

CALA Monthly Email Review

October 2023

19 December 2023

MARRIOTT
BONVOY®



Meeting Agenda

1. Performance Summary
2. Campaign Engagement
 - Destination Solo
 - Global Local Campaigns
 - METT
3. Testing & Optimization
4. Actionable Insights



JW MARRIOTT LOS CABOS BEACH RESORT & SPA, MEXICO

Key Storylines

- Oct deliveries +14.6% MoM with Q3 Glo Pro Registration Reminder communications. Overall CTR experienced -0.04 pts MoM with less overall engagement within Dest Solo and Q3 Glo Pro.
- Bookings +49.0% MoM and +24.9% YoY. Oct bookings, second highest YTD. 65% of Oct bookings contributions from: Glo Pro, MAU, and Dest Solo.
- Global local campaigns continue to utilize PCM data impacting overall engagement and financial metrics. We anticipate that once global local campaigns from Oct and YTD are loaded to Contact History, metrics like unsub rates, revenue and bookings will be impacted accordingly. Insights into Dest Solo and global local campaigns also impacted by reporting as click data unavailable for content insights.
- Shifts in CALA's MoM contribution tied to greater revenue contributions to US properties during Glo Pro and based on featured properties. Less 'high revenue, lower booking volume' properties like St. Regis, impacted Oct compared to Aug and Sept which featured more luxury.
- METT bookings, revenue and room nights down MoM and YoY. Nearly half of Oct emails not generating bookings. METT deployed fewer emails than monthly average (14-26) with only 7 sends.

October Performance Summary

Performance Overview

October 2023

| | | Oct '23 | MoM | YoY | vs. Avg. |
|------------|-------------|-----------|---------------------|---------------------|---------------------|
| Engagement | Delivered | 6.6 M | +14.6% +.8 M | -9.8% -.7 M | +4.8% +302.1 K |
| | Clicks | 50.9 K | +9.4% +4.4 K | -12.8% -7471 | -8.0% -4.43 K |
| | CTR | 0.8% | -0.04 pts. | -0.03 pts. | -10.0 pts. |
| | Unsub% | 0.28% | +0.02 pts. | +0.11 pts. | -2.16 pts. |
| Financials | Bookings | 386 | +49.0% +127 | +24.9% +77 | +26.0% +80 |
| | Room Nights | 1,100 | +66.9% +441 | +15.4% +147 | +23.5% +209 |
| | Revenue | \$217.2 K | +83.6% +\$98.9 K | +19.1% +\$34.9 K | +25.3% +\$43.9 K |
| | Conv% | 0.76% | +0.20 pts. | +0.23 pts. | -6.01 pts. |

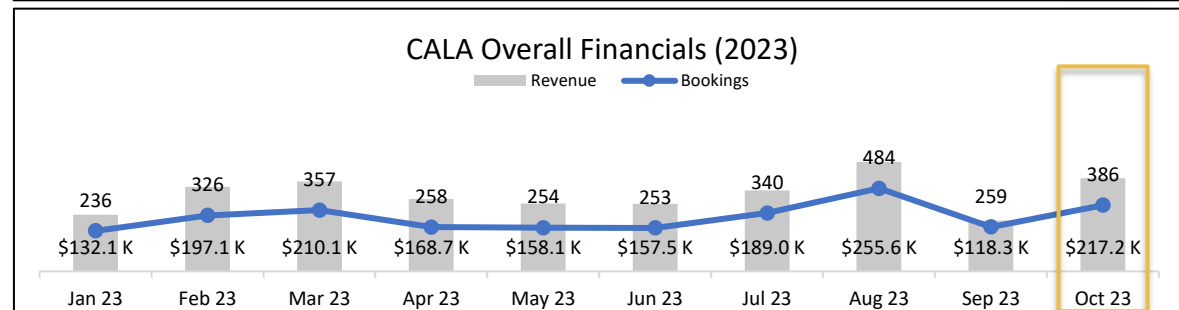
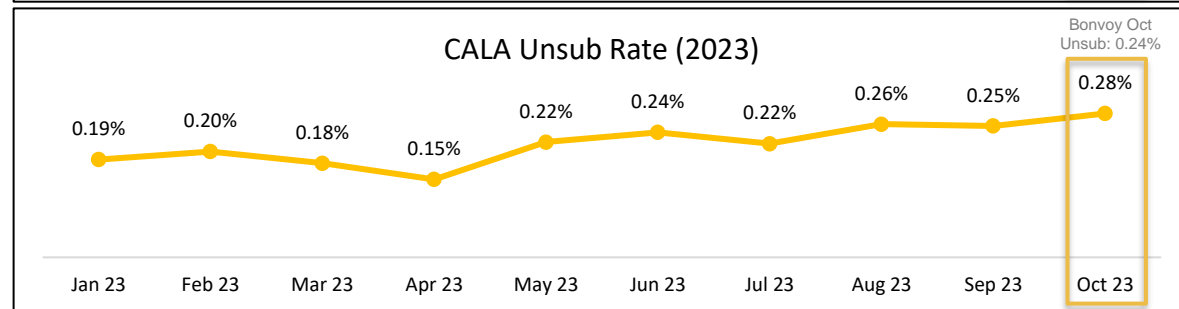
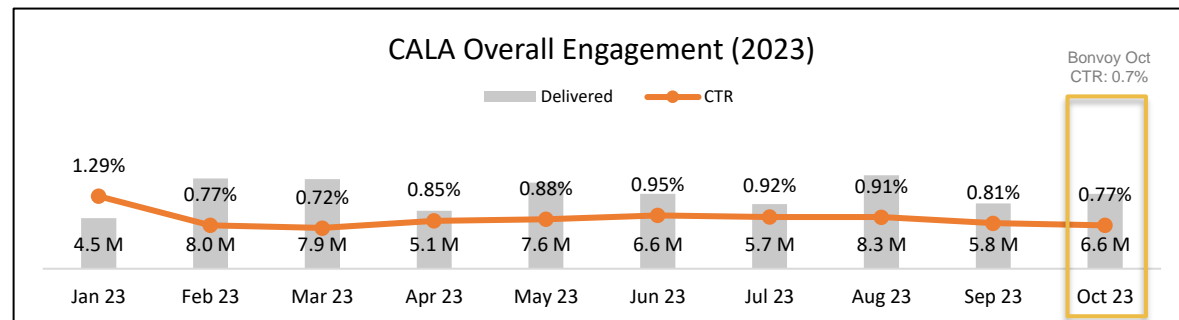
- Oct deliveries +14.6% MoM with much of the additional deliveries MoM from Q3 Glo Pro Registration Reminder communications.
- CTR experienced -0.04 pts MoM with less overall engagement in Dest Solo and Q3 Glo Pro.
- Bookings +49.0% MoM and +24.9% YoY. Oct bookings, 2nd highest YTD. 65% of Oct bookings contributions from: Glo Pro, MAU, and Dest Solo.
- Oct's global local campaigns (Loyalty, Off-folio, R+B) utilized PCM data impacting engagement and financial metrics.

*PCM reporting from Epsilon used for Oct Loyalty, Oct Off-folio, and Oct R+B while waiting for full reporting from Data Teams; PCM reporting does not include financial data.

Engagement Trends

October 2023

- Oct deliveries +14.6% MoM with much of the additional deliveries MoM from Q3 Glo Pro Registration Reminder communications.
- CTR experienced -0.04 pts MoM with less overall engagement in Dest Solo and Q3 Glo Pro.
- Unsub rate +0.02 pts MoM, a YTD high. Unsub rates continues to fluctuate at a higher rate since May, which aligns with Marriott Bonvoy overall trends.
- We anticipate engagement rates will shift once Global/Local campaign data is added to Contact History for reporting.
- Bookings +49.0% MoM and +24.9% YoY. Oct bookings, 2nd highest YTD.
 - 65% of Oct bookings contributions from: Glo Pro, MAU, and Dest Solo.



Engagement Goals

October 2023

Destinations

Oct CTR is on trend with Q3 Dest Solo's CTR avg of 0.6%, which is 0.5 pts below goal.

| CTR Goals | Oct '23 | Goal | Oct '23 vs. Goal |
|------------------------------|---------|------|------------------|
| Destination Solo | 0.6% | 1.1% | -0.5 pts. |
| Destination Solo (CALA only) | 0.5% | 1.0% | -0.5 pts. |
| METT | 0.6% | 1.0% | -0.4 pts. |
| METT (CALA only) | 0.6% | 1.0% | -0.4 pts. |

METT

Oct METT CTR is also below goal at 0.6%; METTs experienced strong CTR performance MoM with campaigns that focused on points and featured destinations; however, there is a gradual decline in engagement over time.

METT (CALA only)

Both METT and METT CALA held a 0.6% CTR which is below goal. Oct's top performing METT captured less than 1K total clicks v July which exceeded CTR engagement goal. July's top performing METT captured 4.4K clicks

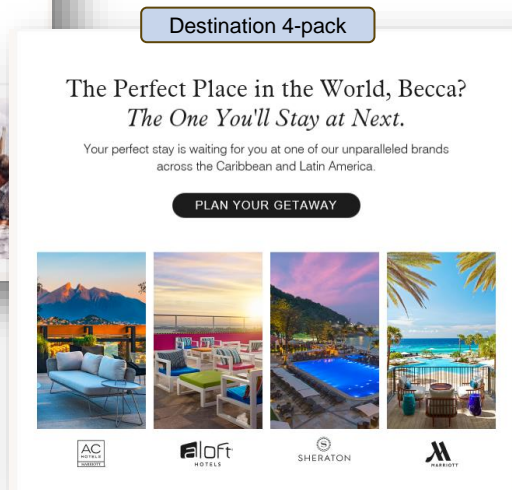
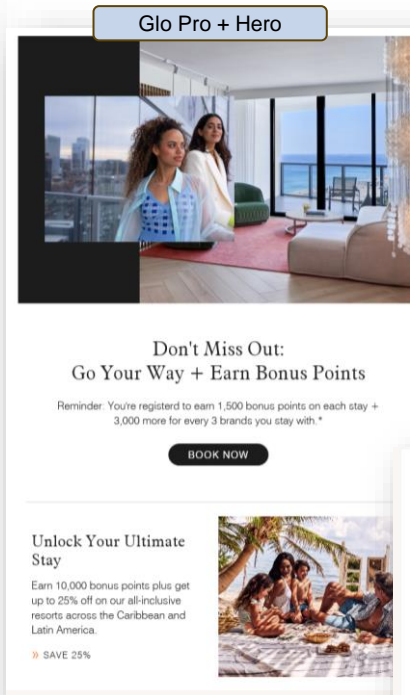
Regional Email Campaign: **Destinations Solo**

Destination Solo: Creative Highlights

October 2023

- 'Upcoming Stay' module dynamically displayed above hero with Visit/Download App CTA.
- Destinations 4-pack
- MBV Moments
- All-Inclusive resorts module
- New Hotel Openings
- Traveler content module

* Click level reporting unavailable in MicroStrategy



Destination Solo: Performance Summary

October 2023

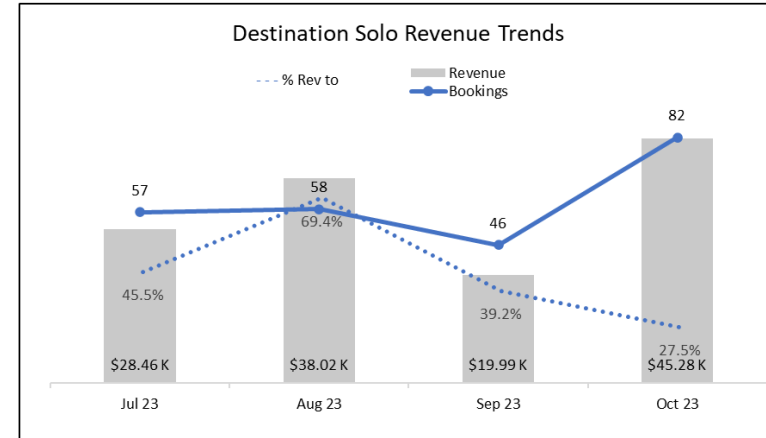
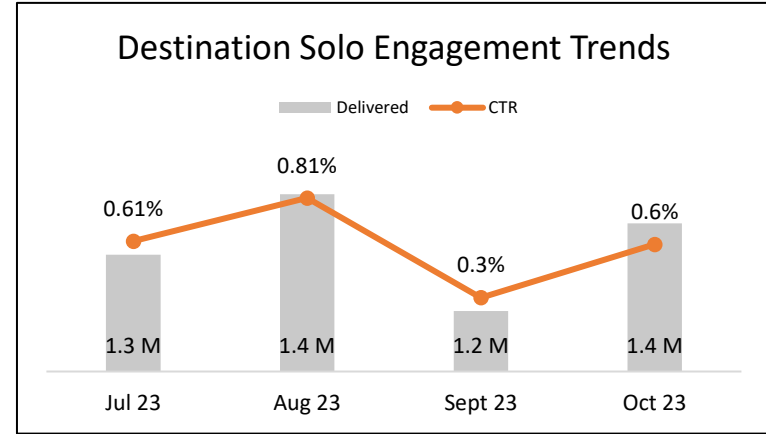
- Deliveries increased +13.4% MoM and captured +94.9% clicks MoM.
- Oct's positive engagement metrics are likely a result of
 - Engagement with Glo Pro hero
 - MoM from Sept's smaller, lower engagement target markets: Bolivia, Chile, and Peru.
- Despite higher MoM engagements, and financials, Oct's % of revenue and % of bookings to CALA are down.
- Less 'high revenue, lower booking volume' properties like St. Regis, impacted Oct compared to Aug and Sept which featured more luxury.

| | | Oct '23 | MoM | YoY | vs. Avg. |
|----------------------|-------------|----------|----------------------|----------------------|---------------------|
| Engagement | Delivered | 1.4 M | +13.4% +162.8 K | +5.8% +75.6 K | +12.7% +154.9 K |
| | Clicks | 8.1 K | +94.9% +4.0 K | +199.4% +5.4 K | -27.3% -3.1 K |
| | CTR | 0.6% | +0.2 pts. | +0.4 pts. | -10.5 pts. |
| | Unsub% | 0.22% | +0.05 pts. | +0.15 pts. | -2.13 pts. |
| Financials | Bookings | 82 | +78.3% +36 | +121.6% +45 | +48.9% +27 |
| | Room Nights | 230 | +98.3% +114 | +81.1% +103 | +49.9% +77 |
| | Revenue | \$45.3 K | +126.5% +\$25.3 K | +140.4% +\$26.4 K | +30.9% +\$10.7 K |
| | Conv% | 1.01% | -0.09 pts. | -0.35 pts. | +0.31 pts. |
| % to CALA Properties | Revenue | 27.5% | -11.7 pts. | -26.6 pts. | -18.4 pts. |
| | Bookings | 31.0% | -19.0 pts. | -2.4 pts. | -10.3 pts. |

Destinations Solo: Performance Summary

October 2023

- Deliveries increased +13.4% MoM. Volumes on par with Q3 delivery averages. Variances in volume MoM due to targeting.
- Revenue reached Top 5 YTD with Majority of revenue to CALA in Oct: US (60.3%), CALA (27.5%) and Europe (11.0%) properties.
- US contributions to revenue have grown since Aug. As US positively impacts revenue, it negatively impacts overall % to CALA as represented in the downward trend from Aug to Oct.



Destinations Solo: CALA Financial Contribution

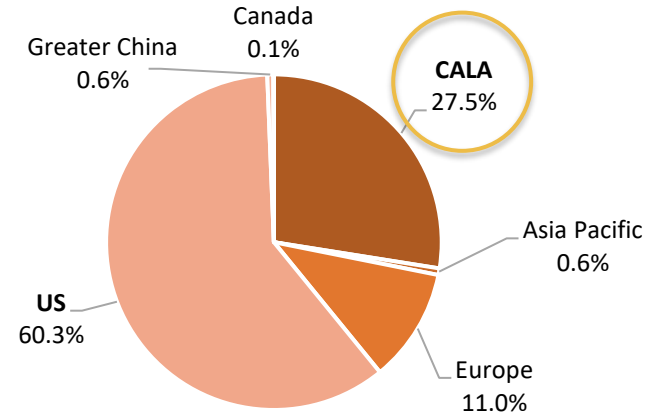
October 2023

- Top revenue contributors to Dest Solo by region MoM:

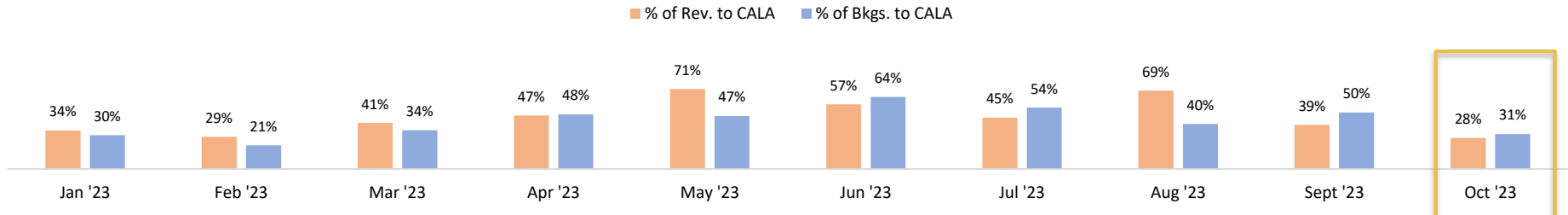
| % of solo rev by region | Aug | Sept | Oct |
|-------------------------|-------|-------|--------------|
| % to US Props | 15.4% | 53.4% | 60.3% |
| % to CALA Props | 45.5% | 39.2% | 27.5% |

- Shifts in CALA's MoM contribution likely tied to greater revenues attributed to US properties during Glo Pro.

% of Revenue to Properties by Region Oct 2023



Monthly Trends: % of Solo Revenue to CALA Properties
2023 YTD



Destinations Solo: Property Summary

October 2023

- US highest revenue driver in Oct (60.3%), CALA second (27.5%)
 - US nearly tripled revenues since Sept (\$10.6K) pulling MHRS contributions back to a top revenue contribution (Sept MHRS).
- Decrease in % of revenue to CALA properties
 - Less 'high revenue, lower booking volume' properties like St. Regis, impacted Oct compared to Aug and Sept which featured more luxury. This likely contributed to the -11.7pts MoM
- Courtyard continues to be a top 3 revenue driver for CALA while City Express generates strong MoM bookings.

| Brands by Region Oct 23 | Bookings | Roomnights | Revenue | % of Rev. | MoM |
|-------------------------|-----------|------------|-----------------|--------------|-------------------|
| CALA | 26 | 74 | \$13,377 | 27.5% | -11.7 pts. |
| Autograph Collection | 2 | 9 | \$4,859 | | |
| MVCI | 1 | 12 | \$2,571 | | |
| Courtyard | 7 | 13 | \$1,977 | | |
| MHRS | 2 | 12 | \$1,320 | | |
| City Express | 7 | 16 | \$1,166 | | |
| Tribute Portfolio | 1 | 3 | \$561 | | |
| Sheraton | 3 | 5 | \$454 | | |
| Westin | 1 | 1 | \$309 | | |
| Four Points | 1 | 2 | \$140 | | |
| Fairfield Inn | 1 | 1 | \$20 | | |
| US | 48 | 137 | \$29,306 | 60.3% | +6.9 pts. |
| MHRS | 10 | 43 | \$13,598 | | |
| Courtyard | 12 | 29 | \$7,379 | | |
| Fairfield Inn | 10 | 25 | \$2,537 | | |
| SpringHill Suites | 6 | 15 | \$1,910 | | |
| Residence Inn | 4 | 14 | \$1,706 | | |
| MVCI | 1 | 5 | \$1,415 | | |
| Westin | 1 | 1 | \$283 | | |
| AC Hotels | 1 | 2 | \$246 | | |
| Sheraton | 1 | 1 | \$162 | | |
| TownePlace Suites | 1 | 1 | \$37 | | |
| Aloft | 1 | 1 | \$33 | | |
| EMEA | 7 | 31 | \$5,337 | 11.0% | +9.1 pts. |
| AC Hotels | 1 | 9 | \$1,582 | | |
| Sheraton | 1 | 2 | \$1,453 | | |
| Delta Hotels | 1 | 10 | \$1,282 | | |
| Renaissance | 1 | 7 | \$539 | | |
| Autograph Collection | 1 | 1 | \$197 | | |
| Courtyard | 1 | 1 | \$142 | | |
| Moxie Hotels | 1 | 1 | \$142 | | |
| CANADA | 1 | 1 | \$24 | 0.1% | -- |
| Courtyard | 1 | 1 | \$24 | | |
| APAC | 2 | 3 | \$595 | 1.2% | -4.3 pts. |
| Westin | 1 | 1 | \$310 | | |
| Renaissance | 1 | 2 | \$285 | | |
| Grand Total | 84 | 246 | \$48,639 | | |

Regional Email Campaign: **Loyalty Solo**

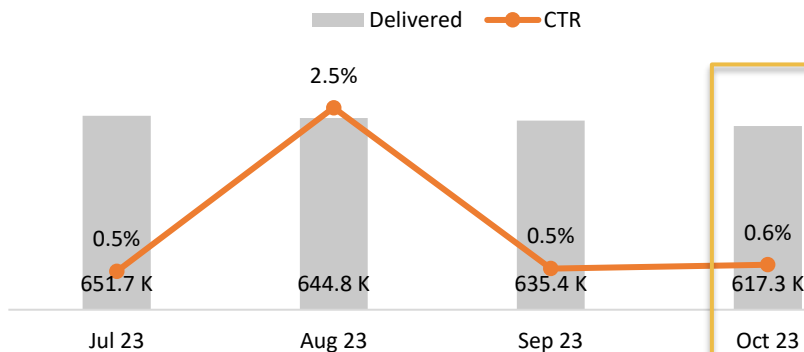
CALA Loyalty Solo

18 October 2023

Content Highlights

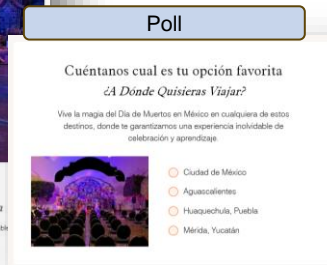
- Point redemption hero messaging
- MBV Moments
- Mexico RAPPI Partnership Teaser

CALA Loyalty Engagement Trends



Observations

- Oct deliveries to active CALA with Spanish language preference; CTR aligned with YTD metrics.
- Marriott is working to load Contact History; PCM data used.



Regional Email Campaign: **Off-folio**

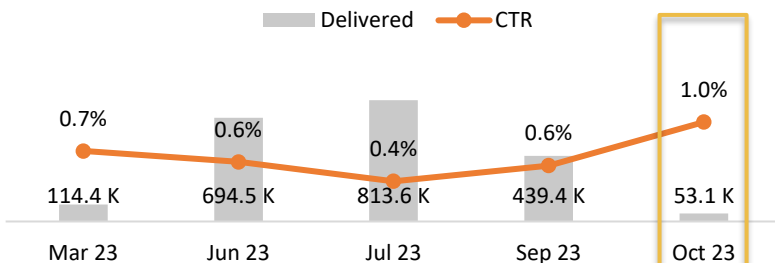
CALA Off-folio

16 October 2023

Content Highlights

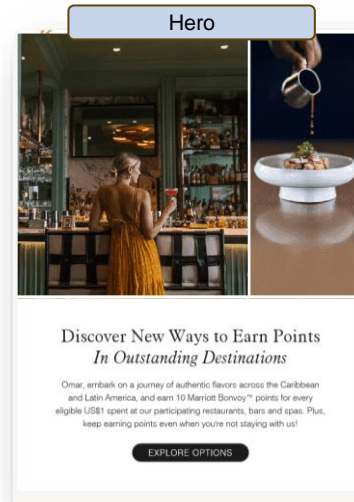
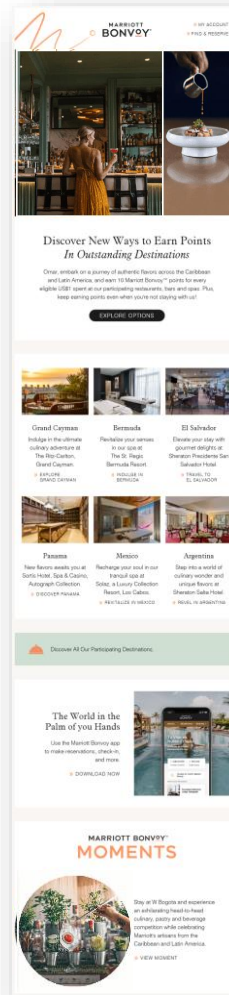
- Earn points hero messaging
- Featured properties focused on exploration & discovery
- MBV Moments
- Mobile App module

CALA Off-Folio Engagement Trends



Observations

- Oct targeted active members within specific markets, with English language preferences, resulting in decreased delivery volumes. CTRs increased (highest YTD) with lower delivery, targeted send.
- Marriott is working to load Contact History; PCM data used.

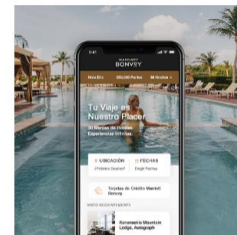


Mobile App

The World in the Palm of your Hands

Use the Marriott Bonvoy app to make reservations, check-in, and more.

» DOWNLOAD NOW



Regional Email Campaign: **R&B**

CALA R&B

16 October 2023



Content Highlights

- Barbados Food and Rum Festival hero feature
- Handpicked restaurants in Barbados

| CALA R+B | Jun 23 | Oct 23 |
|-----------|---------|--------|
| Delivered | 341,039 | 1,134 |
| CTR | 0.5% | 3.5% |

Observations


- Oct targeted active members in Barbados with English language preference resulting in 1,134 deliveries.
- In contrast, June's R+B targeted active members in Mexico. Differences in targeting resulted in Oct having a fraction of the deliveries and a stronger CTR
- Marriott is working to load data to Contact History; PCM data used.



A Taste of Barbados
Embark on a Flavorful Adventure in Paradise


Experience the ultimate culinary quest as you immerse yourself in the Barbados Food and Rum Festival from October 19th through October 22nd. Plus, savor the island's culinary excellence at our signature restaurants.

Our Handpicked Restaurants in Barbados




The Rum Vault
Tantalize your taste buds with a culinary masterpiece, enhanced by an intimate rum tasting.

INDULGE
IN EXCELLENCE




Laguna Restaurant
Delight your senses in our charming, open-air restaurant perfect for families.

TASTE THE
EXTRORDINARY




Sunset Deck Restaurant
Savor the flavors of the sea with a breathtaking coastal backdrop and international cuisine.

UNLOCK FLAVORS



Themed Nights
Experience an enchanting evening beneath the stars, with signature themes, local music, and more.

SAVOR THE MOMENT




Colony Club by Elegant Hotels Awaits You
Discover the allure of our resortfront restaurants and bars, where you can relax with handcrafted drinks and savor the local flavors.

DISCOVER MORE

"Cooking is all About People.
Food is the only universal thing that has
the power to bring everyone together."
Guy Fieri

Hero




A Taste of Barbados
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Experience the ultimate culinary quest as you immerse yourself in the Barbados Food and Rum Festival from October 19th through October 22nd. Plus, savor the island's culinary excellence at our signature restaurants.


Restaurants

Our Handpicked Restaurants in Barbados




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Themed Nights
Experience an enchanting evening beneath the stars, with signature themes, local music, and more.

SAVOR THE MOMENT

METT Emails

METT: Performance Summary

October 2023

| | | Oct '23 | MoM | YoY | vs. Avg. |
|----------------------|-------------|---------|---------------------|---------------------|---------------------|
| Engagement | Delivered | 501,013 | -63.8% -883.3 K | -30.1% -215.3 K | -44.3% -398.9 K |
| | Clicks | 3.2 K | -72.9% -8.6 K | -61.7% -5.1 K | -61.7% -5.1 K |
| | CTR | 0.6% | -0.2 pts. | -0.5 pts. | -0.3 pts. |
| | Unsub% | 0.25% | -0.18 pts. | +0.20 pts. | -0.05 pts. |
| Financials | Bookings | 12 | -86.4% -76 | -61.3% -19 | -76.2% -39 |
| | Room Nights | 30 | -85.3% -174 | -60.5% -46 | -77.6% -104 |
| | Revenue | \$4.8 K | -93.4% -\$67.8 K | -68.6% -\$10.4 K | -86.5% -\$30.7 K |
| | Conv% | 0.38% | -0.37 pts. | +0.00 pts. | -0.87 pts. |
| % to CALA Properties | Revenue | 15.5% | -47.2 pts. | -25.7 pts. | -32.9 pts. |
| | Bookings | 25.0% | -5.4 pts. | -0.8 pts. | +0.1 pts. |

- Oct METT deployed fewer campaigns than monthly average (14-26) with only 7 sends. Changes impacted clicks and bookings.
- Bookings, revenue and room nights down MoM and YoY with nearly half of Oct METT emails not generating bookings.
- The two top revenue generating Oct METTs contributed 68.8% of total Oct METT revenue (\$4.8K):
 - CALA_CASA_Spa_2023Oct6
 - CALA_LuxMex_Festive_Eng_2023Oct27

METT: Performance Summary

October 2023

Overall Top Performer

CASA_Spa sent early Oct was a compelling email with the highest revenue and bookings, the second highest CTR and 32.1% of revenue back to CALA.

| Campaign Name | Sent | Delivered | Bounced | Bounce Rate | Clicks | CTR | Unsub Rate | Bookings | Revenue | Rev/Delv | % of Rev to CALA |
|--|----------------|----------------|--------------|--------------|--------------|-------------|--------------|-----------|----------------|---------------|------------------|
| CALA_AI_UK_2023Oct6 | 40.4 K | 40.3 K | 87 | 0.22% | 186 | 0.5% | 0.16% | 1 | \$1.0 K | \$0.02 | |
| CALA_CASA_Spa_2023Oct6 | 106.5 K | 103.3 K | 3.2 K | 3.02% | 713 | 0.7% | 0.42% | 8 | \$2.3 K | \$0.02 | 32.1% |
| CALA_AI_US_2023Oct6 | 61.1 K | 60.1 K | 1.1 K | 1.73% | 201 | 0.3% | 0.91% | 1 | \$663 | \$0.01 | |
| CALA_CASA2_SPA_2023Oct20 | 53.1 K | 52.1 K | 1.1 K | 2.06% | 176 | 0.3% | 0.20% | 2 | \$814 | \$0.02 | |
| CALA_Mex_Spa_2023Oct27 | 13.5 K | 13.4 K | 60 | 0.45% | 67 | 0.5% | 0.07% | 0 | \$0 | \$0.00 | |
| CALA_LuxMex_Festive_Eng_2023Oct27 | 108.7 K | 108.5 K | 206 | 0.19% | 1.5 K | 1.4% | 0.05% | 0 | \$0 | \$0.00 | |
| CALA_Festive_Eng_2023Oct27 | 123.6 K | 123.4 K | 232 | 0.19% | 297 | 0.2% | 0.05% | 0 | \$0 | \$0.00 | |
| Total | 507.0 K | 501.0 K | 5.9 K | 1.17% | 3.2 K | 0.6% | 0.25% | 12 | \$4.8 K | \$0.01 | -- |

Top Engagements

The LuxMex Festive METT sent in late Oct featured the JW Marriott Resort and Spa in Cancun. The email generated the highest CTR for the month

Top Revenue-Generator

From the San Jose-focused hero message to the offer modules showcasing properties within Bolivia, Ecuador and Buenos Aires, the CASA_Spa email generated top revenue and bookings for the month

METT: Top Performers

October 2023

**Largest Revenue (\$2.3K) &
Overall Top Performer
(% to CALA: 32%)
CALA_CASA_Spa_2023Oct6**

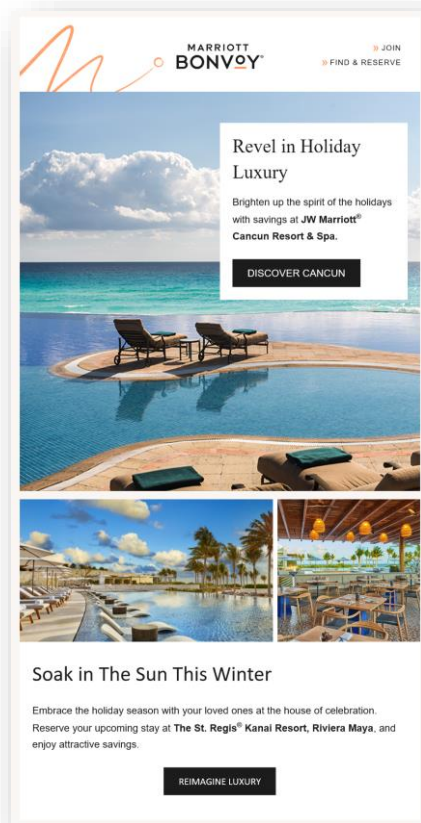
Subject Line:
'Descubre tu Pasión por Viajar'
'Discover your Passion for Travel'

* Click level reporting
unavailable in MicroStrategy



**Highest CTR (1.4%)
CALA_LuxMex_Festive_Eng
_2023Oct27**

Subject Line:
'Unwrap the Magic of This
Holiday Season in Mexico'



Testing & Optimization

Destinations Solo: RTI Subject Line Optimization Performance

- 'Authority' tag consistently best performing tag over the baseline random sample across most language segments.
- Continue using 'authority' tags in general and retest 'timely' for English.

| Month | Language | Subject Line | Tags | Delivered | Opens | Open Rate | Lift vs. Baseline |
|---------|----------------|---|----------------------------|-----------|--------|-----------|-------------------|
| Oct '23 | English | [Fname,]Time is Running Out! Earn 1,500 Bonus Points | Personalization, Timely | 39,566 | 9,973 | 25.2% | +45.4% |
| | | [Fname,]Your Guide to Earning 1,500 Bonus Points Inside | Personalization, Authority | 30,088 | 7,266 | 24.1% | +40.8% |
| | | [Fname,]Earn Free Nights Faster | Personalization, Direct | 89,273 | 10,459 | 11.7% | -32.4% |
| | CALA Spanish | [Fname,]Tu guía para ganar 1.500 puntos adicionales en el interior | Personalization, Authority | 44,175 | 13,813 | 31.3% | +63.9% |
| | | [Fname,]¡El tiempo se acaba! Obtén 1.500 puntos adicionales | Personalization, Timely | 79,183 | 14,053 | 17.7% | -7.3% |
| | | [Fname,]Gana noches gratis más rápido | Personalization, Direct | 100,542 | 15,553 | 15.5% | -20.7% |
| | Mexico Spanish | [Fname,]Tu guía para ganar 1.500 puntos adicionales en el interior | Personalization, Authority | 23,912 | 4,900 | 20.5% | +218.3% |
| | | [Fname,]¡El tiempo se acaba! Obtén 1.500 puntos adicionales | Personalization, Timely | 32,880 | 5,237 | 15.9% | +153.0% |
| | | [Fname,]Gana noches gratis más rápido | Personalization, Direct | 252,526 | 9,635 | 3.8% | -40.4% |

Actionable Insights

Actional Insights

- Refresh Oct regional solo data (Off-Folio, R+B, and Loyalty) once contact history become available.
- Continue monitoring unsub rate trends and compare to overall Bonvoy patterns.
- Monitor % of non-booking, lower performing METTs to identify potential trends in messaging and or timing.
- Continue using 'authority' tag as this was, combined with SL personalization, consistently outperformed baseline random sample across most Oct language segments. Consider using 'timely' tag for upcoming subject line testing with English language segments.
- Continue tracking mobile app engagement for Destination and regional solos to broaden insights on creative treatments and messaging differences. Mobile tracking through October should be refreshed once available.

Thank you!

MARRIOTT
BONVOY®



Appendix

Destinations Solo: PCIQ Subject Line Performance

| Month | Language | Subject Line | Tags | Delivered | Opens | Open Rate | Lift vs. Baseline |
|---------|----------------|--|----------------------------|-----------|-------|-----------|-------------------|
| Jul '23 | English | [Fname,]Earn 10k Pts in Mexico | Personalization, Offer | 7,905 | 2,412 | 30.51% | 70.2% |
| | | [Fname,]Earn 10k Points in the Caribbean | Personalization, Offer | 7,129 | 1,790 | 25.11% | 36.9% |
| | | [Fname,]Earn 10k Pts in South America | Personalization, Offer | 11,579 | 2,801 | 24.19% | 35.6% |
| | | [Fname,]Enjoy a Free Room Upgrade in Mexico | Personalization, Offer | 8,080 | 1,865 | 23.08% | 24.5% |
| | | [Fname,]Enjoy a Free Room Upgrade in the Caribbean | Personalization, Offer | 18,403 | 3,053 | 16.59% | -8.8% |
| | | [Fname,]Enjoy a Free Room Upgrade in South America | Personalization, Offer | 25,347 | 2,139 | 8.44% | -53.4% |
| Aug '23 | English | [Fname,]Earn 10k Points in Paradise! | Personalization, Offer | 29,413 | 3,905 | 13.28% | +63.1% |
| | | [Fname,]We Have the Perfect All-Inclusive Just for You! | Personalization, Direct | 34,997 | 3,470 | 9.92% | +13.9% |
| | | [Fname,]Your Guide to Earning More This Summer | Personalization, Authority | 73,591 | 4,038 | 5.49% | -32.3% |
| | English Luxury | Discover All the Different Ways to Celebrate the End of Summer | Direct | 11,913 | 3,513 | 29.49% | +60.7% |
| | | Your Guide to Seizing the End of Summer | Authority | 26,338 | 6,602 | 25.07% | +34.7% |
| | | The Perfect Place(s) to Say Farewell to Summer[Fname] | Intrigue, Personalization | 56,073 | 8,199 | 14.62% | -26.7% |
| Sep '23 | Portuguese | [Fname,]FIQUE POR DENTRO: Como ganhar 1.500 pontos antes que eles acabem! | Personalization, Authority | 10,601 | 4,623 | 43.61% | +188.8% |
| | | [Fname,]Não espere mais! Ganhe 1.500 pontos antes de expirar! | Personalization, Timely | 12,892 | 2,128 | 16.51% | +7.3% |
| | | [Fname,]reserve já. Ganhe 1.500 pontos de bônus em cada estadia | Personalization, Direct | 27,431 | 2,999 | 10.93% | -26.6% |
| | | [Fname,]você está perdendo a chance de ganhar mais pontos? Descubrir! | Personalization, Intrigue | 42,923 | 4,470 | 10.41% | -32.2% |
| | Spanish | [Fname,]EN EL INTERIOR: Cómo ganar tus 1.500 puntos antes de que se agoten. | Personalization, Authority | 42,436 | 8,670 | 20.43% | +113.7% |
| | | [Fname,]¡no esperes más! Gana 1.500 puntos antes de que caduquen. | Personalization, Timely | 49,893 | 6,619 | 13.27% | +51.9% |
| | | [Fname,]reserva ahora. Gana 1.500 puntos por cada estancia. | Personalization, Direct | 98,015 | 6,382 | 6.51% | -26.1% |
| | | [Fname,]no te pierdas la oportunidad de ganar más puntos. Más información. | Personalization, Intrigue | 163,999 | 9,871 | 6.02% | -31.4% |

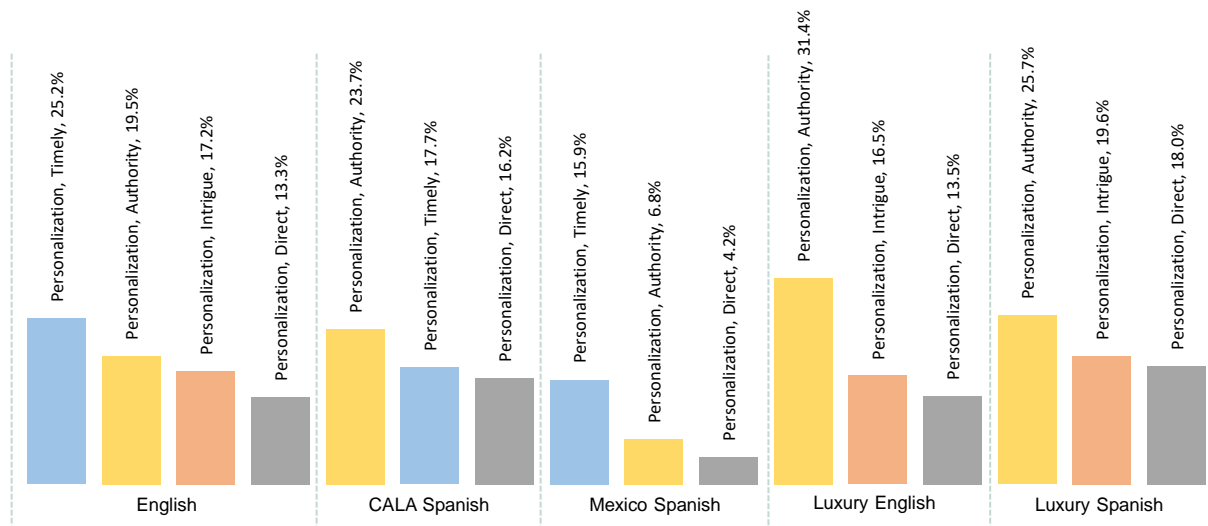
Destinations Solo: PCIQ Subject Line Performance

| Month | Language | Subject Line | Tags | Delivered | Opens | Open Rate | Lift vs. Baseline |
|---------|----------------|---|----------------------------|-----------|--------|-----------|-------------------|
| Oct '23 | English | [Fname,]Time is Running Out! Earn 1,500 Bonus Points | Personalization, Timely | 39,566 | 9,973 | 25.2% | +45.4% |
| | | [Fname,]Your Guide to Earning 1,500 Bonus Points Inside | Personalization, Authority | 30,088 | 7,266 | 24.1% | +40.8% |
| | | [Fname,]Earn Free Nights Faster | Personalization, Direct | 89,273 | 10,459 | 11.7% | -32.4% |
| | CALA Spanish | [Fname,]Tu guía para ganar 1.500 puntos adicionales en el interior | Personalization, Authority | 44,175 | 13,813 | 31.3% | +63.9% |
| | | [Fname,]¡El tiempo se acaba! Obtén 1.500 puntos adicionales | Personalization, Timely | 79,183 | 14,053 | 17.7% | -7.3% |
| | | [Fname,]Gana noches gratis más rápido | Personalization, Direct | 100,542 | 15,553 | 15.5% | -20.7% |
| | Mexico Spanish | [Fname,]Tu guía para ganar 1.500 puntos adicionales en el interior | Personalization, Authority | 23,912 | 4,900 | 20.5% | +218.3% |
| | | [Fname,]¡El tiempo se acaba! Obtén 1.500 puntos adicionales | Personalization, Timely | 32,880 | 5,237 | 15.9% | +153.0% |
| | | [Fname,]Gana noches gratis más rápido | Personalization, Direct | 252,526 | 9,635 | 3.8% | -40.4% |

| | | | | | | | |
|---------|----------------|---|----------------------------|---------|--------|-------|--------|
| Nov '23 | English | [Fname,]Your Guide to Escaping the Holidays | Personalization, Authority | 72,926 | 12,867 | 17.6% | +10.0% |
| | | [Fname,]Feel the Joy at Our Hotels This Holiday | Personalization, Direct | 86,838 | 14,954 | 17.2% | +6.4% |
| | | [Fname,]Cyber Week Deals Inside | Personalization, Direct | 101,269 | 14,797 | 14.6% | -12.6% |
| | Luxury English | [Fname,] Your Guide to Holiday the Perfect Winter Escape | Personalization, Authority | 11,961 | 3,750 | 31.4% | +70.3% |
| | | [Fname,]Here are The Perfect Places to Escape This Holiday | Personalization, Intrigue | 17,941 | 2,966 | 16.5% | -8.7% |
| | | [Fname,]Feel the Joy at Our Resorts This Holiday | Personalization, Direct | 27,597 | 3,716 | 13.5% | -26.2% |
| | CALA Spanish | [Fname,]Encuentra tu guía para ganar 1.500 puntos adicionales en el interior | Personalization, Direct | 85,475 | 17,446 | 20.4% | +20.0% |
| | | [Fname,]¡El tiempo se acaba! Obtén 1.500 puntos adicionales | Personalization, Authority | 76,229 | 14,663 | 19.2% | +12.1% |
| | | [Fname,]Gana noches gratis más rápido | Personalization, Direct | 152,789 | 21,903 | 14.3% | -18.3% |
| | Mexico Spanish | [Fname,]Encuentra tu guía para ganar 1.500 puntos adicionales en el interior | Personalization, Direct | 78,675 | 4,453 | 5.7% | +32.4% |
| | | [Fname,]¡El tiempo se acaba! Obtén 1.500 puntos adicionales | Personalization, Authority | 112,414 | 4,410 | 3.9% | -8.3% |
| | | [Fname,]Gana noches gratis más rápido | Personalization, Direct | 129,156 | 5,197 | 4.0% | -9.9% |
| | Luxury Spanish | [Fname,]su guía para escaparse en las fiestas | Personalization, Authority | 1,451 | 373 | 25.7% | +17.1% |
| | | [Fname,]en estas fiestas, sienta la alegría en nuestros hoteles | Personalization, Intrigue | 1,731 | 339 | 19.6% | -12.4% |
| | | [Fname,]ofertas de la cyber semana | Personalization, Direct | 1,412 | 254 | 18.0% | -14.7% |

Destinations Solo: RTI Tag Performance Results

October + November 2023 RTI Open Rates



| October + November 2023 | | |
|-------------------------|----------------------------|-------------------|
| Language | Tag | Lift vs. Baseline |
| English | Personalization, Timely | +45.4% |
| | Personalization, Authority | +18.7% |
| | Personalization, Intrigue | +6.4% |
| | Personalization, Direct | -21.8% |
| CALA SPA | Personalization, Authority | +31.7% |
| | Personalization, Timely | -7.3% |
| | Personalization, Direct | -9.3% |
| Mexico SPA | Personalization, Timely | +153.0% |
| | Personalization, Authority | +27.9% |
| | Personalization, Direct | -16.9% |
| Luxury ENG | Personalization, Authority | +70.3% |
| | Personalization, Intrigue | -8.7% |
| | Personalization, Direct | -26.2% |
| Luxury SPA | Personalization, Authority | +17.1% |
| | Personalization, Intrigue | -12.4% |
| | Personalization, Direct | -14.7% |

Destinations Solo: Targeting Definitions

| Non-Luxury | |
|--------------------|---|
| Code | Definition |
| Grand Cayman | Members and non-members who reside in United States OR Canada OR CALA with an English language preference who have had one or more stays in the past 36 months in Grand Cayman |
| Dominican Republic | Members and non-members who reside in United States OR Canada OR CALA with an English language preference who have had one or more stays in the past 36 months in Dominican Republic |
| Aruba | Members and non-members who reside in United States OR Canada OR CALA with an English language preference who have had one or more stays in the past 36 months in Aruba |
| Mexico ENG | Members and non-members who reside in United States OR Canada OR CALA (exclude Mexico) with an English language preference who have had one or more stays in the past 36 months in Mexico |
| Mexico | Members and non-members with a Spanish language preference and reside in Mexico |
| Mexico US | Members and non-members with a Spanish language preference who reside in the US |
| Colombia | Members and non-members with a Spanish language preference and reside in Colombia |
| Panama | Members and non-members with a Spanish language preference and reside in Panama |
| Chile | Members and non-members with a Spanish language preference and reside in Chile |
| Paraguay | Members and non-members with a Spanish language preference and reside in Paraguay and Uruguay |
| Brazil | Members and non-members with a Portuguese language preference who reside in Brazil |

| Luxury | |
|----------------------|--|
| Code | Definition |
| Caribbean Lux | Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in United States with an English language preference who have had one or more stays in the past 32 months in the Caribbean |
| Mexico ENG Lux | Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in United States with an English language preference who have had one or more stays in the past 32 months in Mexico |
| Mexico Local ENG Lux | Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in Mexico with an English language preference who have had one or more stays in the past 32 months in Mexico |
| Mexico SPA Lux | Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in United States with a Spanish language preference who have had one or more stays in the past 32 months in Mexico |
| Mexico Local SPA Lux | Members and non-members with luxury preference criteria (L1, L2A, L2B, and L3) who reside in Mexico with a Spanish language preference who have had one or more stays in the past 32 months in Mexico |