

# Luxury MAU May 2023 Email Performance Review

June 27, 2023

MARRIOTT  
**BONVOY**



# Lux MAU: May 11<sup>th</sup>, 2023

Theme: New Hotels

## Member Subject Line:

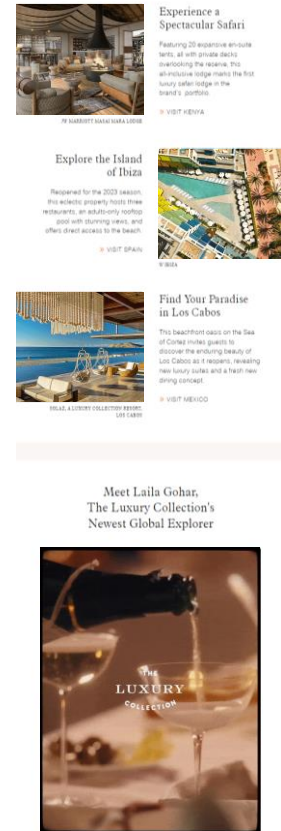
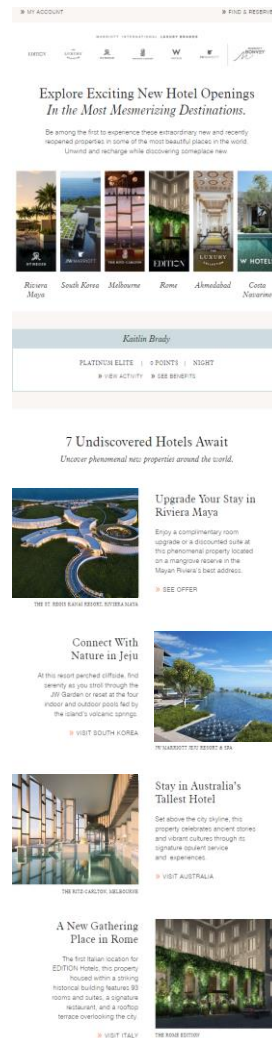
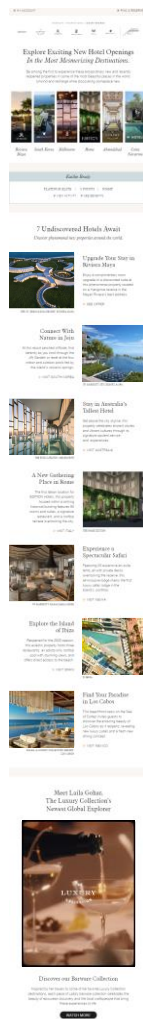
- Kaitlin's [Your] Account Update

## Pre-Header (PCIQ):

- PH 1 (Direct): These new hotel openings will make you want to plan your next getaway
- PH 2 (Authority): Your guide to new hotel openings in the most stunning destinations
- PH 3 (Listicle): 7 new hotel openings in the most beautiful places in the world

## Non-Member:

- SL: 7 New Hotel Openings in the Most Beautiful Places in the World
- PH: This email will make you want to plan your next getaway



# Campaign Snapshot: May 2023

- May's Lux MAU focused solely on new/recently reopened hotel properties. The following were featured:

## **6-Across Hero**

- Riviera Maya
- South Korea
- Melbourne
- Rome
- Ahmedabad
- Costa Navarino

## **Secondary content**

- 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
- Epicurean Explorer Laila Gohar, The Luxury Collection

# Performance Summary: May 2023

- Strong performance in May with a CTR of 2.2% which is the highest YTD
  - 2<sup>nd</sup> highest in the last 12 months following December's CTR of 2.4%
- 7 new hotel openings were featured that were located around the world
- The Riviera Maya, Rome and Costa Navarino all were top performing at the overall level in the hero
  - Rome had strong performance and the least variance when looking across the luxury segments for what % of clicks were attributed for each segment showing it drove interest across all
  - Costa Navarino followed a similar pattern as Rome when comparing the luxury segments with Riviera Maya driving less interest from L1
- For secondary content The St. Regis Kanai Resort drove the most interest followed by JW Marriott Masai Mara and The Rome EDITION

# Performance Metrics:

## May 2023

- 2.3 M delivered in May which was 28.5% higher than last year; contributed to various factors including monthly rescoring and control group suppression lift
- 51.0 K clicks, a notable increase of 58.1% compared to May 2022
  - CTR increased by 0.4 pts. YoY which could be attributed to May of 2022 having a culinary focus, including hero treatment, and the new hotel focused approach for this year
- Revenue also increased significantly YoY by 120.5%
  - Theme of New Hotels, with content highlighting seven new properties, helped drive revenue
- 0.15% unsub rate was higher than average, which was an outlier from normal engagement trends; rate was still below Bonvoy benchmark of 0.20%. Other campaigns including Core MAU saw a similar spike in May
- Recommend continuing with this approach for Lux MAU 2x/year, focused solely on new/recently reopened hotel properties. This includes the opportunity to newly design the communication for the next launch

Ritz May (for reference):

- CTR: 1.3%
- Unsub Rate: 0.20%

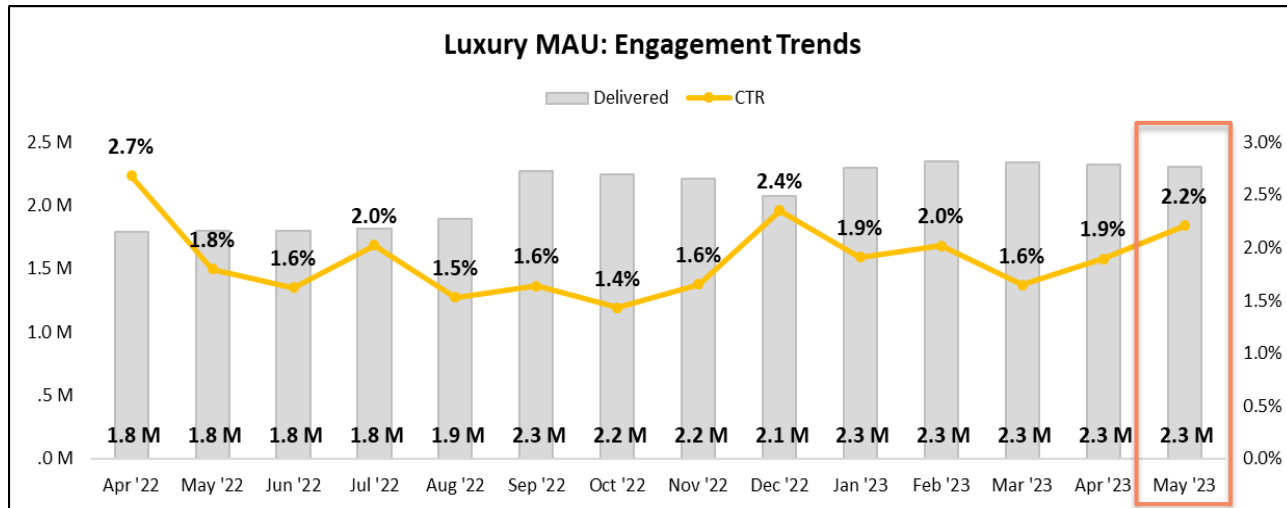
	May-23	MoM	YoY	vs. Avg.
<b>Delivered</b>	<b>2.3 M</b>	-0.5% (-11.8 K)	+28.5% (+511.3 K)	+9.0% (+190.8 K)
<b>Clicks</b>	<b>51.0 K</b>	+15.9% (+7.0 K)	+58.1% (+18.7 K)	+34.3% (+13.0 K)
<b>CTR</b>	<b>2.2%</b>	+0.3 pts.	+0.4 pts.	+0.4 pts.
<b>Unsub Rate</b>	<b>0.15%</b>	+0.09 pts.	+0.09 pts.	+0.08 pts.
<b>Bookings</b>	<b>392</b>	--	+43.6%	+57.7%
<b>Revenue</b>	<b>\$305.4 K</b>	--	+120.5%	+92.1%
<b>Revenue/ Delivered</b>	<b>\$0.13</b>	--	+71.7%	+76.2%
<b>BPK (Bookings per thousand delivered)</b>	<b>0.17</b>	--	+11.8%	+44.7%

\*Lux MAU rolling 12-month avg. includes May '22 – Apr '23

\*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

# Engagement Trends: May 2023

- Engagement levels increased MoM for the second consecutive month; highest CTR YTD at 2.2%
- New Hotel content, which typically drives strong interest from readers, contributed to increased engagement levels overall



## YTD Averages

Jan '23 – May '23

Avg. Monthly Deliveries: **2.3 M**

Avg. Monthly Unique Clicks: **44.9 K**

CTR: **1.9%**

Unsub Rate: **0.08%**

Themes	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<b>2022/2023</b>	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	Bucket List Travel	Romantic Escapes	Family Getaways	Long Weekends	New Hotels

# Luxury Segment Level Engagement Trends: May 2023

- Engagement increased at similar levels across all luxury segments outside of L1 in May; 0.2 pts. to 0.4 pts. increase in CTR for L2A, L2B and L3
- L2B/L3 saw the most significant increase in CTR MoM of 0.4 pts.
- Unsub rate increased across all luxury segments

\*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Dec '22 – May '23

		Mar '23	Apr '23	May '23	Engagement Trends
L1	Del.	601.2 K	593.1 K	587.8 K	MoM -0.9% (-5.3 K)
	CTR	0.7%	0.9%	1.0%	
	Unsub Rate	0.11%	0.11%	0.17%	
	Rev/Deliv	\$0.03	--	\$0.03	
L2A	Del.	263.5 K	261.6 K	260.2 K	MoM -0.5% (-1.4 K)
	CTR	1.2%	1.5%	1.7%	
	Unsub Rate	0.07%	0.06%	0.13%	
	Rev/Deliv	\$0.15	--	\$0.10	
L2B	Del.	1.2 M	1.2 M	1.2 M	MoM -0.3% (-3.9 K)
	CTR	2.0%	2.3%	2.7%	
	Unsub Rate	0.03%	0.02%	0.14%	
	Rev/Deliv	\$0.13	--	\$0.16	
L3	Del.	310.7 K	309.2 K	308.1 K	MoM -0.4% (-1.1 K)
	CTR	2.6%	2.8%	3.2%	
	Unsub Rate	0.02%	0.02%	0.14%	
	Rev/Deliv	\$0.08	--	\$0.24	



# Regional Engagement Trends: May 2023

- Canada had the highest CTR of 3.8%; 0.5 pts. higher than Europe which was second highest
- Increased engagement across all regions in May
  - Canada, CALA, Europe and U.S. continue to see higher engagement than MEA and APAC
- Unsub rate trends varied across regions with U.S., MEA and APAC having lowest unsub rates

## YTD Averages

Jan '23 – May '23

Avg. Monthly Deliveries: **2.3 M**

Avg. Monthly Unique Clicks: **44.9 K**

CTR: **1.9%**

Unsub Rate: **0.08%**

## Dec '22 – May '23

		Mar '23	Apr '23	May '23	Engagement Trends
US	Del.	1.6 M	1.6 M	1.6 M	MoM -0.4% (-6.7 K)
	CTR	1.7%	2.0%	2.3%	
	Unsub Rate	0.04%	0.04%	0.13%	
	Rev/Deliv	\$0.11	--	\$0.15	
Canada	Del.	61.9 K	61.4 K	61.3 K	MoM -0.3% (-171)
	CTR	3.1%	3.5%	3.8%	
	Unsub Rate	0.07%	0.06%	0.23%	
	Rev/Deliv	\$0.22	--	\$0.19	
CALA	Del.	17.2 K	17.1 K	16.9 K	MoM -0.8% (-143)
	CTR	2.1%	2.8%	3.2%	
	Unsub Rate	0.03%	0.12%	0.25%	
	Rev/Deliv	\$0.13	--	\$0.30	

## Dec '22 – May '23

		Mar '23	Apr '23	May '23	Engagement Trends
Europe	Del.	97.1 K	96.8 K	96.4 K	MoM -0.4% (-401)
	CTR	2.4%	2.5%	3.3%	
	Unsub Rate	0.09%	0.10%	0.29%	
	Rev/Deliv	\$0.17	--	\$0.18	
MEA	Del.	168.7 K	168.3 K	166.9 K	MoM -0.9% (-1.5 K)
	CTR	0.8%	1.0%	1.3%	
	Unsub Rate	0.09%	0.10%	0.16%	
	Rev/Deliv	\$0.08	--	\$0.08	
APAC	Del.	380.2 K	375.6 K	372.7 K	MoM -0.8% (-2.9 K)
	CTR	1.2%	1.3%	1.8%	
	Unsub Rate	0.08%	0.07%	0.17%	
	Rev/Deliv	\$0.03	--	\$0.04	

\*Revenue and Room Nights KPIs have been impacted by current reporting issues.

Ongoing data delays and attribution issues with Omniture reporting: financials potentially understated



# Member Level Engagement Trends: May 2023

- Upper Elites continue to have the highest engagement levels MoM with Basic continuing to show less engagement
- Overall, CTR for Members increased by 0.3 pts. MoM, whereas Non-Members saw an increase of 0.2 pts.

Dec '22 – May '23

		Mar '23	Apr '23	May '23	Engagement Trends
NON-MEMBER	Del.	149.5 K	147.0 K	145.6 K	MoM -0.9% (-1.4 K)
	CTR	0.2%	0.2%	0.4%	
	Unsub Rate	0.16%	0.15%	0.20%	
	Rev/Deliv	\$0.01	--	\$0.01	
BASIC	Del.	1.0 M	1.0 M	1.0 M	MoM -1.1% (-10.5 K)
	CTR	1.0%	1.2%	1.3%	
	Unsub Rate	0.07%	0.07%	0.13%	
	Rev/Deliv	\$0.05	--	\$0.06	
SILVER	Del.	286.8 K	253.5 K	252.3 K	MoM -0.5% (-1.2 K)
	CTR	1.8%	2.3%	2.3%	
	Unsub Rate	0.03%	0.02%	0.13%	
	Rev/Deliv	\$0.11	--	\$0.10	
GOLD	Del.	386.3 K	428.6 K	428.8 K	MoM +0.0% (+205)
	CTR	2.2%	2.4%	2.7%	
	Unsub Rate	0.02%	0.02%	0.12%	
	Rev/Deliv	\$0.09	--	\$0.21	

Dec '22 – May '23

		Mar '23	Apr '23	May '23	Engagement Trends
PLATINUM	Del.	254.2 K	254.8 K	254.9 K	MoM +0.0% (+44)
	CTR	2.8%	2.9%	3.7%	
	Unsub Rate	0.01%	0.01%	0.16%	
	Rev/Deliv	\$0.10	--	\$0.14	
TITANIUM	Del.	207.8 K	208.2 K	208.8 K	MoM +0.3% (+663)
	CTR	3.2%	3.3%	4.4%	
	Unsub Rate	0.02%	0.02%	0.20%	
	Rev/Deliv	\$0.08	--	\$0.37	
AMBASSADOR	Del.	27.0 K	27.1 K	27.5 K	MoM +1.6% (+431)
	CTR	3.4%	3.9%	5.8%	
	Unsub Rate	0.02%	0.03%	0.27%	
	Rev/Deliv	\$2.53	--	\$0.73	
MEMBER	Del.	2.2 M	2.2 M	2.2 M	MoM -0.5% (-10.4 K)
	CTR	1.7%	2.0%	2.3%	
	Unsub Rate	0.04%	0.04%	0.14%	
	Rev/Deliv	\$0.10	--	\$0.14	

\*Revenue and Room Nights KPIs have been impacted by current reporting issues.

# Lux MAU Segment Heat Maps: May 2023

- L1 and L2A had stronger engagement in the header and account box while L2B and L3 showed more engagement with the Hero
  - Riviera Maya, Rome and Costa Navarino were the most clicked overall in the Hero
  - The Rome EDITION generated strong and the most consistent engagement across the luxury segments followed by Costa Navarino
- New Hotels section generated more engagement with L2B and L3
  - The St. Regis Kanai Resort was the first property listed, driving the most engagement across all luxury segments
  - JW Marriott Masai Mara, W Hotels Ibiza and Solaz, A Luxury Collection Resort were additional properties included in New Hotels and not in the Hero

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	<b>11.46%</b>	<b>9.68%</b>	6.85%	6.95%	7.69%
<b>Hero</b>	35.47%	35.88%	<b>44.29%</b>	<b>44.54%</b>	42.49%
Riviera Maya	6.39%	7.19%	<b>9.98%</b>	<b>10.38%</b>	<b>9.36%</b>
South Korea	5.15%	5.14%	6.01%	5.92%	5.81%
Melbourne	4.06%	3.88%	3.17%	3.13%	3.34%
Rome	<b>7.23%</b>	<b>7.86%</b>	<b>9.64%</b>	<b>10.34%</b>	<b>9.31%</b>
Ahmedabad	5.32%	4.70%	5.62%	5.03%	5.38%
Costa Navarino	<b>7.32%</b>	<b>7.11%</b>	<b>9.89%</b>	<b>9.73%</b>	<b>9.29%</b>
<b>Account Box</b>	<b>32.47%</b>	<b>35.05%</b>	25.69%	23.05%	26.87%
<b>New Hotels</b>	12.16%	15.35%	<b>21.30%</b>	<b>23.83%</b>	20.12%
The St. Regis Kanai Resort	3.91%	4.72%	<b>7.04%</b>	<b>7.76%</b>	6.58%
JW Marriott Jeju Resort & Spa	1.24%	1.59%	1.75%	1.75%	1.67%
TRC Melbourne	1.25%	1.22%	1.42%	1.26%	1.35%
The Rome EDITION	<b>1.95%</b>	<b>2.96%</b>	<b>3.30%</b>	<b>3.94%</b>	<b>3.23%</b>
JW Marriott Masai Mara	<b>1.95%</b>	<b>2.30%</b>	<b>3.89%</b>	<b>4.48%</b>	<b>3.62%</b>
W Hotels Ibiza	0.85%	1.13%	1.45%	1.52%	1.36%
Solaz, a Luxury Collection Resort	1.00%	1.43%	2.45%	3.11%	2.30%
<b>Instagram</b>	1.35%	1.27%	1.11%	1.23%	1.18%
<b>Footer</b>	7.09%	2.77%	0.76%	0.41%	1.66%

# Lux MAU Segment Heat Maps (Financials): May 2023

- JW Marriott Masai Mara drove the most revenue for properties featured at \$46.4k or 15% of total revenue
- The two Riviera Maya placements drove \$29.1 k in revenue or nearly 10% of total revenue
- When looking at bookings The St. Regis Kanai Resort, Riviera Maya drove 13 bookings followed by JW Marriott Masai Mara at 11
  - Riviera hero module drove 10 additional bookings

% of Revenue by Module	L1	L2A	L2B	L3	Grand Total
View Activity	44.72%	49.31%	22.04%	15.72%	24.11%
Link in My Account copy and Person icon in Header	35.78%	32.76%	17.01%	10.44%	17.83%
<b>JW Marriott Masai Mara</b>	1.46%	0.00%	15.99%	21.68%	<b>15.18%</b>
Link in Find & Reserve copy and Search Icon in Header	13.28%	16.28%	14.74%	15.19%	14.90%
See Benefits	4.76%	0.00%	4.70%	23.97%	8.92%
<b>Riviera Maya</b>	0.00%	0.00%	7.51%	6.73%	<b>6.26%</b>
<b>Melbourne</b>	0.00%	0.00%	9.00%	0.00%	5.58%
<b>The St. Regis Kanai Resort, Riviera Maya</b>	0.00%	0.00%	2.85%	6.27%	<b>3.27%</b>
<b>Ahmedabad</b>	0.00%	0.00%	3.99%	0.00%	2.47%
<b>Solaz, a Luxury Collection Resort, Los Cabos</b>	0.00%	0.00%	1.08%	0.00%	0.67%
<b>Costa Navarino</b>	0.00%	1.65%	0.26%	0.00%	0.30%
<b>Rome</b>	0.00%	0.00%	0.48%	0.00%	0.30%
<b>The Rome EDITION</b>	0.00%	0.00%	0.33%	0.00%	0.21%
<b>JW Marriott Jeju Resort &amp; Spa</b>	0.00%	0.00%	0.00%	0.00%	0.00%
<b>South Korea</b>	0.00%	0.00%	0.00%	0.00%	0.00%
<b>TRC Melbourne</b>	0.00%	0.00%	0.00%	0.00%	0.00%
<b>W Ibiza</b>	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Bookings by Module	Grand Total
View Activity	111
Link in My Account copy and Person icon in Header	102
Link in Find & Reserve copy and Search Icon in Header	77
See Benefits	47
<b>The St. Regis Kanai Resort, Riviera Maya</b>	<b>13</b>
<b>JW Marriott Masai Mara</b>	<b>11</b>
<b>Ahmedabad</b>	<b>10</b>
<b>Riviera Maya</b>	<b>10</b>
<b>Costa Navarino</b>	<b>4</b>
<b>Melbourne</b>	<b>2</b>
<b>Rome</b>	<b>2</b>
<b>Solaz, a Luxury Collection Resort, Los Cabos</b>	<b>2</b>
<b>The Rome EDITION</b>	<b>1</b>

\*Revenue and Room Nights KPIs have been impacted by current reporting issues.

Ongoing data delays and attribution issues with Omnitur reporting financials potentially understated

# Lux MAU Segment Heat Maps (By Region): May 2023

- Regional differences prevalent with U.S., Canada and CALA engaging at a higher rate with similar destinations whereas MEA and APAC have more variance
- Europe had the most click activity in the hero and also engaged more similarly with U.S. and Canada in the New Hotels section
- Rome EDITION drove engagement across all regions, with strong engagement in the Hero section

Module	US	Canada	CALA	Europe	MEA	APAC
<b>Header</b>	7.14%	6.93%	<b>9.78%</b>	7.62%	<b>12.76%</b>	<b>8.99%</b>
<b>Hero</b>	43.53%	41.46%	39.26%	<b>46.36%</b>	34.41%	38.49%
Riviera Maya	10.76%	10.07%	<b>12.00%</b>	7.52%	6.01%	3.73%
South Korea	5.09%	5.31%	1.93%	4.69%	4.37%	<b>10.99%</b>
Melbourne	2.72%	2.38%	0.89%	2.69%	3.06%	<b>7.45%</b>
Rome	<b>10.12%</b>	<b>9.21%</b>	<b>10.22%</b>	<b>10.21%</b>	<b>8.71%</b>	4.86%
Ahmedabad	4.84%	5.14%	4.30%	<b>6.56%</b>	5.30%	<b>7.81%</b>
Costa Navarino	<b>10.00%</b>	<b>9.35%</b>	<b>9.93%</b>	<b>14.69%</b>	6.97%	3.65%
<b>Account Box</b>	25.86%	27.63%	<b>32.30%</b>	21.88%	32.21%	32.12%
<b>New Hotels</b>	<b>21.37%</b>	<b>22.01%</b>	15.85%	19.29%	14.01%	15.78%
The St. Regis Kanai Resort	<b>7.18%</b>	<b>7.42%</b>	<b>7.85%</b>	5.59%	5.19%	4.07%
JW Marriott Jeju Resort & Spa	1.48%	1.79%	0.44%	1.32%	1.24%	<b>3.05%</b>
TRC Melbourne	1.07%	1.17%	0.74%	1.13%	0.82%	<b>3.19%</b>
The Rome EDITION	<b>3.50%</b>	<b>3.86%</b>	2.67%	<b>3.47%</b>	2.49%	1.78%
JW Marriott Masai Mara	<b>3.86%</b>	<b>4.14%</b>	1.78%	<b>4.08%</b>	2.74%	2.42%
W Ibiza	1.36%	1.38%	1.33%	<b>2.74%</b>	1.10%	0.74%
Solaz, a Luxury Collection Resort	<b>2.92%</b>	<b>2.24%</b>	1.04%	0.97%	0.43%	0.52%
<b>Instagram</b>	1.02%	1.07%	1.33%	<b>1.65%</b>	<b>1.92%</b>	1.51%
<b>Footer</b>	1.08%	0.90%	1.48%	3.21%	4.69%	3.11%

# Preheader Optimization

- Authority and Direct continue to outperform Listicle MoM
- Continue to develop new approaches to Pre-Header testing in Q3 including new tags
  - June incorporation of refreshed listicle approach to see if it drives lift in performance: 3 new hotels from The Ritz-Carlton, St. Regis, and JW Marriott

Deployment Date	Preheader	Delivered Count	Tags	Unique Open Rate
3/16/2023	Your guide to perfecting the art of family vacation	779,516	Authority	20.60%
3/16/2023	Explore exceptional destinations for family getaways	779,575	Direct	20.54%
3/16/2023	6 family getaways guaranteed to leave a lasting impression	779,312	Listicle	19.97%
4/19/2023	Your guide to superb long weekend escapes	775,249	Authority	10.39%
4/19/2023	Find the perfect destinations for long weekend trips	774,779	Direct	10.30%
4/19/2023	6 unforgettable destinations for a long weekend retreat	774,393	Listicle	9.90%
5/13/2023	These new hotel openings will make you want to plan your next getaway	771,048	Direct	22.34%
5/13/2023	Your guide to new hotel openings in the most stunning destinations	770,485	Authority	22.25%
5/13/2023	7 new hotel openings in the most beautiful places in the world	771,142	Listicle	21.56%

\*May results are statistically significant at a 99% confidence interval that Listicle will underperform Direct tag

# Recommendations & Next Steps

# Recommendations and Next Steps

## Recommendations

- Recommend continuing with this approach for Lux MAU 2x/year, focused solely on new/recently reopened hotel properties. This includes the opportunity to newly design the communication for the next launch
- Continue to develop new approaches to Pre-Header testing in Q3 including new tags

## Next Steps

- June to conclude testing for the long versus short version for L1/L2A
- Launching the Max ADR Suite upsell test in July
  - Non-clickers of the Suite module will receive a refreshed Suite module again in August
- Begin tracking opportunity segments (travel segments and switchability) in August



A modern living room interior featuring a fireplace with a white tiled surround and a black metal mesh screen. A warm fire is burning in the hearth. To the left, a wooden-framed crossword puzzle hangs on the wall, with some letters filled in, including 'MARRIOTT', 'BONVOY', and 'CHICAGO'. Below the puzzle, a small table holds a container of pens and pencils and some papers. In the foreground, there are several round ottomans in shades of orange and red. To the right, a brown leather armchair with a blue cushion and a brown bag is visible. A dark wooden side table with a black spherical decorative object and a pair of glasses is next to the chair. The overall atmosphere is cozy and contemporary.

# Thank You!

MARRIOTT  
**BONVOY**

# 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 4/19  (Long Weekends)	May '23	June '23	July '23
Header	17.2%	11.0%	12.4%	10.2%	7.5%	9.2%	9.7%	7.7%	9.5%	7.7%		
Hero	18.9%	22.6%	28.4%	27.3%	35.6%	38.0%	50.9%	35.2%	30.8%	42.5%		
Account Box	23.8%	30.2%	37.0%	40.9%	27.1%	31.4%	19.5%	32.0%	30.3%	26.9%		
Escape to Luxury	--	--	--	--	--	4.4%	--	--	6.3%	--		
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%	2.8%	--		
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%	1.7%	--		
Culinary	1.1%	0.9%	--	--	1.5%	--	--	--	0.4%	--		
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%	--	--	11.7%	20.1%		
Hotel Spotlight 2	--	--	1.3%	--	4.6%	--	--	--	--	--		
F1	--	--	2.0%	--	--	--	--	--	3.1%	--		
Instagram	0.7%	2.2%	2.2%	0.6%	1.2%	0.7%	1.8%	0.8%	1.5%	1.2%		
Footer	2.2%	2.7%	3.6%	2.4%	1.9%	2.9%	2.3%	2.5%	1.7%	1.7%		

# Luxury MAU Targeting Criteria

Segment Name	Segment Description
L1	All stays are luxury
L2A	$\geq 50\%$ of stays are luxury
L2B	$< 50\%$ of stays are luxury
L3	All luxury stays are paid by bonus points