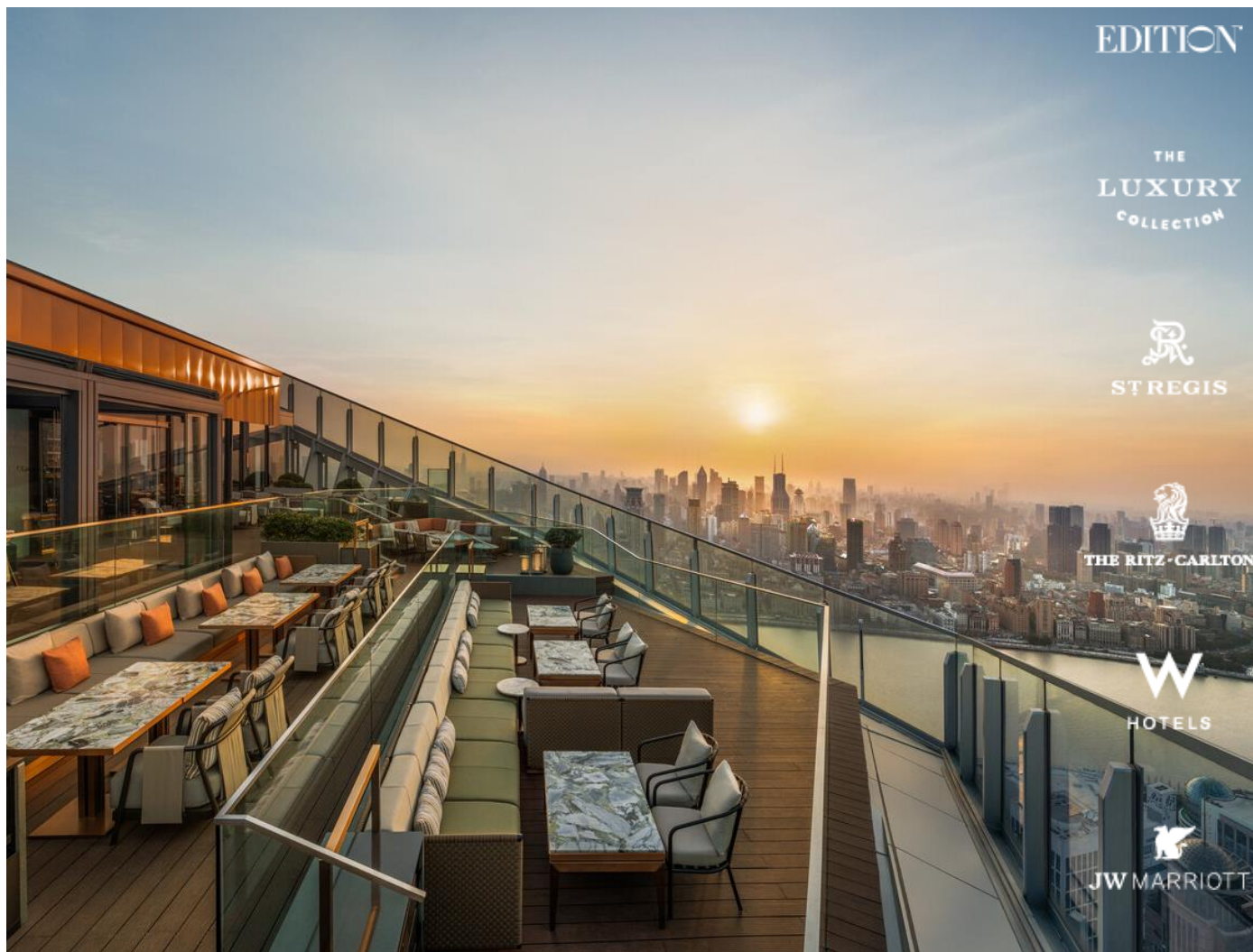


Luxury MAU January 2024 Email Performance Review

March 13, 2024

MARRIOTT
BONVOY®



EDITION

THE
LUXURY
COLLECTION


ST REGIS


THE RITZ-CARLTON


HOTELS


JW MARRIOTT

Contents

- **January Performance Assessment**
- **New Hotels Lux MAU Performance Comparison**
- **2024 Testing Opportunities**
- **Recommendations & Next Steps**
- **Appendix**

Lux MAU: January 20th, 2024

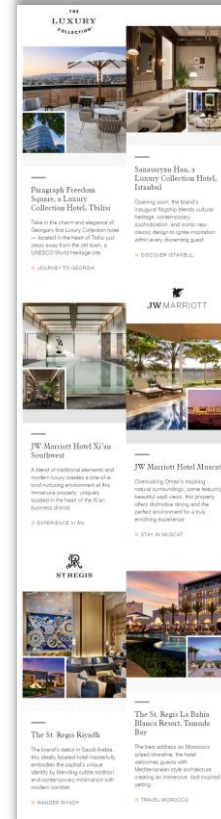
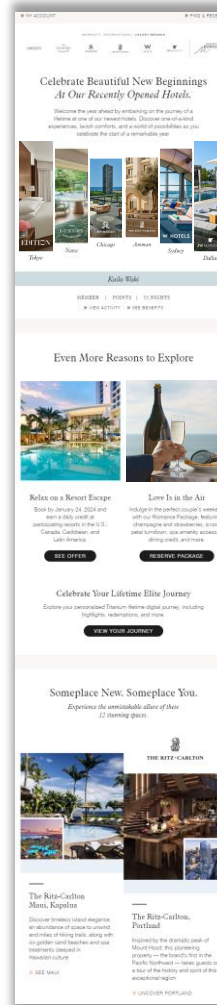
Theme: New Hotels

Member Subject Line:

- SL: Kaila's [Your] January Account Update: 18 Exceptional New Hotels
- PH: Discover distinctive new hotels to add to your 2024 travel list

Non-Member:

- SL: Kaila's [Your] January Update: 18 Exceptional New Hotels
- PH: Discover distinctive new hotels to add to your 2024 travel list



Performance Metrics: January 2024

- New Hotels theme in January; second time theme was leveraged following May's designated email also focused on a group of new hotel openings
- 2024 started with a strong increase in audience size, with 25% growth YoY.
 - Monthly rescoring of luxury segments and continued increase in our number of emailable members are all factors contributing to shifts we are seeing in audience size
- \$206.6 K in total revenue from 350 bookings, showing strong growth YoY of 23%
 - 17% of revenue driven by offers this month with 7% attributed to last year. This year's offers were the Ritz Romance package and Americas Resort offer.
 - Last year featured Escape to Luxury which had a secondary hero treatment and the Plan Ahead EDITION offer. Other targeted offers included the Ritz Suite and Stay Longer in Charlotte offer.
- Healthy unsub rate at 0.07% with a 0.04-point drop from the 2023 average.

	Jan-24	YoY	vs. Avg.
Delivered	2.9 M	+24.5% (+562.4 K)	+23.7% (+548.2 K)
Clicks	41.5 K	-5.2% (-2.3 K)	-3.4% (-1.5 K)
CTR	1.5%	-0.5 pts.	-0.4 pts.
Unsub Rate	0.07%	-0.01 pts.	-0.04 pts.
Bookings	350	+24.1%	+1.8%
Revenue	\$206.6 K	+22.8%	-18.2%
Revenue/ Delivered	\$0.07	-1.4%	-33.6%

*Engagement data averages includes data from Jan '23 – Jul '23









*Financial data averages includes data from Q1 and May '23

Ritz 12/31 Solo (for reference):

- CTR: 0.8%
- Unsub Rate: 0.4%

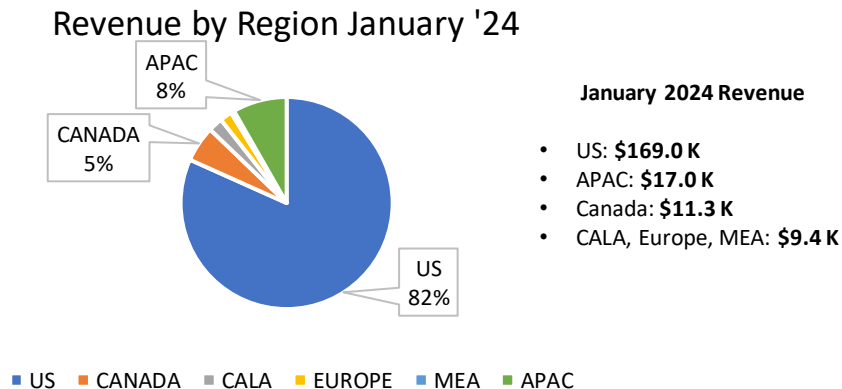
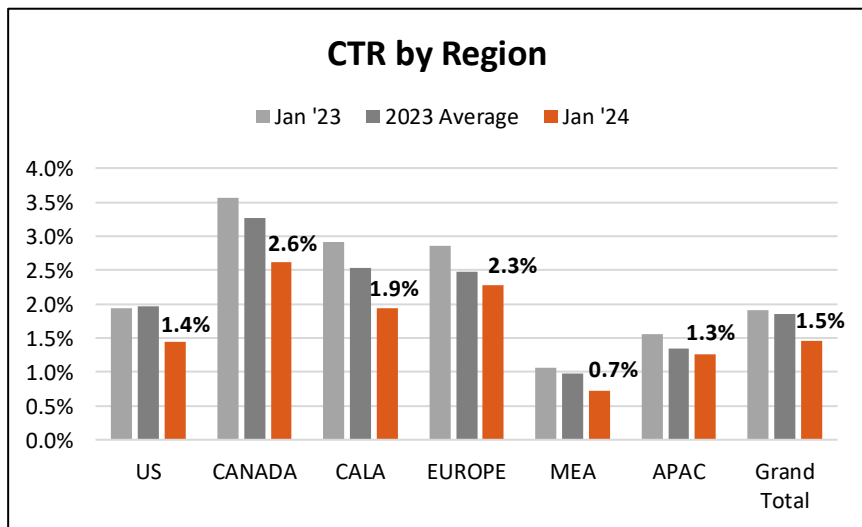
Luxury Segment Engagement Trends: January 2024

- Engagement trends for January similar to what was seen MoM in 2023
- L2B and L3 continue to be the most engaged segments followed by L2A and L1
- Aligned with overall Unsub Rate trends, the Unsub Rates for all Luxury segments in January were healthy
- Opportunity continues to exist to optimize regional content to support known geographical location and engagement differences at each luxury segment level

Jan '23 – Jan '24										
Jan '23 Feb '23 Mar '23 Apr '23 May '23 Jun '23 Jul '23									Jan '24	Engagement Trends
L1	Del.	592.5 K	611.1 K	601.2 K	593.1 K	587.8 K	580.7 K	569.7 K	648.9 K	MoM +13.9% (+79.2 K)
	CTR	0.9%	1.0%	0.7%	0.9%	1.0%	0.7%	0.7%	0.6%	
	Unsub	0.17%	0.15%	0.11%	0.11%	0.17%	0.14%	0.17%	0.16%	
L2A	Del.	256.7 K	265.8 K	263.5 K	261.6 K	260.2 K	258.2 K	255.1 K	366.2 K	MoM +43.6% (+111.1 K)
	CTR	1.6%	1.6%	1.2%	1.5%	1.7%	1.4%	1.2%	1.3%	
	Unsub	0.10%	0.09%	0.07%	0.06%	0.13%	0.13%	0.13%	0.07%	
L2B	Del.	1.1 M	1.2 M	1.2 M	1.2 M	1.2 M	1.1 M	1.1 M	1.6 M	MoM +37.5% (+425.8 K)
	CTR	2.2%	2.4%	2.0%	2.3%	2.7%	2.4%	1.6%	1.7%	
	Unsub	0.04%	0.04%	0.03%	0.02%	0.14%	0.21%	0.16%	0.04%	
L3	Del.	309.1 K	310.4 K	310.7 K	309.2 K	308.1 K	306.5 K	303.9 K	280.1 K	MoM -7.8% (-23.8 K)
	CTR	2.8%	3.0%	2.6%	2.8%	3.2%	2.9%	2.1%	2.5%	
	Unsub	0.04%	0.03%	0.02%	0.02%	0.14%	0.20%	0.16%	0.04%	

Regional Engagement Trends: January 2024

- Canada continued to be the highest engaged region followed by Europe and CALA.
 - APAC had consistent engagement compared to its 2023 Average, Europe and MEA showed slight declines
 - US, Canada and CALA had more fluctuations in CTR aligning with overall trends
- Analysis of revenue by region shows strong performance in US, which drove 82% of total revenue, with U.S. also being largest % of delivered audience
- Consider adding a revenue/delivered metric at the regional level when available to determine geo-targeting and further content optimization opportunities



January Lux MAU Content Highlights

Lux MAU January 2024

» MY ACCOUNT

» FIND & RESERVE

MARRIOTT INTERNATIONAL LUXURY BRANDS

EDITION

THE LUXURY COLLECTION

ST REGIS

THE RITZ-CARLTON

W HOTELS

JW MARRIOTT

MARRIOTT BONVEY

Celebrate Beautiful New Beginnings

At Our Recently Opened Hotels.

Welcome the year ahead by embarking on the journey of a lifetime at one of our newest hotels. Discover one-of-a-kind experiences, lavish comforts, and a world of possibilities as you celebrate the start of a remarkable year.

Tokyo

Nara

Chicago

Amman

Sydney

Dallas

Kaila Waki

MEMBER | POINTS | 55 NIGHTS

» VIEW ACTIVITY » SEE BENEFITS

» MY ACCOUNT

» FIND & RESERVE

MARRIOTT INTERNATIONAL LUXURY BRANDS

EDITION

THE LUXURY COLLECTION

ST REGIS

THE RITZ-CARLTON

W HOTELS

JW MARRIOTT

MARRIOTT BONVEY

EDITION

2024 Calls for Exciting Explorations

At Our Extraordinary New Hotels.

Welcome the year ahead by embarking on the journey of a lifetime in Sydney, Tokyo, Chicago, Nara, Amman, Dallas, and beyond. Unveil unique experiences, lavish comforts, and a world of possibilities as you celebrate the start of a remarkable new year.

Even More Reasons to Explore

Relax on a Resort Escape

Book by January 24, 2024 and earn a daily credit at participating resorts in the U.S., Canada, Caribbean, and Latin America.

SEE OFFER

Love Is in the Air

Indulge in the perfect couple's weekend with our Romance Package, featuring champagne and strawberries, a rose petal turndown, spa amenity access, a dining credit, and more.

RESERVE PACKAGE

Celebrate Your Lifetime Elite Journey

Explore your personalized Titanium lifetime digital journey, including highlights, redemptions, and more.

VIEW YOUR JOURNEY

Reels

RITZ-CARLTON RESERVE

Our Newest Ritz-Carlton Reserve Awaits

Villas inhabit the forest hillsides of Rissel Valley, a Ritz-Carlton Reserve — each designed to reveal the features of an unforgettable landscape, where any moment can evoke feeling at home at the ends of the earth.

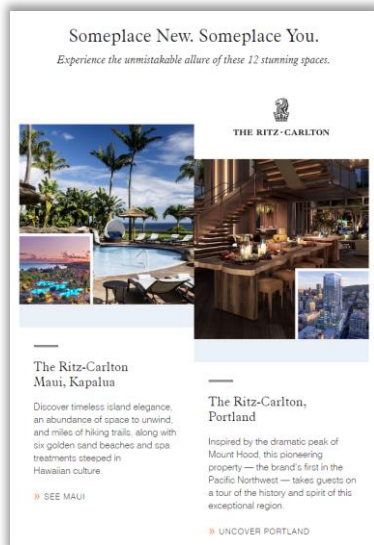
FOLLOW US

Lux MAU Segment Heat Maps (By Region): January 2024

- Hero engagement was strongest in US, CALA and APAC – driving between 22-25% of clicks in those regions.
 - Hero features included Tokyo EDITION (Japan), Nara TLC (Japan), Chicago St. Regis, Amman Ritz-Carlton (Jordan), Sydney W, Dallas JW
 - Chicago, Dallas and Tokyo were the most clicked hero features
- The Americas Resort offer was the most engaged offer, driving over 10% of clicks in both US and Canada
- A Milestone Message was included for applicable Lifetime Platinum and Lifetime Titanium Elite Members.
 - 60 K members received this module which drove 2% of total clicks generating a 1.6% CTR for Lifetime Platinum Elites and a 1.1% for Titanium Platinum Elites.
- Instagram featured Rissai Valley, a Ritz-Carlton Reserve which drove 3% of total clicks and 5% of clicks in the Europe region.

January 2024	% of Clicks	% of Bookings	US	Canada	CALA	Europe	MEA	APAC
Header	7.53%	27.14%	6.83%	7.34%	11.89%	8.38%	13.06%	9.09%
Hero	22.83%	16.57%	23.62%	16.00%	22.38%	19.05%	18.76%	24.49%
Elevated Six Pack	18.14%	10.00%	18.70%	12.40%	17.48%	15.74%	16.38%	19.17%
Alt Hero	4.69%	6.57%	4.92%	3.59%	4.90%	3.30%	2.38%	5.33%
Account Box	31.73%	33.43%	31.63%	39.14%	32.17%	24.95%	27.12%	34.74%
Offers	12.68%	12.29%	14.01%	13.79%	13.46%	9.18%	8.47%	8.12%
Resort Escape	9.31%	10.57%	10.60%	11.13%	8.57%	5.81%	4.59%	4.88%
TRC Romance	3.38%	1.71%	3.41%	2.67%	4.90%	3.38%	3.87%	3.23%
Milestone Message	1.57%	4.86%	1.76%	1.93%	0.70%	1.26%	0.39%	0.94%
New Hotels	19.36%	5.14%	18.31%	18.24%	16.61%	28.72%	25.40%	18.50%
The Ritz-Carlton	5.83%	0.86%	6.53%	6.53%	3.15%	4.13%	3.71%	3.54%
TLC	2.87%	1.43%	2.33%	2.28%	2.80%	5.64%	5.98%	3.56%
JW Marriott	2.22%	0.57%	1.63%	1.58%	1.75%	4.86%	5.31%	3.32%
St. Regis	2.01%	0.29%	1.62%	1.74%	2.62%	4.59%	4.37%	1.98%
W Hotels	3.48%	2.00%	3.48%	2.90%	3.32%	5.73%	3.10%	2.43%
EDITION	2.95%	0.00%	2.71%	3.21%	2.97%	3.77%	2.93%	3.67%
Instagram	2.96%	0.57%	2.87%	2.90%	1.92%	4.88%	3.27%	2.30%
Footer	1.35%	0.00%	0.97%	0.66%	0.87%	3.57%	3.54%	1.81%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

January New Hotels: Brand Placements

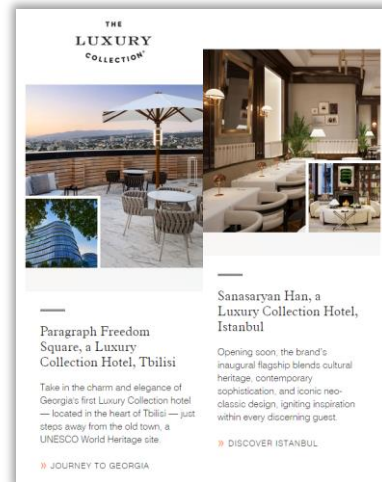


The Ritz-Carlton Maui, Kapalua

Clicks: **2,136** | CTR: **0.07%**
% of Clicks: **4.0%**

The Ritz-Carlton, Portland

Clicks: **976** | CTR: **0.03%**
% of Clicks: **1.8%**



Paragraph Freedom Square, a Luxury Collection Hotel, Tbilisi

Clicks: **751** | CTR: **0.03%**
% of Clicks: **1.4%**

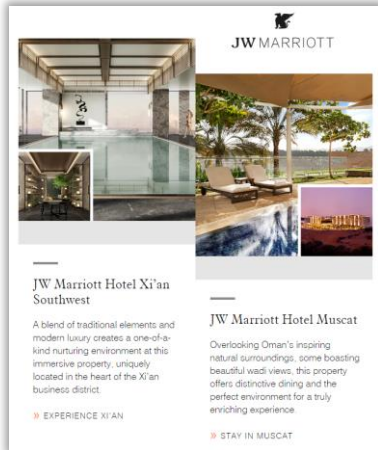
Sanasaryan Han, a Luxury Collection Hotel, Istanbul

Clicks: **778** | CTR: **0.03%**
% of Clicks: **1.5%**

- Combined, these properties drove the most engagement out of the six brands featured in this section at 5.8%.
 - Top placement correlating with strong engagement.
- The Ritz-Carlton Maui, Kapalua drove the most clicks in this section.
- The Ritz-Carlton, Portland drove the third most revenue at \$1.9 K

- Both properties received similar engagement with Paragraph Freedom Square driving \$1.5 K in revenue.
 - Between 750-800 clicks and a 0.03% CTR for each.
- These two hotels drove a total of 2.9% of clicks.

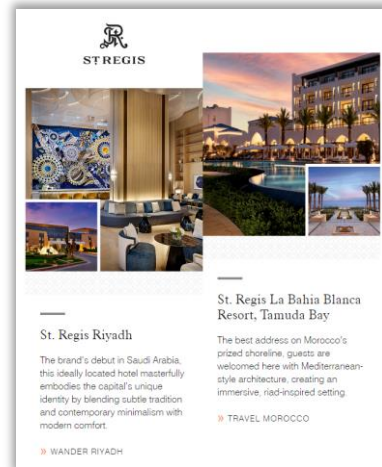
January New Hotels: Brand Placements



JW Marriott Hotel Xi'an Southwest
Clicks: **567** | CTR: **0.02%**
% of Clicks: **1.1%**

JW Marriott Hotel Muscat
Clicks: **617** | CTR: **0.02%**
% of Clicks: **1.2%**

- Together these two JW Marriott properties drove 2.3% of clicks and over \$500 in revenue.
- Both placements drove a 0.02% CTR from 567 clicks attributed to Hotel Xi'an and 617 from Hotel Muscat.

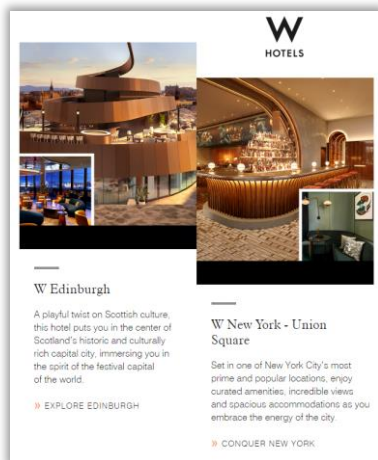


St. Regis Riyadh
Clicks: **340** | CTR: **0.01%**
% of Clicks: **0.6%**

St. Regis La Bahia Blanca Resort, Tamuda Bay
Clicks: **731** | CTR: **0.03%**
% of Clicks: **1.4%**

- The St. Regis placements generated 2.0% of total clicks from nearly 1.1 K clicks.
- St. Regis La Bahia Blanca was the more engaged property feature, driving a 0.03% CTR.
 - This property also drove \$1.2 K in revenue from one booking.

January New Hotels: Brand Placements



W Edinburgh

Clicks: **1,155** | CTR: **0.04%**

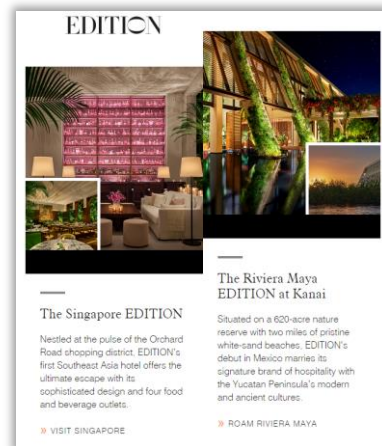
% of Clicks: **2.2%**

W New York - Union Square

Clicks: **701** | CTR: **0.02%**

% of Clicks: **1.3%**

- W Hotels properties received strong engagement in this deployment
 - From almost 1.9 K clicks, these hotels drove 3.5% of total clicks.
- 0.04% CTR from 1.2 K clicks for W Edinburgh and 700 for W New York - Union Square.
- W New York - Union Square drove the most revenue in this section with \$6.2 K; W Edinburgh received \$2.6 K.



The Singapore EDITION

Clicks: **603** | CTR: **0.02%**

% of Clicks: **1.1%**

The Riviera Maya EDITION at Kanai

Clicks: **971** | CTR: **0.03%**

% of Clicks: **1.8%**

- EDITION was the final brand featured in this section, driving 2.9% of clicks.
- The Riviera Maya EDITION drove slightly more engagement with a 0.03% CTR from 1.0 K clicks.

New Hotels Comparison: Jan vs. May

New Hotels Comparison and Summary

- May 2023's New Hotels email featured seven total properties in the secondary content section compared to 12 in January. Several properties in May also had both hero placement and secondary placement.
 - JW Marriott had two placements in May, while the other five brands had one.
- In January, The Ritz-Carlton was placed in the top spot, compared to in the third placement among brand spotlights in May.
 - The Ritz-Carlton properties drove 5.8% of clicks this deployment, which is more than what was seen for The-Ritz Carlton, Melbourne in 2023 at 1.4%.
 - St. Regis had the top spot in May and generated 6.6% of clicks; whereas it had 2.0% of clicks in January.
- Both The Luxury Collection and EDITION saw comparable engagement levels between the two deployments (less than a 1% difference).
 - The Luxury Collection received a slightly higher % of clicks in January compared to May, and EDITION was the opposite with slightly more engagement in May than January.
- W Hotels stood out as a strong performer in January with 3.5% of clicks in the second-to-last spot in this email.
- For upcoming New Hotels themed deployments, consider shuffling launch month to align with strong collection of hotels

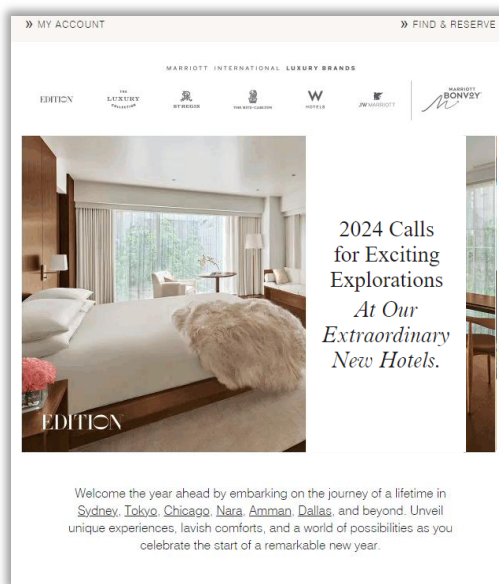
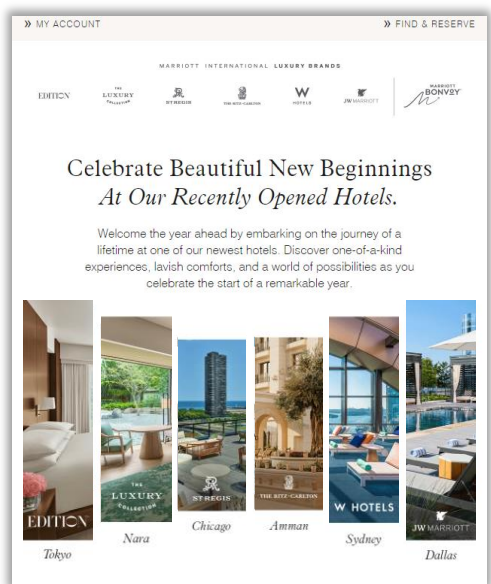
May 2023 – New Hotels Section

- The St. Regis Kanai Resort, Riviera Maya
- JW Marriott Jeju Resort & Spa
- The Ritz-Carlton, Melbourne
- The Rome EDITION
- JW Marriott Masai Mara Lodge
- W Ibiza
- Solaz, a Luxury Collection Resort, Los Cabos

Brand (Jan Placement/Order)	% of Clicks	
	Jan '24	May '23
The Ritz-Carlton	5.83%	1.35%
The Luxury Collection	2.87%	2.30%
JW Marriott	2.22%	5.29%
St. Regis	2.01%	6.58%
W Hotels	3.48%	1.36%
EDITION	2.95%	3.23%

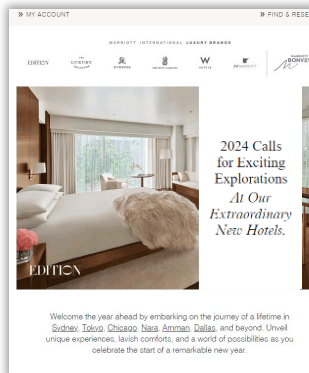
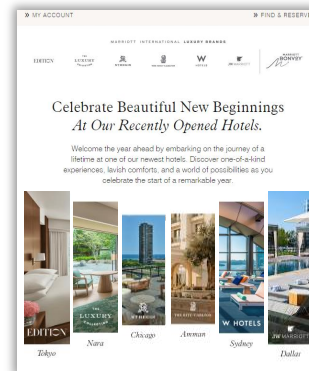
January Hero Creative Treatment Test

Objective: Determine if the branded 6-pack hero treatment with new design elements continues to be a top performer against an alternate hero treatment that features each brand's hotel in a rotating fashion



January Hero Creative Treatment Test Results

- Based on past strong performance of the six pack Hero treatment, the audience for this test was split with 70% receiving the Enhanced Six Pack and 30% receiving the Alternate Hero.
 - 2.0 M received the Enhanced Six Pack, compared to 860 K for the Alternate Hero
- Overall engagement was stronger for the six pack with a CTR of nearly 0.50% which was approximately 0.2 pts. higher than the alt. treatment. with statistical significance at a 99% confidence level
- The Alternate Hero did drive 23 Bookings compared to 35 from the Enhanced Six Pack, which suggests the expanded pictures do generate interest in the properties.
- Once the luxury landing page is available, future testing with this hero treatment including a clickable image and CTA button can be reinstated.
- Recommend continuing with the branded six pack, testing and optimizing against creative treatments for upcoming monthly themes as warranted.



January 2024 Hero Test	Enhanced Six Pack	New Design
Delivered	2,000,445	857,431
Clicks	9,674	2,504
CTR	0.48%	0.29%
Bookings	35	23
Revenue	\$22,536	\$7,064

Statistical Significance

Click Engagement: 99% Confidence Interval

2024 Testing & Planning

2024 Testing Opportunities: Discussion Topics

- Max ADR and High Net Worth (Future Luxury Landing page)
 - Any specific use cases for testing overall or at the luxury segment level?
- Continued 6-pack testing versus alternative hero creative treatments
 - Extension of hero 6-pack testing proposed beginning in May
 - Static versus animated BAU 6-Pack
- Messaging at the luxury segment level
- Non-members versus members

Recommendations & Next Steps

Recommendations and Next Steps

Recommendations

- For upcoming New Hotels themed deployments, consider shuffling launch month to align with strong collection of hotels
- Opportunity continues to optimize regional content to support known geographical location and engagement differences at each luxury segment level
- Review opportunity to leverage 3P data for both tracking and personalization efforts

Next Steps

- Obtain results for February solo and schedule review upon availability of data
- April Award-Winning hotels Lux MAU to launch which will be 3rd focused email; post-analysis to follow

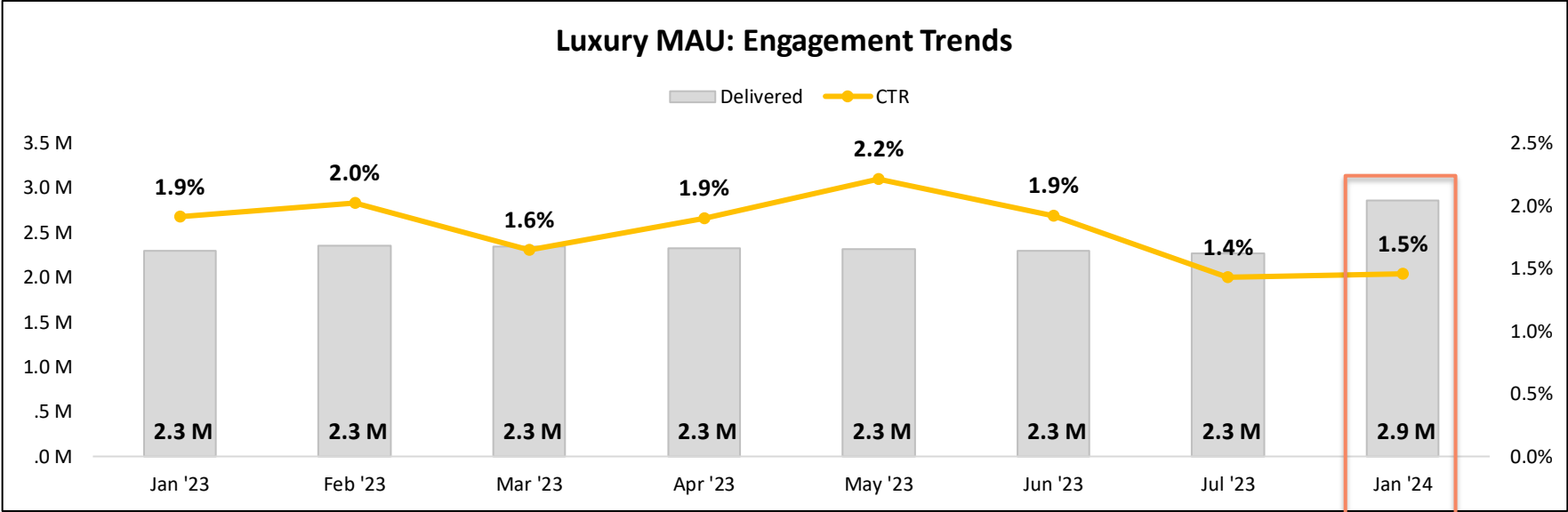


Thank You!

MARRIOTT
BONVOY

MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

Engagement Trends



Themes	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	New Hotels	Romantic Escapes	Beach & Pool	Award Winners	Weekened Getaways	Family Travel	Beaches & Lakes	Last of Summer	Work & Play	Culinary + Celebrations	Festive Travel	Holiday Celebrations

Luxury MAU Targeting Criteria

Luxury Segments Defined

- 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