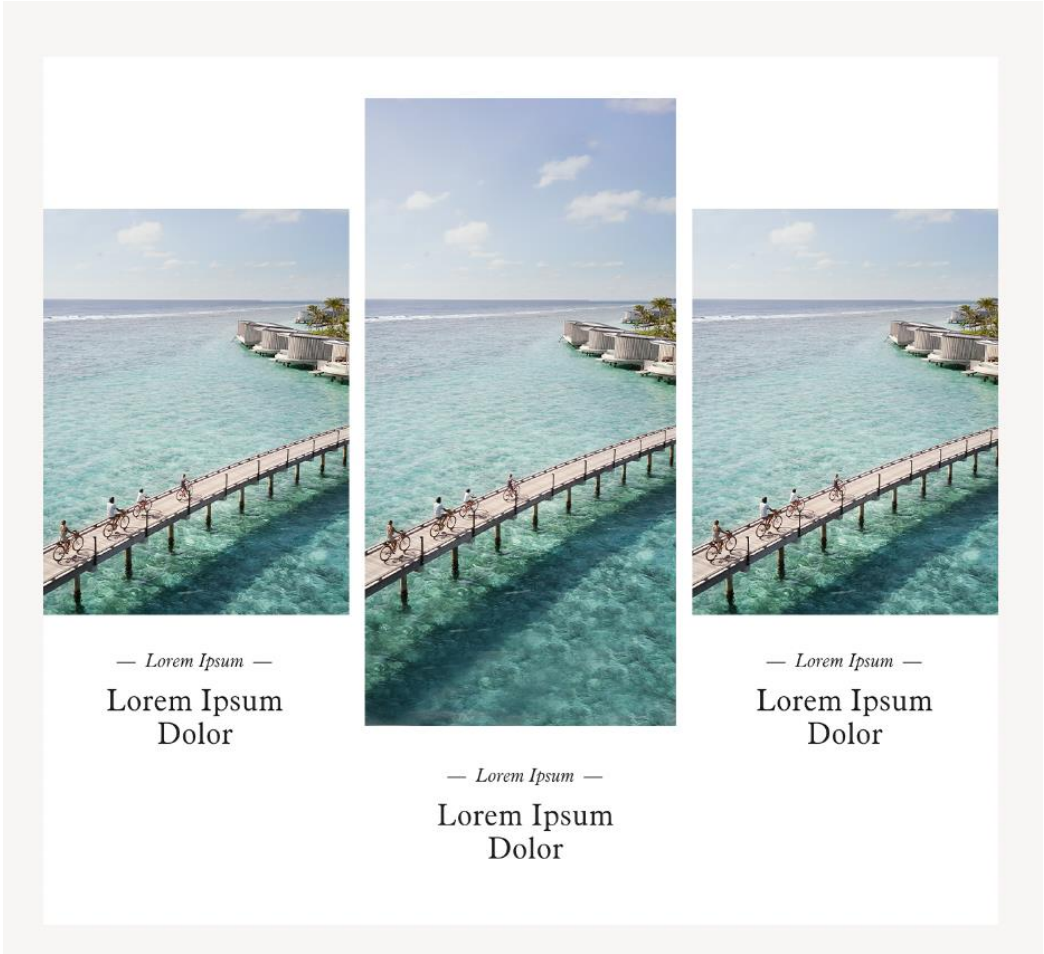
Lorem Ipsum Dolor

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do eiusmod tempor incididunt ut
labore et dolore magna aliqua.

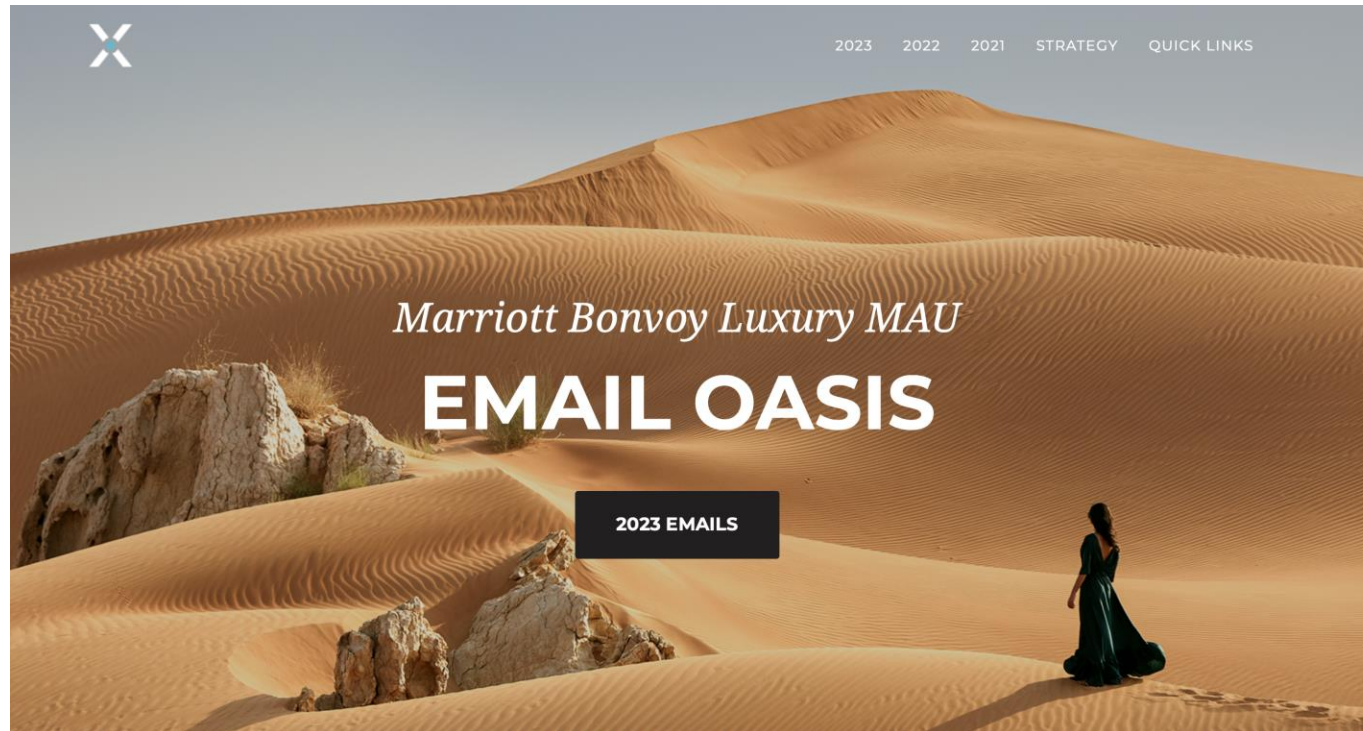
» LOREM IPSUM



MAU Creative Exploration & Look Ahead



Oasis



- Oasis Link: http://preview.4at5.net/email_domains/mar/0002/mar_0002.html

Campaign Strategies & Learnings

Lux MAU 2023 Learnings and Insights (through July)

- Avg. 1.9% CTR was 46% higher than other lux travel inspiration emails and 90% higher than Bonvoy YTD '23 CTR avg. of 0.9%
- Top performing themes included New Hotels which was a new May feature this year and February Romantic Escapes which was a top performer YoY. May generated a CTR of 2.2% and February 2.0%
- The next three top performing themes with a CTR of 1.9% were Summer Travel, Long Weekends and Bucket List travel
 - Summer travel continues to be a strong performer YoY along with Bucket list travel regardless if it is featured in Dec/Jan
- Consistent 6-across hero treatment was an established favorite among readers nearing 50% of clicks; now only used in hero to brand the Lux MAU campaign
- Consistent engagement each month from all luxury segments with the Account box (up to 35% of clicks)
- Offers drove up to 9% of clicks when promoted especially with Global Promo offers driving lift in rev/delivered
- New Hotel Openings, Brand Inspiration, and Yacht messages drove engagement across all segments when featured

Luxury MAU branded hero drove stronger engagement 5 out of 7 months in comparison to 2022

2022



January '22
26.3% | 0.50%

February '22
37.0% | 0.93%

March '22
18.1% | 0.30%

April '22
40.5% | 1.29%

May '22
18.0% | 0.42%

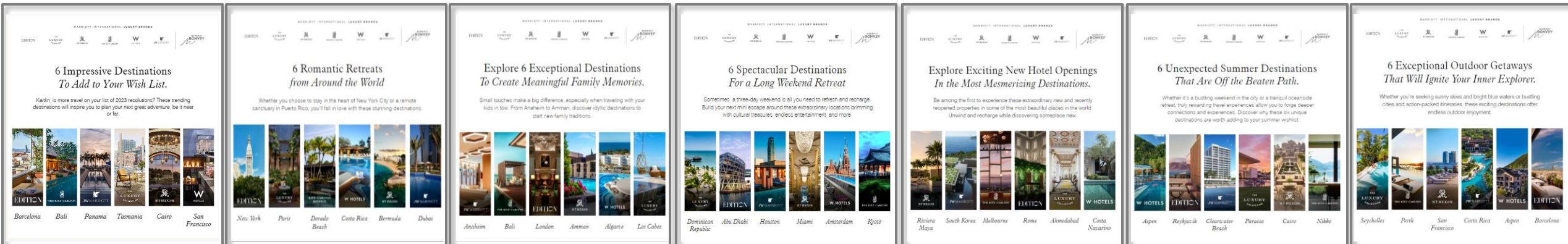
June '22
34.1% | 0.69%

July '22
35.5% | 0.85%

% of clicks | CTR

First time using 6-across brand
feature as hero treatment

2023



January '23
38.0% | 0.89%

February '23
50.9% | 1.28%

March '23
35.2% | 0.71%

April '23
30.8% | 0.71%

May '23
42.5% | 1.16%

June '23
45.7% | 1.08%

July '23
33.2% | 0.63%

2023 Segment Level Learnings and Insights (through July)

- 56% of L1 and 44% of L2A are non-US audiences, so content engagement trends have a regional bias compared to L2B and L3 where the make up for these segments are over 80% US audiences
 - L1 and L2A have a higher APAC and MEA presence
 - CTR on average ranges between 1-1.5% for these audiences whereas L2B/L3 are typically in the 2-3% range
- L1/L2A has shown to be more engaged with destinations such as Bali, Melbourne, Tasmania, Dubai and Berlin
- In comparison L2B/L3 has shown more engagement with destination content including Los Cabos, Bermuda, Costa Rica, Panama and Barcelona. Note: there are some destinations that appeal to all segments.
- L1/L2A show strong engagement with secondary modules including Hotel Spotlights and Instagram modules located later in the email which shows they are clicking through to the bottom to find content that is of interest to them
- Moments and Loyalty content continues to resonate higher with L2B/L3 whereas offer content performance is varied

Lux MAU 2024 Opportunities

- Continue to evolve and test into regional segment level strategies for L1 and L2A to support driving a lift in CTR
- Leverage 3P data to further support optimization and testing efforts across all segments
- Continue to leverage other initiatives to support driving a lift in engagement and financial KPIs
- Focus on creative testing across hero and secondary modules to determine which creative treatments resonate at a higher rate at the various segment levels
- Set internal team campaign goals for 2024: CTR (primary) and revenue (secondary)
- Assess impact of newly defined/scored luxury segments to determine any shifts in audience size and make-up

Luxury MAU Targeting Criteria

Luxury segmented members and non-members with an English language preference.

Luxury Segments Defined (Please Note: Plans to Update Criteria in 2024)

- Only Luxury (L1): Customers who only stay at Luxury brands
- Luxury Users High vs Low:
 - High Luxury Users (L2A): Luxury customers who also stayed in other brands in last 5yrs, but more than 50% at luxury brands
 - Low Luxury Users (L2B): Luxury customers who also stayed in other brands in last 5yrs; with less than 50% at luxury brands
- Redemption Only (L3): Customers who uses Luxury only through redemption stays

2024 Planning Dates

2024 Kick-Off & Launch Dates

Campaign	Kick-Off Date	Launch Date
February Lux MAU	12/27/2024	2/15/2024
March Lux MAU	1/26/2024	3/14/2024
April Lux MAU	2/28/2024	4/17/2024
May Lux MAU	3/27/2024	5/16/2024
June Lux MAU	4/23/2024	6/13/2024
July Lux MAU	5/28/2024	7/18/2024
August Lux MAU	6/25/2024	8/15/2024
September Lux MAU	7/30/2024	9/19/2024
October Lux MAU	8/27/2024	10/17/2024
November Lux MAU	9/25/2024	11/14/2024
December Lux MAU	10/28/2024	12/19/2024

Thank You!

January 8th, 2023

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PROPERTY NAME

