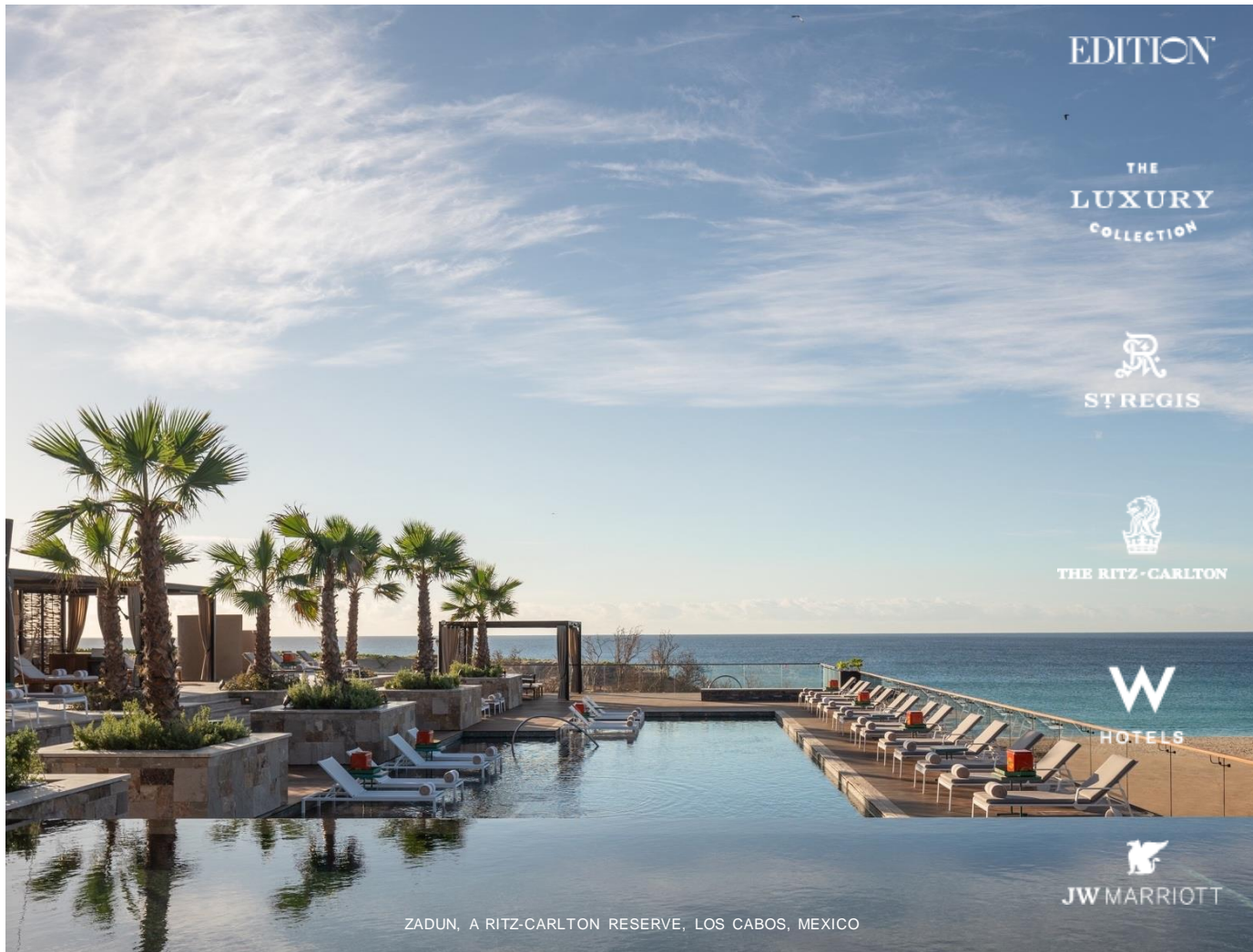


Luxury MAU Brand Performance (January - July 2023)

MARRIOTT
BONVOY



ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

Lux MAU Engagement Trends

YTD Averages

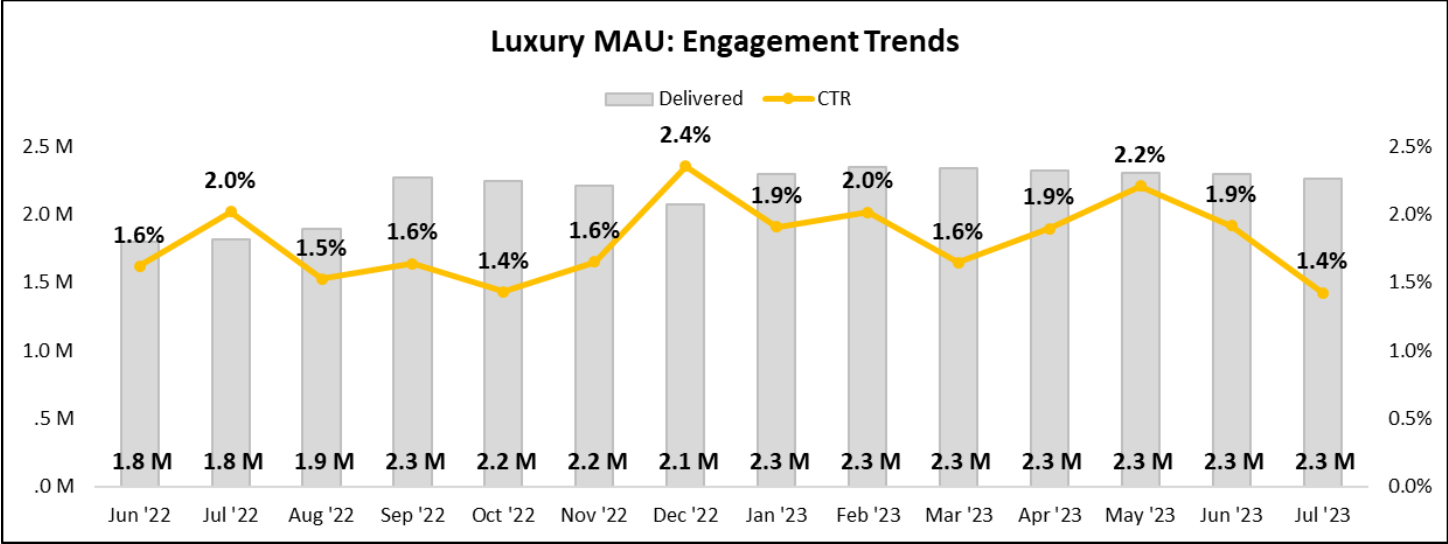
Jan '23 – Jul '23

Avg. Monthly Deliveries: **2.3 M**

Avg. Monthly Unique Clicks: **43.0 K**

CTR: **1.9%**

Unsub Rate: **0.11%**

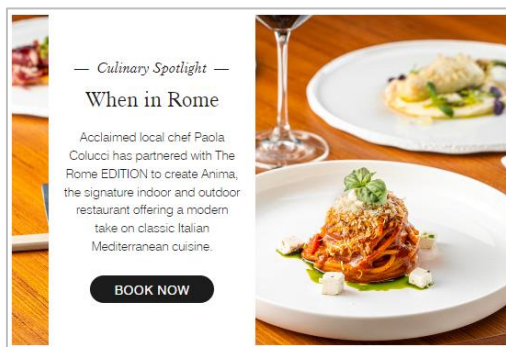


Themes	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
2022/2023	Summer Planning/ Outdoor Spaces	Summer Travel/ Beaches	Last of Summer/ Pools	Weekend Getaways	Fall Travel & Long Weekends	Relaxing Holiday Escapes	Holiday Travel	Bucket List Travel	Romantic Escapes	Family Getaways	Long Weekends	New Hotels	Summer Destinations	Outdoors



EDITION

Content Performance: EDITION



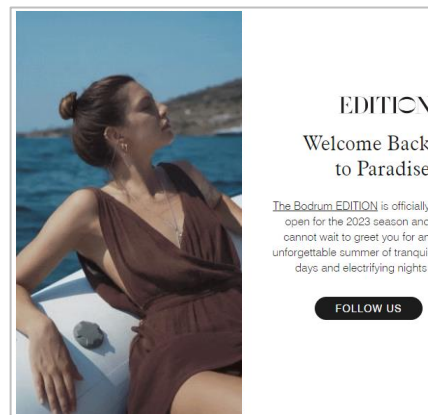
July: New Hotels – The Rome EDITION

Delivered: 2.3 M

Clicks: 298

CTR: 0.01%

% of Total Clicks: 0.7%



June: Instagram – The Bodrum EDITION

Delivered: 2.3 M

Clicks: 470

CTR: 0.02%

% of Total Clicks: 0.9%

Content Performance: EDITION



May: New Hotels – The Rome EDITION

Delivered: 2.3 M

Clicks: 2,032

CTR: 0.09%

% of Total Clicks: 3.2%



April: Spotlight – The Tampa EDITION

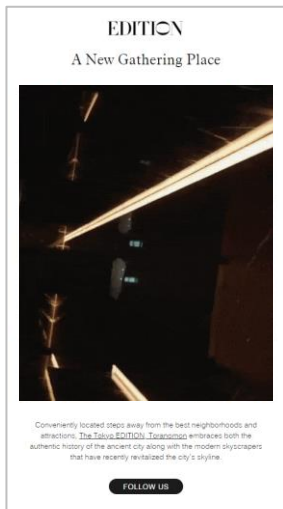
Delivered: 2.3 M

Clicks: 882

CTR: 0.04%

% of Total Clicks: 1.7%

Content Performance: EDITION



March: Instagram – The Tokyo

EDITION, Toranomon

Delivered: 2.3 M

Clicks: 380

CTR: 0.02%

% of Total Clicks: 0.8%



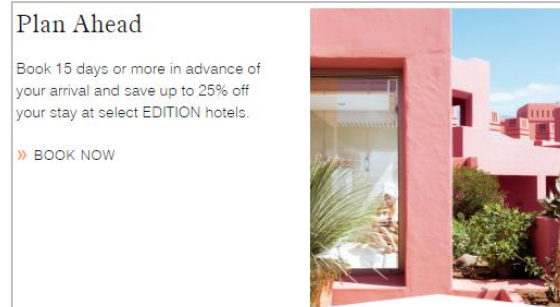
February: Culinary Journey

Delivered: 2.3 M

Clicks: 524

CTR: 0.02%

% of Total Clicks: 0.9%



January: Plan Ahead

Delivered: 2.3 M

Clicks: 1,682

CTR: 0.07%


% of Total Clicks: 3.1%

THE LUXURY COLLECTION

Content Performance: The Luxury Collection

THE LUXURY COLLECTION

Adventure Awaits, Kaitlin



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: 3-Pack

Delivered: 2.3 M

Clicks: 3,061

CTR: 0.14%

% of Total Clicks: 7.1%


Japan #1, Central Europe #2,
Peruvian Adventure #3

*As Seen in Conde Nast
Traveler's Gold List 2023*

**Santo Mauro, a
Luxury Collection
Hotel, Madrid**

Surrounded by the city's most sophisticated private gardens in Madrid, every French-influenced detail will immerse you in a storied past.

» VISIT MADRID



June: Santo Mauro

Delivered: 2.3 M

Clicks: 612

CTR: 0.03%

% of Total Clicks: 1.1%



**Find Your Paradise
in Los Cabos**

This beachfront oasis on the Sea of Cortez invites guests to discover the enduring beauty of Los Cabos as it reopens, revealing new luxury suites and a fresh new dining concept.

» VISIT MEXICO

SOLAZ, A LUXURY COLLECTION RESORT,
LOS CABOS

May: Solaz

Delivered: 2.3 M

Clicks: 1,450

CTR: 0.06%

% of Total Clicks: 2.3%

Content Performance: The Luxury Collection



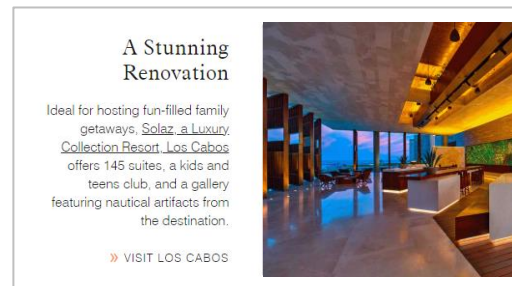
May: Instagram

Delivered: 2.3 M

Clicks: 740

CTR: 0.03%

% of Total Clicks: 1.2%



March: Solaz

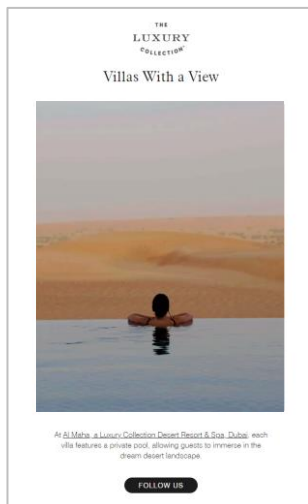
Delivered: 2.3 M

Clicks: 853

CTR: 0.04%

% of Total Clicks: 1.8%

Content Performance: The Luxury Collection



February: Instagram

Delivered: 2.3 M

Clicks: 1,047

CTR: 0.04%

% of Total Clicks: 1.8%



January: Itineraries That Inspire

Delivered: 2.3 M


Clicks: 888

CTR: 0.04%


% of Total Clicks: 1.7%

ST. REGIS

Content Performance: St. Regis



Live Exquisitely With St. Regis



Behind the Scenes With Vogue

Always the best address to get ready for an iconic celebration—join the exquisite Christine Baranski as she pursues her perfect red carpet look at [The St. Regis New York](#).

[WATCH VIDEO](#)


July: Vogue

Delivered: 2.3 M

Clicks: 748

CTR: 0.03%

% of Total Clicks: 1.7%



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](#)

July: Vilebrequin's Style – St. Regis

Delivered: 2.3 M

Clicks: 495

CTR: 0.02%

% of Total Clicks: 1.2%

Content Performance: St. Regis



St. Regis Chicago

Situated where the Chicago River meets Lake Michigan, take in the city's most revered downtown landmarks from this property's impeccably appointed guest rooms and suites.

» VISIT CHICAGO

June: New Opening- SR Chicago

Delivered: 2.3 M

Clicks: 867

CTR: 0.04%

% of Total Clicks: 1.6%



THE ST. REGIS KANAI RESORT, RIVIERA MAYA

Upgrade Your Stay in Riviera Maya

Enjoy a complimentary room upgrade or a discounted suite at this phenomenal property located on a mangrove reserve in the Mayan Riviera's best address.

» SEE OFFER

May: The St. Regis Kanai Resort

Delivered: 2.3 M

Clicks: 4,142

CTR: 0.18%

% of Total Clicks: 6.6%

Content Performance: St. Regis



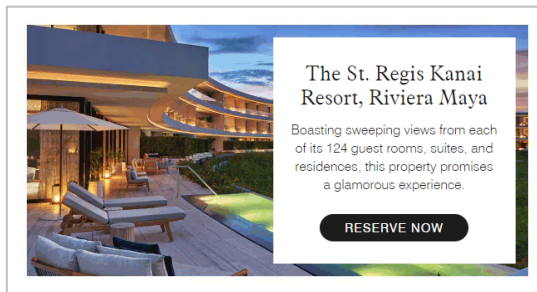
April: SR Butler Live Exquisite

Delivered: 2.3 M

Clicks: 1,490

CTR: 0.06%

% of Total Clicks: 2.8%



April: The St. Regis Kanai Resort

Delivered: 2.3 M

Clicks: 2,339

CTR: 0.10%

% of Total Clicks: 4.4%



April: Culinary – St. Regis

Hong Kong

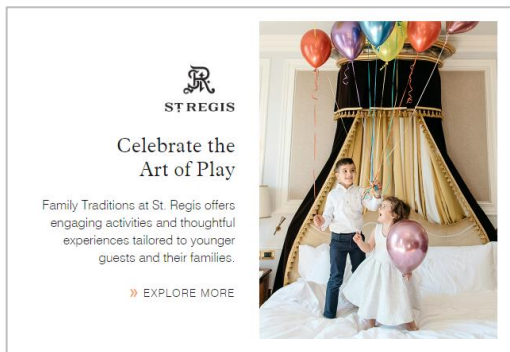
Delivered: 2.3 M

Clicks: 225

CTR: 0.01%

% of Total Clicks: 0.4%

Content Performance: St. Regis



March: Family Traditions

Delivered: 2.3 M

Clicks: 292

CTR: 0.01%

% of Total Clicks: 0.6%



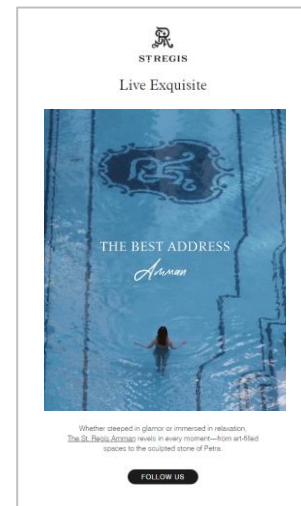
February: Culinary

Delivered: 2.3 M

Clicks: 429

CTR: 0.02%

% of Total Clicks: 0.7%



January: Instagram

Delivered: 2.3 M

Clicks: 364

CTR: 0.02%

% of Total Clicks: 0.7%

W HOTELS

Content Performance: W Hotels



W Budapest

Housed in the impressive Drechsler Palace, this property delivers eclectic cuisine and a socially driven spirit drawn from the cosmopolitan capital.

» VISIT BUDAPEST

July: New Hotels – W Budapest

Delivered: 2.3 M

Clicks: 513

CTR: 0.02%

% of Total Clicks: 1.2%



— Culinary Spotlight — Plates Made for Sharing

Located at the W Costa Navarino, Parelia offers a vibrant beachside ambiance and contemporary Mediterranean cuisine.

SAVOR MORE



June: Culinary Spotlight – W Costa Navarino

Delivered: 2.3 M

Clicks: 130

CTR: 0.01%

% of Total Clicks: 0.2%

Explore the Island of Ibiza

Reopened for the 2023 season, this eclectic property hosts three restaurants, an adults-only rooftop pool with stunning views, and offers direct access to the beach.

» VISIT SPAIN



W IBIZA

May: New Hotels – W Ibiza

Delivered: 2.3 M

Clicks: 855

CTR: 0.04%

% of Total Clicks: 1.4%

Content Performance: W Hotels



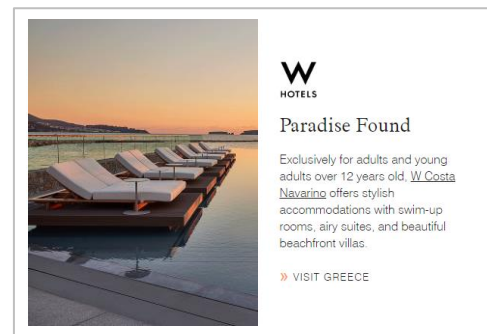
April: W Residences Costa Rica

Delivered: 2.3 M

Clicks: 789

CTR: 0.03%

% of Total Clicks: 1.5%



January: W Costa Navarino

Delivered: 2.3 M

Clicks: 637

CTR: 0.03%

% of Total Clicks: 1.2%

THE RITZ-CARLTON

Content Performance: The Ritz-Carlton



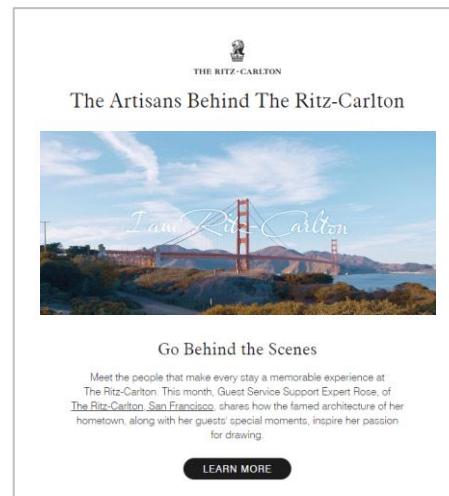
July: Instagram

Delivered: 2.3 M

Clicks: 402

CTR: 0.02%

% of Total Clicks: 0.9%



June: The Ritz-Carlton, San Francisco

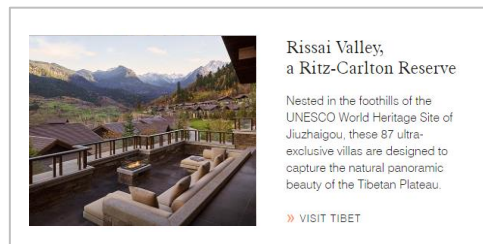
Delivered: 2.3 M

Clicks: 220

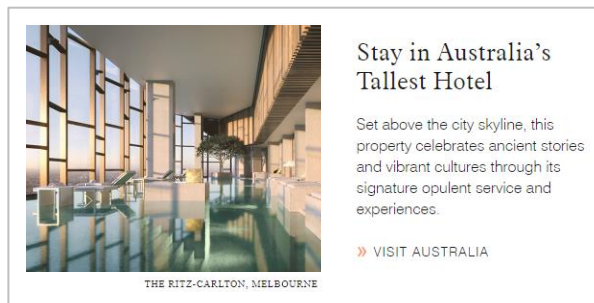
CTR: 0.01%

% of Total Clicks: 0.4%

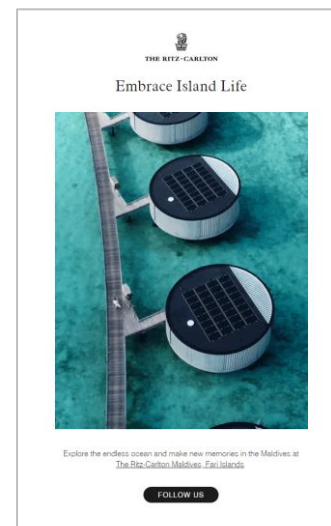
Content Performance: The Ritz-Carlton



June: Rissai Valley, a Ritz-Carlton Reserve
Delivered: 2.3 M
Clicks: 790
CTR: 0.03%
% of Total Clicks: 1.5%

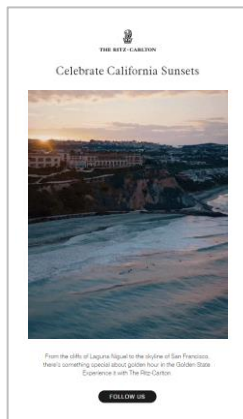


May: The Ritz-Carlton Melbourne
Delivered: 2.3 M
Clicks: 851
CTR: 0.02%
% of Total Clicks: 1.4%



April: Instagram International
Delivered: 719.2 K
Clicks: 476
CTR: 0.07%
% of Total Clicks: 0.9%

Content Performance: The Ritz-Carlton



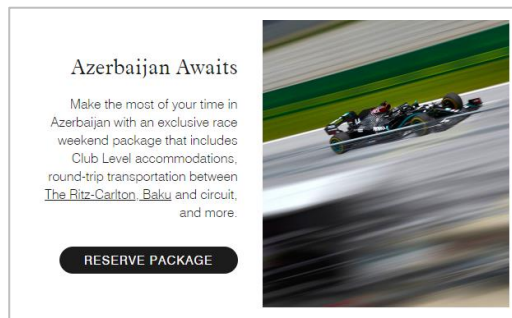
April: Instagram U.S.

Delivered: 2.3 M

Clicks: 348

CTR: 0.02%

% of Total Clicks: 0.7%



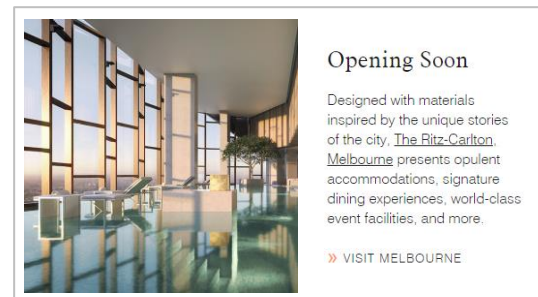
April: The Ritz-Carlton, Baku

Delivered: 2.3 M

Clicks: 489

CTR: 0.02%

% of Total Clicks: 0.9%



March: The Ritz-Carlton, Melbourne

Delivered: 2.3 M

Clicks: 371

CTR: 0.02%

% of Total Clicks: 0.8%

Content Performance: The Ritz-Carlton



A Rewarding Winter Escape

Perfect for families and couples, get away to [The Ritz-Carlton St. Thomas](#) with a curated vacation package that includes exclusive Club Level access with oceanfront views.

» RESERVE PACKAGE

March: The Ritz-Carlton, St.

Thomas

Delivered: 2.3 M

Clicks: 1,483

CTR: 0.06%

% of Total Clicks: 3.2%



You're Invited, Kaitlin

Join Chef Okan Kizilbayir at [The Ritz-Carlton, Amelia Island](#) for a weekend of culinary and wine experiences including an exclusive wine tasting, an exquisite five-course dinner, and more.

» MAKE A RESERVATION



February: Inspiration – The Ritz-Carlton

Delivered: 2.3 M

Clicks: 2,506

CTR: 0.11%

% of Total Clicks: 4.4%



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

February: The Ritz-Carlton Reconnect

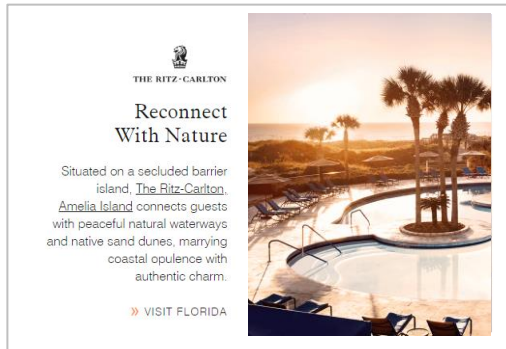
Delivered: 2.3 M

Clicks: 1,637

CTR: 0.07%

% of Total Clicks: 2.9%

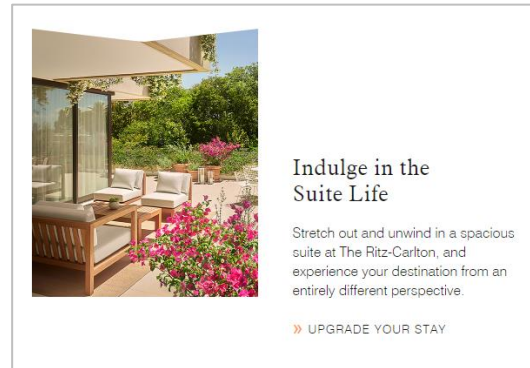
Content Performance: The Ritz-Carlton



January: The Ritz-Carlton, Amelia Island
Delivered: 2.3 M
Clicks: 827
CTR: 0.04%
% of Total Clicks: 1.5%



January: Inspiration – The Ritz-Carlton
Delivered: 2.3 M
Clicks: 505
CTR: 0.02%
% of Total Clicks: 0.9%



January: The Ritz-Carlton Suites
Delivered: 1.4 M
Clicks: 192
CTR: 0.02%
% of Total Clicks: 0.4%

JW MARRIOTT

Content Performance: JW Marriott

JW Marriott Hotel Xi'an

Blending the ancient beauty of this world-famous city with the modern sophistication of JW Marriott, this property delivers a distinctive and refined travel experience.

» VISIT XI'AN

A tall, modern skyscraper with a glass facade, reflecting the sky, set against a clear blue sky with a few clouds.


July: JW Marriott Hotel Xi'an

Delivered: 2.3 M

Clicks: 533

CTR: 0.02%

% of Total Clicks: 1.2%

A resort building with a traditional architectural style, featuring a large, ornate roof, surrounded by lush greenery and a swimming pool, with a large rock formation in the background.

JW Marriott Mauritius Resort

Take in the many wonders of the night sky during a private dinner on the beach, then enjoy a stargazing experience led by astronomer, Bhacker Desai — or discover the dazzling stars through the telescope in your suite.

» VISIT MAURITIUS

June: JW Marriott Mauritius Resort

Delivered: 2.3 M

Clicks: 1,021

CTR: 0.04%

% of Total Clicks: 1.9%

Content Performance: JW Marriott

JW Marriott Clearwater Beach Resort & Spa

Located along a secluded stretch of powdery sand that is consistently named "America's Best Beach," this luxurious new beachside resort offers an oasis of harmony and coastal elegance.

» VISIT CLEARWATER



June: JW Marriott Clearwater Beach Resort & Spa

Delivered: 2.3 M

Clicks: 3,193

CTR: 0.14%

% of Total Clicks: 5.9%

Experience a Spectacular Safari

Featuring 20 expansive en-suite tents, all with private decks overlooking the reserve, this all-inclusive lodge marks the first luxury safari lodge in the brand's portfolio.

» VISIT KENYA



JW MARRIOTT MASAI MARA LODGE

May: JW Marriott Masai Mara

Delivered: 2.3 M

Clicks: 2,278

CTR: 0.10%

% of Total Clicks: 3.6%

Connect With Nature in Jeju

At this resort perched cliffside, find serenity as you stroll through the JW Garden or reset at the four indoor and outdoor pools fed by the island's volcanic springs.

» VISIT SOUTH KOREA



JW MARRIOTT JEJU RESORT & SPA

May: JW Marriott Jeju Resort & Spa

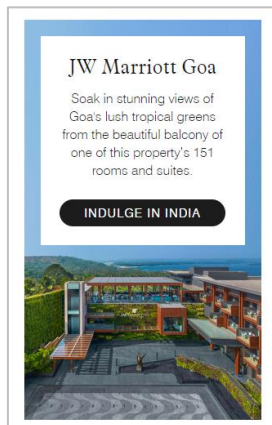
Delivered: 2.3 M

Clicks: 1,054

CTR: 0.05%

% of Total Clicks: 1.7%

Content Performance: JW Marriott



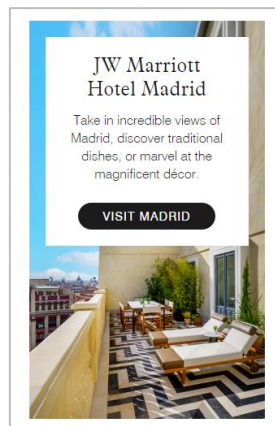
April: JW Marriott Goa

Delivered: 2.3 M

Clicks: 770

CTR: 0.03%

% of Total Clicks: 1.4%



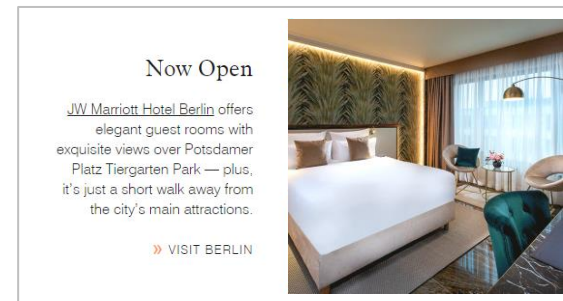
April: JW Marriott Hotel Madrid

Delivered: 2.3 M

Clicks: 1,021

CTR: 0.04%

% of Total Clicks: 1.9%



March: JW Marriott Berlin

Delivered: 2.3 M

Clicks: 349

CTR: 0.01%

% of Total Clicks: 0.7%

Content Performance: JW Marriott




JW MARRIOTT

Cook Like a Local

No visit to Venice is complete without a Saporì Cooking Academy class. Join us at [JW Marriott Venice Resort & Spa](#) to learn how to make authentic Italian cuisine and create unforgettable memories with your teens. Kids 6+ are welcome!

» SECURE YOUR SPOT

March: Inspiration – JW Marriott Venice Resort & Spa

Delivered: 2.3 M

Clicks: 434

CTR: 0.02%

% of Total Clicks: 1.2%

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



February: JW Marriott Bengaluru Prestige Golfshire Resort & Spa

Delivered: 1.5 M

Clicks: 1,717

CTR: 0.12%

% of Total Clicks: 3.0%



Stay Longer in Charlotte

Enjoy an extended stay for less at the [JW Marriott Charlotte](#). Treat yourself to a relaxing Spa by JW appointment including a customized tea ceremony.

» SEE OFFER

January: JW Marriott Charlotte

Delivered: 1.4 M

Clicks: 287

CTR: 0.02%

% of Total Clicks: 0.5%