CALA Quarterly Email Review
Q1 2022

25 April 2022

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Meeting Agenda

1. Quarterly Planning
2. Key Storylines
3. Performance Summary
4. Campaign Engagement

   - Destination Solo
   - METT

4. Testing & Optimization
5. Actionable Insights
6. Next Steps

Quarterly Planning

Q1 Wins

- Established annual engagement goals for METT and Destination Solo campaigns

- First time including versioning for US audiences with a Spanish language preference

- Launched PCIQ subject line testing

- Establish app download benchmarks to track against in future months

- Included B2B and resort content to support corporate goals

- Added member account module for the first time to drive point activity

- Leveraged high performing 5-pack module and included poll for future travel plans in Destination Solo

- Included thank you messaging in Destination Solo

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Q2 Planning

- Continue PCIQ subject line testing

- Tracking market level engagement trends as new ones are added and others removed

- Continue supporting corporate initiatives like Global Promo and Resorts

- Acknowledge recent stayer activity and encourage next stay

- Develop monthly test & learn plan that includes using optimization technology and testing new creative modules

- Testing property vs lifestyle imaging through PCIQ

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2022 Roadmap

Next steps: Learning agenda discovery session is on calendar; we will use learning agenda to influence testing throughout the year

	Q1 '22			Q2 '22			Q3 '22			Q4 '22		
	Jan	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**
Review Schedule	Opportunity Assessment		Monthly	Q1 Review & Q2 Planning	Monthly	Monthly	Q2 Review & Q3 Planning	Monthly	Monthly	Q3 Review & Q4 Planning	Monthly	Monthly
Planning	Develop Content Calendar			Review Quarterly Plan			Review Quarterly Plan			Review Quarterly Plan		
Optimization & Personalization		Develop Learning Agenda & Map to Content Calendar		Learning Item 1		Learning Item 2		Learning Item 3		Learning Item 4		
				Ongoing application of email best practices (such as subject line testing & optimization, and personalization tactics)								
Reporting & Audience Health		Set Goals & Monitor KPIs		Monitor Audience Health & Growth			Monitor Audience Health & Growth			Monitor Audience Health & Growth		
		Set-up Tracking for App Downloads & Enrollments										

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Monthly Performance Summary

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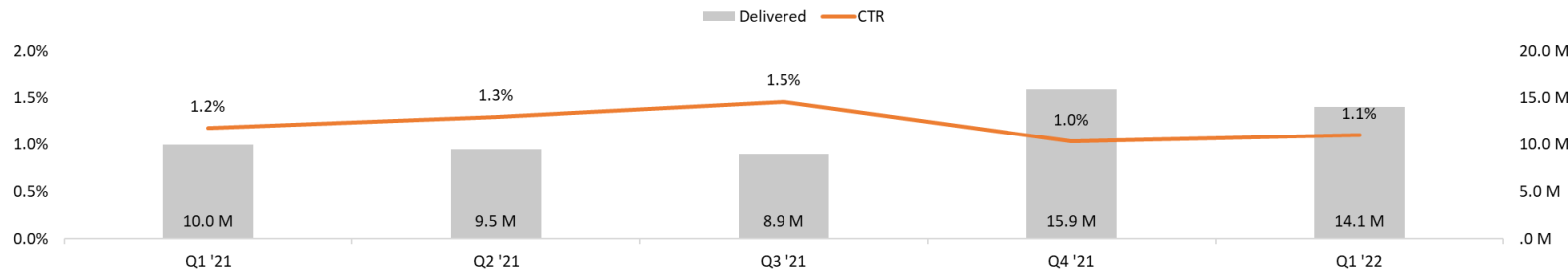# Quarterly Key Storylines

- Q1 CTR trended upwards versus Q4 2021

    - High volume mailings including Core MAU, Destination Solo and Global Promotion Announcements helped maintain CTR throughout the quarter

- Quarterly Destination solo overall trended higher than Q4 with increases from January to February

    - 64% of total quarterly solo revenue came from February Destination Solo

    - Mexico Eng made up 51% of total quarterly solo revenue

    - Luxury segments L2B and L3 accounted for 67% of all solo revenue

- Quarterly engagement and financials up QoQ for CALA METT campaigns

    - February CALA made up 55% of total METT revenue

        - January: 27%

        - March 18%

- Quarterly PCIQ results indicate personalized subject lines with offers and deals perform the best

1.19 M*	**199.7K**
Email Subscribers	Members that
+2% vs January 2022	earned/redeemed
14.2 M	**1.11%**
Delivered Emails	CTR
-11.6% QoQ	+0.07 pts. QoQ
+83.8% vs. Q1 '19	-0.65 pts. vs. Q1 '19
0.64%	**840**
Unsub Rate	Bookings
--- QoQ	-34.9% QoQ
+0.47 pts. vs. Q1 '19	-13.8% vs. Q1 '19
9.7 K	**$533.5 K**
Room Nights	Revenue
+152.7% QoQ	-14.7% QoQ
+184.3% vs. Q1 '19	-20.6% vs. Q1 '19

Delivery volumes exceeding Q1 2019 but down QoQ without several large seasonal Q4 campaigns

Starting to track member earn/redeem engagement; activity increased 11% throughout Q1

CTR remained steady QoQ and vs Q1 2019

Bookings and Revenue were down QoQ; an impact from March declines

Campaign categories that include Core MAU and Destination Solos accounted for 72% of quarterly revenue with 50% of total quarterly email volume

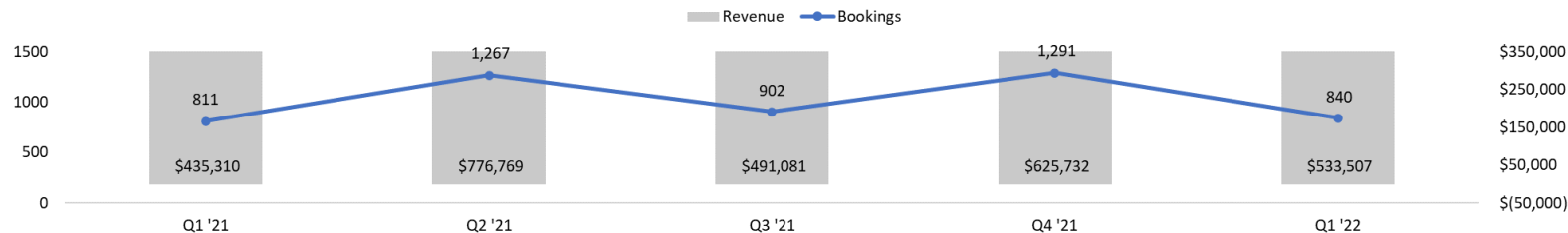*Emailable members & non-members in CALA; does not include anyone on a suppression list

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Strong Engagement Trends

CALA Overall Engagement Trends (2021-2022)

Legend: Delivered ⬛ — CTR ——

	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Q1 '22
CTR	1.2%	1.3%	1.5%	1.0%	1.1%
Delivered	10.0 M	9.5 M	8.9 M	15.9 M	14.1 M

CTR trends consistent with Bonvoy engagement

CALA Overall Financial Trends (2021-2022)

Legend: Revenue ⬛ — Bookings ——●——

	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Q1 '22
Bookings	811	1,267	902	1,291	840
Revenue	$435,310	$776,769	$491,081	$625,732	$533,507

Bookings and revenue down QoQ with Destination Solo and Core MAU down in March vs Feb

CALA Unsub Rate (2021-2022)

	Q1 '21	Q2 '21	Q3 '21	Q1 '22
Unsub Rate	0.20%	0.18%	0.21%	0.64%
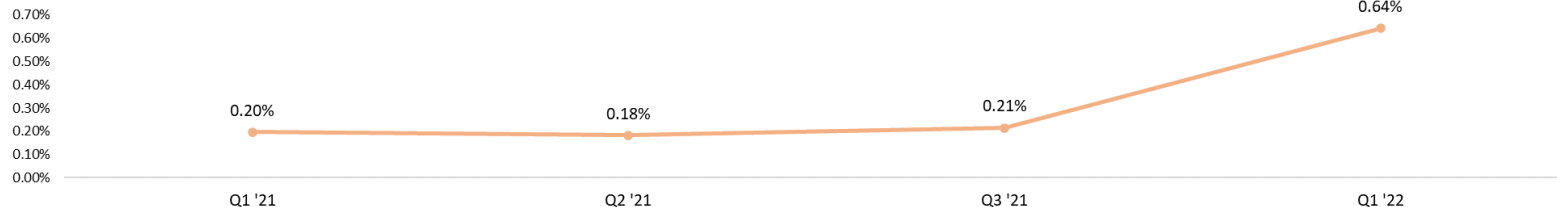
Unsub rate up slightly in Q1 versus Q3 of 2021 with significantly larger delivery volumes
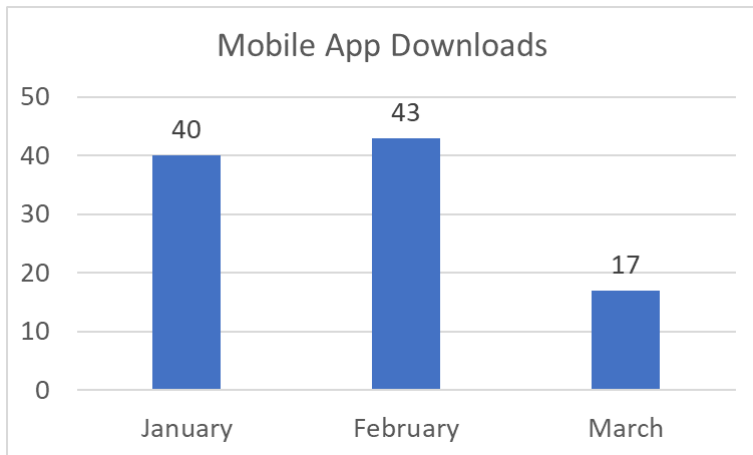
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Current YTD Goal Progress

- CTR for Q1 Destination Solos performed above monthly goal, this performance was influenced strongly by the February Destination Solo engagement

- Highest CTR for combined Mexico market was February with 1.3%

    - Mexico Eng and US Spanish had the highest CTRs, 2.9% and 1.1% respectively

- Quarterly METT performance below average with all three months in the quarter at 0.8% CTR

CTR Goals	Q1 '22	Monthly Goal	vs. Goal
Destination Solo	1.12%	1.0%	+0.12 pts.
Destination Solo (CALA only)	1.09%	1.0%	+0.09 pts.
METT	0.80%	1.0%	-0.20 pts.
METT (CALA Only)	0.76%	1.0%	-0.24 pts.

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Established Mobile App Benchmark

- Jan & Feb Mobile App module creative featuring image of app significantly outperformed new creative treatment in March, recommend continuing to monitor for engagement patterns due to new modules in March drawing click activity
- New benchmark for Mobile App download tracking determined to be 33 total downloads
- Top Markets:
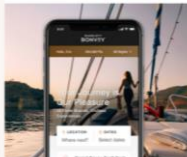 - **Mexico: 42**
  - **Brazil: 34**

Mobile App Download Module

Mobile App Downloads

Month	Downloads
January	40
February	43
March	17

March

January

February

Mexico Markets Drive The Largest Share Of Revenue And Engagement Throughout The Quarter

Row Labels	Delivered	CTR	% of Revenue
January			
Mexico All	607,577	0.88%	**45.66%**
MEXICO	357,519	0.82%	8.31%
MEXICO_ENG	172,042	1.02%	85.66%
MEXICO_LOCAL_ENG	53,294	0.73%	2.82%
MEXICO_US	24,722	1.20%	3.21%
February			
Mexico All	626,037	1.32%	**68.29%**
MEXICO	359,063	0.60%	9.62%
MEXICO_ENG	189,714	2.90%	88.23%
MEXICO_LOCAL_ENG	52,157	0.73%	2.15%
MEXICO_US	25,103	1.10%	0.00%
March			
Mexico All	629,249	0.77%	**49.00%**
MEXICO	362,400	0.47%	30.47%
MEXICO_ENG	190,991	1.40%	65.54%
MEXICO_LOCAL_ENG	50,666	0.60%	0.82%
MEXICO_US	25,192	0.77%	3.17%
Grand Total	**1,862,863**	**0.99%**	**100.00%**

- Mexico US Spanish outperformed Mexico Local Eng throughout Q1

- Mexico US Eng market drove the largest share of revenue each month over the quarter

- Continue monitoring Mexico US Spanish throughout the year for engagement patterns

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Campaign Engagement

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Destination Solo

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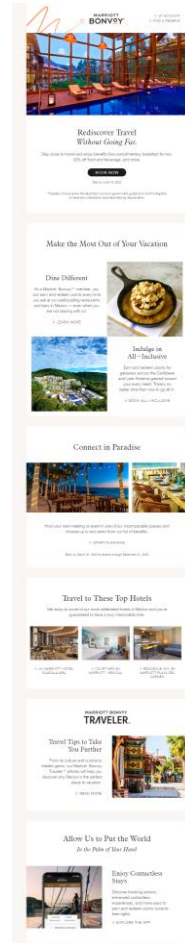# Q1 2022 Destination Solo
Creative Examples

Q1 Highlights:
- Hero content supporting points activity
- Newly opened hotel module targeted by market
- Family Package offer
- All inclusive resort content
- **New**: New 5-pack module
- **New**: Poll Content
- **New**: Thank you Messaging
- **New**: Member Account Module

January - Mexico
English

February - Mexico
*English*

March - Mexico
English
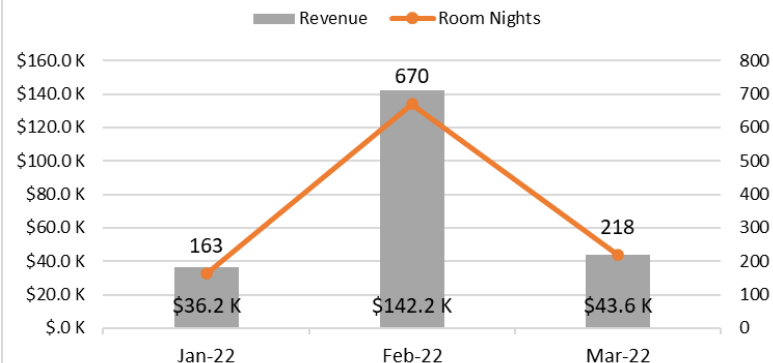
Positive lift on all QoQ KPIs

- All inclusive content continues to be top click catchers outside of hero with new creative treatment in March being the second most clicked module

- QoQ financial increase driven by February's financial performance; 64% of quarterly solo revenue
  - Mexico Eng, Aruba and Puerto Rico make up the largest individual shares of the Revenue

- When looking at quarterly revenue three markets combined to deliver over 80% of revenue with 73% of total quarterly delivery volume
  - Mexico:61%
  - Aruba:11.3%
  - Puerto Rico: 11.0%

Drive Solos	Q1 2022	QoQ
Delivered	3.1 M	+23.9%
Clicks	34.7 K	+55.6%
CTR	1.1%	+0.23 pts.
Unsub Rate	0.21%	---
Bookings	383	+201.6%
Room Nights	1.1	+136.7%
Revenue	$222.0 K	+219.8%
Conversion	0.07%	+0.05 pts.
% Bkgs. to CALA	29.3%	---
% Rev. to CALA	33.5%	---

Destination Solo Engagement Trends

Delivered — CTR

Jan-22: 975.3 K, 1.0%
Feb-22: 1.1 M, 1.5%
Mar-22: 1.0 M, 0.9%
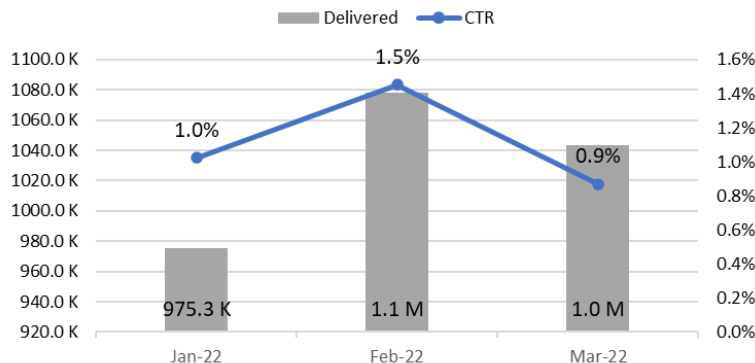
Destination Solo Financial Treands

Revenue — Room Nights

Jan-22: $36.2 K, 163
Feb-22: $142.2 K, 670
Mar-22: $43.6 K, 218

Top Q1 Markets

Continue to promote top performing markets including Puerto Rico & Aruba

Month	Market	Sent	Delivered	Delivery %	CTR	Unsub %	Bookings	Rmnts	Revenue
February	MEXICO_ENG	190,296	189,714	99.7%	2.9%	0.13%	125	390	$85,685.81
February	ARUBA	49,712	49,615	99.8%	3.9%	0.06%	36	80	$16,730.17
January	MEXICO_ENG	172,700	172,042	99.6%	1.0%	0.17%	17	49	$14,179.39
March	MEXICO_ENG	191,637	190,991	99.7%	1.4%	0.11%	38	81	$13,990.06
February	PUERTO RICO	101,763	101,480	99.7%	2.1%	0.10%	28	68	$9,917.29

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Luxury Segments Performed Well Throughout Q1

- L2B and L3 had the highest CTRs in comparison and higher revenue contributions; throughout the quarter, consistent with other Bonvoy campaigns

- L2B and L3 accounted for 66.6% of total quarterly revenue with 11.34% of total delivery volume
  - L2B + L3 CTR: 3.3% which is 2.2pts above campaign average

- Non-lux audiences are 29.0% of total revenue with 85.2% of delivery volume in Q1

- Luxury segments were extremely engaged with Global Promotion in February

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

Luxury Segments (L1-L3) Engagement Trends
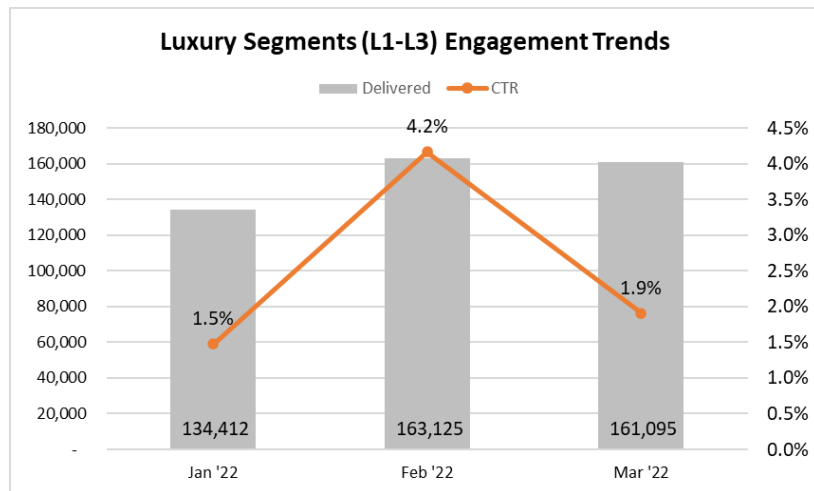
Solo Mar '22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	21,863	12,496	104,964	21,772	882,627	1,043,722
CTR	0.5%	0.9%	2.2%	2.5%	0.7%	0.9%
Bookings	0	1	36	11	44	92
Room Nts.	0	1	74	28	115	218
Revenue	$0	$175	$15,939	$7,169	$20,279	$43,562
Rev/Del.	$0.0	$0.01	$0.15	$0.33	$0.02	$0.04

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Top Performing March Content: Hero, Offers, New Openings

Hero
#1 most clicked
(all markets)
74% of Revenue

Re-Invent Resort Experiences

All Inclusive
#2 most clicked
Riviera Nayarit Mexico #1

Take Our Poll — We Want to Hear From You

Poll
#3 most clicked
4% of total clicks

Make More Travel Memories — Dine Differently
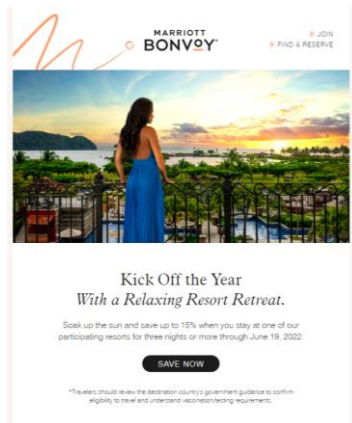
Secondary Offers
#4 most clicked
Dine Different captured most clicks

Top Performing Q1 Content

January

Hero: #1 most clicked
54% of Revenue
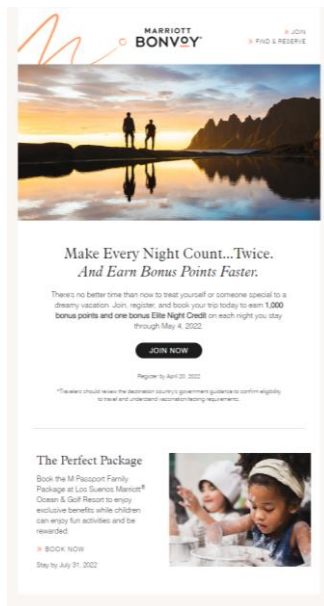
Secondary Offer
 #2 most clicked
Indulge in all-inclusive

February

Hero
#1 most clicked
78% of Revenue
Make Every Night Count

Secondary Offer
#2 most clicked
9% of total clicks

March

Hero: #1 most clicked
74% of Revenue

All Inclusive
#2 most clicked
Riviera Nayarit Mexico #1

METT Emails

Positive QoQ Performance for most KPIs

- Consistent CTR throughout the quarter with better than 2021 average unsub rate

- Strong performance across most KPIs when comparing to previous quarter

- Higher delivery volume in February led to highest revenue of the quarter contributing to the overall increase QoQ

- Top METTs in each Q1 month
  - Jan: CALA_Luxury_Eng_Jan282022
  - Feb: CALA_MexicoBeaches_Eng_Feb11
  - March: CALA_AUART_Eng_Mar42022

METTs	Q1 2022	QoQ
Delivered	2.3 M	+12.6%
Clicks	18.7 K	+58.6%
CTR	0.8%	+0.23 pts.
Unsub Rate	0.10%	---
Bookings	131	-2.2%
Room Nights	384	+32.9%
Revenue	$85.2 K	+114.6%
Conversion	0.01%	-0.05 pts.
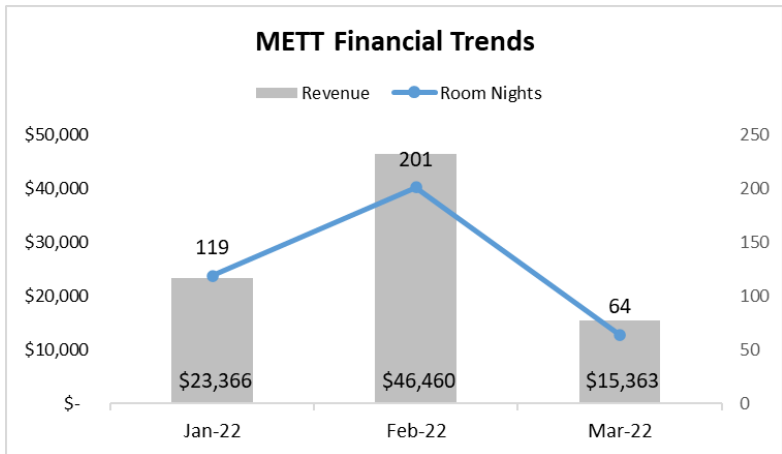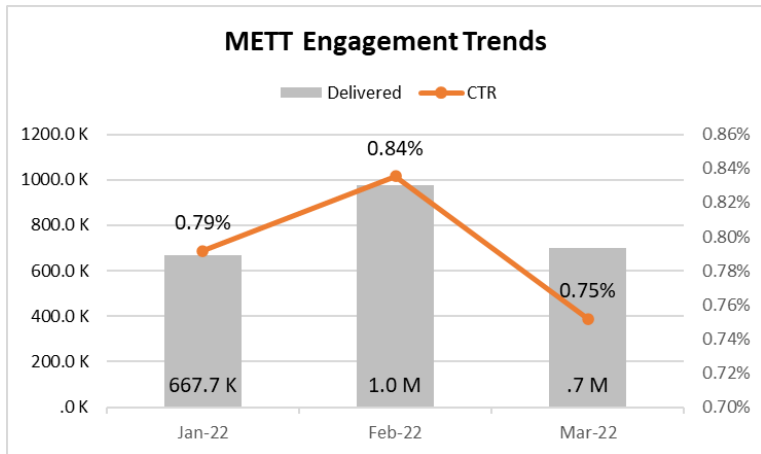
Top Performing METTs: Q1 2022

February: Highest Revenue
CALA_MexicoBeaches_Eng_Feb11

Subject Line: Explore the Oceanfront
Jewels of Cancun and Puerto Vallarta
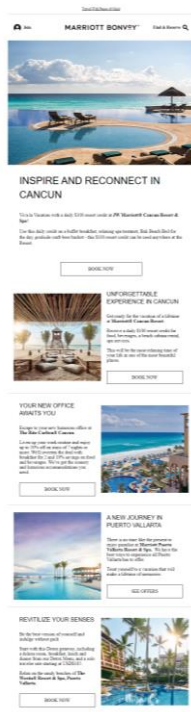
Feb: High Engagement and Revenue
CALA_Resorts_Eng_Feb42022

Subject Line: Discover Captivating
Resorts in the Caribbean
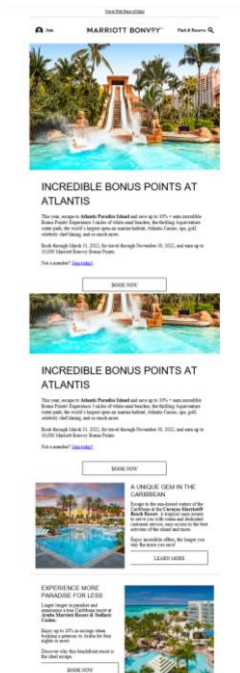
March: Highest CTR
CALA_PVRWH_Spa_Mar42022

Subject Line: Immerse yourself in Paradise at
W Punta de Mita (Translated)

March METT Performance Summary

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA_Lux_Mex_Spa_Mar42022	134,583	132,582	2,001	1.51%	10,499	7.9%	969	0.7%	9.2%
CALA_MEX_Spa_Mar112022	115,725	114,197	1,528	1.34%	8,149	7.1%	523	0.5%	6.4%
CALA_AUART_Eng_Mar42022	84,366	84,202	164	0.19%	5,995	7.1%	1,028	1.2%	17.1%
CALA_Moments_MEXIX_4Mar2022	63,270	63,102	168	0.27%	4,685	7.4%	321	0.5%	6.9%
CALA_PVRWH_Spa_Mar42022	56,207	55,505	702	1.26%	6,239	11.2%	862	1.6%	13.8%
CALA_SDQCY_Eng_Mar252022	47,303	47,142	161	0.34%	2,866	6.1%	99	0.2%	3.5%
CALA_SJU_Eng_Mar252022	42,669	42,602	67	0.16%	2,584	6.1%	235	0.6%	9.1%
CALA_GCMRZ_Eng_Mar112022	40,615	40,526	89	0.22%	2,487	6.1%	230	0.6%	9.2%
CALA_Eng_Mar252022	38,572	38,470	102	0.27%	1,933	5.0%	103	0.3%	5.3%
CALA_CASA_SPA_Mar252022	37,082	36,861	221	0.60%	2,006	5.4%	258	0.7%	12.9%
CALA_PVRDE_Spa_Mar112022	29,447	29,331	116	0.40%	3,040	10.4%	245	0.8%	8.1%
CALA_CR_Spa_Mar112022	14,831	14,727	104	0.71%	1,221	8.3%	392	2.7%	32.1%

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Quarterly CALA Revenue Attribution

January

Total Revenue by Region

- US East 53%
- US West 32%
- CALA 12%
- Europe 3%

■ US East ■ US West ■ CALA ■ Europe

February

Total Revenue by Region

- US East 4%
- US West 46%
- CALA 50%

■ US East ■ US West ■ CALA

March

Total Revenue by Region

- CALA 39%
- Europe 33%
- US East 5%
- US West 23%

■ CALA ■ Europe ■ US East ■ US West
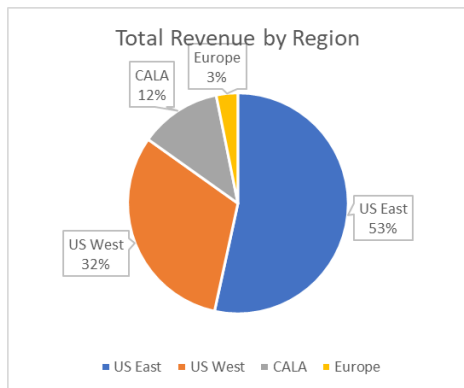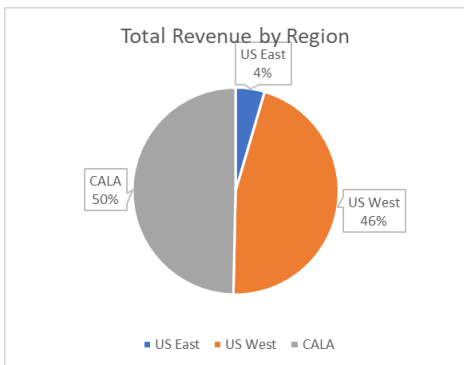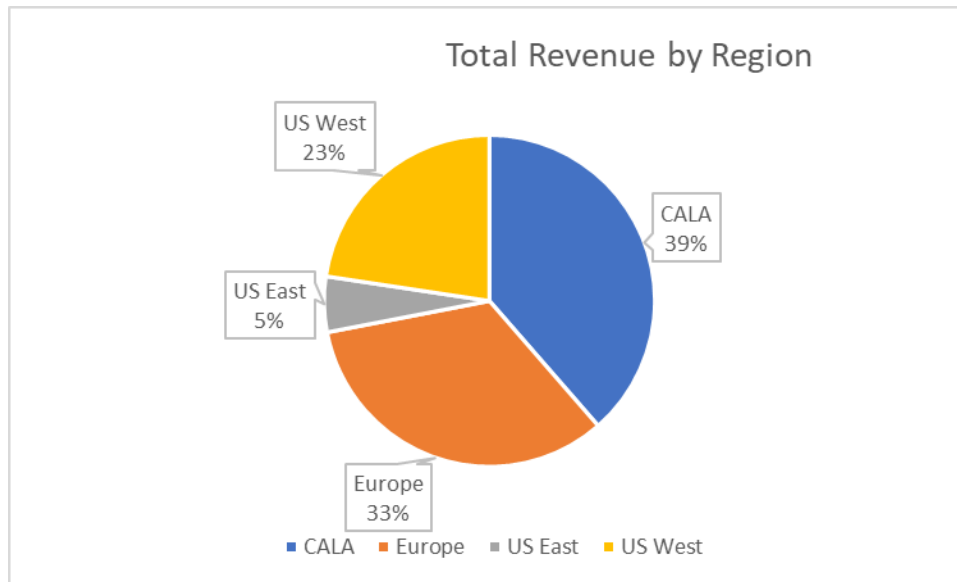
Both February and March saw higher % revenue back to CALA vs January

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Testing & Optimization

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PCIQ Subject Line Performance Results

Testing Observations:
- Highest in language open rate is from Direct seasonal subject line
- Throughout the quarter offer subject lines perform the highest

SL	Tag	Unique Open Rate across Random group			
		ENGLISH	PORTUGUESE	SPANISH	Overall
[Fname,]Don't Let These Offers Slip Away	Fomo,Offer,Personalization	15.6%	16.7%	17.5%	16.7%
[Fname,]Book Your Next Getaway and Save	Direct,Seasonal,Personalizatio	14.7%	16.2%	18.0%	16.5%
[Fname,]Don't Let These Offers Slip Away	Fomo,Offer,Personalization	15.1%	16.5%	17.4%	16.4%
There's Still Time to Earn Free Nights, On Us[, Fname	Intrigue,Timely,Personalizatio	15.5%	16.4%	17.1%	16.4%
[Fname,]Book Your Next Getaway and Save	Direct,Seasonal,Personalizatio	14.2%	16.7%	17.7%	16.2%
There's Still Time to Save 15% On Your Next Trip	Offer,Intrigue,Timely	15.2%	16.3%	16.9%	16.1%
Discover Special Savings Inside	Offer	15.1%	15.2%	17.0%	16.0%
Discover Special Savings Inside	Offer	14.9%	15.6%	17.0%	16.0%
Ready to start saving on travel[, Fname]?	Question,Personalization	15.0%	16.0%	16.6%	15.9%
Ready to start saving on travel[, Fname]?	Question,Personalization	14.8%	16.4%	16.4%	15.7%

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Actionable Insights & Next Steps

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Destination Solo Actionable Insights

- New all-inclusive treatment captured highest click activity yet for all inclusive content when called out in its own module, consider resorts focused module as well to highlight resorts opportunities (dining, new openings, hero, etc.).

- Aruba, Puerto Rico and Mexico continue to be the top three highest revenue markets, continue including these markets in campaigns throughout the year to monitor engagement patterns.

- Poll Content in the top 3 most clicked modules with the largest share of activity to staycation close to home choice supporting local destination engagement patterns, continue promoting domestic and demonstrated interest locations.

- Luxury audiences continue to be extremely engaged and represent high conversions, consider leaning into luxury imagery and copy to all audiences and monitor for engagement lift.

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Actionable Insights

- Consider including resorts and all-inclusive features in METTs when promoted in Solos as the shared markets are highly engaged with resort and all-inclusive content

- Mobile App module featuring visual example of application significantly outperformed creative treatment in March, recommend continuing to use original treatment and try new messaging and CTA copy.

- 3 Month benchmark for Mobile App downloads established with two different creative treatments, continue to monitor new executions and tests against in coming months.

- Subject line testing through PCIQ shows highest engagement from subject lines highlighting current offers

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Next Steps for April

- PCIQ Subject Line testing
- Resorts promotion featured in the hero
- Regional Destinations module
- Global promotion feature
- Upcoming trip module vs recent stay module
- 5-pack creative treatment

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Thank you!

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Appendix

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March '22 Heat Map: Member Version

- Top Clicked Modules: Hero, Secondary offers, All-inclusive hotel module
- Highest Poll engagement from Mexico US, Mexico, and Costa Rica

Module	ARUBA	BRASIL	CHILE	COLOMBIA	COSTA RICA	GRAND_CAYMAN	MEXICO	MEXICO_ENG	MEXICO_LOCAL_ENG	MEXICO_US	PERU	PUERTO RICO
Header	**9.38%**	**13.25%**	**9.66%**	**11.82%**	**10.16%**	**7.51%**	**16.25%**	**7.65%**	**21.68%**	**12.70%**	**11.04%**	**9.28%**
Hero	**65.33%**	**36.75%**	**46.11%**	**48.58%**	**48.37%**	**72.70%**	**35.46%**	**72.15%**	**38.23%**	**55.33%**	**45.37%**	**71.55%**
Hero Offer - Global Promotion	55.66%	16.83%	19.31%	23.63%	20.73%	60.41%	19.63%	63.29%	27.74%	38.11%	19.40%	61.33%
Holdout Group & Secondary Offer	7.91%	16.24%	19.63%	22.54%	15.45%	9.22%	13.40%	6.85%	9.09%	13.52%	20.60%	8.18%
MI Passport	1.76%	3.69%	7.17%	2.41%	12.20%	3.07%	2.44%	2.01%	1.40%	3.69%	5.37%	2.04%
Secondary Offers	**9.08%**	**8.67%**	**6.54%**	**8.10%**	**5.69%**	**4.78%**	**2.72%**	**2.21%**	**2.56%**	**1.64%**	**9.85%**	**2.90%**
Dine Different	9.08%	8.67%	6.54%	8.10%	5.69%	4.78%	0.00%	2.21%	0.00%	0.00%	9.85%	2.90%
Eat and Earn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.72%	0.00%	2.56%	1.64%	0.00%	0.00%
All-Inclusive Hotels	**8.50%**	**12.15%**	**15.26%**	**13.13%**	**20.33%**	**6.83%**	**12.79%**	**9.17%**	**13.99%**	**9.84%**	**17.91%**	**6.98%**
New Hotels	**3.22%**	**3.09%**	**2.80%**	**2.19%**	**1.63%**	**2.39%**	**2.86%**	**3.18%**	**3.26%**	**2.87%**	**2.09%**	**2.30%**
Poll	**3.22%**	**6.18%**	**4.67%**	**3.94%**	**5.28%**	**1.71%**	**5.81%**	**2.98%**	**4.90%**	**6.15%**	**4.48%**	**3.83%**
Mobile App	**0.10%**	**1.99%**	**0.93%**	**1.97%**	**1.22%**	**0.68%**	**0.98%**	**0.45%**	**1.40%**	**0.41%**	**1.49%**	**0.26%**
Footer	**1.17%**	**17.93%**	**14.02%**	**10.28%**	**7.32%**	**3.41%**	**23.14%**	**2.21%**	**13.99%**	**11.07%**	**7.76%**	**2.90%**
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Note: Dash means not shown (---)

MARRIOTT BONVOY X

March '22 Heat Map: Non-Member Version

- On average higher engagement with All-inclusive hotels from nonmembers
- Nonmembers in the Mexico market were most engaged with poll content across members and nonmembers

Module	ARUBA	BRASIL	CHILE	COLOMBIA	COSTA RICA	MEXICO	MEXICO_ENG	PERU	PUERTO RICO
Header	**27.27%**	**13.81%**	**12.50%**	**13.33%**	**11.11%**	**12.86%**	**14.63%**	**33.33%**	**13.04%**
Hero	**36.36%**	**25.94%**	**25.00%**	**33.33%**	**22.22%**	**25.73%**	**21.46%**	**33.33%**	**31.30%**
Hero Offer - Global Promotion	27.27%	18.83%	12.50%	20.00%	22.22%	19.55%	16.59%	33.33%	26.09%
Holdout Group & Secondary Offer	9.09%	5.44%	6.25%	13.33%	0.00%	3.77%	4.88%	0.00%	4.35%
MI Passport	0.00%	1.67%	6.25%	0.00%	0.00%	2.40%	0.00%	0.00%	0.87%
Secondary Offers	**4.55%**	**4.18%**	**6.25%**	**6.67%**	**11.11%**	**2.23%**	**2.93%**	**0.00%**	**1.74%**
Dine Different	4.55%	4.18%	6.25%	6.67%	11.11%	0.00%	2.93%	0.00%	1.74%
Eat and Earn	---	---	---	---	---	2.23%	---	---	0.00%
New Hotels	0.00%	2.93%	6.25%	13.33%	0.00%	3.43%	1.95%	0.00%	4.35%
All-Inclusive Hotels	**13.64%**	**12.97%**	**43.75%**	**13.33%**	**33.33%**	**10.98%**	**9.76%**	**0.00%**	**18.26%**
Poll	**4.55%**	**7.11%**	**0.00%**	**6.67%**	**0.00%**	**7.20%**	**1.46%**	**0.00%**	**1.74%**
Mobile App	**0.00%**	**4.60%**	**6.25%**	**20.00%**	**0.00%**	**4.29%**	**3.90%**	**0.00%**	**4.35%**
Join Marriott Bonvoy	**0.00%**	**2.09%**	**0.00%**	**0.00%**	**0.00%**	**1.89%**	**2.44%**	**0.00%**	**0.00%**
Footer	**13.64%**	**29.29%**	**6.25%**	**6.67%**	**22.22%**	**34.82%**	**43.41%**	**33.33%**	**29.57%**
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Note: Dash means not shown (---)

MARRIOTT
BONVOY X

Trend % revenue for Destination Solos

Highest revenue to CALA properties in February with 3month benchmark established at 29.3%

Month	% Bkgs. to CALA	% Rev. to CALA
Jan '22	22.4%	20.4%
Feb '22	45.8%	46.0%
Mar '22	19.6%	34.1%
Q1 '22 Average:	29.3%	33.5%
MoM:	-26.19 pts.	-11.92 pts.

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January METT Campaign List

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA_Luxury_Eng_Jan282022	151,360	151,089	2,649	1.8%	13,548	9.0%	707	0.5%	5.2%
CALA_SJDJW_Eng_Jan282022	122,378	121,983	2,000	1.6%	8,286	6.8%	958	0.8%	11.6%
CALA_PVRMX_Eng_Jan282022	118,202	117,865	1,942	1.6%	8,026	6.8%	510	0.4%	6.4%
CALA_Resorts_Eng_Jan72022	109,101	108,871	1,805	1.7%	8,908	8.2%	928	0.9%	10.4%
CALA_AI_Eng_Jan72022	63,307	63,154	891	1.4%	5,507	8.7%	716	1.1%	13.0%
CALA_PTY_Spa_Jan72022	39,892	39,117	980	2.5%	3,209	8.2%	338	0.9%	10.5%
CALA_PVRDE_Spa_Jan282022	33,750	33,591	721	2.1%	4,015	12.0%	495	1.5%	12.3%
CALA_DR_Spa_Jan212022	18,662	18,048	1,153	6.4%	1,311	7.3%	175	1.0%	13.3%
CALA_CR_Spa_Jan72022	14,457	14,374	143	1.0%	1,347	9.4%	381	2.7%	28.3%

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Feb METT Campaign List

Row Labels	Sent	Delivered	Bounced	Bounce Rate	Opens	Open Rate	Clicks	CTR	CTOR
CALA Spa_Feb252022	37,923	37,729	194	0.5%	3,285	8.7%	290	0.8%	8.8%
CALA_BDAXR_Eng_Feb42022	52,572	52,491	81	0.2%	4,529	8.6%	829	1.6%	18.3%
CALA_DR_Eng_Feb252022	36,757	36,655	102	0.3%	2,120	5.8%	107	0.3%	5.0%
CALA_Maldives_Port_Feb252022	37,027	36,601	426	1.2%	2,141	5.8%	199	0.5%	9.3%
CALA_Mexico_Spa_Feb11	88,499	86,917	1,582	1.8%	6,459	7.4%	444	0.5%	6.9%
CALA_MexicoBeaches_Eng_Feb11	224,365	223,885	480	0.2%	17,111	7.6%	2,204	1.0%	12.9%
CALA_MTY_Spa_Feb25	161,800	159,242	2,558	1.6%	11,917	7.5%	536	0.3%	4.5%
CALA_POPLC_Eng_Feb25	45,859	45,748	111	0.2%	3,477	7.6%	277	0.6%	8.0%
CALA_PVR_Spa_Feb11	120,318	118,970	1,348	1.1%	10,615	8.9%	821	0.7%	7.7%
CALA_Resorts_Eng_Feb42022	135,108	134,961	147	0.1%	11,163	8.3%	1,645	1.2%	14.7%
CALA_SJOLS_MIPassport_Eng_Feb42022	42,493	42,412	81	0.2%	3,817	9.0%	756	1.8%	19.8%

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