

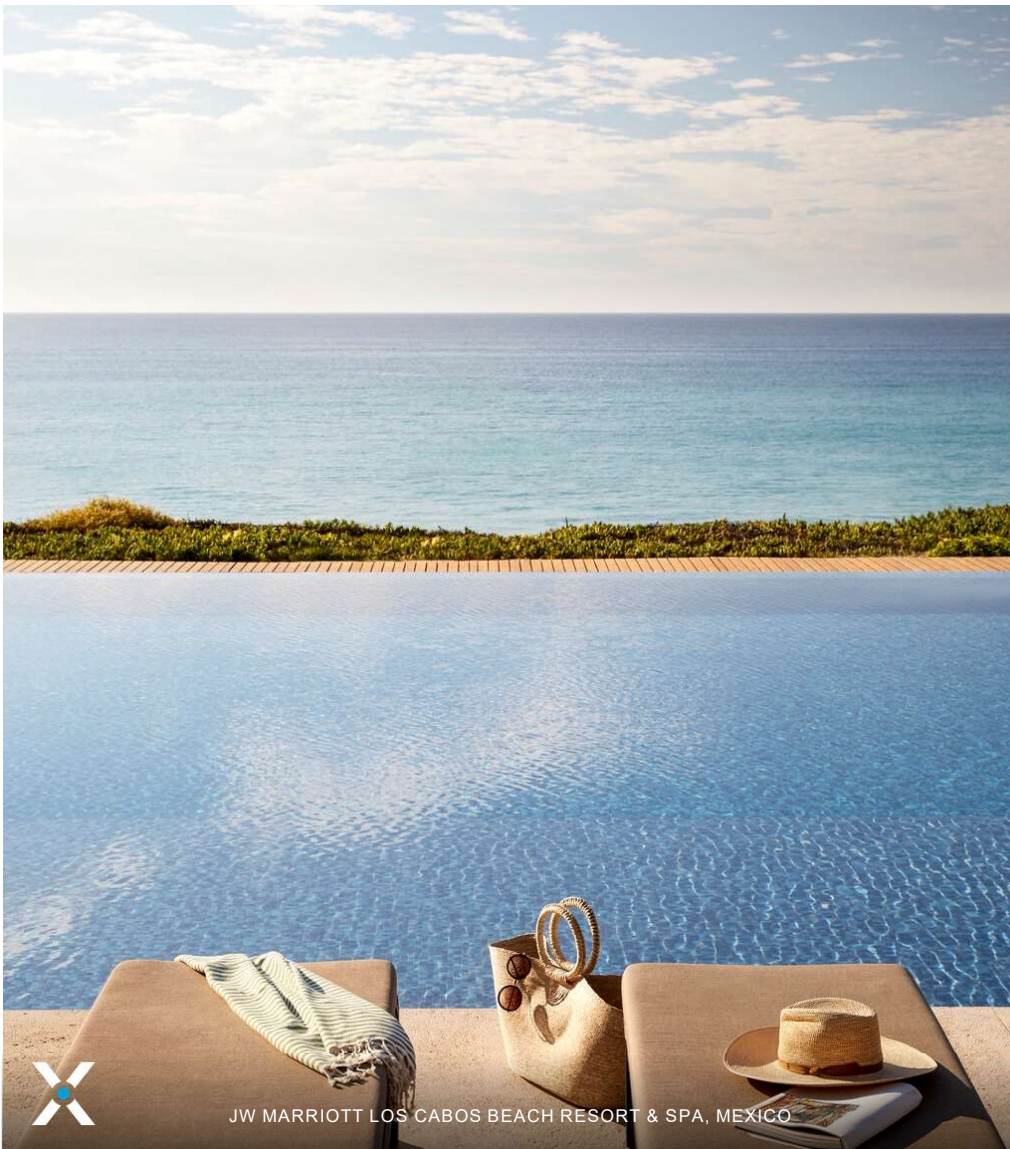
CALA Monthly
Email Review
July 2023

24 August 2023

MARRIOTT
BONVOY[®]



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



Meeting Agenda

1. Performance Summary
2. Regional Engagement
 - Destination Solo
 - Loyalty
 - Off-folio
 - METT
3. Testing & Optimization
4. Actionable Insights

Performance Summary

Key Storylines

- Positive lifts in July 2023 financials compared to previous month and year performances; revenue metrics across all comparison time periods saw lifts of up to 24% and there were booking lifts up to 34%
 - Several campaigns contributed to financial gains: Core MAU, Lux MAU, Project Max, Choice of Announcement
- CTR and unsub rate engagement remained stable compared to other time periods; unsub rate showed a positive decline MoM
- 123 total app downloads in July (+71% MoM), which was the highest so far this year. High activity likely due to the inclusion of Argentina and Brazil markets as they continue to be strong contributors to app download growth.
- Destinations solo had the third largest booking volume YTD; increased deliveries and strong engagement in the hero and 5-pack module were contributing factors

July 2023 Performance Overview

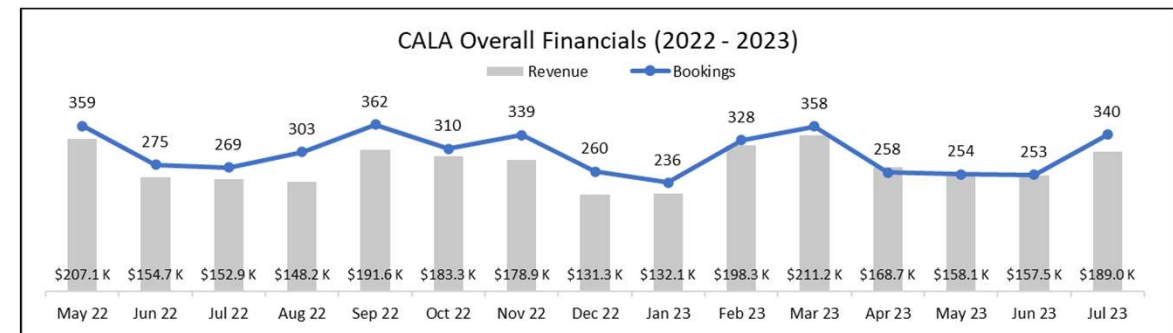
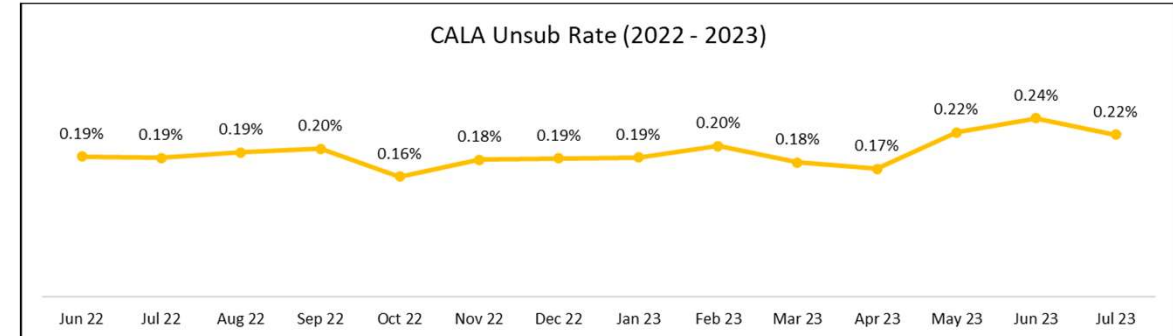
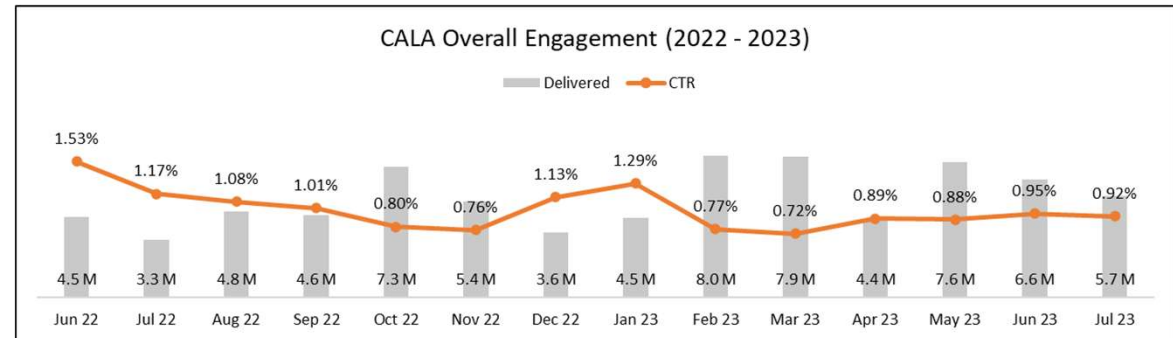
		Jul '23	MoM	YoY	vs. Avg.
Engagement	Delivered	5.7 M	-13.5% -896.2 K	+75.6% +2.5 M	+0.9% +50.0 K
	Clicks	52.6 K	-16.1% -10.1 K	+37.8% +14.4 K	+1.3% +700
	CTR	0.9%	-0.03 pts.	-0.25 pts.	+0.0 pts.
	Unsub%	0.22%	-0.02 pts.	+0.03 pts.	+0.02 pts.
Financials	Bookings	340	+34.4% +87	+26.4% +71	+24.5% +67
	Room Nights	1.0 K	+27.8% +218	+23.5% +191	+16.1% +139
	Revenue	\$189.0 K	+20.0% \$31.5 K	+23.6% \$36.0 K	+12.7% +\$21.3 K
	Conv%	0.65%	+0.24 pts.	-0.06 pts.	+0.13 pts.

*Metrics do not include July Off-folio and Loyalty regional emails

- At time of reporting, data is still being loaded for July Off-folio and Loyalty campaigns; with this data missing for most metrics, there was an impact on comparisons QoQ and YoY.
- Loyalty and Off-folio add 1.46M to deliveries; 6.4K clicks; avg CTR 0.4%
- MoM delivery decreases likely a result of RCYC and Point Promo featured in June.
- Unsub rate remained stable this month.
- Positive financial lifts across all comparison time periods; Project Max, MAU, Lux Mau, Choice of Announcement revenue gains

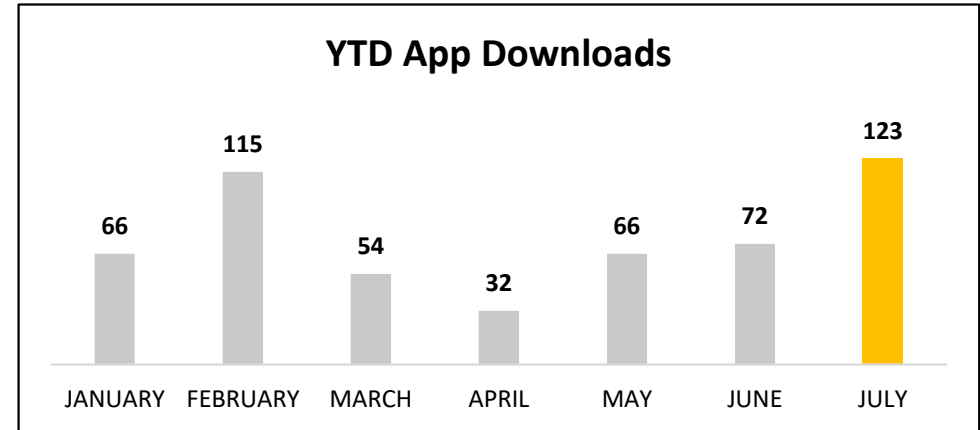
July 2023 Engagement Trends

- July CTR on par with prior month and previous quarter's trend.
- Positive MoM decline in Unsub rate that is down 2 pts MoM. Unsub rates are still above average for Marriott Bonvoy overall and being monitored.
- Several campaigns like MAU, Choice of Announcement and Project Max contributed to the 20% increase in revenue and 34% increase in bookings month over month.



July 2023 Monthly Engagement Trends: Mobile App

- App downloads up 71% MoM likely due to the inclusion of strong app download contributors, Argentina and Brazil. July generated the largest number of downloads in a single month YTD. Previously Feb, 115.
- Mexico markets contributed to 42% of downloads.
- Top app download markets over the last three months include Mexico, Brazil and Argentina.



- Recommended to set monthly goal: **75 downloads per month**

May Regional Markets	App Downloads
Mexico - ES	22
Puerto Rico	2
Panama - ES	2
Colombia - ES	2
Mexico - EN	2
Paraguay - ES	1
Peru - ES	1
Bermuda - EN	0
Grand Cayman - EN	0
Chile	0
Costa Rica - ES	0

June Regional Markets	App Downloads
Mexico - ES	44
Mexico - EN	6
Panama - ES	5
Aruba - EN	5
El Salvador - ES	3
Colombia - ES	3
Puerto Rico	2
Chile	2
St. Thomas - EN	1
Peru - ES	1
Costa Rica - ES	0

July Regional Markets	App Downloads
Mexico - ES	43
Argentina - ES	21
Brazil - PT	18
Mexico - EN	9
Bermuda - EN	8
Panama - ES	7
Costa Rica - ES	5
Colombia - ES	4
Grand Cayman - EN	4
Peru - ES	3
Dominican R - EN	1

July 2023 Monthly Engagement Goals

Fewer clicks captured from increased deliveries (33% increase) contributing to below average CTR

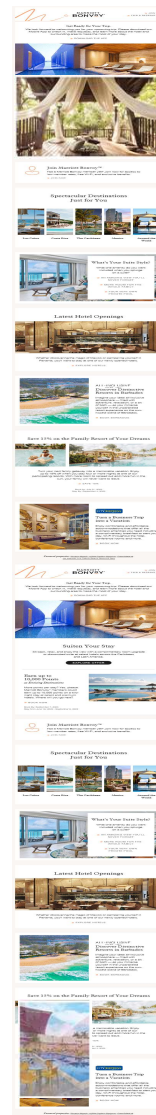
CTR Goals	Jul 23	Goal	Jul vs. Goal
Destination Solo	0.6%	1.1%	-0.5 pts.
Destination Solo (CALA only)	0.6%	1.0%	-0.4 pts.
METT	1.3%	1.0%	+0.3 pts.
METT (CALA only)	0.5%	1.0%	-0.5 pts.

METT 3 pts above goal with Grand Cayman and Ritz Aruba driving top engagements.

Regional Email Campaign: July Destination Solo

July 2023 Destination Solo: Creative Highlights

- 'Upcoming Stay' module dynamically displayed above hero with Visit/Download App CTA.
- Featured CALA MEO
- Join/Explore Benefits Marriott Bonvoy mini module
- Market-focused offers module showcasing 15% off select family resorts, up to 20% off local food and beverage and regional getaways.
- Barbados All-Inclusive offer
- City Express business trip messaging for Mexico audiences
- Mobile key module with new creative treatment.



Suiten Your Stay

Sit back, relax, and enjoy the view with a complimentary room upgrade or discounted suite at select hotels across the Caribbean and Latin America.

EXPLORE OFFER

Earn up to 10,000 Points at Enticing Destinations

More points per stay? Yes, please. Marriott Bonvoy® members could earn up to 10,000 points on a two-night stay at select and premium hotels. Where will you go next?

BOOK NOW

Book By: September 7, 2023
Stay from June 16, 2023 - September 8, 2023



CALA MEO



CITY EXPRESS

Turn a Business Trip into a Vacation

Enjoy comfortable and affordable accommodations that offer all the business amenities you need including a complimentary breakfast to start your day, Wi-Fi throughout the hotel, conference rooms and more.

BOOK NOW

City Express

Regional Offer

Stay Local Longer
We'll Treat You to Breakfast.



Bring on the perks this summer with hotel packages that will turn your next trip into an unforgettable vacation — starting with breakfast for two — on us. Not a morning person? Enjoy up to 20% off food and beverage at participating properties.

EXPLORE OFFER

Book By: July 31, 2023
Stay By: September 4, 2023

Mobile Key

Go Right In With Mobile Key
And never worry about losing another keycard.



BON VOY

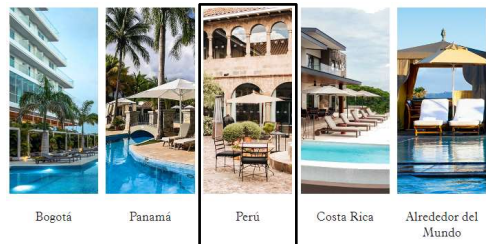
Mobile Key on the Marriott Bonvoy App opens your room plus the parking garage, fitness center, pool and more. It's delivered right to your phone, and you can opt-in at check-in or anytime during your stay. It's that easy.

VISIT THE APP

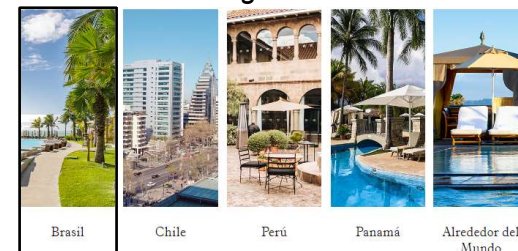
July 2023 5-Pack			
Spanish	Mexico US	Peru	6.4%
		Bogota	6.0%
		Panama	4.9%
		Costa Rica	4.2%
		Alrededor del Mundo	2.5%
		Module Clicks	283
		% of Module Clicks	24.0%
	Argentina	Brazil	15.5%
		Alrededor del Mundo	5.5%
		Panama	5.1%
		Chile	4.1%
		Peru	3.0%
		Module Clicks	1,473
		% of Module Clicks	33.3%
	Colombia	Panama	8.5%
		Cancun	5.5%
		Alrededor del Mundo	4.8%
		Peru	4.4%
		Mexico	3.1%
		Module Clicks	457
		% of Module Clicks	26.3%
	Costa Rica	Panama	7.2%
		Mexico	5.7%
		Colombia	5.4%
		Guatemala	5.0%
		Alrededor del Mundo	4.7%
		Module Clicks	279
		% of Module Clicks	28.0%
	Mexico	Bogota	3.3%
		Costa Rica	3.2%
		Alrededor del Mundo	2.7%
		Peru	2.6%
		Panama	1.7%
		Module Clicks	3,608
		% of Module Clicks	13.6%
	Total Module Clicks		6,894
	Total % of Module Clicks		21.1%

July 5-Pack – Spanish Version

Mexico US



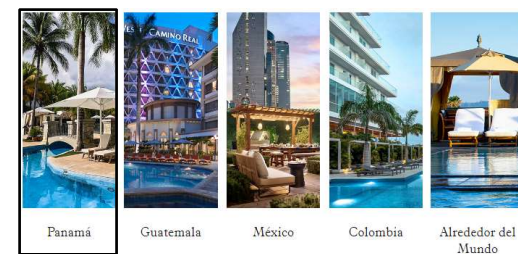
Argentina



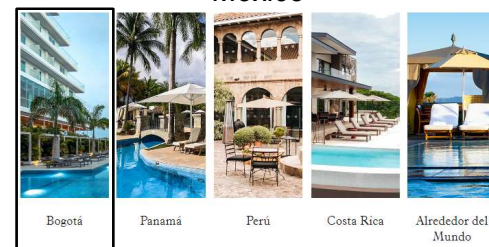
Colombia



Costa Rica



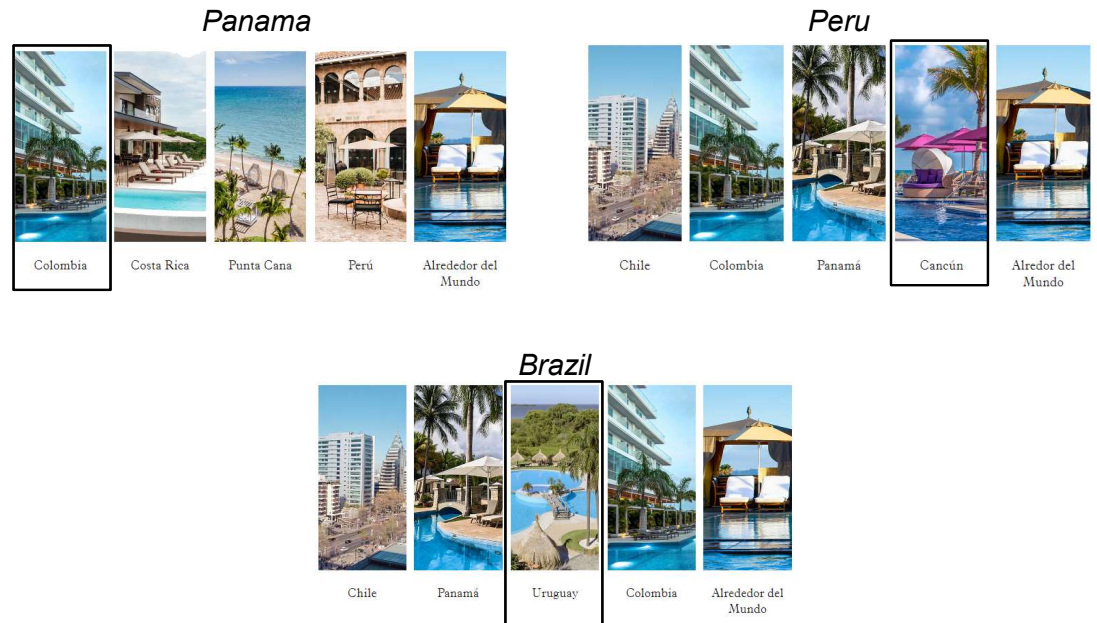
Mexico



July 5-Pack – Spanish (contd.) / Portuguese Version

July 2023 5-Pack			
Spanish (contd.)	Panama	Colombia	7.8%
		Punta Cana	5.1%
		Costa Rica	3.2%
		Peru	2.9%
		Alrededor del Mundo	2.2%
		Module Clicks	590
		% of Module Clicks	21.2%
	Peru	Cancun	7.2%
		Panama	6.2%
		Alrededor del Mundo	6.0%
		Colombia	5.7%
		Chile	3.9%
		Module Clicks	487
		% of Module Clicks	29.0%
	Total Module Clicks		6,894
	Total % of Module Clicks		21.1%

Portuguese	Brazil	Uruguay	9.0%
		Ao redor do mundo	4.7%
		Chile	4.6%
		Colombia	4.3%
		Panama	4.3%
		Module Clicks	2,172
		% of Module Clicks	26.9%
	Total Module Clicks		2,172
	Total % of Module Clicks		26.9%



July 2023 5-Pack			
English	Bermuda	Bermuda	10.5%
		Aruba	5.3%
		The Caribbean	5.3%
		Around the World	2.6%
		Mexico	0.0%
		Module Clicks	9
		% of Module Clicks	23.7%
	Grand Cayman	Grand Cayman	19.4%
		The Caribbean	9.2%
		Colombia	2.6%
		Around the World	2.6%
		Mexico	1.5%
		Module Clicks	196
		% of Module Clicks	35.2%
	Dominican Republic	Dominican Republic	17.8%
		Colombia	5.1%
		The Caribbean	4.1%
		Around the World	2.1%
		Mexico	1.7%
		Module Clicks	292
		% of Module Clicks	30.8%
	Mexico ENG	Los Cabos	6.8%
		Mexico	6.1%
		Costa Rica	4.3%
		The Caribbean	3.6%
		Around the World	2.5%
		Module Clicks	2,464
		% of Module Clicks	23.3%
	Total Module Clicks		2,961
	Total % of Module Clicks		33.9%

July 5-Pack – English Version

Bermuda



Grand Cayman



Dominican Republic



Mexico ENG



July 2023 Destination Solo: Heat Map

- Hero and 5-pack were the top 2 modules by % of total clicks. Within the hero, Members held a higher % of total clicks.
- 5-pack continues to be a high-engagement feature outside of the hero.

July 2023 Destinations Solo	Member	Non-Member	Total
Header	11.9%	14.8%	12.5%
Recent Stay / Upcoming Trip	2.2%	1.3%	2.0%
Hero	25.2%	17.1%	23.5%
CALA MEO	9.5%	5.9%	8.7%
New Member / Join Now	0.4%	3.5%	1.1%
5-pack	24.5%	17.3%	23.0%
What's Your Suite Style?	3.4%	4.2%	3.5%
Amazing View	1.5%	1.1%	1.4%
More Room	0.6%	1.5%	0.8%
Private Pool	1.3%	1.6%	1.4%
Hotel Openings	3.4%	2.8%	3.2%
All Inclusive	3.1%	3.3%	3.2%
City Express	0.9%	1.4%	1.0%
Offers	2.1%	2.4%	2.2%
App	1.3%	1.1%	1.3%
Featured Properties	0.7%	1.6%	0.9%
Footer	11.5%	23.2%	13.9%
Total	100.0%	100.0%	100.0%
Total Clicks	9,836	2,503	12,339

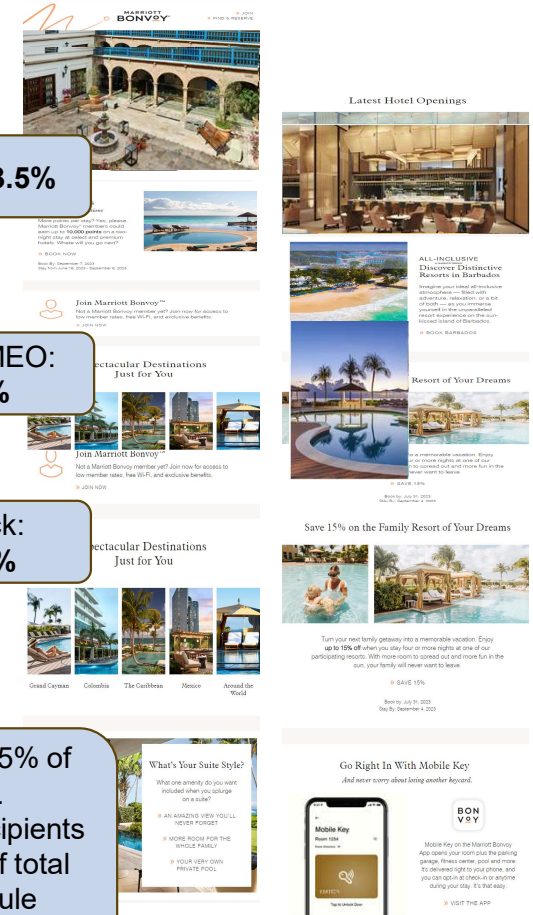
Non-Member, No Recent Stay, Grand Cayman Version

Hero: 23.5%

CALA MEO: 8.7%

5-Pack: 23.0%

Poll captured 3.5% of total clicks.
Non-member recipients held higher % of total clicks to module compared to members



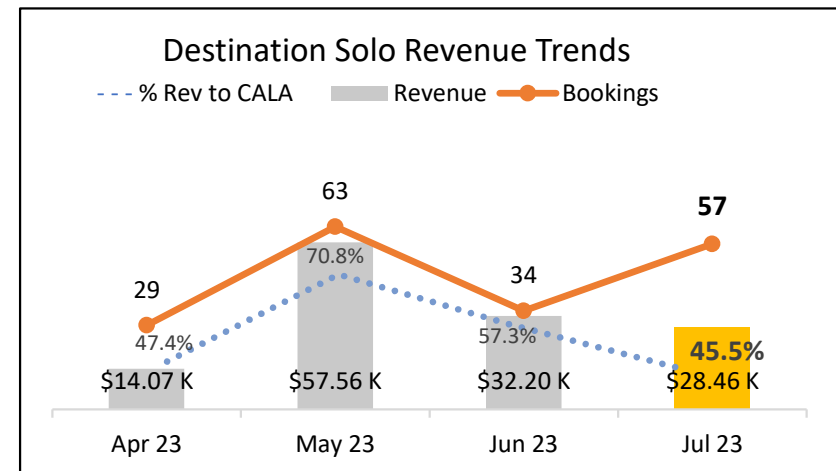
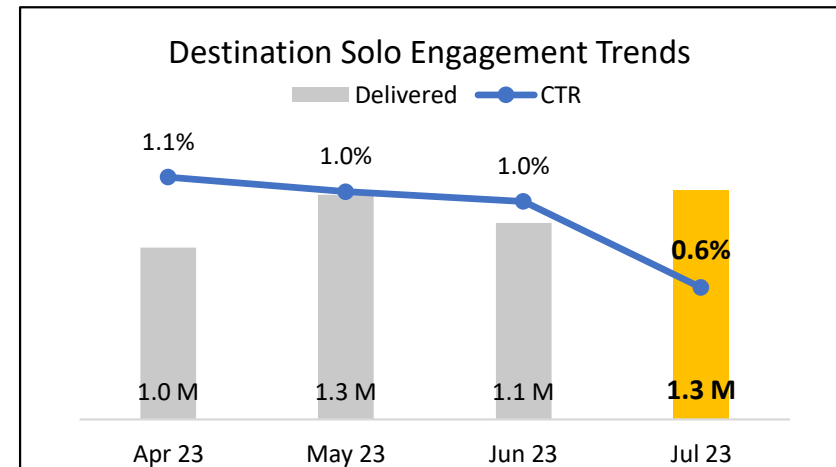
July 2023 Destination Solo: Performance Summary

- Deliveries increased across all time periods, but captured fewer clicks impacting CTR
- Despite lower MoM Revenue, bookings are up 67% MoM likely a result of good engagement with the July MEO
- July is down 11.9% MoM, however on trend with Q1 revenues.
 - June experienced spikes in revenue and % of revenue to CALA properties.

		Jul '23	MoM	YoY	vs. Avg.
Engagement	Delivered	1.3 M	+16.7% +188.2 K	+35.4% +344.7 K	+30.3% +306.5 K
	Clicks	8.0 K	-29.4% -3.3 K	-10.3% -918	-9.9% -880
	CTR	0.6%	-0.4 pts.	-0.3 pts.	-0.3 pts.
	Unsub%	0.20%	-0.08 pts.	+0.03 pts.	+0.02 pts.
Financials	Bookings	57	+67.6% +23	-12.3% -8	+17.9% +9
	Room Nights	165	+42.2% +49	+6.5% +10	+23.8% +32
	Revenue	\$28.5 K	-11.6% -\$3.7 K	+13.1% +\$3.3 K	-10.0% -\$3.2 K
	Conv%	0.71%	+0.41 pts.	-0.02 pts.	-0.10 pts.
% to CALA Properties	Revenue	45.5%	-11.9 pts.	+1.5 pts.	-4.5 pts.
	Bookings	54.4%	-9.5 pts.	+6.6 pts.	+13.7 pts.

July 2023 Destination Solo: Performance Summary

- As regional markets are updated each month to align with marketing strategies, monthly increases and decreases in deliveries are expected.
 - July rotated in: Bermuda, Grand Cayman, Dominican Republic, Argentina and Brazil
 - July did not include Puerto Rico, St. Thomas, Aruba, Chile, El Salvador/Guatemala which were some of the markets featured in June.
- May and Jun experienced spikes in revenue and % of revenue to CALA properties. July is down 11.9% MoM, however on trend with Q1 revenues
- Despite 11.6% decrease in revenue MoM, July had the third largest booking volume YTD.



July 2023 Destination Solo: Market Performance

- Mexico markets continue to be top performing markets driving 68% of total July Destination revenue.
 - 56% of delivered volume from Mexico markets.
- Despite minimal or no revenue generation, markets including Bermuda, Grand Cayman and Dominican Republic created overall lift for July Destination CTR.

Mexico Market Jul '23	Delivered	CTR	Revenue
MEXICO	510,707	0.4%	\$11,394
MEXICO ENG	193,029	0.8%	\$6,077
MEXICO US	27,572	0.7%	\$1,788
Mexico Market Total	731,308	0.5%	\$19,259

Market	Delivered	Clicks	CTR	Unsub Rate	Bookings	Room Nights	Revenue	Rev/Del
Mexico	510,707	2,143	0.4%	0.18%	27	64	\$11,394	\$0.02
Mexico ENG	193,029	1,546	0.8%	0.19%	11	30	\$6,077	\$0.03
Peru	55,471	391	0.7%	0.15%	3	29	\$3,783	\$0.07
Brazil	208,254	1,190	0.6%	0.24%	4	12	\$2,072	\$0.01
Mexico US	27,572	205	0.7%	0.25%	3	7	\$1,788	\$0.06
Panama	60,741	379	0.6%	0.24%	3	11	\$1,520	\$0.03
Colombia	66,310	359	0.5%	0.16%	1	4	\$1,047	\$0.02
Argentina	128,874	1,094	0.8%	0.24%	1	3	\$249	\$0.00
Dominican Republic	21,339	235	1.1%	0.16%	2	2	\$239	\$0.01
Bermuda	1,163	15	1.3%	0.09%	0	0	\$0	\$0.00
Costa Rica	25,753	225	0.9%	0.19%	0	0	\$0	\$0.00
Grand Cayman	12,112	146	1.2%	0.17%	0	0	\$0	\$0.00
Grand Total Jul '23	1,311,325	7,928	0.6%	0.20%	55	162	\$28,170	\$0.02

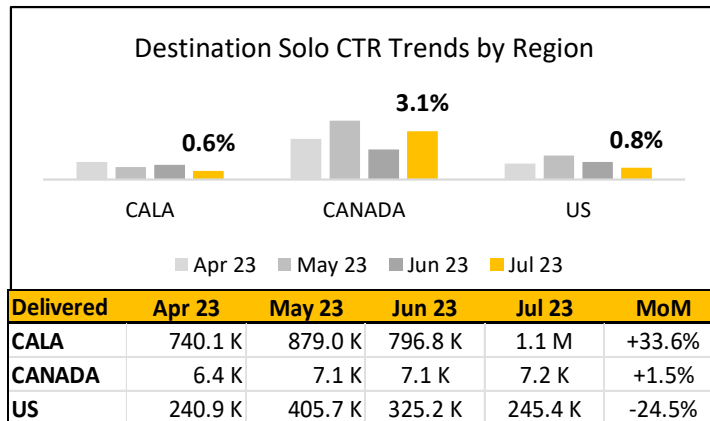
July 2024 Destination Solo: Regional Performance Summary

CALA:

- 34% increase in deliveries MoM.
- March '23 was the last time the region deployed 1M with similar engagement rates; \$8.5K generated in March vs \$20.4K experienced in July.

US:

- Deliveries on trend with prior months; lowest click engagements YTD for the region.
- June's offers (resort promo, SLOU) likely contributed to July's 20% revenue decline MoM. July revenue is up 89% YoY.



Destinations Solo	July 2023	MoM	YoY	YTD
REGION - CALA				
Delivered	1.1 M	+33.6%	+32.6%	6.2 M
Clicks	5.9 K	-21.7%	-16.7%	58.6 K
CTR	0.6%	-0.4 pts.	-0.3 pts.	0.9%
Unsub Rate	0.20%	-0.12 pts.	+0.0 pts.	0.23%
Bookings	41	+105.0%	-8.9%	149
Room Nights	126	+85.3%	+7.7%	414
Revenue	\$20.4 K	-6.7%	+0.6%	\$84.0 K
% Revenue to CALA	41.8%	-1.30 pts.	+0.7 pts.	49.9%
REGION - CANADA				
Delivered	7.2 K	+1.5%	+51.4%	45.7 K
Clicks	224	+63.5%	+75.0%	1675
CTR	3.1%	+1.2 pts.	+0.4 pts.	3.7%
Unsub Rate	0.36%	+0.05 pts.	+0.3 pts.	0.30%
Bookings	0	-	-	16
Room Nights	0	-	-	23
Revenue	0	-	-	\$4.1 K
% Revenue to CALA	0.0%	-41.90 pts.	+0.0 pts.	8.7%
REGION - US				
Delivered	245.4 K	-24.5%	+49.0%	2.2 M
Clicks	1.9 K	-48.8%	+9.7%	31.5 K
CTR	0.8%	-0.4 pts.	-0.3 pts.	1.4%
Unsub Rate	0.19%	-0.01 pts.	+0.1 pts.	0.16%
Bookings	16	+45.5%	+6.7%	205
Room Nights	39	-13.3%	+21.9%	569
Revenue	\$8.1 K	-20.5%	+88.9%	\$146.0 K
% Revenue to CALA	54.6%	-31.80 pts.	-8.6 pts.	41.4%

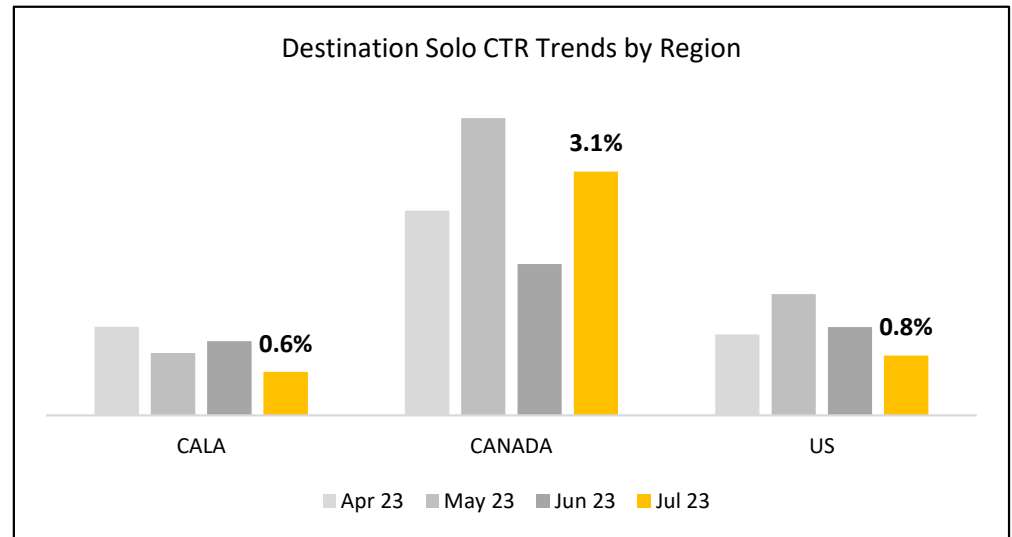
July 2024 Destination Solo: Regional Performance Summary

CALA:

- With increases to deliveries, the decrease in CTR to 0.6%, fell short of the monthly Destination engagement goal of 1%.

US:

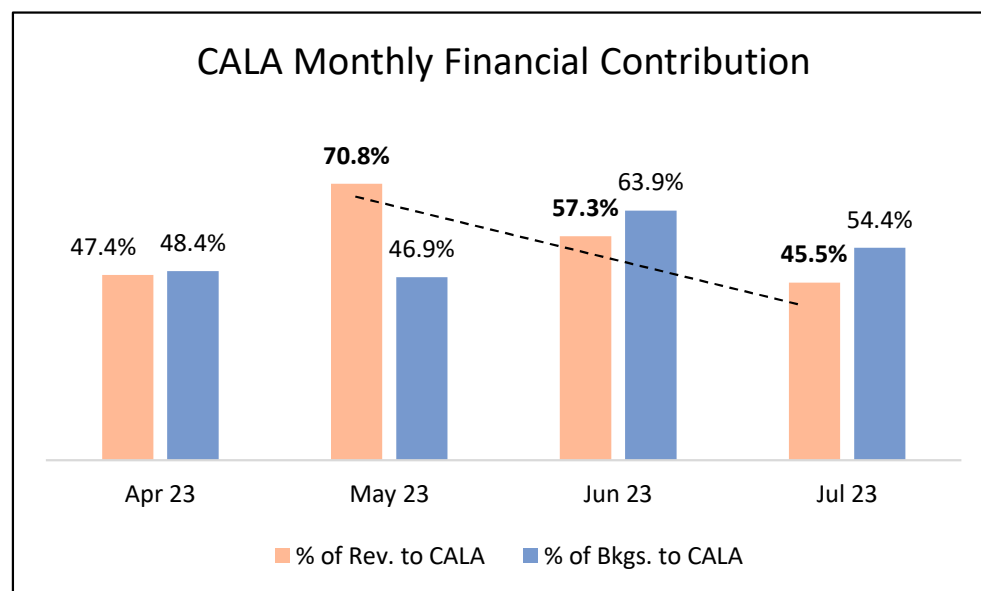
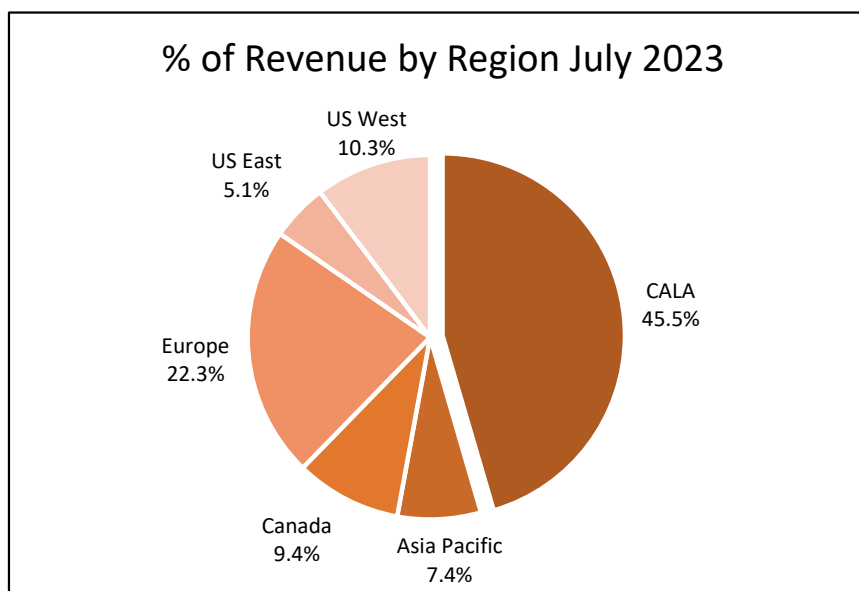
- Delivered volumes on trend with prior months, however, lowest click engagement YTD for the region.
- June's Offers (resort promotion and SLOU) likely contributed to July's 20% revenue decline MoM. July revenue is up 88% YoY.



Delivered	Apr 23	May 23	Jun 23	Jul 23	MoM
CALA	740.1 K	879.0 K	796.8 K	1.1 M	+33.6%
CANADA	6.4 K	7.1 K	7.1 K	7.2 K	+1.5%
US	240.9 K	405.7 K	325.2 K	245.4 K	-24.5%

July 2023 Destination Solo: CALA Financial Contribution

- Majority of revenue to CALA in July came from CALA and Europe recipients.
- While % of bookings to CALA remain consistent MoM, there is a MoM decline in % of revenue to CALA.

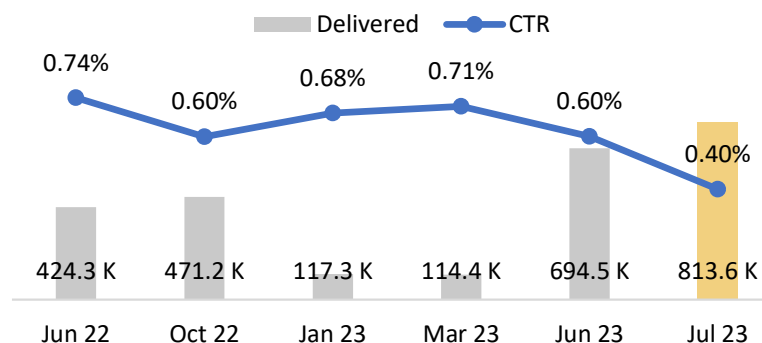


Regional Email Campaign: July Loyalty

July 2023 Loyalty

- Ski season in Chile within hero imagery
- Mexico Cobrand exclusive offer for Los Cabos
- Points messaging including CALA MEO and Amex Point Promo
- Barbados Festival feature within Moments

CALA Off-Folio Engagement Trends



- Marriott is currently loading July Off-Folio into Contact History, so PCM reporting from Epsilon used for review
- Preliminary results indicate consistent MoM CTR engagement and steady delivery volumes



Mexico Cobrand

Disfruta de lo Excepcional con tu Tarjeta Marriott Bonvoy®



Encuentra el Paraíso en Los Cabos

Reserva y paga con tu Tarjeta Marriott Bonvoy y recibe:

- Desayuno Buffet Continental
- Clase de Mixología Rey del Bar
- Acceso a Kids y Teens Club

RESERVAR AHORA



¿Aún no Tienes tu Tarjeta?

Solicita tu Tarjeta Marriott Bonvoy para recibir grandes beneficios en más de 30 marcas de hoteles alrededor del mundo y elevar al máximo tu aventura.

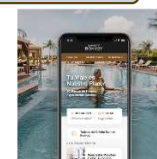
SOLICITAR AHORA

Mobile App

El Mundo en la Palma de tu Mano

Utiliza la app de Marriott Bonvoy para reservar, hacer check-in y más.

DESCARGAR AHORA



CALA MEO

Ofertas Exclusivas para Ti



Obtén Puntos Extras

Recibe una bonificación de hasta 10,000 puntos por estadia por reservas realizadas hasta el 7 de septiembre de 2023.

RESERVAR AHORA

Tus Puntos Membership Rewards te Dan Más

Por tiempo limitado, obtén 30% más Puntos Marriott Bonvoy al transferir tus Puntos Membership Rewards. Oferta válida hasta el 31 de julio de 2023. Consulta términos y condiciones.

TRANSFERIR MIS PUNTOS



AMEX Point Promo

Moments

MARriott BONVOY MOMENTS™



Experiencia en Barbados

Sumérgete en un fin de semana mágico con el Festival Crop Over además de disfrutar una estadia Todo incluido en Tamarinid by Elegant Hotels.

DESCUBRIR MÁS



Marriott Bonvoy Moments

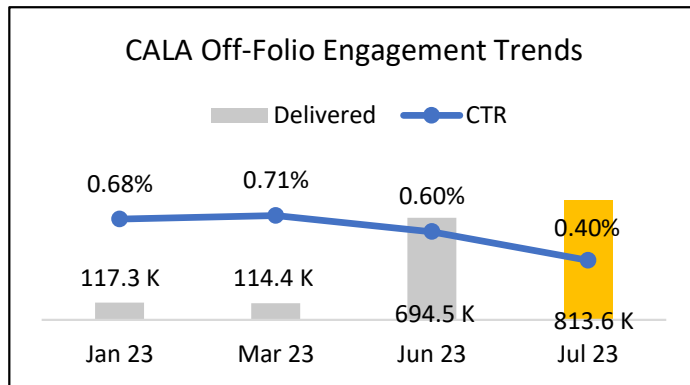
Descubre un mundo de posibilidades y disfruta de experiencias inolvidables que Marriott Bonvoy Moments™ tiene para ti.

ENCONTRAR MI MOMENTO

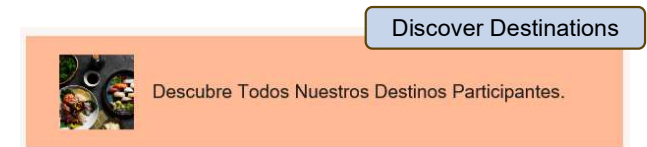
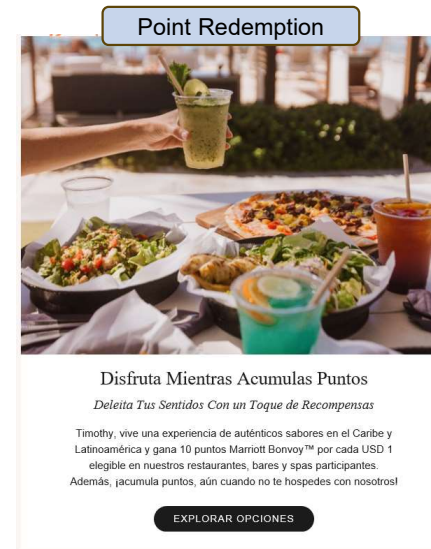
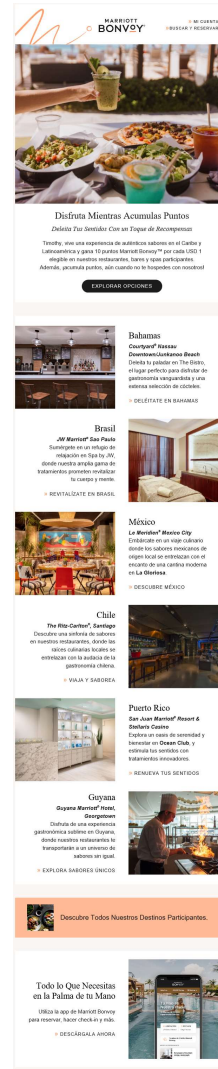
Regional Email Campaign: July Off-Folio

July 2023 Off-folio

- Point redemption messaging within hero
- Bahamas, Brazil, Mexico, Chile, Puerto Rico and Guyana featured properties
- 'Discover Destinations' stretchy band
- Mobile App module 'Palm of your Hand'



- Marriott is currently loading July Off-Folio into Contact History, so PCM reporting from Epsilon used for review
- Initial results show 0.20 pts decrease in CTR engagement MoM alongside a 17% increase in delivery counts and targeting



METT Emails

July 2023 METT: Performance Summary

- Positive lifts in click activity resulted in higher CTRs comparisons
- Bookings and revenue increased MoM and YoY, along with the increase in July delivery volume.
- Financial contribution to CALA properties was 37% of revenue and 16% of bookings; both were slightly below other time periods – Continue to monitor

		Jul '23	MoM	YoY	vs. Avg.
Engagement	Delivered	1.5 M	-8.8% -149.1 K	+172.9% +980.2 K	+102.7% +783.7 K
	Clicks	20.5 K	+33.3% +5.1 K	+322.9% +15.7 K	+217.5% +14.1 K
	CTR	1.3%	+0.4 pts.	+0.5 pts.	+0.5 pts.
	Unsub%	0.53%	-0.01 pts.	+0.45 pts.	+0.32 pts.
Financials	Bookings	111	+35.4% +29	+152.3% +67	+171.3% +70
	Room Nights	331	+51.1% +112	+212.3% +225	+199.3% +220
	Revenue	\$77.7 K	+81.8% \$35.0 K	+152.3% +\$46.9 K	+155.3% +\$47.2 K
	Conv%	0.54%	+0.01 pts.	-0.37 pts.	+1.55 pts.
% to CALA Properties	Revenue	37.0%	-3.6 pts.	-19.7 pts.	-12.7 pts.
	Bookings	15.9%	-6.7 pts.	-15.2 pts.	-7.9 pts.

July 2023 METT: Performance Summary

Campaign Name	Sent	Delivered	Bounced	Bounce Rate	Clicks	CTR	Unsub Rate	Bookings	Revenue	Rev/Del	% of Rev to CALA
CALA_CDMX_MX_2023Jul7	242.7 K	235.2 K	7.4 K	3.07%	180	0.1%	0.27%	0	\$0	\$0.00	
CALA_PR_Eng_2023Jul28	212.4 K	208.8 K	3.5 K	1.66%	5.4 K	2.6%	0.99%	2	\$442	\$0.00	0.0%
CALA_CASA_Eng_2023Jul21	189.0 K	187.5 K	1.6 K	0.83%	736	0.4%	0.99%	2	\$1.3 K	\$0.01	0.0%
CALA_CE_Pilot_2023Jul28	193.5 K	184.9 K	8.6 K	4.46%	683	0.4%	0.27%	5	\$2.3 K	\$0.01	19.8%
CALA_DR_Eng_2023Jul21	172.4 K	171.7 K	693	0.40%	3.9 K	2.3%	0.41%	30	\$13.9 K	\$0.08	0.0%
CALA_CarLux_Eng_2023Jul21	161.0 K	160.5 K	529	0.33%	3.1 K	1.9%	0.17%	40	\$37.9 K	\$0.24	43.0%
CALA_CAR_Points_Eng_2023Jul28	92.6 K	92.4 K	244	0.26%	4.4 K	4.7%	0.38%	24	\$14.2 K	\$0.15	55.5%
CALA_PTY_Eng_2023Jul21	75.8 K	74.8 K	926	1.22%	872	1.2%	1.59%	0	\$0	\$0.00	
CALA_CASA_Spa_2023Jul28	74.7 K	71.7 K	3.0 K	4.02%	320	0.4%	0.28%	3	\$1.1 K	\$0.01	44.3%
CALA_PTY_Spa_2023Jul7	71.6 K	70.2 K	1.4 K	1.93%	205	0.3%	0.10%	4	\$6.5 K	\$0.09	54.3%
CALA_MX_Spa_2023Jul28	29.0 K	28.0 K	1.0 K	3.34%	482	1.7%	0.36%	0	\$0	\$0.00	
CALA_CUNXR_Eng_2023Jul7	24.1 K	23.9 K	171	0.71%	167	0.7%	0.19%	1	\$158	\$0.01	100.0%
CALA_MexRes_Eng_2023Jul21	24.6 K	23.8 K	827	3.36%	44	0.2%	0.70%	0	\$0	\$0.00	
CALA_AI_US_2023Jul21	13.5 K	13.5 K	51	0.38%	68	0.5%	0.22%	0	\$0	\$0.00	
Total	1.6 M	1.5 M	30.0 K	1.90%	20.5 K	1.3%	0.53%	111	\$77.7 K	\$0.05	37.0%

Top Engagements

METT featuring The Ritz Carlton Aruba, generated the highest click activity for the month; 55% of campaign attributed to CALA properties

High Unsub rate

This English-language email did not resonate well with target audience.

Top revenue generator
Caribbean Getaway hero message featuring Grand Cayman with 'Redeem Now' CTA

43% of revenue from Jul METT attributed to CALA properties

July 2023 METT: Top Performers

Largest Revenue
CALA_CarLux_Eng_2023Jul21

Subject Line 'Go Where The Sunsets Last Longer'



Celebrate Summer in Refined Surroundings

Create meaningful and lasting memories this summer. Explore your preferred destination, where impeccable accommodations provide the perfect backdrop for an indelible escape. Enjoy exclusive savings from the Caribbean luxury collection of resorts.

Unparalleled experiences are curated for you to discover at **The Ritz-Carlton®**, **Amba**. Let us make your stay more memorable as we celebrate the countdown to the 10th anniversary celebration of the resort. Stay longer in Amba to experience it all.

PLAN NOW



Upgrade Your Stay
Explore the idyllic climate, rich history, and natural beauty of the island with numerous water excursions available from the shores of **The Ritz-Carlton, St. Thomas**. Elevate your stay to our oceanfront suites and access the redesigned Club Lounge, with culinary offerings.

DISCOVER MORE

Offer 2:
15.5%

Indulge in Paradise

Discover the picturesque white beaches of Grace Bay and experience local culture, evocative moments, and breathtaking beach scenes at **The Ritz-Carlton, Turks & Caicos**. Soak in the sun poolside or bicycle over to explore the area of **Providence**. At night, try your luck at the casino.

EXPLORE NOW



Offer 3:
16.0%



Immerse with Nature
Quintessential experiences that inspire indelible treasured moments at **Dorado Beach, a Ritz-Carlton Reserve®**. Journey through healing traditions, cultural immersion and tingling serenity at **Soco Botanico**. An epicurean experience awaits at the new refined Mediterranean **Flor de Sal Beach Club**.

YOUR SANCTUARY WAITS

Stay Exquisite

Experience the House of Ato's legacy of impeccable services and stay exquisite with timeless rituals at **The St. Regis® Bermuda Resort**. Champagne savoring presented by **The St. Regis butler** as you celebrate summer in paradise.

DISCOVER NOW



Offer 5:
13.8%

Highest CTR
CALA_CAR_Points_Eng_2023Jul28

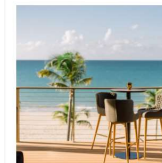
Subject Line: 'Elevate Your Caribbean Getaway to New Levels'



Unleash Your Wanderlust in Grand Cayman

Embrace eternal summers at the enchanting **Grand Cayman Marriott® Resort**, and surrender to the allure of Grand Cayman's mesmerizing sunsets and the translucent embrace of its crystalline waters. Savor the delights of our sophisticated restaurants, treat yourself at our exclusive resort spa, or allow our skilled mixologists to craft a handcrafted cocktail that perfectly complements your desires. Seize the opportunity to redeem your Marriott Bonvoy® points and embark on an extraordinary Caribbean getaway.

REDEEM NOW



Unlock the Ease of Travel
Immerse yourself in the enchantment of Puerto Rico at **Courtyard® Isla Verde Beach Resort** and embark on a thrilling experience that combines luxury with the vibrant atmosphere of the island. Book now and earn 1,000 bonus points when you stay at our resort in Puerto Rico.

DISCOVER PUERTO RICO

Offer 1:
36.3%

Offer 2:
10.8%

Testing & Optimization

July 2023 Destination: Test Results

- While property imagery generated higher revenue, amenity imagery delivered higher engagement.
- Recommended to continue hero image testing 2 more times to develop patterns of engagement

Property Hero Image



Image Clicks: 1,544
Image CTR: 0.21%
% of Clicks: 33.5%

Amenity Hero Image

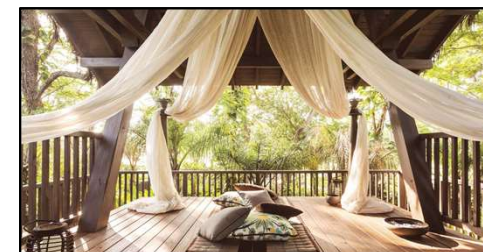


Image Clicks: 1,361
Image CTR: 0.23%
% of Clicks: 39.6%

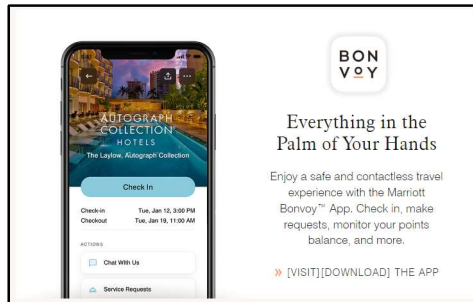
Hero Imagery A/B Test	Delivered	Clicks	CTR
Property	658.1 K	3,960	0.60%
Amenity	659.2 K	4,027	0.61%

Image Clicks	Image Clicks Lift	Image CTR	Image CTR Lift	Total Email Clicks	Total Clicks Lift
1,361		0.21%		6,132	
1,544	+13.4%	0.23%	+0.02 pts.	6,208	+1.2%

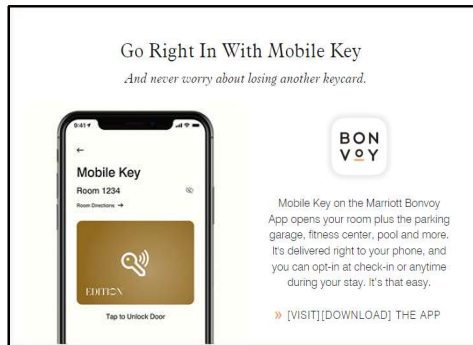
Bookings	Bookings Lift	Revenue	Revenue Lift	Conv%	Conv Lift
32	+28.0%	\$15.0 K	+10.8%	0.81%	+0.19 pts.
25		\$13.5 K		0.62%	

July 2023 Destination: Pre-Post Creative Performance

App Check In Module (Jan, Feb, May, Jun)



Mobile Entry Module (July)



Metric	Jan 23	Feb 23	May 23	Jun 23	Jul 23
Delivered	1.2 M	1.3 M	1.3 M	1.1 M	1.3 M
Module Clicks	207	227	122	219	157
Module % of all Clicks	0.96%	0.81%	0.57%	1.32%	1.27%
Module CTR	0.02%	0.02%	0.01%	0.02%	0.01%
Email CTR	1.32%	1.63%	1.05%	1.00%	0.61%
App Downloads	66	115	66	72	123

- Continue to monitor performance for module engagement patterns and download activity in future mailings

Actionable Insights

Actional Insights

- Refresh July regional solo data (Off-folio and Loyalty) once contact history updates are complete
- Continue monitoring unsub rate trends and compare to overall Bonvoy patterns
- Confirm new mobile app benchmark for remainder of year and track performance
- Monitor mobile app module performance for engagement patterns and download activity in future mailings leveraging the new creative
- METT's showed strong engagement with point redemption messaging within July Grand Cayman METTs. Continue to provide members with point messaging within METT.

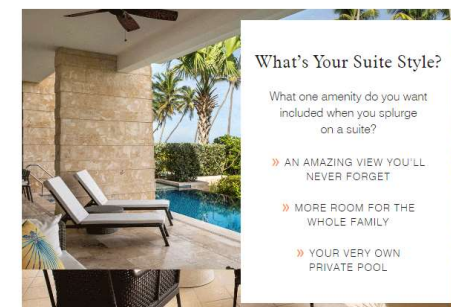
Appendix

July 2023 Destination Solo Poll Results

July '23 Destination Poll - English		
Bermuda	More Room	2.6%
	Amazing View	0.0%
	Private Pool	0.0%
	Module Clicks	3
	% of Module Clicks	7.9%
Grand Cayman	More Room	0.5%
	Amazing View	0.5%
	Private Pool	0.5%
	Module Clicks	3
	% of Module Clicks	1.5%
Dominican Republic	Private Pool	1.4%
	Amazing View	0.7%
	More Room	0.3%
	Module Clicks	7
	% of Module Clicks	2.4%
Mexico ENG	Private Pool	1.5%
	Amazing View	1.2%
	More Room	0.7%
	Module Clicks	86
	% of Module Clicks	3.5%
Total Module Clicks		99
Total % of Module Clicks		3.2%

July '23 Destination Poll - Portuguese		
Brazil	Amazing View	1.9%
	Private Pool	1.3%
	More Room	1.0%
	Module Clicks	93
	% of Module Clicks	4.3%
Total Module Clicks		93
Total % of Module Clicks		3.2%

July 2023 Destination Poll – Spanish		
Argentina	Amazing View	1.6%
	Private Pool	1.0%
	More Room	0.6%
	Module Clicks	48
	% of Module Clicks	3.3%
Colombia	Amazing View	1.3%
	Private Pool	1.1%
	More Room	0.4%
	Module Clicks	13
	% of Module Clicks	2.8%
Costa Rica	Private Pool	1.4%
	Amazing View	1.1%
	More Room	0.4%
	Module Clicks	8
	% of Module Clicks	2.9%
Mexico	Private Pool	1.5%
	Amazing View	1.3%
	More Room	0.8%
	Module Clicks	132
	% of Module Clicks	3.7%



July 2023 Destination Poll – Spanish		
Mexico US	Private Pool	1.1%
	Amazing View	1.1%
	More Room	0.4%
	Module Clicks	7
	% of Module Clicks	2.5%
Panama	Private Pool	1.0%
	Amazing View	0.8%
	More Room	0.8%
	Module Clicks	16
	% of Module Clicks	2.7%
Peru	Amazing View	2.3%
	Private Pool	1.8%
	More Room	0.8%
	Module Clicks	24
	% of Module Clicks	4.9%
Total Module Clicks		248
Total % of Module Clicks		3.5%



July 2023 Destination Solo Heat Map: English

Modules / % of Module Clicks	Bermuda	Grand Cayman	Dominican Republic	Mexico ENG	Grand Total
Header	7.9%	14.3%	6.2%	11.5%	11.1%
Recent Stay / Upcomming Trip	2.6%	6.1%	4.1%	2.5%	2.9%
Hero	21.1%	24.5%	32.2%	25.2%	25.8%
CALA MEO	15.8%	23.5%	30.5%	21.1%	22.1%
Suiten Your Stay	5.3%	1.0%	1.7%	4.1%	3.6%
Secondary Module	2.6%	3.6%	6.8%	7.3%	7.0%
Suiten Your Stay	0.0%	3.1%	6.5%	4.7%	4.7%
CALA MEO	2.6%	0.5%	0.3%	2.7%	2.3%
New Member / Join Now	5.3%	0.5%	0.3%	1.4%	1.3%
5-PACK	23.7%	35.2%	30.8%	23.3%	24.8%
What's Your Suite Style?	2.6%	1.5%	2.4%	3.5%	3.2%
Amazing View	0.0%	0.5%	0.7%	1.2%	1.1%
More Room	2.6%	0.5%	0.3%	0.7%	0.7%
Private Pool	0.0%	0.5%	1.4%	1.5%	1.4%
Hotel Openings	5.3%	0.5%	3.8%	3.7%	3.5%
All Inclusive	2.6%	4.6%	5.5%	3.3%	3.6%
City Express	0.0%	0.0%	0.0%	1.5%	1.3%
Offers	2.6%	1.0%	0.3%	1.9%	1.7%
App	0.0%	1.0%	0.7%	0.9%	0.8%
Featured Properties	5.3%	0.0%	0.0%	0.6%	0.6%
Footer	18.4%	7.1%	6.8%	13.4%	12.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Total Module Clicks	38	196	292	2,464	2,990

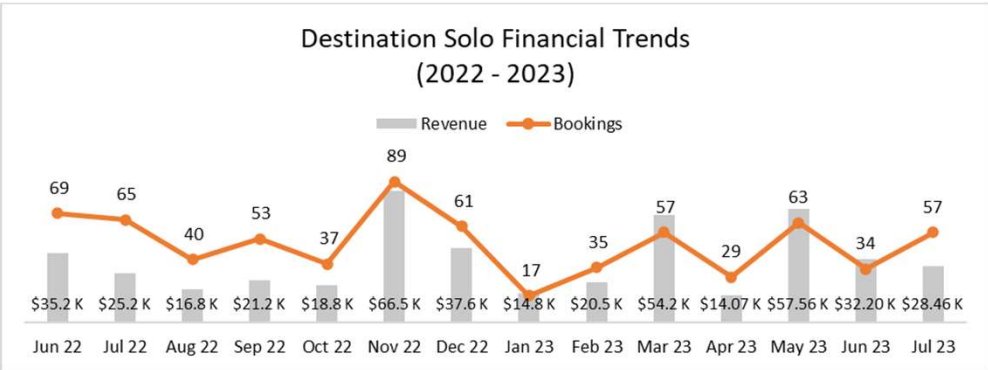
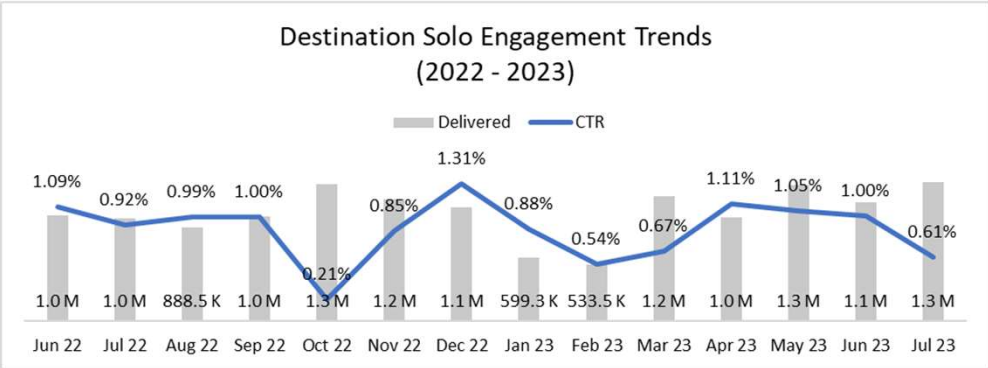
July 2023 Destination Solo Heat Map: Spanish / Portuguese

Modules / % of Module Clicks	Argentina	Colombia	Costa Rica	Mexico	Panama	Peru	Mexico US	Grand Total	Brazil
Header	9.4%	5.0%	6.1%	18.8%	14.6%	6.4%	14.5%	14.2%	8.8%
Recent Stay / Upcoming Trip	1.6%	2.6%	2.2%	1.9%	1.2%	3.1%	2.5%	1.9%	1.2%
Hero	21.4%	27.4%	26.2%	23.1%	24.9%	24.4%	26.1%	23.5%	20.5%
CALA MEO	18.3%	26.9%	25.4%	18.2%	18.5%	24.4%	26.1%	19.8%	18.0%
Suiten Your Stay	3.1%	0.4%	0.7%	4.9%	6.4%	0.0%	0.0%	3.7%	2.5%
Secondary Module	8.7%	12.3%	8.2%	10.0%	10.0%	10.1%	10.2%	9.8%	7.6%
Suiten Your Stay	8.2%	12.0%	8.2%	8.9%	8.8%	10.1%	10.2%	9.1%	6.4%
CALA MEO	0.5%	0.2%	0.0%	1.1%	1.2%	0.0%	0.0%	0.7%	1.2%
New Member / Join Now	0.8%	0.4%	1.1%	1.1%	0.5%	0.6%	0.0%	0.9%	1.4%
5-PACK	33.3%	26.3%	28.0%	13.6%	21.2%	29.0%	24.0%	21.1%	26.9%
What's Your Suite Style?	3.3%	2.8%	2.9%	3.7%	2.7%	4.9%	2.5%	3.5%	4.3%
Amazing View	1.6%	1.3%	1.1%	1.3%	0.8%	2.3%	1.1%	1.4%	1.9%
More Room	0.6%	0.4%	0.4%	0.8%	0.8%	0.8%	0.4%	0.7%	1.0%
Private Pool	1.0%	1.1%	1.4%	1.5%	1.0%	1.8%	1.1%	1.4%	1.3%
Hotel Openings	2.4%	3.5%	1.8%	3.5%	3.9%	2.5%	3.2%	3.1%	3.3%
All Inclusive	3.3%	2.8%	2.5%	2.4%	1.7%	2.9%	1.8%	2.6%	4.5%
City Express	-	-	-	2.3%	-	-	0.4%	1.2%	-
Offers	1.1%	3.5%	9.3%	1.6%	1.7%	8.2%	0.7%	2.3%	2.4%
App	1.2%	1.5%	1.1%	1.3%	1.0%	1.4%	0.7%	1.2%	2.0%
Featured Properties	0.3%	0.0%	0.0%	1.1%	0.8%	0.0%	1.1%	0.7%	1.7%
Footer	13.3%	11.8%	10.8%	15.8%	15.8%	6.6%	12.4%	14.1%	15.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Module Clicks	1,473	457	279	3,608	590	487	283	6,894	2,172

YTD 2023 Destinations Solo Performance Summary

Destination Solo	23-Jan	23-Feb	23-Mar	Q1 '23	23-Apr	23-May	23-Jun	Q2 '23	23-Jul	YTD
Delivered	1.2 M	1.3 M	1.3 M	3.7 M	1.0 M	1.3 M	1.1 M	3.4 M	1.3 M	8.5 M
Clicks	15.5 K	21.2 K	11.2 K	47.9 K	11.0 K	13.5 K	11.3 K	35.9 K	8.0 K	91.7 K
CTR	1.3%	1.6%	0.9%	1.3%	1.1%	1.0%	1.0%	1.1%	0.6%	1.1%
Unsub Rate	0.20%	0.17%	0.20%	0.19%	0.18%	0.27%	0.28%	0.25%	0.20%	0.21%
Bookings	40	110	37	187	29	63	34	126	57	370
Room Nights	104	265	82	451	76	198	116	390	165	1.0 K
Revenue	\$18.9 K	\$65.7 K	\$17.2 K	\$101.8 K	\$14.1 K	\$57.6 K	\$32.2 K	\$103.8 K	\$28.5 K	\$234.1 K
Conversion	0.26%	0.52%	0.33%	0.39%	1.42%	0.47%	0.30%	0.35%	0.71%	0.40%
% Rev. to CALA	34.1%	28.6%	40.8%	30.6%	47.4%	70.8%	57.3%	63.4%	45.5%	43.5%
% Bkgs. To CALA	30.0%	20.9%	34.2%	23.8%	48.4%	46.9%	63.9%	51.9%	54.4%	35.0%

July 2023 Destination Solo Engagement Trends



July 2023 Destinations Solo Property Summary

Brands by Region Jul 23	Bookings	Roomnights	Revenue	% of Rev.	MoM
CALA	31	79	\$12,946	45.5%	-11.9 pts.
MHRS	8	26	\$4,808		
Sheraton	5	16	\$2,800		
Renaissance	1	4	\$1,493		
Courtyard	4	7	\$1,352		
AC Hotels	4	10	\$1,179		
Four Points	4	8	\$706		
City Express	3	4	\$267		
Aloft	1	3	\$249		
Fairfield Inn	1	1	\$92		
Canada	2	18	\$2,678	9.4%	+9.2 pts.
Courtyard	1	16	\$2,145		
MHRS	1	2	\$533		
Europe	8	28	\$6,358	22.3%	-6.8 pts.
Moxy Hotels	2	6	\$1,619		
Courtyard	1	4	\$1,115		
MHRS	1	4	\$1,090		
Le Meridien	1	4	\$1,035		
Design Hotels	1	2	\$855		
Autograph Collection	1	6	\$553		
Sheraton	1	2	\$92		
US	14	28	\$4,378	15.4%	+2.0 pts.
Residence Inn	2	5	\$891		
TownePlace Suites	2	5	\$831		
Tribute Portfolio	1	4	\$676		
Autograph Collection	1	2	\$571		
MHRS	2	2	\$448		
Renaissance	1	2	\$298		
W Hotels	1	2	\$282		
Courtyard	2	4	\$142		
Gaylord Hotels	1	1	\$140		
SpringHill Suites	1	1	\$99		
MEA	2	12	\$2,102	7.4%	N/A
MHRS	1	8	\$1,093		
Courtyard	1	4	\$1,009		
Grand Total	57	165	\$28,463		

- % of revenue to CALA properties down MoM primarily due to the jump in Canada property attribution (+9.2 pts.) and MEA (+7.4 pts.) compared to June 2023.
 - MEA was not a revenue driver in Jun 2023 which affected revenue distribution in July 2023 amongst all properties.
- Marriott, Sheraton, and Courtyard consistently showing up as top revenue drivers MoM for CALA properties.
 - Luxury and Premium properties outperform select hotels when featured in the luxury / non luxury versions.
- Average % of revenue to CALA down July 2023 due to spike in revenue when luxury / non luxury version was featured in May 2023
 - 70.8% of revenue to CALA properties in May 2023
 - 64.9% of all revenue to went to a CALA Luxury or Premium property.

YTD 2023 METT Performance Summary

METTs	23-Jan	23-Feb	23-Mar	Q1 2023	23-Apr	23-May	23-Jun	Q2 2023	23-Jul	YTD
Delivered	599.3 K	533.5 K	1.2 M	2.3 M	681.3 K	579.5 K	1.7 M	3.0 M	1.5 M	6.8 M
Clicks	5.3 K	2.9 K	7.9 K	16.1 K	3.6 K	10.1 K	15.4 K	29.0 K	20.5 K	65.7 K
CTR	0.9%	0.5%	0.7%	0.7%	0.5%	1.7%	0.9%	1.0%	1.3%	1.0%
Unsub Rate	0.13%	0.11%	0.16%	0.14%	0.19%	0.32%	0.54%	0.41%	0.53%	0.35%
Bookings	17	35	57	109	38	62	82	182	111	402
Room Nights	47	98	131	276	107	177	219	503	331	1110
Revenue	\$14.8 K	\$20.5 K	\$54.2 K	\$89.6 K	\$15.5 K	\$77.4 K	\$42.7 K	\$135.6 K	\$77.7 K	\$302.9 K
Conversion	0.32%	1.22%	0.72%	0.68%	1.07%	0.61%	0.53%	0.63%	0.54%	0.61%
% Rev. to CALA	58.00%	34.80%	75.70%	54.60%	59.50%	59.90%	40.60%	53.80%	37.00%	22.10%

Thank you!

