

January 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2	3 eNews	4	5	6 Destinations	7
8	9 Ambassador Survey Solo (5k)	10 Spring MegaBonus Announcement Solo	11 MI NALO METT RC METT	12	13	14
15	16 ML King Day	17 In-Language eNews Brazilian METT	18 BPP METT RC eNews	19	20	21
22	23	24 MRCC	25 MI ILO METT RC METT	26	27	28 Chinese New Year
29	30	31 Hotel Specials	1	2 Groundhog Day	3	4
5	6	Blue is MR/MI Green is RCR/RC Purple is METT				

February 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 RCRCC	2 Groundhog Day	3 Destinations	4
5	6	7 eNews	8 MI NALO METT RC METT	9	10	11
12 Lincoln's B-Day	13	14 Valentine's Day MRCC	15 BPP METT RC eNews	16	17	18
19	20 Presidents' Day Spring MegaBonus RegReminder Solo	21 In-Language eNews ECM Newsletter	22 MI ILO METT RC METT	23	24 Freddie's Solo	25
26	27 Chinese eNews	28 Hotel Specials	1	2	3	4
5	6	Blue is MR/MI Green is RCR/RC Purple is METT				

March 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	1 Elite BuyBack Solo	2	3 Destinations	4
5	6	7 eNews	8 MI NALO METT RC METT	9	10 RewardsPlus Solo	11
12 Daylight Saving	13	14 Spring MegaBonus Last Chance Solo	15 BPP METT RC eNews	16	17 St. Patrick's Day Mobile App Solo	18
19	20 Vernal equinox	21 In-Language eNews MRCC	22 MI ILO METT RC METT	23	24	25
26	27 Freddie's Reminder Solo	28 Hotel Specials Brazilian METT	29	30	31 MVC Offer Solo	1 April Fool's Day
2	3	Blue is MR/MI Green is RCR/RC Purple is METT				

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

April 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 April Fool's Day
2	3	4 eNews	5 MI NALO METT RC METT RCRCC	6	7 Destinations	8
9	10 Hertz Solo	11 Passover SPG Link Acct Solo	12 BPP METT RC eNews	13	14 Good Friday	15
16 Easter	17 Taxes Due	18 In-Language eNews MRCC	19 MI ILO METT RC METT	20	21 MVC Offer Follow Up Solo	22 Earth Day
23	24	25 Hotel Specials	26 Admin Assist Day	27	28	29
30	1	Blue is MR/MI Green is RCR/RC Purple is METT				

May 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2 eNews	3	4	5	6
7	8	9	10 MI NALO METT RC METT	11	12 Destinations	13
14 Mother's Day	15 RC Global Promo Announcement	16 In-Language eNews MRCC Brazilian METT Russian METT	17 BPP METT RC eNews	18 MegaBonus Reg Solo	19	20
21	22	23 Hotel Specials	24 MI ILO METT RC METT	25 ECM Newsletter	26	27 Ramadan begins
28	29 Memorial Day	30	31	1	2	3
4	5	Blue is MR/MI Green is RCR/RC Purple is METT				

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

June 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29 Memorial Day	30	31	1	2 Destinations	3
4	5	6 eNews	7 MI NALO METT RC METT RCRCC	8 RC Suites Solo	9	10
11	12 RCRCC	13	14 Flag Day BPP METT RC eNews	15	16	17
18 Father's Day	19	20 In-Language eNews MRCC	21 June Solstice MI ILO METT RC METT	22	23	24
25	26 RC ECM eNews	27 Hotel Specials	28 Traveler Campaign	29	30	1
2	3	Blue is MR/MI Green is RCR/RC Purple is METT				

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

July 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3 Brazilian METT	4 Independence Day	5	6 eNews	7 Moments Rebrand Solo	8
9	10 Global Promo Reg Reminder Solo	11	12 MI NALO METT RC METT	13	14 Destinations	15
16	17 Russian METT Quebec METT	18 In-Language eNews MRCC	19 BPP METT RC eNews	20 MegaBonus Reg Remind Solo	21	22
23 Parents' Day	24	25 Hotel Specials	26 MI ILO METT RC METT	27	28 Traveler Campaign	29
30	31	Blue is MR/MI Green is RCR/RC Purple is METT				

August 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 eNews	2	3	4 Destinations	5
6	7	8 Moments NFL Solo	9 MI NALO METT RC METT RCRCC	10 Global Promo Stay Reminder Solo	11	12
13	14	15 In-Language eNews MRCC	16 BPP METT RC eNews	17 ECM Newsletter	18 Traveler Campaign	19 Aviation Day
20	21	22 Drive Bookings Solo	23 MI ILO METT RC METT	24	25 Hotel Specials	26
27	28	29	30	31	1	2
3	4 Labor Day	Blue is MR/MI Green is RCR/RC Purple is METT				

September 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 Destinations	2
3	4 Labor Day	5	6 MI NALO METT RC METT RCRCC	7 eNews	8	9
10 Grandparents Day	11 Patriot Day NFL Kickoff Solo	12 Brazilian METT	13 BPP METT RC eNews	14	15 Traveler Campaign	16
17	18	19 In-Language eNews MRCC	20 MI ILO METT RC METT	21 Rosh Hashanah	22 Autumnal equinox Hotel Specials	23
24	25	26 Drive Bookings Solo	27 Russian METT	28 RC NYE Solo	29 Elite Off Track Solo	30 Yom Kippur
1	2	Blue is MR/MI Green is RCR/RC Purple is METT				

October 2017



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 eNews	4	5	6 Destinations	7
8	9 Columbus Day	10 SPG Link Acct Solo	11 MI NALO METT RC METT RCRCC	12	13 Moments Solo	14
15	16 Hertz Solo	17 In-Language eNews	18 BPP METT RC eNews	19 Quebec METT	20 Traveler Campaign	21
22	23 RewardsPlus Solo	24 United Nations Day MRCC	25 MI ILO METT RC METT	26	27 Hotel Specials	28
29	30 ShopMarriott Solo	31 Halloween MegaBonus Reg Reminder Solo MORE Test Group	1	2	3	4
5 Daylight Saving	6	Blue is MR/MI Green is RCR/RC Purple is METT				

November 2017



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31 Halloween	1 MI NALO METT RC METT	2 <BLOCK>	3 Destinations	4
5 Daylight Saving	6	7 eNews	8 BPP METT	9 Holiday Campaign #1 (MORE)	10	11 Veterans Day Singles Day (China)
12	13 Holiday Campaign #2 (Moments)	14 MRCC	15 MI ILO METT RC METT RC eNews	16 ECM Newsletter	17 Traveler Campaign	18
19	20 Holiday Campaign #3 (FlashSale)	21 In-Language eNews Brazilian METT Russian METT	22	23 Thanksgiving	24 Holiday Campaign #4 (CyberMonday)	25
26	27 Hotel Specials	28	29	30	1 Holiday Campaign #5 (FlashSale)	2
3	4	Blue is MR/MI Green is RCR/RC Purple is METT				

December 2017



THE RITZ-CARLTON

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 Holiday Campaign #5 (FlashSale)	2
3	4	5 eNews	6 MI NALO METT RC METT RCRCC	7	8 Mr. Marriott's Holiday Solo	9
10	11 Moments Solo	12 In-Language eNews MROC	13 Chanukah BPP METT RC eNews	14	15 Traveler Campaign	16
17	18	19 Hotel Specials	20 MI ILO METT RC METT	21 Dec. Solstice	22	23
24 Christmas Eve	25 Christmas Day	26 Kwanzaa begins	27 Quebec METT	28	29 Destinations	30
31 New Year's Eve	1	Blue is MR/MI Green is RCR/RC Purple is METT				

Automated Campaigns

1. Welcome & EES, deploys daily
2. Hello Again & Hello Again Reminder, deploys Thursdays
3. The R-C Happy Birthday & Anniversary, deploys daily
4. Renewers, deploys daily, April thru October
5. Win Back Reminders & Closures, deploys Wednesdays
6. Happy Birthday, deploys daily
7. Early Engagement, deploys Fridays
8. Win Back, deploys Tuesdays
9. Abandon Search, deploys daily
10. NearLevel, deploys Tuesdays
11. Incent Redemption, deploys Mondays
12. Post-Redemption, deploys daily
13. Anniversary, deploys daily
14. Achievers, deploys daily
15. The R-C Stayer Reactivation, deploys daily
16. The R-C Early Activation, deploys daily
17. RCR/MR Dupes, deploys Thursdays
18. Points Expiration, deploys daily
19. MRCC Anniversary, deploys daily
20. AP Activation – Will be back in market by 2017 (deploys Monday)
21. Birthday Request, deploys daily
22. Free Night Certificate – MRCC, deploys daily
23. Lifetime Achiever – Will be in market by 2017 (deploys Monday)
24. Onboarding, deploys daily
25. Reactivation, deploys Monday
26. Streamlined Enrollment, deploys daily