



## MAY 2017 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

July 13th, 2017

*yes*

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# MAY 2017 EMAIL PROGRAM SUMMARY

## Program

- 7% behind 5 M **Room Night** goal
- **MRCC** acquisitions ahead of forecast due to significant eNews support

## Key initiatives

- **2<sup>nd</sup> month of MVP** inclusion showed improved results
- **Summer MegaBonus Announcement** saw lower Open rates than prior campaigns
- **MegaBonus Registration** Confirmation underperformed compared to previous campaigns

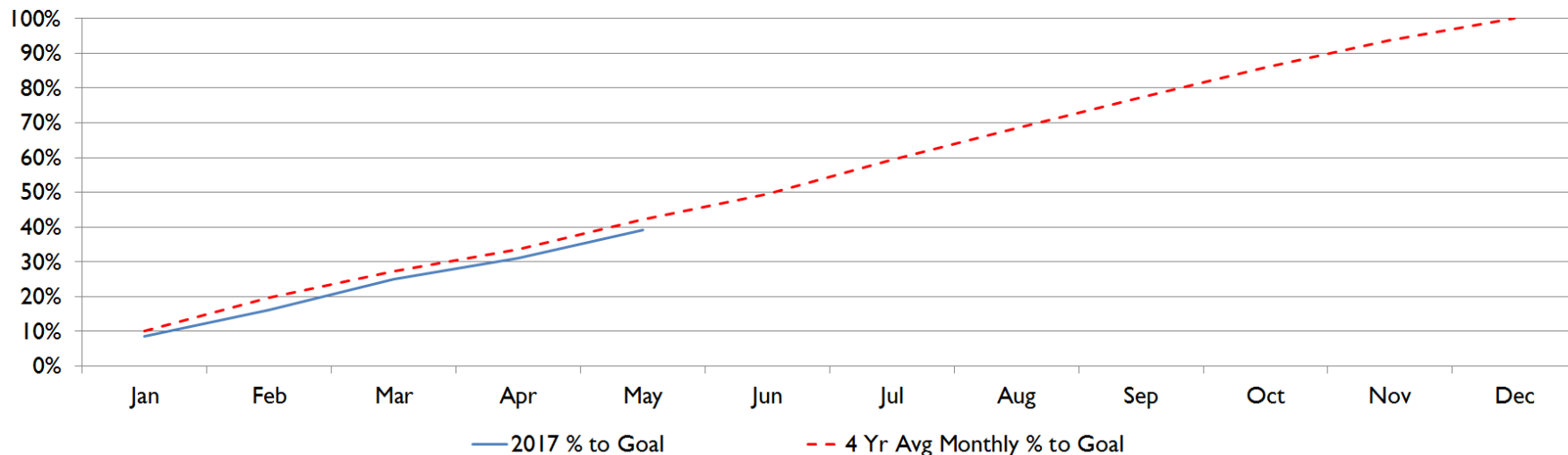
## Optimize Email performance

- Lack of booking focus in **eNews** Top Offer led to lower YoY performance
- **UK & MEA eNews** appeared to add incremental engagement to these regions
- **Destinations** vacation planner theme ended maintaining high performance metrics

**Test Summary:** Multiple subject lines, MB Registration Confirmation CTA testing

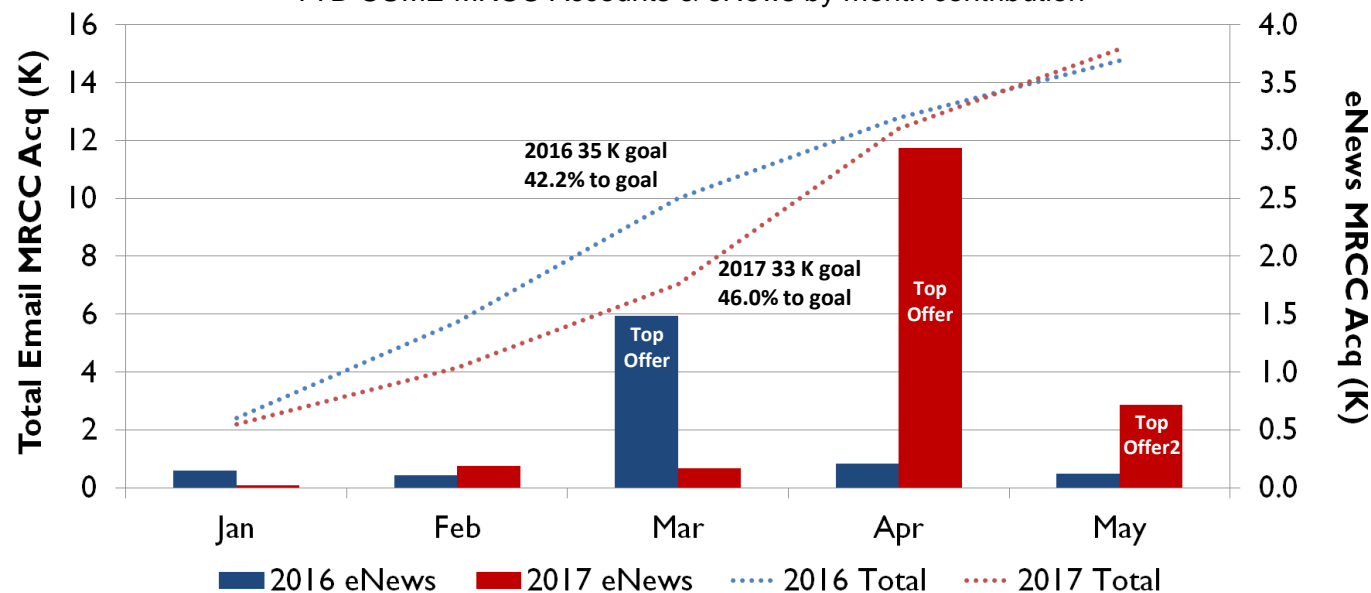
# PROGRAM IS 7% BEHIND 5 M ROOM NIGHT GOAL

- As of May, program has generated **1.96 M RN**, 39% of Goal
- 4 Yr trend indicates 42% of goal would be needed by May to achieve forecast
- Note: **Based on EIR data**



## MRCC ACQUISITIONS AHEAD OF FORECAST WITH SIGNIFICANT ENEWS SUPPORT

YTD CUME MRCC Accounts & eNews by month contribution



May featured MRCC offers in Top Offer 2 & MVP Offers (in Rewards) & drove over 700 acquisitions

This combination generated ¼ of the acquisitions as the April Top Offer placement

Additional support is planned:

- Near level (7/11)
- Post Redemption (7/11)
- MVP integration

		Hotel							
		Program	eNews	Specials	Dest.	Solos	Lifecycle	MRCC	METT
Audience	Audience*	20.2 M +0.9%							
	Total Delivered	83.1 M -2.7%	14.6 M 22.0%	10.3 M 1.9%	12.7 M 15.2%	17.6 M -39.7%	5.7 M 28.8%	15.8 M 21.6%	6.3 M 11.5%
	Unsub Rate	0.16% -0.1 pts	0.10% -0.2 pts	0.14% 0.0 pts	0.12% -0.2 pts	0.18% -0.1 pts	0.28% -0.4 pts	0.19% -0.2 pts	0.23% 0.1 pts
	Delivery Rate	98% 0.3 pts	98% -1.5 pts	98% 2.6 pts	100% 0.1 pts	96% -1.8 pts	97% 0.3 pts	99% 2.3 pts	96% 2.5 pts
Engagement	Open Rate	23.8% -1.0 pts	23.7% -0.4 pts	18.4% -1.1 pts	24.1% 3.9 pts	25.0% -2.9 pts	31.7% -2.0 pts	23.8% 1.3 pts	21.0% -4.7 pts
	Opens	19.7 M -6.5%	3.5 M 19.7%	1.9 M -3.7%	3.1 M 37.7%	4.4 M -46.0%	1.8 M 21.3%	3.8 M 28.6%	1.3 M -8.8%
	Click Rate	2.2% -0.3 pts	2.4% -1.1 pts	1.5% -0.3 pts	1.3% 0.4 pts	3.7% 0.1 pts	5.4% -0.9 pts	1.2% 0.2 pts	0.8% -0.0 pts
	Unique Clicks	1.9 M -15.1%	351.3 K -16.7%	148.7 K -15.9%	169.0 K 60.9%	643.0 K -37.9%	307.2 K 9.7%	191.2 K 52.1%	48.8 K 11.0%
	Click to Open Rate	9.4% -0.9 pts	10.1% -4.4 pts	7.9% -1.2 pts	5.5% 0.8 pts	14.6% 1.9 pts	16.9% -1.8 pts	5.1% 0.8 pts	3.7% 0.7 pts
Financial	Bookings	174.5 K -21.3%	31.2 K -30.0%	13.3 K -14.3%	14.2 K 52.6%	68.7 K -39.0%	22.9 K 4.7%	20.3 K 64.2%	3.9 K -28.8%
	RoomNights	400.8 K -24.3%	74.5 K -30.1%	30.5 K -13.8%	32.2 K 43.5%	154.4 K -42.5%	57.0 K 0.4%	43.3 K 60.7%	8.9 K -30.2%
	Revenue	\$61.3 M -24.1%	\$11.6 M -29.6%	\$4.8 M -12.1%	\$5.0 M 40.1%	\$23.7 M -41.8%	\$8.6 M -2.1%	\$6.2 M 65.8%	\$1.4 M -26.9%
	Conversion Rate	9.4% -0.7 pts	8.9% -1.7 pts	9.0% 0.2 pts	8.4% -0.5 pts	10.7% -0.2 pts	7.5% -0.4 pts	10.6% 0.8 pts	8.0% -4.4 pts
	Bookings per Delivered(K)	2.1 -19.1%	2.1 -42.6%	1.3 -15.9%	1.1 32.5%	3.9 1.3%	4.0 -18.7%	1.3 35.0%	0.6 -36.1%

\* Calculated using Mailable Openers\*\* from Active, Inactive, and Non Member Counts

\*\* Total Mailable minus anyone who has not clicked/opened an email in past 15 months

Note: Using EIR Financial Data

YoY, program BPK decreased 19% due to 9% decrease in CTO% and 7% decrease in Conv%

**eNews** CTO% & Conv% fell YoY due to non-booking focus (member benefits & MRCC offer)

**Hotel Specials** CTO% fell 13% YoY ('16 featured Summer Promo)

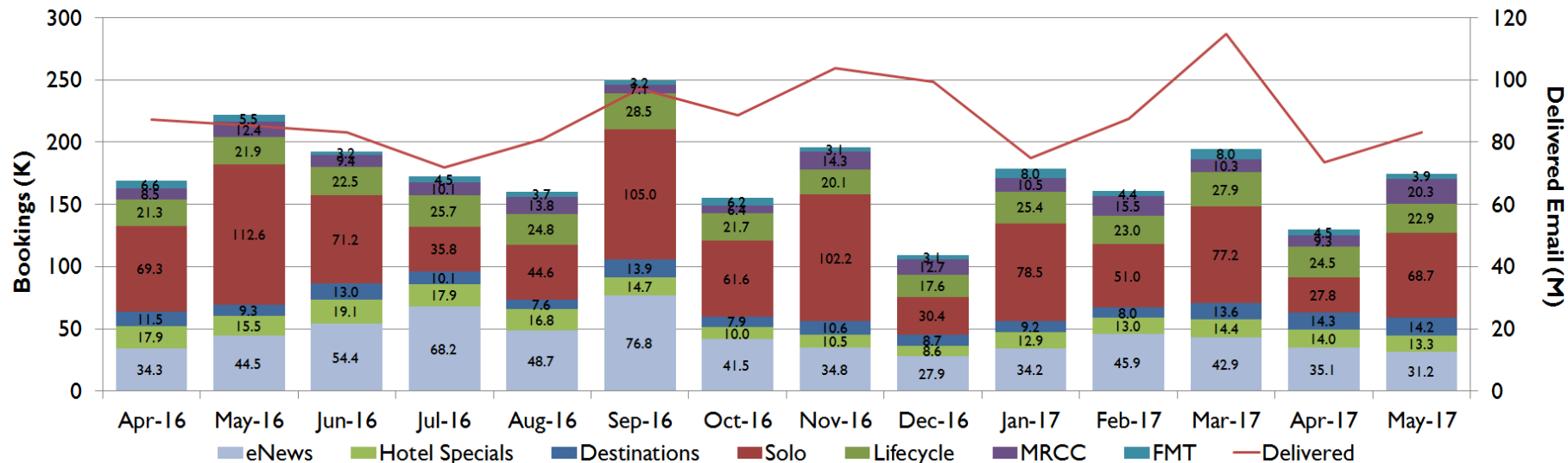
**Destinations:** 2<sup>nd</sup> highest Open% since Mar '16; 17% higher CTO% YoY

Lack of **Solo** activity impacted program revenue & room nights

**Lifecycle** Conv% fell 5% as Hello Again and Anniversary Conv% hit near lows

**MRCC** Solo featured 80 K pt offer; 40K ft in '16

## LOW OVERALL SOLO VOLUME & NON-BOOKING ENEWS FOCUS DROVE YOY BOOKING VOLUME DECREASE



### May Key Solo Mailings

**May '17:** Summer '17 MB Ann.  
Summer '17 MB Reg Con  
METT

### Delivered / Bookings

13.2 M / 54 K  
431 K / 4 K  
2.9 M / 2 K

**May '16:** Summer Bonus Ann.

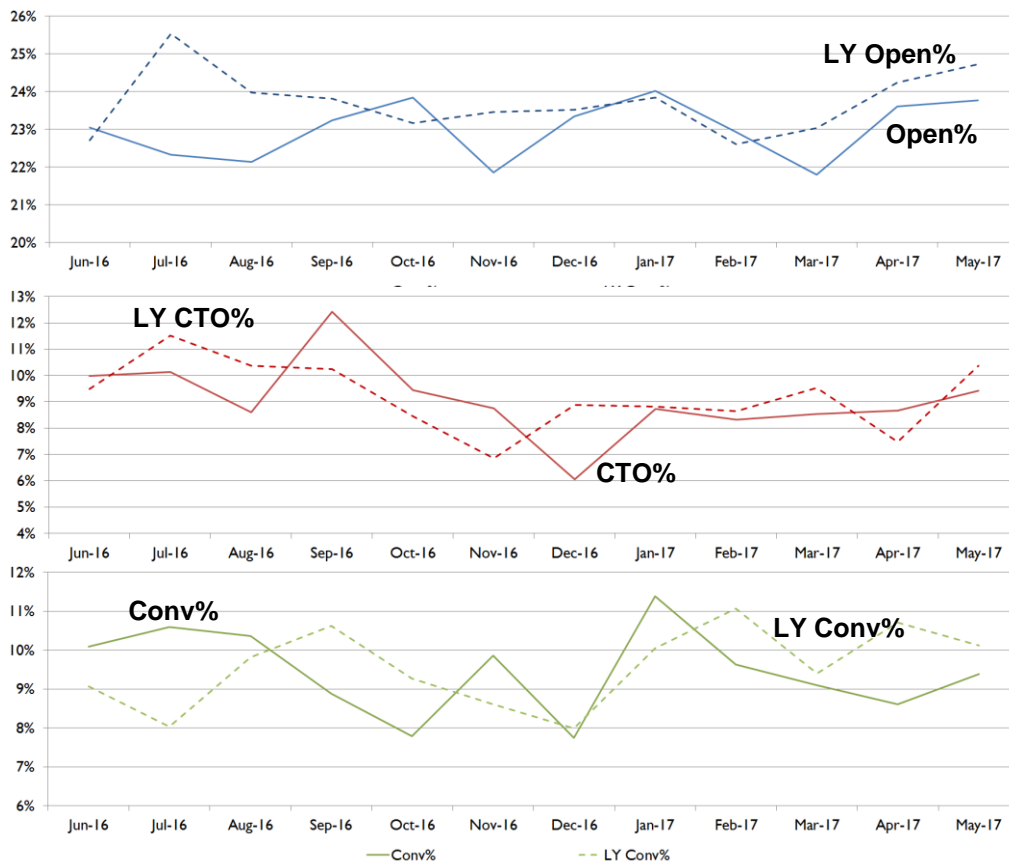
Elite Benefits  
Double Elite Night Credit  
Password Change

### Delivered / Bookings

9.4 M / 45 K  
11.1 M / 32 K  
2.8 M / 8 K  
1.9 M / 6 K



# KPIS FELL YOY DESPITE MOM INCREASES



**Open%** was 3% above the 12-month avg, despite falling 4% YoY

- Solos, eNews & Destinations Open% were above their respective 12-month avgs

Highest **CTO%** since Oct '16

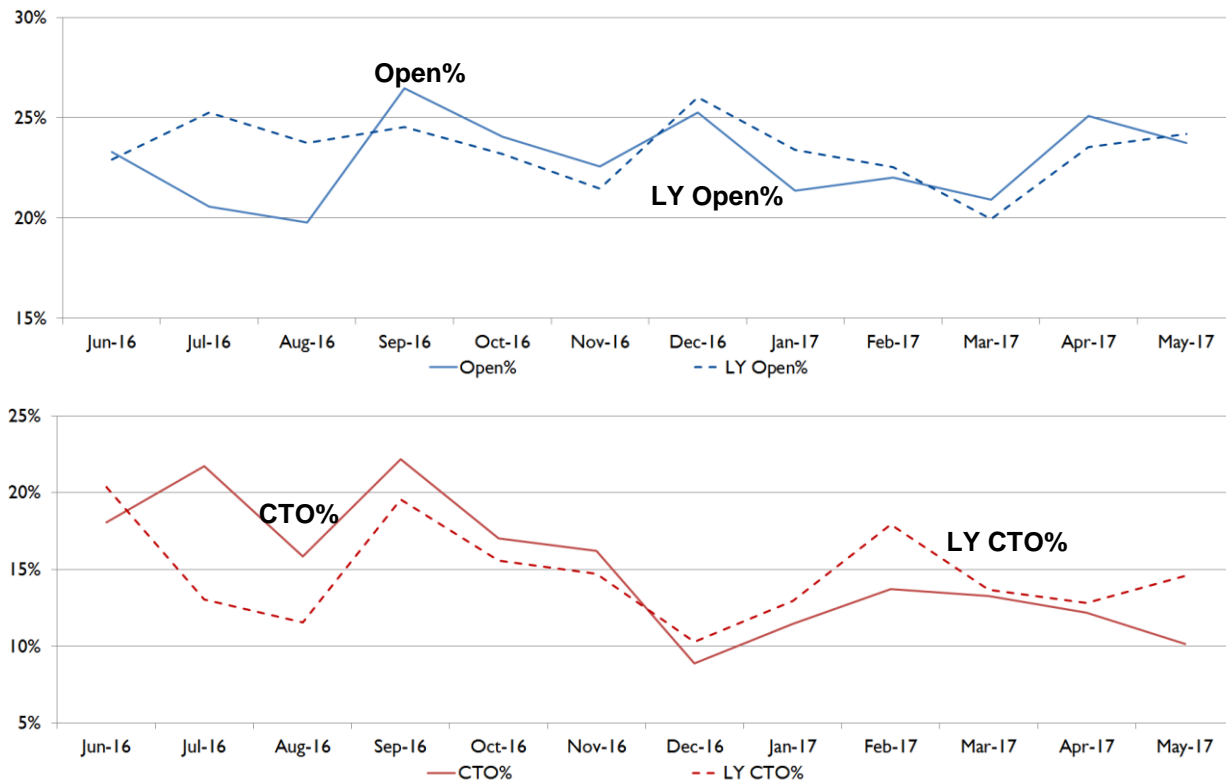
- Solos generated the highest CTO% since Aug '15 due to MB Announcement
- CTO% fell YoY due to non-booking focus in eNews & Hotel Specials lack of MB support

**Conv%** below YTD avg due to eNews & METT

- eNews Account Box, Top Offers 2, & Rewards sections generated Conv% lower than YTD avg

# KEY STORYLINES

# HIGH OPEN% BUT LOW CTO% MAY BE DUE TO FEATURING BENEFITS



## Above avg Open% featuring member benefits

- Open% 3% above 12-mo avg
- SL test winner: *Your Account: 3 Benefits You Should Know*

## Did not translate into typical click engagement

- CTO% was the 2nd lowest in 2.5 years
- Top Offer featured evergreen benefits but generated 73% less clicks than YTD avg

**Benefits may need different positioning in order to generate click engagement** (e.g. LY highlighted “New” benefits)

## Not all clicks were lost

- All sections below Top Offer experienced click volume increases

# POSITIVE CLICK ENGAGEMENT

**Pre-Header** generated the most clicks YTD (> 259%) inserting first name

- **PH:** *Hi [FNAME]: Here are your May member updates*

**Ongoing tactic**

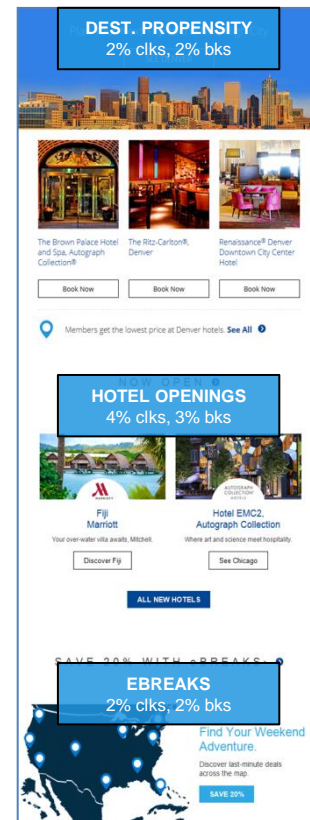
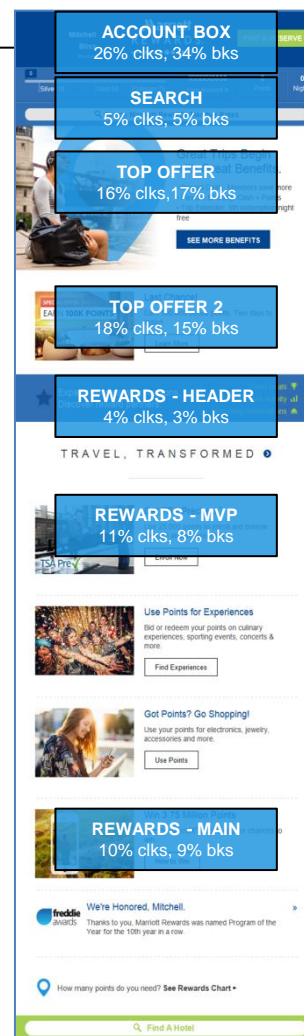
**Planned for MRCC Anniversary and Free night automated**

**Rewards** section generated the most clicks YTD

- **Rewards Chart** link generated the most clicks of any Rewards content
  - Insert into other campaigns like Redemption mailings
  - “How many points do you need?” Clicks may be due to curiosity
- **MVP Offers** generated 4% more clicks and a 35% higher % of clicks MoM

New **Destination Propensity** section replaced City Scene & generated 13% higher clicks than avg; Conv% was 88%

**Hotel Openings** leveraged 2-across treatment and generated the highest click volume & % of clicks YTD



# DESTINATION PROPENSITY GENERATED MORE CLICK ENGAGEMENT THAN THE CITY SCENE IT REPLACED

Despite only targeting 41% (5.2M) of May eNews recipients, Destinations Propensity module generated 13% more clicks than the City Scene section 12-month avg

- Continue to utilize and increase destinations
- Non-recipients will be shown a nav bar test for top destinations

Top shown (delivered) destinations vs clicked

May '17 eNews Dest. Propensity	Delivered
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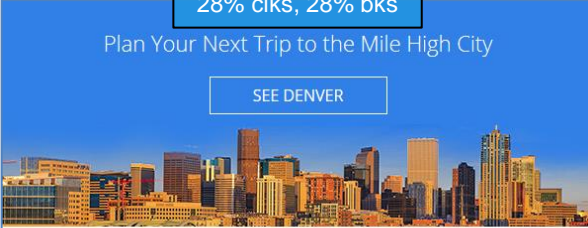
D.C.	1.4 M
Chicago	747.5 K
San Francisco	554.9 K
Dallas	469.2 K
Atlanta	453.0 K
NYC	304.6 K
Boston	274.9 K
Orlando	247.3 K
Denver	179.6 K
Phoenix	173.9 K


May '17 eNews Dest. Propensity	Clicks
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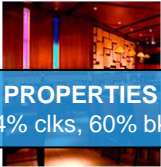
D.C.	1.2 K
Chicago	1.0 K
San Francisco	709
NYC	698
Boston	654
London	553
Orlando	484
Atlanta	440
Dallas	313
Phoenix	242


**HERO**  
 28% clks, 28% bks

Plan Your Next Trip to the Mile High City  
[SEE DENVER](#)




**PROPERTIES**  
 64% clks, 60% bks






[Book Now](#)

[Book Now](#)

[Book Now](#)


 Members get the lowest price at Denver hotels. [See All](#)

**'SEE ALL' LINK**  
 8% clks, 12% bks



## MVP SHOWED SIGNS OF IMPROVEMENT IN ENEWS

May eNews MVP Offers	Delivered	Open%	Overall CTO%	MVP CTO%	Overall Conv%	MVP Conv%	Rev/Del
Optimize	5.0 M	24.8%	10.3%	1.3%	9.8%	6.4%	\$ 0.87
Random	1.2 M	24.8%	9.3%	1.2%	9.5%	5.5%	\$ 0.73
BAU	6.3 M	24.9%	9.7%	1.2%	9.7%	6.2%	\$ 0.78
<b>Total</b>	<b>12.5 M</b>	<b>24.8%</b>	<b>9.9%</b>	<b>1.3%</b>	<b>9.7%</b>	<b>6.2%</b>	<b>2.4</b>

<u>Segment</u>	<u>Experience</u>
Optimize:	MVP-decisioned offers
Random:	Random rotation of MVP offers
BAU:	Curated, fixed, Offers (with targeting)
	<ul style="list-style-type: none"> <li>▪ MRCC</li> <li>▪ Hertz/RAF</li> <li>▪ Moments</li> </ul>

### MVP as a placement is improving

- Top Offer2 generated the most clicks since Jun '16
- MVP offers in Rewards generated 4% more clicks MoM

### More prominent placement means greater impact for dynamic content

### Optimize group outperformed Random & BAU

- Higher Rev/Del than Random (+15%) & BAU (+8%)
- At both campaign and MVP section level

# MVP DECISIONS APPEARED TO RESULT IN OFFERS BEING DISPLAYED MORE OFTEN TO THE RIGHT AUDIENCE

Optimize		
MVP Offers	EIR Revenue	Clicks
MRCC-US - earn 100K, last chance	\$785.6 K	31.6 K
Explore Hawaii, from \$225	\$91.3 K	5.2 K
Atlantis, receive up to \$500 in resort credits	\$74.3 K	1.8 K
Florida for 20% off	\$72.6 K	2.5 K
MVC - save 20% at over 50 resorts	\$54.2 K	1.6 K
Save up to 20% across US	\$37.4 K	902
Ritz-Carlton Club Level	\$35.6 K	1.2 K
Hertz, up to 35% off	\$21.2 K	1.6 K
MRCC-US existing cardholder - 50K, refer a friend	\$13.1 K	788
Europe for up to 20% less	\$12.5 K	423
Get TSA Precheck - use 25,000 points to enroll	\$12.5 K	767
Escape to Ritz-Carlton, reconnect package	\$9.4 K	293
Refer a friend, 50K	\$7.0 K	368
Moments - Use points for experiences	\$3.4 K	151
Explore San Diego, from \$254	\$2.9 K	282
Explore Boston, from \$256	\$2.6 K	52

Random		
MVP Offers	EIR Revenue	Clicks
MRCC-US - earn 100K, last chance	\$54.8 K	2.9 K
Atlantis, receive up to \$500 in resort credits	\$20.8 K	1.1 K
MVC - save 20% at over 50 resorts	\$13.5 K	920
Save up to 20% across US	\$6.5 K	96
NYC for 15% less	\$4.7 K	81
Member Rates	\$3.8 K	88
Escape to Ritz-Carlton, reconnect package	\$3.7 K	98
Florida for 20% off	\$3.6 K	130
Get TSA Precheck - use 25,000 points to enroll	\$3.1 K	169
Explore San Diego, from \$254	\$3.1 K	91
Save up to 20% at resorts	\$2.7 K	73
Ritz-Carlton, Breakfast on us	\$1.5 K	99
Explore Phoenix, from \$136	\$1.3 K	72
Moments - Faith Hill & Tim McGraw	\$1.3 K	63
Explore Hawaii, from \$225	\$1.2 K	141
Moments - Red Rooster dining with Chef Marcus S.	\$1.2 K	93

BAU		
MVP Offers	EIR Revenue	Clicks
MRCC-US - earn 100K, last chance	\$604.6 K	26.9 K
MVC - save 20% at over 50 resorts	\$117.4 K	3.7 K
Get TSA Precheck - use 25,000 points to enroll	\$105.7 K	5.3 K
Moments - Red Rooster dining with Chef Marcus S.	\$60.4 K	1.2 K
Atlantis, receive up to \$500 in resort credits	\$39.2 K	2.7 K
Merchandise redemption - US members	\$38.6 K	2.9 K
MRCC-US existing cardholder - 50K, refer a friend	\$27.5 K	983
Hertz, up to 35% off	\$20.6 K	1.9 K
Merchandise redemption - Rest of World	\$12.5 K	985
Moments - Use points for experiences	\$7.1 K	1.8 K
Moments - Faith Hill & Tim McGraw	\$5.9 K	347
MRCC-Can, earn 30K points	\$2.1 K	191

← Top Offer 2 MVP Offer

← Offers generating high revenue, suggesting MVP optimization



## MVP DECISIONS APPEARED TO RESULT IN OFFERS BEING DISPLAYED MORE OFTEN TO THE RIGHT AUDIENCE

### **MVP decisions appeared to result in greater visibility to some lead rates & evergreen offers**

- Top Offers: Hawaii, Florida, Save up to 20% across US, Hertz 35%
- Decisions are based on previous results of existing offers, meaning optimizations will show preference to long-standing offers

### **Explore opportunities for MVP to decision by propensity/predictive (currently may only be by creative-offer)**

### **Random** results can help determine what content has the broadest appeal

- Save up to 20% across US, NYC, Member Rates may be items we want to promote broadly (e.g. Future eNews, transactional emails, welcome)

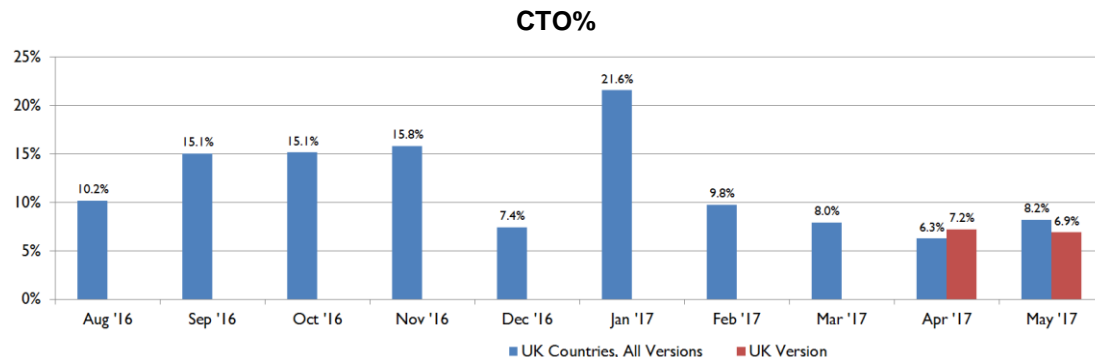
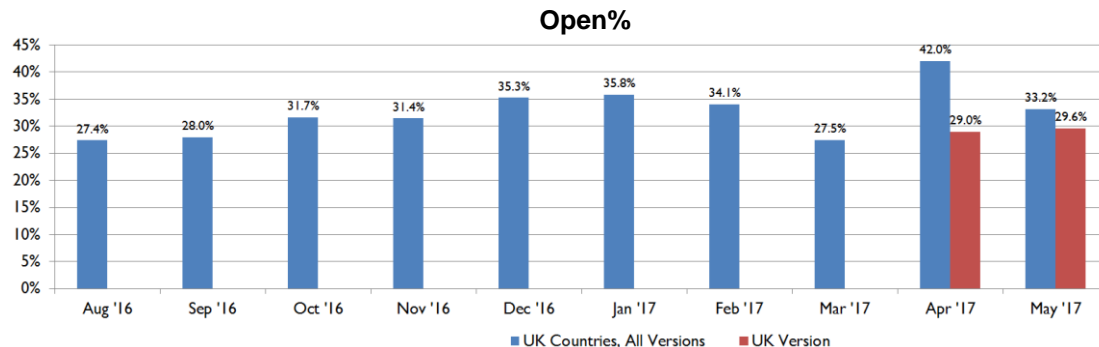
### **BAU**

- Need to balance revenue driving with program awareness: content like Moments may not get appropriate visibility with MVP
- Use Random results to inform content decisions

**Additional takeaways:** Need MVP Offer results by month, some offers appear to be missing from Message reports



## NEW UK VERSION ADDED INCREMENTAL ENGAGEMENT ALONGSIDE GLOBAL ENEWS

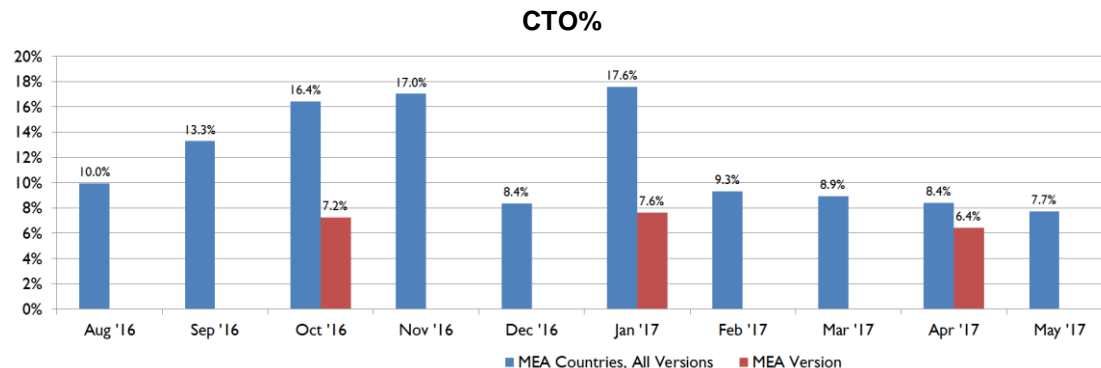
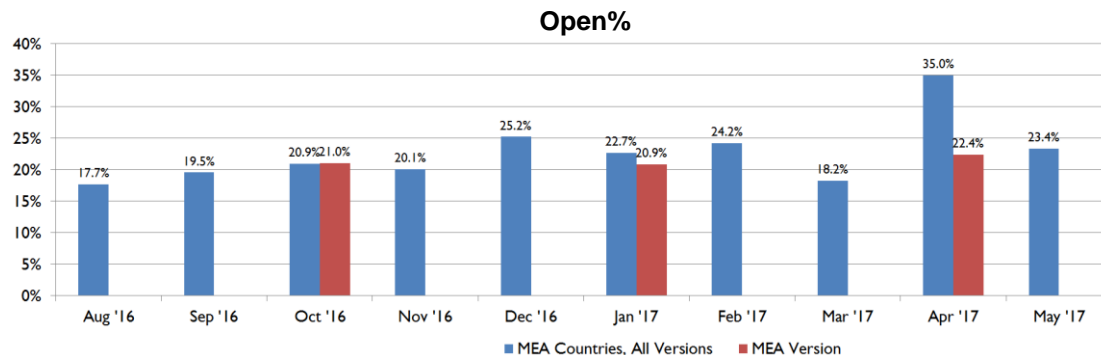


European audience engagement with Global eNews was not significantly affected by the introduction of UK version

- Global eNews Open% & CTO% were not impacted by UK eNews
- UK eNews Open% & CTO% were consistent with Global eNews

**The addition of UK eNews created an additional touchpoint with incremental exposure**

## MEA QUARTERLY



**MEA audience engagement with eNews does not seem to be significantly impacted during months MEA eNews is deployed**

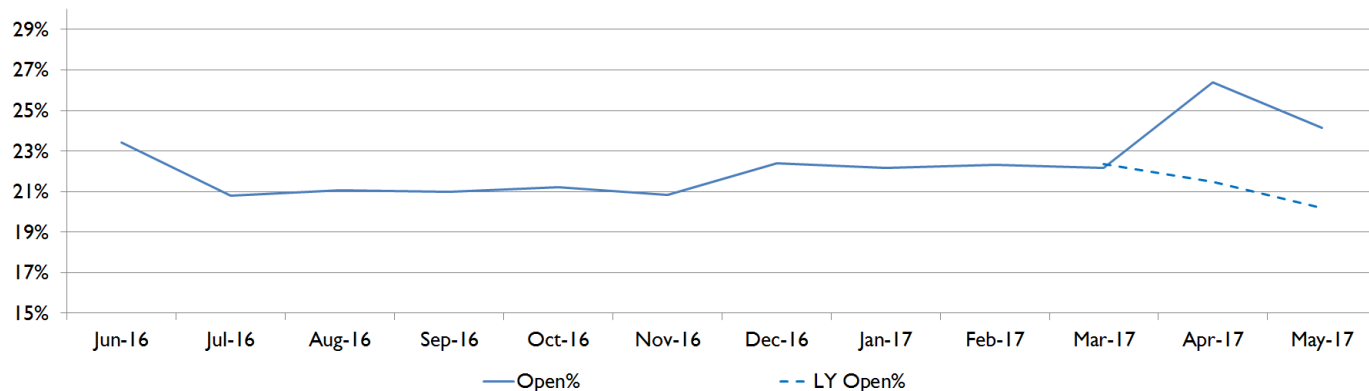
- MEA audience avg Open% & CTO% was higher during months MEA eNews is sent

**Click engagement is lower with the MEA version (which features more local offers)**

- Consistent CTO% suggests there is a baseline of performance for this content

# OPEN% WAS THE 2<sup>ND</sup> HIGHEST SINCE MAR'16\*

Open% has been trending upward



Separate subject line tests were conducted for Global and US versions with different results

## US:

- **Travel Tips: What to Book Before You Arrive**
- Weekend Goals: Eat, Drink, Travel
- Read This Before Your Next Trip

## Global:

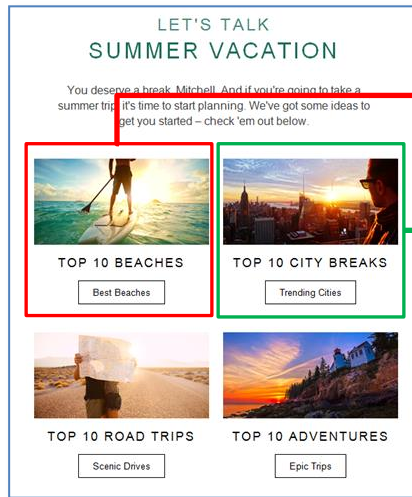
- **Read This Before Your Next Trip**
- Weekend Goals: Eat, Drink, Travel
- Travel Tips: What to Book Before You Arrive

**Be aware of different audience copy preferences (Geographical, PO segment, Elite level)**

\* Destinations was expanded to all audience in Mar'16

# US AUDIENCE SEEMED TO PREFER BEACH CONTENT WHILE ROTW PREFERRED CITY

## Mar '17 Top Offer (US Version)



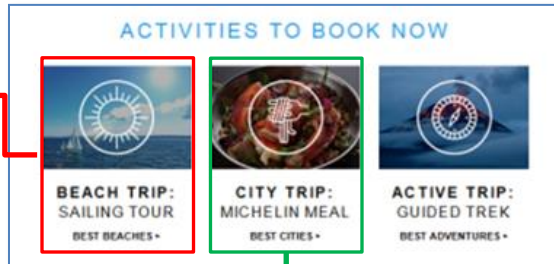
### US preferred Beach Content\*

- Mar + 6%
- Apr + 20%

### ROTW preferred City content\*

- Mar + 23%
- Apr + 53%

## May'17 Trip Planner(US Version)



**US audience appeared to prefer beach content while ROTW featured City content**

In April'17:

- **US** clicked on **Beach Trip** 20% more than ROTW
- **ROTW** clicked on **City Trip** 53% more

This is consistent with Mar '17

- **US** clicked on **Top 10 Beaches** 6% more than ROTW
- **ROTW** clicked on **Top 10 City Breaks** 23% more

**Targeting destination/activity & copy by US vs ROTW may increase engagement**

- E.g. Feature City content more prominently than Beach for ROTW

\* Based on click distribution of US vs ROTW audiences

3<sup>rd</sup> & last month in the “Vacation Planner” series continued to resonate with audience

- 9% more clicks than monthly avg (from ‘16 Road trip theme)

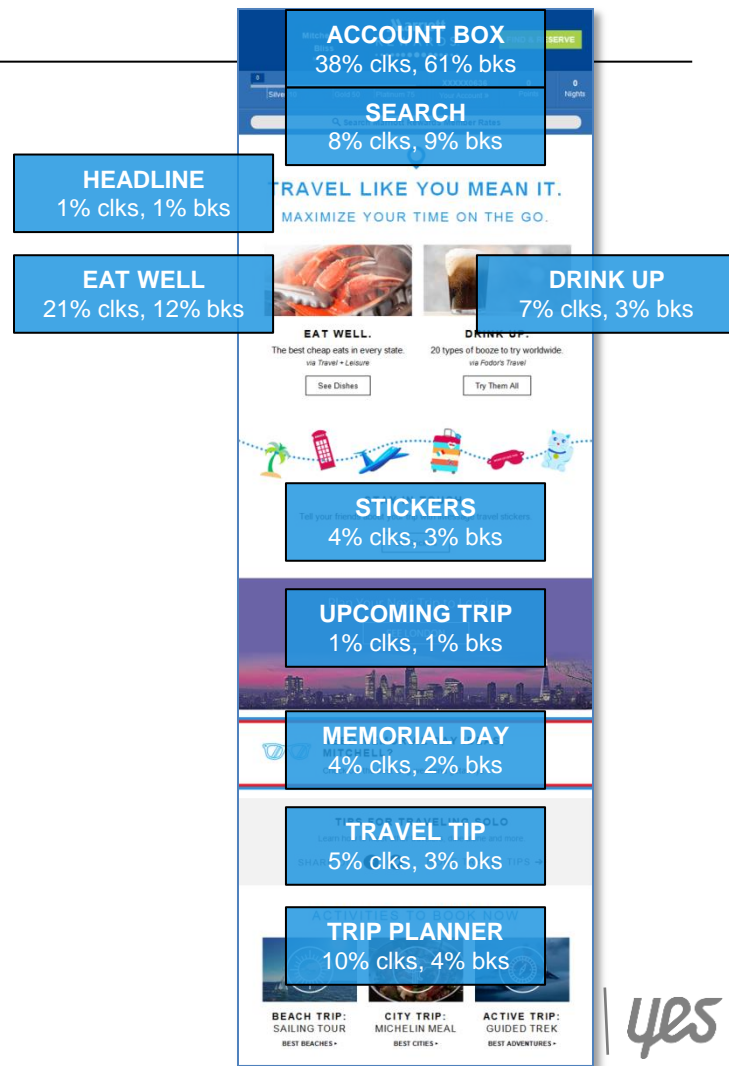
**Top Offer** featured the least amount of content YTD & generated the least clicks

- Content called out as non-M.com destination
- ‘**Eat Well**’ generated 3x more clicks than “**Drink Up**”

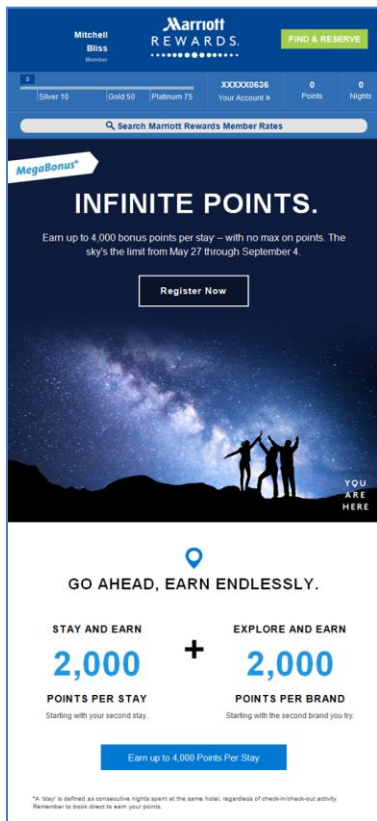
*How would this section have done with more 3<sup>rd</sup> party content?*

However, all other sections generated the highest click% & click volume since Mar’16

- **Trip Planner** generated the most clicks since Dec ’16 featuring **specific activities & links to more options**
- **Travel Tip, Memorial Day & Stickers** all generated roughly the same amount of clicks despite their varying positions



## AUDIENCE MAY RESPOND BETTER TO SPECIFIC PROMO DETAILS IN SUBJECT LINES



Promotional Announcement Solos	Subject Line	Open%
Summer '17	New MegaBonus: Infinite Points	24.2%*
Spring '17	Introducing Your MegaBonus: 2x Points	25.8%
Summer '16	100,000 Points Could be Yours, [FNAME]	24.6%
Spring '16	Win Big With MegaBonus®	24.8%

\*Adjusted Open% removing non-members

\*\*Fall '16 MB not included as launch was announced in eNews

Use of “infinite” in subject line did not increase Open%

Historically high Open% were specific in promotional value

- Spring '17 & Summer '16 had the highest open rates and most detailed

All three subject lines tested used “infinite”

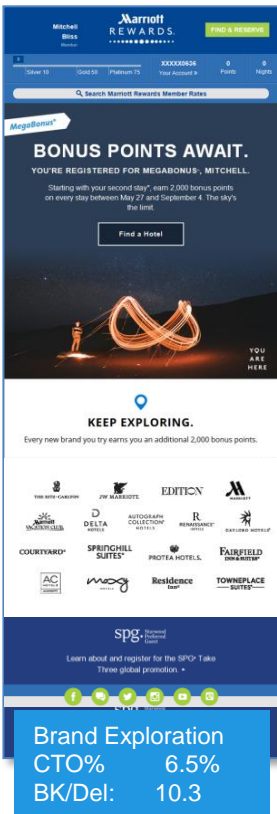
- **New MegaBonus: Infinite Points**
- Announcing Infinite Points
- Your MegaBonus Offer: Infinite Points

A potential alternative:

“Up to 4 K points with every stay”

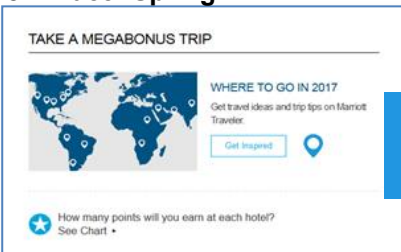
# TRAVEL DEALS MAY HELP GENERATE ADDITIONAL CLICKS & BOOKINGS

## 4<sup>th</sup> Place Summer'17



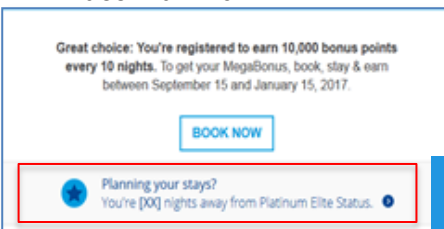
**Brand Exploration**  
CTO% 6.5%  
BK/Del: 10.3

## 3<sup>rd</sup> Place: Spring '17



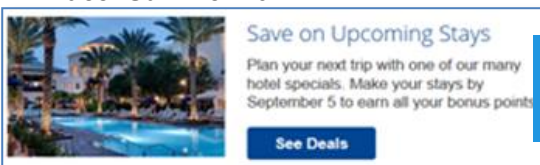
**Marriott Traveler & Map**  
CTO% 8.3%  
BK/Del: 11.6

## 2<sup>nd</sup> Place: Fall '16



**Travel Deals & Elite status targeting**  
CTO% 7.8%  
BK/Del: 13.2

## 1<sup>st</sup> Place: Summer'16



**Travel Deals**  
CTO 9.8%  
BK/Del: 15.2

MB Registration Confirmation generated the lowest CTO% & BPK in the past year

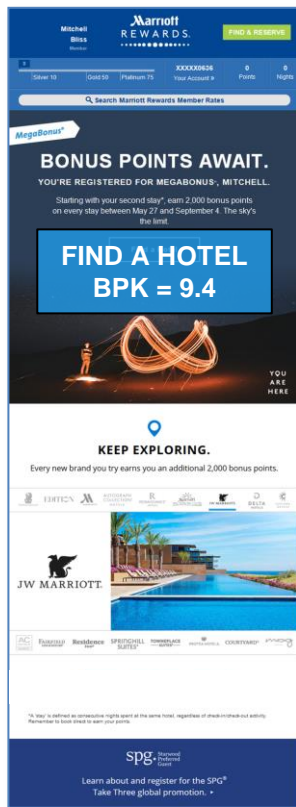
These Solo types primarily featured a main “book now” and:

- Summer '17: Brand exploration
- Spring '17: Marriott Traveler & Map
- Fall '16: Default travel deals with Elite status targeting
- Summer '16: Travel Deals

Note: Summer'17 also did not have a clearly defined 2<sup>nd</sup> CTA

- **Link analysis is recommended for past Registration Confirmation**

## “BOOK NOW” GENERATED HIGHEST BPK, AGAIN



**PLAN A STAY**  
BPK = 10.3

**FIND A HOTEL**  
BPK = 9.4

**BOOK NOW**  
BPK = 11.7

Summer '17 MB Reg. Confirmation CTA Test	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Book Now	155.7 K	1.8 K	\$572.0 K	59.4%	6.7%	29.4%	11.7
Find a Hotel	140.9 K	1.3 K	\$456.5 K	58.0%	7.0%	22.9%	9.4
Plan a Stay	140.9 K	1.5 K	\$456.4 K	58.6%	6.1%	29.0%	10.3

3 Way CTA test conducted in Registration Confirmation solo

**“Book Now”** version generated the **highest bookings** per email delivered

**“Find a Hotel”** generated the highest campaign & CTA **CTO%**

- “Find a Hotel” generated the highest CTO% in Jan '17 CTA test



# MAY TESTING SUMMARY

- ✓ MEGABONUS REGISTRATION CONFIRMATION CTA TEST
- SUBJECT LINE OPTIMIZATION

# SUBJECT LINE TESTING

## eNews\*\*:

- **Your Account: 3 Benefits You Should Know (11.0%)**
- Your Account: 3 Benefits for Your Next Trip (11.2%)
- Your Account: Holiday Starter Kit (11.2%)

## Hotel Specials:

- **Your June Travel Deals (12.7%)\***
- June Travel Deals: Save 15%+ on Hotels (11.6%)

## ECM Newsletter:

- **Win a Free Night Stay (40.8%)\***
- Exclusive Offers Just for You (37.4%)

## Descriptors of winning subject line:

Informative, FOMO

Current champion: Personalized

Sweepstakes

*\*Results are statistically significant*

*\*\*Winner did not have highest Open% but the most opens by the 4 hour window*

# SUBJECT LINE TESTING

## Destinations (Global):

- **Read This Before Your Next Trip (26.6%)\***
- Weekend Goals: Eat, Drink, Travel. (24.8%)
- Travel Tips: What to Book Before You Arrive (24.5%)

## Destinations (US):

- **Travel Tips: What to Book Before You Arrive (22.4%)\***
- Weekend Goals: Eat, Drink, Travel. (19.6%)
- Read This Before Your Next Trip (19.5%)

## Summer '17 MB Announcement Solo (Eng):

- **New MegaBonus: Infinite Points (14.7%)\***
- Announcing Infinite Points (13.9%)
- Your MegaBonus Offer: Infinite Points (13.4%)

## Descriptors of winning subject line:

Authoritative, suggestive

Travel tips, informative, excursion based

“New” over “Your”?

*\*Results are statistically significant*

*\*\*Winner did not have highest Open%*

# KEY TAKEAWAYS

Additional **MRCC** support is needed to meet goal; planned as dynamic content in other communications

**MVP** decisions appeared to positively impact **eNews** performance

- Obtain additional reporting to better understand offer performance
- Leverage Random results: Offers that do well in Random should be promoted in other communications
- Balance revenue generating content and offers with support for initiatives that may not get enough visibility through MVP

**Travel Deals** may help generate additional clicks & bookings in MegaBonus communications

## **eNews**

- **Change** positioning of Benefits to better resonate with members
- **Expand** usage of Rewards Chart
  - Expand feature into other campaigns
  - Consider increasing the prominence and information shared with the Rewards Chart
  - Use of “curiosity” copy to create engagement
- **Continue** to:
  - Expand locations and properties supported by Destination propensity in eNews
  - Utilize 2-across treatment for Hotel Openings
  - Deliver monthly UK eNews & quarterly MEA eNews as they add incremental engagement

## Destinations

- Vacation Planner theme generated high Open rates & concept should be executed yearly
- Consider dedicated subject lines and layout modifications for ROTW audience
- Consider continuing to explore for Trip Planner module different opportunities such as activities and experience type over specific destinations; continue to provide generic “see more” links when possible

## Subject line insights to higher Open rates

- Promotion details may help generate a higher Open%

## Learning Agenda

- For MB Registration Confirmation, Book Now CTA continued to generate a higher overall booking per delivered email while Find a Hotel generated a higher CTO%

# INDUSTRY INSIGHTS

# HYATT – DOUBLE POINTS PROMO

## Newsletter Top Offer

## Reg. Reminder Solo

## Booking Reminder Solo

## Newsletter Top Offer

## Booking Reminder Solo

**Double points for being you**

We understand being rewarded helps you be your best. Earn double points April 1 - June 30, 2017 on eligible stays worldwide, starting with your second eligible stay.

[BOOK NOW](#)

Account Summary (Activity as of May 10, 2017)

<b>Mitchell Bliss</b>	0	Current Point Balance
<b>Member</b> / 531380055P	0	Lifetime Base Points

Progress towards Discoverist

0 / 10	Eligible Nights YTD
0 / 25,000	Base Points YTD

[MY ACCOUNT](#) [SPECIAL OFFERS](#) [RATES & RESERVATIONS](#) [REDEEM POINTS](#)

**Double Points for Being You**

**Earn double points April 1 - June 30, 2017.**

Remember, you're registered to earn double points now through June 30, 2017 on eligible stays worldwide, starting with your second eligible stay. Points add up quickly, so free nights, room upgrades and more are within reach.

[REGISTER NOW](#)

**Double Points for Being You**

**Earn double points April 1 - June 30, 2017.**

Remember, you're registered to earn double points now through June 30, 2017 on eligible stays worldwide, starting with your second eligible stay. Points add up quickly, so free nights, room upgrades and more are within reach.

[BOOK NOW](#)

**Double points for being you**

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[BOOK NOW](#)

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Progress towards Discoverist

0 / 10	Eligible Nights YTD
0 / 25,000	Base Points YTD

[MY ACCOUNT](#) [SPECIAL OFFERS](#) [RATES & RESERVATIONS](#) [REDEEM POINTS](#)

**Double Points for Being You**

**Earn double points through June 30, 2017**

Don't miss out on earning double points through June 30, 2017 on eligible stays worldwide, starting with your second eligible stay. Points add up quickly, so free nights and room upgrades are within reach. Book your next stay now.

[BOOK NOW](#)

**Date:** 4/28  
**SL:** Your Account Summary  
 - Double Points for Being You

**Date:** N/A  
**SL:** Remember to Register –  
 Double Points for Being You

**Dates:** 5/1 + 5/15 (Resend)  
**SL:** Don't Miss Double  
 Points April 1 – June 30

**Date:** 5/25  
**SL:** Your Account Summary  
 - Double Points for Being You

**Date:** 5/31  
**SL:** There's Still Time  
 to Earn Double Points



# OTHER PROMOTIONS

## Carlson Triple Points

Carlson

### Newsletter Top Offer

TIME TO TRIPLE

Mitchell

You've registered to earn Triple Gold Points™, but you haven't booked yet. Book now to earn triple points on all eligible stays through June 30, 2017. Plus, earn 5,000 bonus points for every Sunday or Monday night stay up to 100,000 points\*.

BOOK NOW >

Personalized graphic with first name

## SPG Take 3

spg Starwood Preferred Guest

### Reg. Reminder Solo



### SPG Take Three

ONE-CLICK REGISTRATION >

TRIPLE UP ON STARPOINTS:

3X\*

TRIPLE STARPOINTS® on weekends.\*

+

2X\*

DOUBLE STARPOINTS on weekdays.

Take advantage of both offers. Just stay two or more nights at participating SPG® hotels and resorts from 27 May until 4 September 2017.

ONE-CLICK REGISTRATION

Registration ends 30 August 2017.

## SPG Pro Double-Double

spg.pro

### Reg. Reminder Solo

SPG Pro Double Double.  
DON'T PASS UP DOUBLE REWARDS — REGISTER NOW.

2X + 2X

REGISTER NOW

It's not too late to register for the SPG® Pro Double Double promotion. You'll earn double Starpoints® and double eligible nights towards elite status on meetings and events\* with a signed hotel contract. Book and arrive by 30 June, 2017, at more than 1,300 SPG hotels, and start earning twice as fast.

Promotion Terms & Conditions | FAQs



10 participating brands:

St. Regis®, The Luxury Collection®, W®, Le Méridien®, Westin®, Sheraton®, Tribute Portfolio™, Aloft®, Element™ and Four Points®

## IHG Accelerate

IHG Rewards Club

### Announcement Solo



Accelerate is always working to get you more

Dear Mitchell,

Accelerate is ready to go to work for you with offers that earn you bonus points faster. So whether you're off to chase the next big deal or taking some time to unwind, Accelerate will give you the points you're after.

Sign up today, and you'll be all set to start up to to 35,000 total bonus points when you stay at your favorite IHG hotels, plus get 1,000 bonus points for your first night stay. And you'll be all set to earn even more points at additional stays between May 15 and August 31.

With Accelerate, you can relax while the points add up.

SIGN UP FOR ACCELERATE

Points Earned	Completed Offers	Days Left
0 of 35,000 points	0 of 8	107

Earn 35,000 total bonus points  
Complete all your offers to get 35,000 total bonus points

Point Value	Offer Description	Status
2,500	Early Stay Bonus Stay once before June 15th and get 2,500 bonus points.	

Point Value	Offer Description	Status
1,000	Stay Once Get 1,000 Bonus Points Thank you for being a top IHG Rewards Club member. Stay once and earn 1,000 bonus points.	

Point Value	Offer Description	Status
5,000	Stay 3 Nights Get an additional 5,000 bonus points after night 3.	

Point Value	Offer Description	Status
3,000	Stay 3 more nights Get an additional 3,000 bonus points after night 3.	

Point Value	Offer Description	Status
3,000	Stay 3 more nights Get an additional 3,000 bonus points after night 10.	

Point Value	Offer Description	Status
3,000	Stay 3 more nights Get an additional 3,000 bonus points after night 10.	

Point Value	Offer Description	Status
15,000	Stay 3 more nights Get an additional 15,000 bonus points after night 10.	

IHG Rewards Club

### Reg. Reminder Solo



Summer is the perfect time to relax. And earn. Accelerate is ready to get you the points you deserve.

SIGN UP FOR ACCELERATE

Dear Mitchell,

Your dream getaway can now be a reality. Because when you sign up for Accelerate, and stay at one of your favorite IHG hotels, you'll get 1,000 bonus points for your first night stay. And you'll be all set to earn even more points at additional stays between May 15 and August 31.

Accelerate is ready to get you the points you deserve. Sign up today, and you'll be all set to start up to to 35,000 total bonus points when you stay at your favorite IHG hotels, plus get 1,000 bonus points for your first night stay. And you'll be all set to earn even more points at additional stays between May 15 and August 31.

With Accelerate, you can relax while the points add up.

SIGN UP FOR ACCELERATE

Points Earned	Completed Offers	Days Left
0 of 35,000 points	0 of 8	121

Earn 35,000 total bonus points  
Complete all your offers to get 35,000 total bonus points

Point Value	Offer Description	Status
2,500	Early Stay Bonus Stay once before June 15th and get 2,500 bonus points.	

Point Value	Offer Description	Status
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Point Value	Offer Description	Status
3,000	Stay 3 more nights Get an additional 3,000 bonus points after night 3.	

Point Value	Offer Description	Status
3,000	Stay 3 more nights Get an additional 3,000 bonus points after night 10.	

Point Value	Offer Description	Status
15,000	Stay 3 more nights Get an additional 15,000 bonus points after night 10.	

IHG Rewards Club

### Reg. Confirmation Solo



Thank You For Registering

This email has been sent to confirm that you have been successfully registered for the promotion outlined below.

Member: Mitchell Davis

Member Number: 581000473

Promotion: Accelerate

Track your progress and see how close you are to more rewards.

BOOK NOW

Points Earned	Completed Offers	Days Left
0 of 35,000 points	0 of 8	107

Earn 35,000 total bonus points  
Complete all your offers to get 35,000 total bonus points

Point Value	Offer Description	Status
2,500	Early Stay Bonus Stay once before June 15th and get 2,500 bonus points.	

Point Value	Offer Description	Status
1,000	Stay Once Get 1,000 Bonus Points Thank you for being a top IHG Rewards Club member. Stay once and earn 1,000 bonus points.	

Point Value	Offer Description	Status
5,000	Stay 3 Nights Get an additional 5,000 bonus points after night 3.	

Point Value	Offer Description	Status
3,000	Stay 3 more nights Get an additional 3,000 bonus points after night 3.	

Point Value	Offer Description	Status
3,000	Stay 3 more nights Get an additional 3,000 bonus points after night 10.	

Point Value	Offer Description	Status
15,000	Stay 3 more nights Get an additional 15,000 bonus points after night 10.	

Marriott REWARDS. | yes

# DESTINATIONS INSPIRATION

Hyatt has evolved their layout while highlighting both destination and property (bolded)

**HYATT**  
RESERVATIONS | HOTELS & RESORTS | WORLD OF HYATT | NEW HOTEL OFFERINGS

**Discover our world**  
Hyatt's Mission: Inspire and enable vibrant experiences around the planet.

**An eco boat tour in Abu Dhabi**  
At Park Hyatt Abu Dhabi Hotel and Villas, join the in-house marine biologist for a cruise aboard with mangroves, wildlife, and more.

**A dive in the Maldives**  
With a personal guide at your side, dive into the underwater splendor of the preserved, house reef at Park Hyatt Maldives.

**A horticulture tour in India**  
Tour an organic spice farm and 45 acres of landscaped gardens, featuring local flora like cardamom, mango, and papaya plants, at Park Hyatt Goa Resort and Spa.

**A guided nature walk in New Mexico**  
Embark on a mile-long walk along the bosque of the Rio Grande as you discover species native to New Mexico during this guided tour at Hyatt Regency Santa Fe.

Book on [hyatt.com](https://www.hyatt.com) for our best rate guarantee.

**HYATT**  
RESERVATIONS | HOTELS & RESORTS | WORLD OF HYATT | NEW HOTEL OFFERINGS

**Dad deserves a vacation**

**Explore Texas**  
BOOK NOW  
Go horseback riding, kayaking, and hiking with Dad at the secluded wilderness retreat that is **Hyatt Regency Lost Pines Resort & Spa**, nestled on the banks of the Colorado River.

**Cycle in Italy**  
BOOK NOW  
Stay at **Park Hyatt Milan** and say buongiorno to an Italian cycling trip that courses through the city of Milan and into the countryside with Dad pedaling by your side.

**Tour Washington, D.C.**  
BOOK NOW  
If your Dad is a history buff, take him to our nation's capital to tour the Smithsonian museums and see the memorials on the National Mall, then retreat to nearby **Hyatt Regency Washington on Capitol Hill**.

**Surf Delaware**  
BOOK NOW  
At **Hyatt Place Dewey Beach**, book one of our luxury condominiums with sweeping views along the Delaware shoreline. Rent surfboards and hang ten with Dad.

Book on [hyatt.com](https://www.hyatt.com) for our best rate guarantee.

**SPG**, like Destinations, has focused more on locations & experiences

**SPG**  
Spend More. Save More.

**Book with benefits.**  
SPG® members are excited to enjoy an additional 5% savings, plus complimentary Wi-Fi. We offer everything your next trip needs.

**Sunny SoCal.**  
Soak up the sunshine in San Diego. From Gaslamp Quarter to La Jolla, discover the amazing culture, wine, farms, beaches, and vibrant shopping.

**Paradise is calling.**  
Welcome to paradise. Discover captivating destinations of beauty across the United States, Canada, Mexico and Caribbean. No current.

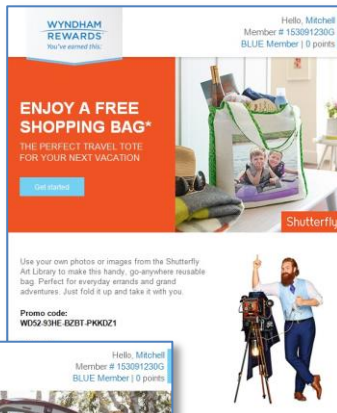
**Adventure in Alberta.**  
Savoring the breathtaking Canadian Rockies and all of what it has to offer, the ultimate adventure awaits in Alberta.

**Midwest is best.**  
More than just World Series teams and craft breweries. From Minnesota to Detroit and beyond, our growing road trip through America is your first.

**Best brews.**  
Whether traveling for work or play, look back with love from our brews every day of your stay at Four Points by Sheraton.

# PARTNER OFFERS

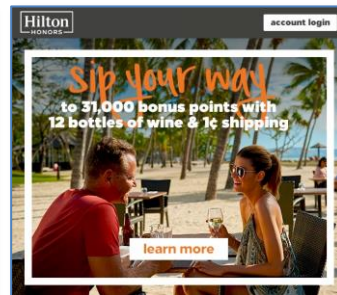
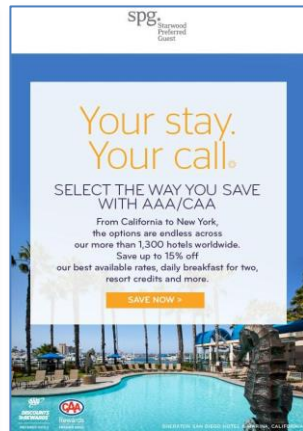
Wyndham leverages their spokesman for partner offers



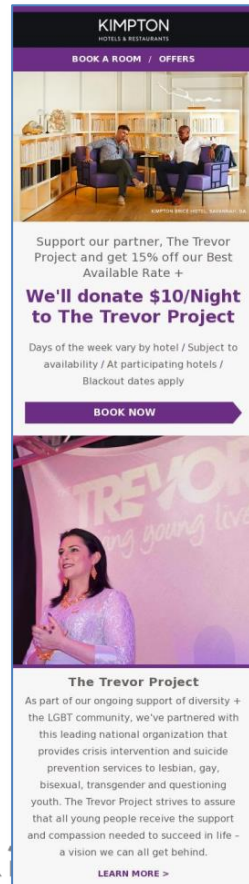
Hilton combines point offers into a "Hotel Specials"



Postcard-style, simple, singular focus




Kimpton & charitable causes





# LEVERAGING URGENCY

spg. hot escapes



Escape with weekly savings.  
BOOK BY SATURDAY

- SPG® members save up to 20%
- Non-members save up to 15%

[SAVE NOW >](#)

Check spg.com/escapes® every Wednesday to see new hotels and resorts

spg. hot escapes



LIMITED TIME OFFER  
**3 DAYS TO BOOK**

SPG® MEMBERS UP TO 20% | NON-MEMBERS UP TO 15%

Save on stays over the next 6 weeks in Arizona, Texas, Massachusetts and more exciting destinations.

[SAVE NOW >](#)

The Canyon Suites at The Phoenician, a Luxury Collection Resort, Scottsdale

Hot Escapes used as acquisition tool

WEBSITE GOES LIVE EVERY WEDNESDAY AT 9:00 PM HONG KONG / 10:00 AM GREENWICH MEAN TIME / 6:00 AM EASTERN TIME

Hilton Grand Vacations

**HOURS LEFT!**

**01 : 33 : 12**  
HOURS MINUTES SECONDS



Time's Almost Up! Enjoy New York City with a 3-day/2-Night stay—just **\$249!**

Here's your chance to enjoy **3 fun-filled days** in the Big Apple, PLUS **5,000 Hilton Honors Bonus Points** and more!

[LEARN MORE](#)

Offer ends tonight!

Hilton  
HOTELS & RESORTS

[VIEW OFFERS](#)

Hilton San Diego Bayfront

**72-Hour Sale**  
Enjoy a San Diego summer with rates from \$169

[BOOK NOW](#)




Hilton  
HOTELS & RESORTS

[VIEW OFFERS](#)

Hilton La Jolla Torrey Pines

**Last Chance**  
Grab rates from \$149 before it's too late

[BOOK NOW](#)



Hilton  
HOTELS & RESORTS

[VIEW OFFERS](#)

Hilton Daytona Beach Resort/Ocean Walk Village


**72-Hour Sale**  
\$95 rates on special summer weekday dates

[SAVE NOW](#)



KIMPTON  
HOTELS & RESTAURANTS

[BOOK A ROOM / OFFERS](#)



KARMA REWARDS EXCLUSIVE KIMPTON HOTEL PALOMAR LOS ANGELES - BEVERLY HILLS, CA

**LAST MINUTE DEALS**

These weekly Last Minute Deals are fleeting yet fabulous. And did we mention they're eligible towards tier progress and earning rewards? Rates are good for stays within the next 7 days, are pre-paid and non-refundable.

Austin, Texas  
Kimpton Hotel Van Zandt  
Downtown

FROM  
**\$280**

[SIGN IN OR JOIN](#)

Baltimore, Maryland  
Kimpton Hotel Monaco  
Inner Harbor

FROM  
**\$110**

[SIGN IN OR JOIN](#)

# SUMMER ENERGY

## Hilton Summer Flash Sales

**CURIO**  
#EXCLUSIVELYBYHILTON

**VIEW OFFERS**

**The DIPLOMAT**  
BEACH RESORT



**72 Hours Only**  
EXCLUSIVE 20% SAVINGS  
FOR OUR VALUED GUESTS

**BOOK NOW**

**Hilton**  
HOTELS & RESORTS

**VIEW OFFERS**

**Hilton Harrisburg**

**Summer's Here**  
15 minutes to Hershey & rates from \$139 with \$50 food credit

**BOOK NOW**

**Hilton**  
HOTELS & RESORTS

**VIEW OFFERS**

**Hilton San Francisco Union Square**

**Rates from \$199**  
Summer starts now. Enjoy our best rates of the season

**BOOK NOW**

**CURIO**  
#EXCLUSIVELYBYHILTON

**VIEW OFFERS**

**EL SAN JUAN HOTEL**



**Summer Getaway**  
EXTRAORDINARY EXPERIENCES  
FROM \$249 WITH \$100 CREDIT

**BOOK NOW**

**Hilton**  
HOTELS & RESORTS

**VIEW OFFERS**

**Hilton Hawaiian Village Waikiki Beach Resort**

**Aloha Summer**  
Create new family memories in Waikiki from \$240

**PLAN NOW**

**Hilton**  
HOTELS & RESORTS

**VIEW OFFERS**


**Hilton Anatole**

**72 Hour Sale**  
Time is running out... Summer rates as low as \$139.

**SAVE NOW**

**HYATT**

RESTAURANTS | HOTELS & RESORTS | MEMBER HOTELS | SERVICES OFFERS



**Feast on barbecue around the world**  
This month, we're saluting tender, juicy, fall-off-the-bone barbecue in world-famous BBQ destinations where you can stay with Hyatt. Invest your whole T-shirt at home.

**South Korea**

In South Korea, dig into a heaping plate of bulgog-gwangju "fire meat" made of marinated slices of beef grilled on a barbecue.

**BOOK NOW**

**Brazil**

In Brazil, the staple of any charcuterie, is a grilled meat in pimenta, a delicious pepper sauce cut of beef marinated with a thick layer of fat.

**BOOK NOW**

**Mexico City**

Head to Mexico City for its renowned barbecue from which the world barbecue originated. Tender, juicy or just meat that shrinks easily.

**BOOK NOW**

**Kansas City**

Indulge in Kansas City-style BBQ, slow-smoked over wood and slathered with a signature sauce brimming with tomatoes and molasses.

**BOOK NOW**

**Birmingham**

Alabama is home to many barbecue styles, but Birmingham's most famous version might be pork cooked tender over a hickory wood fire.

**BOOK NOW**

**Memphis**


Memphis knows barbecue. Its signature style involves pork slow-cooked over a pit, marinated with a dry rub or slathered with a wet sauce.

**BOOK NOW**

Book on hyatt.com for our best rate guarantee.

**WESTIN**  
HOTELS & RESORTS

Where will summer take you?



It's time to start planning your next getaway! Warmer weather is great, but our unique packages are even better. Enjoy gift cards, exclusive savings and more.

Enjoy our best packages in Bellevue, Vancouver, Los Angeles, and Austin.

**FEATURED DESTINATIONS**

**THE WESTIN BELLEVUE**

The Westin Bellevue is an award-winning hotel where you can experience natural beauty and urban sophistication with views of the city or Lake Washington.

Treat yourself and your family to Bellevue's best dining, shopping, and entertainment. Your shopping experience includes:

- One \$100 gift certificate per night you stay for use at Bellevue Square, Lincoln Square, and Bellevue Place
- Complimentary self-parking for Friday and Saturday night

Book online or call 866-716-8108 and mention rate plan LYPKGI.

**BOOK NOW**

**spg.resorts**

6 reasons to love Hawaii this summer.

**1**

Free flights and Starpoints!

One year's stay with savings of up to 50% on 50% off hotel rooms and suites. Learn More >

**2**

Too things to do in Hawaii

Choose from 100+ activities and experiences to enjoy during your stay. Learn More >

**3**

Your car's on us

Get a free vehicle up to \$1000 with your stay. Learn More >

**4**

Can't miss cocktails

Indulge in the ultimate cocktail. Sip refreshing, exotic and delicious. Learn More >

**5**

More room to spread out

Book a suite in Hawaii and enjoy extra amenities with your stay. Package includes breakfast, welcome gifts, movie credits and more. Learn More >

**6**

Spectacular pools & beaches

Experience 32 tropical pools and 3 award-winning beaches. Learn More >

**spg** Signature Suite

Suite summertime.

This summer, treat yourself to more space, upgraded amenities, bonus Starpoints® and more at hundreds of hotels and resorts.

**Signature Suite 1**

**1**

Elevation in the city.

One year's stay with savings of up to 50% on 50% off hotel rooms and suites. Learn More >

**2**

Bet on Las Vegas

Let Las Vegas entertain in the city for your summer getaway. Enjoy the best of the city with savings of up to 50% on 50% off hotel rooms and suites. Learn More >

**3**

Family time.

Start planning the ultimate family vacation. Families who stay up to 10 nights or more, plus one night for each child, get a free family suite. Learn More >

**4**

Destination: Denver.

Denver is calling. Experience the best of the city with savings of up to 50% on 50% off hotel rooms and suites. Learn More >

**5**

Hello Hawaii.

Save up to 50% on rates and offer premium suites. Plus, enjoy daily breakfast for two at our charming resort, across all the islands. Learn More >

**6**

Summer travel inspiration.

Summer is only one month away. Inspiration is just a click away. Learn More >




# WEDDING SEASON

Property-specific to best highlight the experience

Hyatt Regency Delhi


the mansion HYATT REGENCY DELHI



**TAKE THE WEDDING VOWS AT THE MANSION**

As you exchange the most important vows on your special day, Hyatt Regency Delhi brings to you the only indoor air conditioned Veda room in the city. Dramatic live kitchen, creative menus, beautiful decor and our team of professionals will make this day an affair to remember!

[LEARN MORE](#)




**THE NEW BEGINNING**

**Ceremony Package**

The new journey finally begins. A stylish free celebration of a new beginning, a blessed start to eternity.

[LEARN MORE](#)



**SUNRISE**

**Ceremony Package**

Say "I do" and embark on your new journey amid Bali's gorgeous scenery, while overlooking the Indian Ocean in the background.

THE WESTIN  
NUSA DUA BALI



**CREATE YOUR NEW JOURNEY WITH US**

Say "I do" and embark on your new journey amid Bali's gorgeous scenery, while overlooking the Indian Ocean in the background. For the most romantic of Bali beach weddings, choose from our carefully designed and structured wedding venues.

Regardless of whether you choose an indoor or outdoor venue, the setting and decor seamlessly fuse with the scenery of Nusa Dua Beach to create your unforgettable dream wedding in Bali.

[LEARN MORE](#)



**THE NEW BEGINNING**

**Ceremony Package**

The new journey finally begins. A stylish free celebration of a new beginning, a blessed start to eternity.

[LEARN MORE](#)



**DIVINE**

**Ceremony & Dinner**

Create your unforgettable dream wedding and we will ensure that every moment of your wedding is perfectly attended to leaving you relaxed and energized to revel in the joy of your celebration.

[LEARN MORE](#)



**SUNRISE**

**Ceremony Package**

Say "I do" and embark on your new journey amid Bali's gorgeous scenery, while overlooking the Indian Ocean in the background.

THE WESTIN  
NUSA DUA BALI



**CREATE YOUR NEW JOURNEY WITH US**

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Regardless of whether you choose an indoor or outdoor venue, the setting and decor seamlessly fuse with the scenery of Nusa Dua Beach to create your unforgettable dream wedding in Bali.

[LEARN MORE](#)



**DIVINE**

**Ceremony & Dinner**

Create your unforgettable dream wedding and we will ensure that every moment of your wedding is perfectly attended to leaving you relaxed and energized to revel in the joy of your celebration.

[LEARN MORE](#)

# HOLIDAY MAILINGS

## Mother's Day

**Hilton** **VIEW OFFERS**

**The Drake**  
REAL PROGRESS

**Mother's Day**  
Delicious dishes, live music & special deals for Mom

**LEARN MORE**

**Hilton** **account login**

**celebrate**

**Mother's Day with flowers for mom and earn 3,000 Points**

**shop now**

## Memorial Day

**Sheraton**

**MAKE MEMORIES THIS MEMORIAL DAY**



Spend Memorial Day doing something you love with people you love, and explore a new city with friends and family! Plan the ultimate holiday weekend full of adventure and fun at our Sheraton Hotels in La Jolla, Albuquerque, Denver and Houston.

**Radisson** **POINTS**

**DOUBLE UP ON FUN MEMORIAL DAY WEEKEND**

Save up to 15% when you stay two consecutive nights at Radisson® or Country Inns & Suites By Carlson™

**BOOK NOW >**

**STAY TWO SL: re: memorial day plans**

**Plan Your Visit** **Explore Hotels**

LOOK FOR **SAVE MORE** TO INDICATE MEMBERS ONLY RATE EXCLUSIVE

**Hilton** **HONORS** **account login**

**earn double points on your first & every stay**

**continue**

Thanks for signing up! Start traveling to earn Double Points on every stay now through August 31. No limits. No minimums. There's no stopping you.

**save big on Memorial Day weekend!**  
get 50% off Sundays

**learn more**

**Hilton** **HONORS** **account login**

**you deserve a 3-day weekend – save 50% off Sunday nights**

**next step**

**take in Golden Gate views over a long weekend**

**book now**

## Ramadan

**Sheraton**  
LUXURY HOTELS & RESORTS

**Ramadan Kareem**

**GRAND HYATT** **GRAND HYATT SINGAPORE**

**STRATSKITCHEN SERVES UP RAMADAN FEAST**

This Ramadan, break fast at Grand Hyatt Singapore with StratSkitchen's mouthwatering selection of traditional Ramadan delights with Malay, Arabic, Chinese and Indian influences. Prepared from fresh, local, certified halal and specialty created just for Ramadan, the delectable range of food is available for dine-in or takeaway.

Experience the ultimate "buka puasa" feast as you tuck into the dinner buffet spread at the restaurant, and watch as specialty chefs whip up a culinary storm at the live show kitchens. A 22-item take-home treat for four people to share is also available during the Ramadan period. This finger-licking eat, which features a spread of Arabic mezzan accompanying mains such as beef rendang, ayam buah keluak, wash-fried crab and lambton murg, can be pre-ordered for self-collection or via UberEATS.

**LEARN MORE**

**SPECIAL OFFERS**

**GRAND HYATT** **GRAND HYATT JAKARTA**

**RAMADAN AT GRAND HYATT JAKARTA**

The holy month of Ramadan is upon us and it is time to start planning your after-evenings with your family and friends. Explore your after choices at Grand Hyatt Jakarta and book your table early.

**LEARN MORE**

**SPECIAL OFFER**

**THE FINEST OF TURKEY**  
Pilar buffet at Grand Caltex  
Indulge in a whole new experience of Turkish dining during the holy month of Ramadan at Grand Caltex.

**LEARN MORE**

**TURKISH MEZZE AT BURGUNDY**  
Indulge your tastebuds with range of hot and cold Turkish mezza at burgundy during Ramadan.

**LEARN MORE**

**IF TAR MENU AT C'S STEAK & SEAFOOD**  
Feast on traditional Turkish delicacies available on C's special If Tar à la carte menu.

**LEARN MORE**

**GROUP OR PRIVATE IF TAR**  
With function rooms capable of accommodating private groups, you will find that your every requirement for a special If Tar is fully catered to.

**LEARN MORE**

**RAMADAN DINNER BUFFET**  
Don't miss out on the spread of exotic Arabic dishes with our set for Ramadan at one of the Ramadan gastronomic highlights. At StratSkitchen, we set a special Ramadan dinner buffet menu from May 26 to June 24.

**LEARN MORE**

**IF TAR TAKEAWAY**  
From May 22 to June 26, take home a feast from StratSkitchen in the form of a sumptuous 22-item set available via UberEATS or self-collection.

**LEARN MORE**

**MUST-TRY DISHES AT STRATSKITCHEN**  
With the best of local food under one roof, it may be hard to decide what to make the extra mouth for. Check out Time Out Singapore's definitive guide to the must-try dishes which includes the well-fried crab that comes in five different varieties!

**LEARN MORE**

**SPECIALTY CHEFS WHIP UP LOCAL FAVORITES**  
StratSkitchen gathers the best of specialty chefs from around Asia to whip up the city's local favorite food. Be enticed by the elaborate flames, steam and clattering of kitchenware as you journey through the Malay, Indian, Chinese and Peranakan traditions.

**LEARN MORE**

# APPENDIX

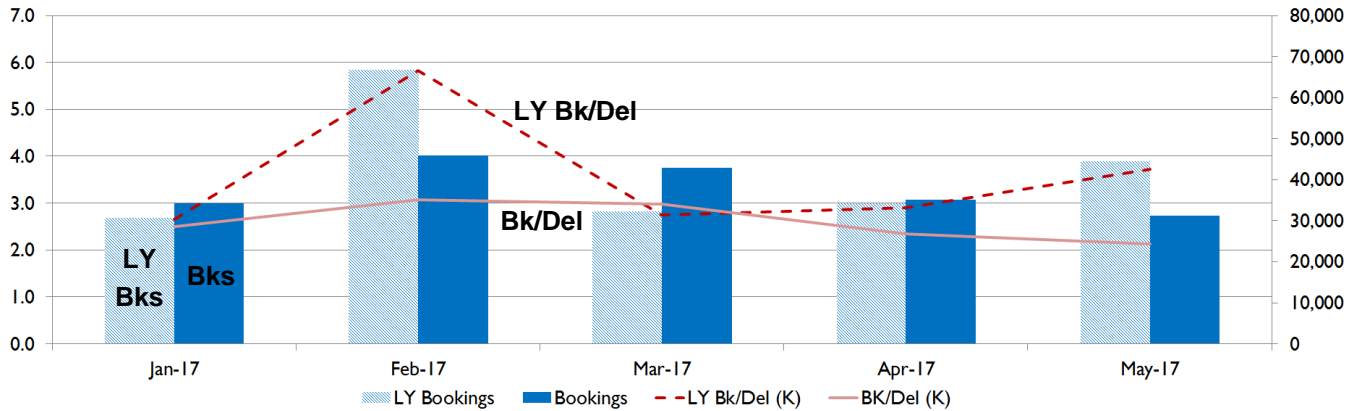


# MRCC RESULTS AGAINST FORECAST (EMAIL)

Email details	Jan	Feb	Mar	Apr	May
Standalone email accounts	1,738	1,377	2,429	2,278	1,616
eNews accounts	20	188	168	2,935	719
Hotel Specials accounts	3	3	27	61	22
Points expiration accounts	77	85	105	43	112
Confirmation email accounts	46	36	34	28	110
Other ridealong	3	1	4	3	8
Refer-a-Friend	319	257	128	27	159
<b>Total</b>	<b>2,206</b>	<b>1,947</b>	<b>2,895</b>	<b>5,375</b>	<b>2,746</b>
<b>YTD Summary</b>					
% year elapsed	41.7%				
YTD accounts	15,169				
2017 email accounts budget	33,000				
% to budget	46.0%				
Prior year YTD	14,770				
% Y/Y	2.7%				

# MVP DID NOT APPEAR TO GENERATE ADDITIONAL BOOKINGS

MVP was launched in April and in May did no generate incremental bookings compared to 2016

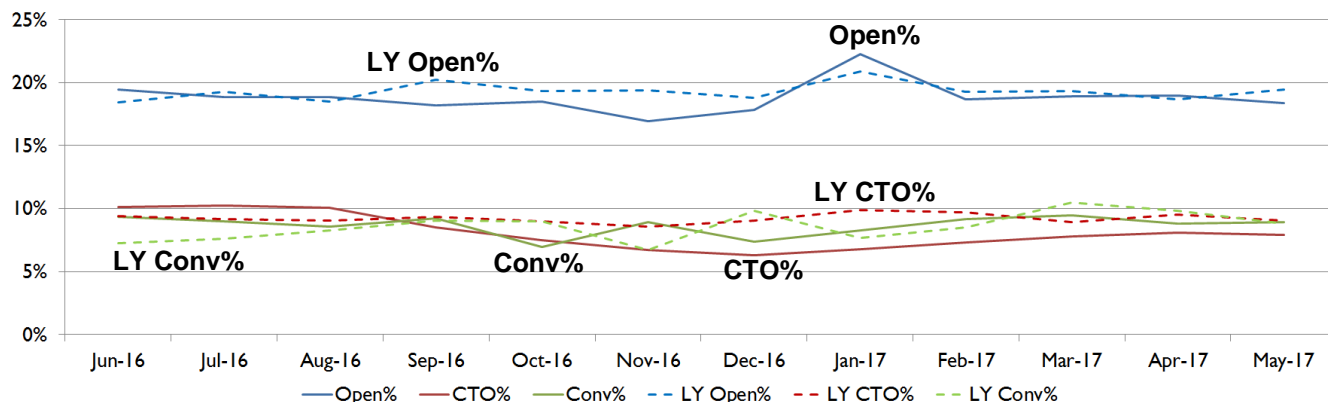


MOM CTO% DID NOT FALL AS SIGNIFICANTLY DURING LAST YEAR'S 3 MONTH THEME

CTO% decreased significantly in the 3<sup>rd</sup> month in 2016  
 Note: Road Trip '16 was over June-Aug, Summer '17 was Mar-May



# MAY '17 HOTEL SPECIALS EMAIL KPI TRENDS



Open% fell 6% YoY, 3% MoM, and 3% below the 12-month avg

May Subject Line Test:

- **Your June Travel Deals (12.7%)**
- June Travel Deals: Save 15%+ on Hotels (11.6%)

CTO% fell 13% YoY, 2% MoM, although click volume was 3% above the YTD avg

Conv% was up 2% YoY, 2% MoM, and 3% above the 12-month avg

# MAY '17 HOTEL SPECIALS LINK ANALYSIS

Click volume was 3% above the YTD avg

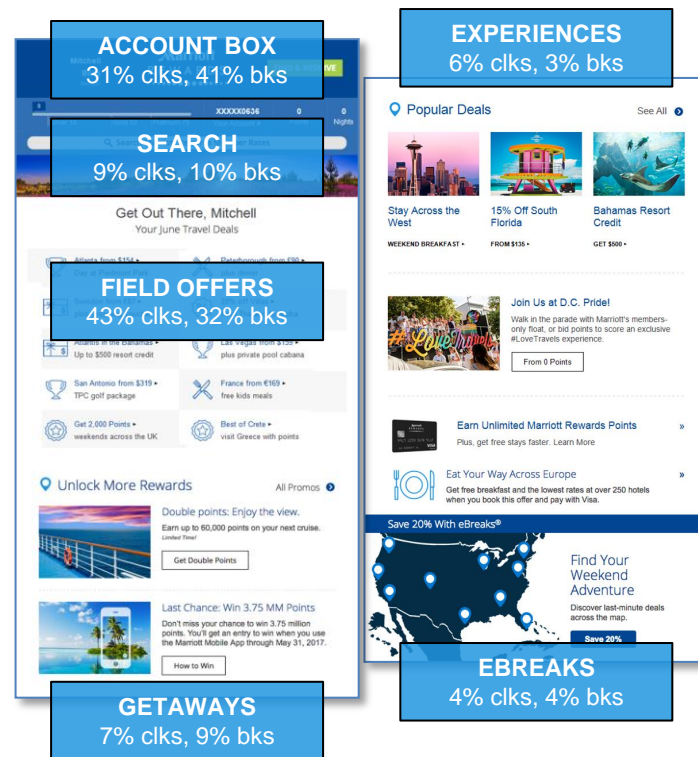
- Account Box + Search generated the highest click volume and % of clicks YTD
- Mobile App Sweeps offer generated most clicks in curated offer section; leveraged "Last Chance" urgency copy in headline

Field Offers click volume decreased 5% MoM, but was 0.5% above the YTD avg

Curated offers generated a 15% lower % of clicks and 11% (-3.0K) fewer clicks than the YTD avgs

- Conv% was 13% above YTD avg, primarily due to high 'Mobile Apps Sweep'; 2nd highest Conv% for curated offer YTD

Compared to YTD avgs, % of clicks to eBreaks was down 32% but Conv% was up slightly



# MAY '17 HOTEL SPECIALS LINK ANALYSIS

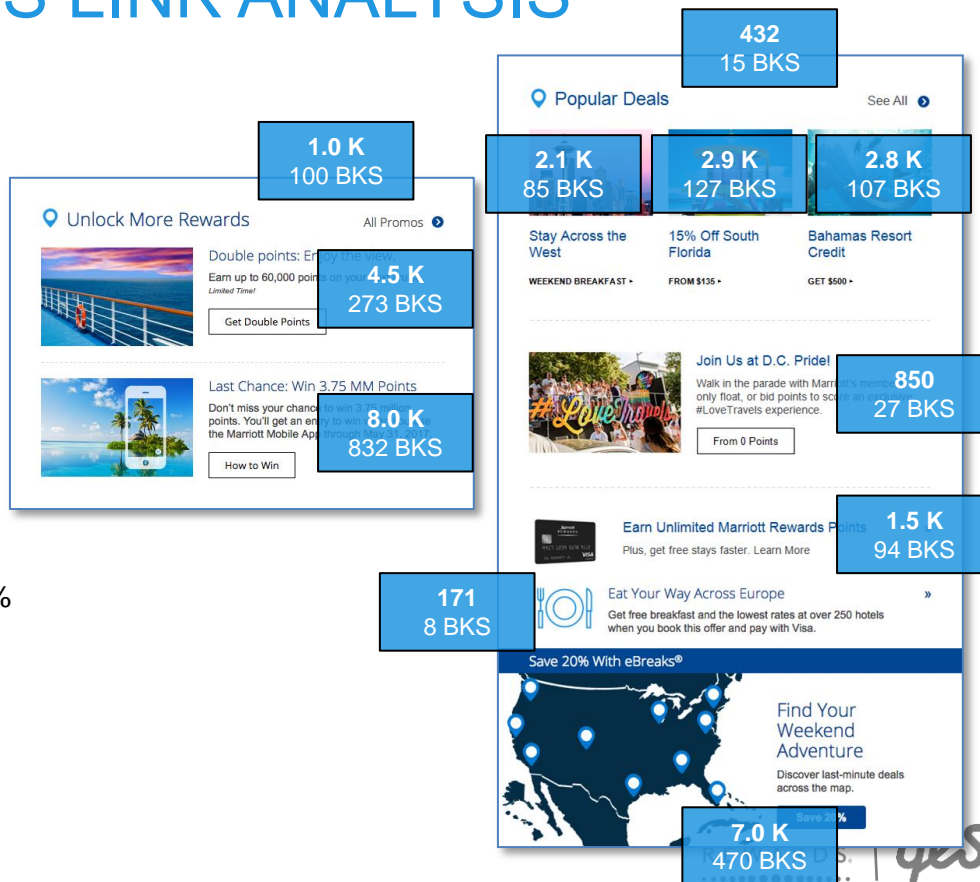
## Observations

Most clicked content:

- Mobile App Sweeps (Unlock more...) 8.0 K
- eBreaks 7.0 K
- Cruises Only (Unlock more...) 4.5 K
- South Florida (Popular Deals) 2.9 K
- Bahamas Credit (Popular Deals) 2.8 K
- Across the West (Popular Deals) 2.1 K

Mobile App Sweeps offer generated a higher click volume and Conv% than any other May curated offer

- Focus on '3.75M points' & urgency in headline may have contributed to 58.5% lift in % of clicks (+3.1K) and a 41.5% Conv% from Mar '17 offer



# SUMMER MEGABONUS ANNOUNCEMENT SOLO

Promotional Announcement Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Summer '17	12.1 M	52.6 K	\$18.0 M	23.0%	17.4%	10.9%	4.4
Summer '17 (w/o Non-Members)	10.3 M	52.5 K	\$18.0 M	24.2%	18.9%	11.1%	5.1
Spring '17	8.5 M	55.0 K	\$20.4 M	25.8%	15.8%	15.8%	6.4
Summer '16	9.1 M	44.3 K	\$15.6 M	24.6%	19.1%	10.3%	4.9
Spring '16	7.8 M	45.9 K	\$16.2 M	24.8%	18.3%	13.0%	5.9

\*Fall '16 MB was announced in eNews

Promotional Announcement Solos	Subject Line	Open%
Summer '17	New MegaBonus: Infinite Points	23.0%
Spring '17	Introducing Your MegaBonus: 2x Points	25.8%
Summer '16	100,000 Points Could be Yours, [FNAME]	24.6%
Spring '16	Win Big With MegaBonus®	24.8%

Increased Non-Member audience impacted performance

- Non-Members accounted for 15% of Summer '17 audience and <1% of previous Announcement solo
- Taking out nonmember performance, Summer '17 CTO% would have been higher than Spring '16 & '17

The use of "Infinite points" in SL did not significantly increase Open%

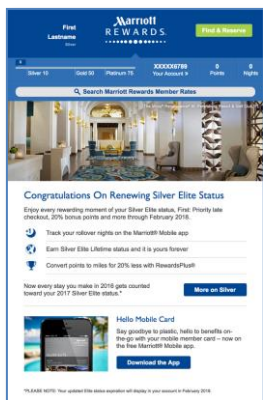
- Audience may be wary of grand, but vague statements

Separate subject line tests were conducted for US, Spanish, and Chinese versions

## English Subject Line Test:

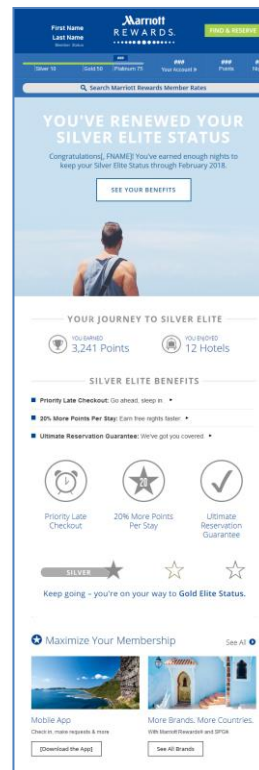
- New MegaBonus: Infinite Points (14.7%)
- Announcing Infinite Points (13.9%)
- Your MegaBonus Offer: Infinite Points (13.4%)

# HIGHEST CTO% SINCE JAN '16 WITH REDESIGN



Lifecycle: Renewers	Silver			Gold			Platinum		
	May '17	May '16	Δ YoY	May '17	May '16	Δ YoY	May '17	May '16	Δ YoY
Delivered	46.3 K	42.0 K	10.3%	6.4 K	3.7 K	76.2%	5.2 K	5.0 K	4.2%
Open%	61.3%	61.7%	-0.6%	65.2%	69.2%	-5.8%	68.3%	68.8%	-0.7%
CTO%	28.4%	18.0%	57.7%	22.2%	24.3%	-9.0%	20.3%	26.3%	-23.0%

Lifecycle: Renewers	Delivered	Open%	CTO%
May '16	50.7 K	63.3%	19.7%
Jun '16	48.5 K	66.0%	19.4%
Jul '16	66.0 K	66.9%	19.5%
Aug '16	58.0 K	66.4%	20.8%
Sep '16	51.2 K	66.6%	20.3%
Oct '16	58.8 K	65.7%	20.4%
Nov '16	44.8 K	64.8%	21.4%
Dec '16	11.7 K	63.8%	22.1%
Jan '17	103.4 K	61.3%	17.5%
Feb '17	71.4 K	60.2%	16.5%
Mar '17	73.1 K	62.4%	24.1%
Apr '17	50.6 K	62.8%	26.7%
May '17	58.0 K	62.4%	26.9%
Average	57.4 K	64.2%	20.7%



A redesigned Renewers campaign launched on 3/8

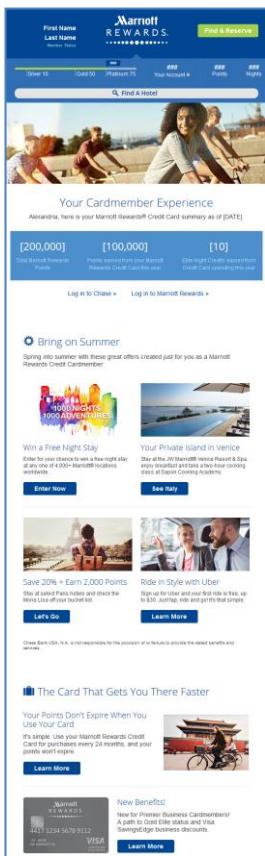
Since March redesign, CTO% has consistently increased MoM

- Silver audience drove campaign CTO% increase
- Golds and Platinum CTO% were down MoM & YoY
- Renewers refresh planned for 6/28



## ECM NEWSLETTER

May '16



May '17

ECM Q2 Newsletter	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
May '17	921.2 K	10.4 K	\$3.0 M	43.3%	23.6%	11.0%	11.3
May '16	862.6 K	4.9 K	\$1.5 M	40.9%	12.4%	11.2%	5.7
Δ	6.8%	110.8%	106.3%	5.7%	89.6%	-1.5%	97.4%

May '17 quarterly MRCC newsletter was sent to the largest audience since Feb '13

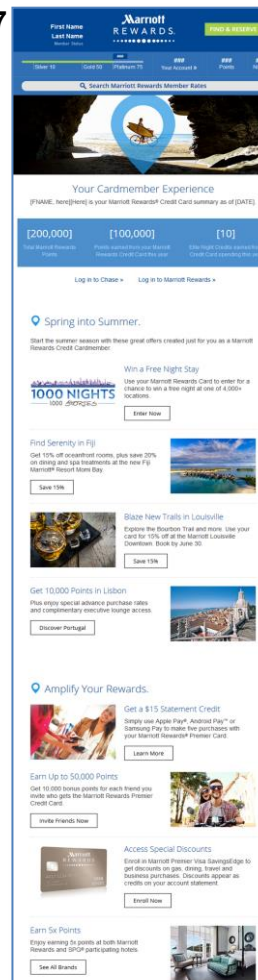
Highest Open% since Aug '15; a subject line test was conducted:

- **Win a Free Night Stay (40.8%)**
- **Exclusive Offers Just for You (37.4%)**

Test & Roll results suggest "Exclusive Offers..." may have ultimately had the higher Open%

2<sup>nd</sup> highest CTO% since Feb '13

- The month of May has generated the highest annual CTO% since 2015 and has consistently featured a 'Free Night' Sweepstakes



# MAY 2017 MR CAMPAIGN REVIEWS

# YOY CLICK & BOOKING VOLUME FELL DESPITE AN INCREASE IN DELIVERIES

		Program	eNews
Audience	Total Delivered	83.1 M -2.7%	14.6 M 22.0%
	Unsub Rate	0.16% -0.1 pts	0.10% -0.2 pts
	Delivery Rate	98% 0.3 pts	98% -1.5 pts
Engagement	Open Rate	23.8% -1.0 pts	23.7% -0.4 pts
	Opens	19.7 M -6.5%	3.5 M 19.7%
	Click Rate	2.2% -0.3 pts	2.4% -1.1 pts
	Unique Clicks	1.9 M -15.1%	351.3 K -16.7%
	Click to Open Rate	9.4% -0.9 pts	10.1% -4.4 pts
Financial	Bookings	174.5 K -21.3%	31.2 K -30.0%
	RoomNights	400.8 K -24.3%	74.5 K -30.1%
	Revenue	\$61.3 M -24.1%	\$11.6 M -29.6%
	Conversion Rate	9.4% -0.7 pts	8.9% -1.7 pts
	Bookings per Delivered(K)	2.1 -19.1%	2.1 -42.6%

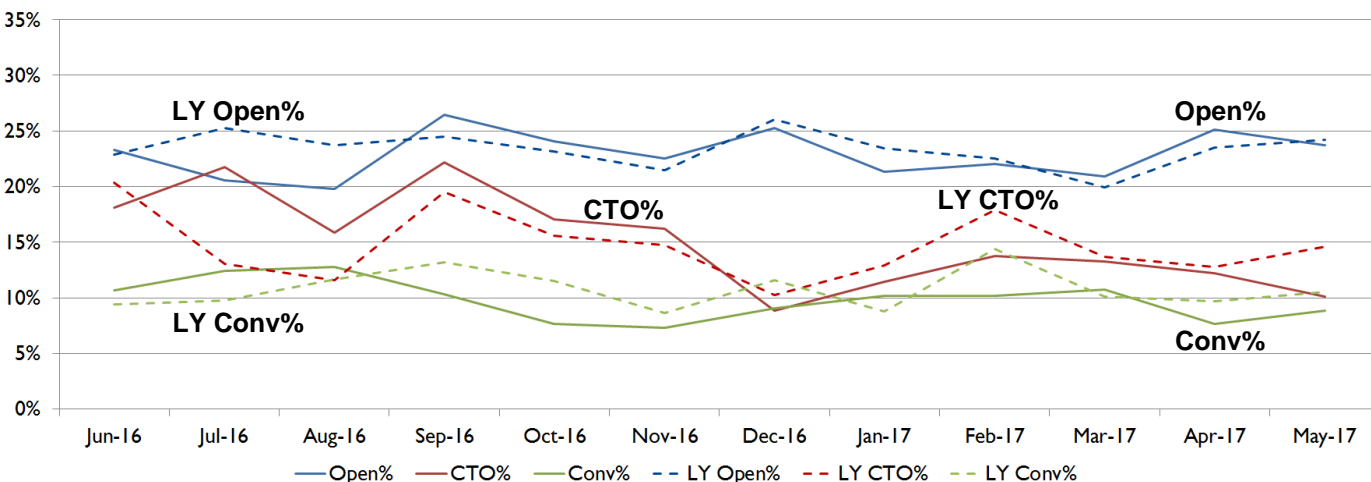
May eNews BPK fell by 43%

- Non-booking focus in Top Offer

CTO% was the 2<sup>nd</sup> lowest since Dec '15

Conv% was 11% below 12-month avg

# MAY '17 ENEWS EMAIL KPI TRENDS



Open% was 3% above 12-month avg; but down 5% MoM and 2% YoY

## May Subject Line Test:

- **Your Account: 3 Benefits You Should Know**
- Your Account: 3 Benefits for Your Next Trip
- Your Account: Holiday Starter Kit

CTO% was the 2<sup>nd</sup> lowest in 2.5 years

- Content above Rewards section generated the lowest click volume since Jan '16

Conv% was 11% below 12-month avg

- Top Offers 2 (Atlantis/100K MRCC/MVC) Conv% accounted for 20% of total clicks and Conv% was 14% below overall mailing

# MAY '17 ENEWS SECTIONS

May eNews generated 14% fewer clicks and an 9% lower Conv% than YTD avg

- Top Offers featured evergreen benefits & generated 73% fewer clicks than YTD avg
  - All other sections experienced click volume increases vs YTD avg
- The following sections had a lower Conv% than their respective YTD avgs:
  - Top Offer 2 = 20% of clicks / 19% lower Conv% than YTD section avg
  - Account Box = 26% of clicks / 11% lower Conv% than YTD section avg

Top Offer 2 section leveraged MVP content and generated the most clicks since Jun '16

- |   |                              |
|---|------------------------------|
| • <u>100K MRCC (72% of TTL Delivered)</u>   | Clicks = 61 K / Conv% = 6.7% |
| • <u>Atlantis (17% of TTL Delivered)</u>    | Clicks = 6 K / Conv% = 5.7%  |
| • <u>MVC 20% Off (10% of TTL Delivered)</u> | Clicks = 6 K / Conv% = 9.5%  |

First name personalization was applied to the pre-header and generated the most clicks in 2017 thus far (+259.2% above YTD avg)

- PH: Hi [FNAME]: Here are your May member updates

**ACCOUNT BOX**  
26% clks, 34% bks

**SEARCH**  
5% clks, 5% bks

**TOP OFFER**  
16% clks, 17% bks  
[SEE MORE BENEFITS](#)

**TOP OFFER 2**  
18% clks, 15% bks

**REWARDS - HEADER**  
4% clks, 3% bks

TRAVEL, TRANSFORMED

**REWARDS - MVP**  
11% clks, 8% bks

**Use Points for Experiences**  
Use or redeem your points on culinary experiences, sporting events, concerts & more.  
[Find Experiences](#)

**Got Points? Go Shopping!**  
Use your points for electronics, jewelry, accessories and more.  
[Use Points](#)

**REWARDS - MAIN**  
10% clks, 9% bks

**We're Honored, Mitchell.**  
Thanks to you, Marriott Rewards was named Program of the Year for the 10th year in a row.

[How many points do you need? See Rewards Chart](#)

[Find A Hotel](#)

**DEST. PROPENSITY**  
2% clks, 2% bks

The Brown Palace Hotel and Spa, Autograph Collection  
[Book Now](#)

The Ritz-Carlton, Denver  
[Book Now](#)

Renaissance® Denver Downtown City Center Hotel  
[Book Now](#)

Members get the lowest price at Denver hotels. [See All](#)

**HOTEL OPENINGS**  
4% clks, 3% bks

**Fiji Marriott**  
Your over-water villa awaits, Mitchell.  
[Discover Fiji](#)

**Hotel EMC2, Autograph Collection**  
Where art and science meet hospitality.  
[See Chicago](#)

**ALL NEW HOTELS**

**EBREAKS**  
2% clks, 2% bks

**Find Your Weekend Adventure.**  
Discover last-minute deals across the map.  
[SAVE 50%](#)

# MAY '17 ENEWS SECTIONS

YTD, Rewards section generated the most clicks and highest % of clicks (+49% above avg)

- Rewards Chart link generated the most clicks (24% of section clicks)
- 3.75M Point Sweepstakes generated the 2<sup>nd</sup> most clicks (17% of section clicks)
- MoM, MVP Offers generated 3.9% more clicks and a 34.9% higher % of clicks; MoM, MVP Conv% decreased 7.1%

New Destination Propensity section\* replaced City Scene; Generated 13% higher % of clicks than the YTD City Scene avg

- Conv% was 88% higher than the City Scene YTD avg

Hotel Openings leveraged 2-across treatment and generated the highest click volume & % of clicks YTD

eBreaks generated the highest % of clicks since Jan '17

\*destinations & hotels were based on members' propensity

**ACCOUNT BOX**  
26% clks, 34% bks

**SEARCH**  
5% clks, 5% bks

**TOP OFFER**  
16% clks, 17% bks

**TOP OFFER 2**  
18% clks, 15% bks

**REWARDS - HEADER**  
4% clks, 3% bks

TRAVEL, TRANSFORMED

**REWARDS - MVP**  
11% clks, 8% bks

Use Points for Experiences  
Use your points for culinary experiences, sports events, concerts & more.

Got Points? Go Shopping!  
Use your points for electronics, jewelry, accessories and more.

**REWARDS - MAIN**  
10% clks, 9% bks

We're Honored, Mitchell.  
Thanks to you, Marriott Rewards was named Program of the Year for the 10th year in a row.

How many points do you need? See Rewards Chart

**DEST. PROPENSITY**  
2% clks, 2% bks

The Brown Palace Hotel and Spa, Autograph Collection  
The Ritz-Carlton, Denver  
Renaissance® Denver Downtown City Center Hotel

**HOTEL OPENINGS**  
4% clks, 3% bks

Fiji Marriott  
Hotel EMC2, Autograph Collection

**EBREAKS**  
2% clks, 2% bks

Find Your Weekend Adventure.  
Discover last-minute deals across the map.



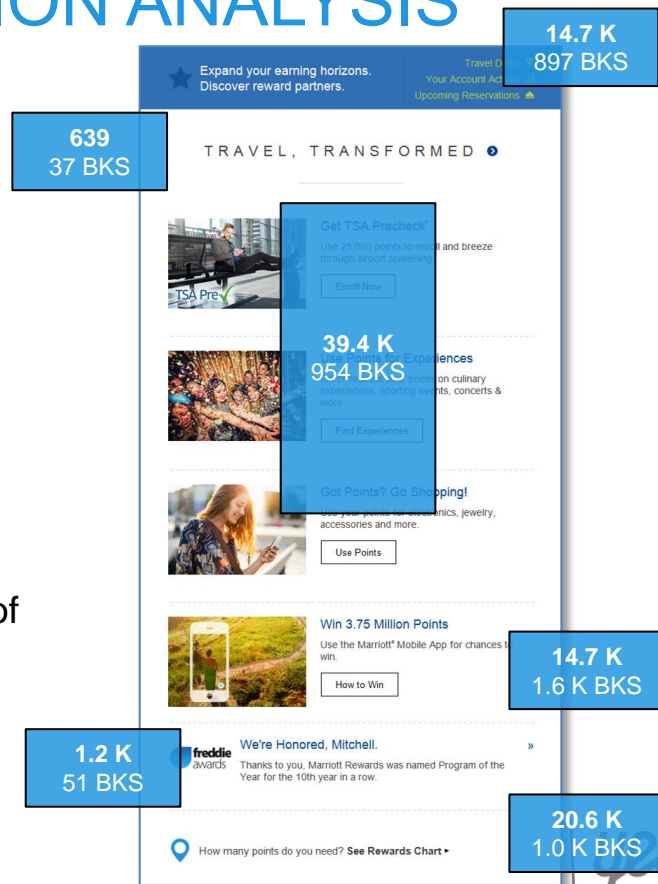
# MAY '17 ENEWS REWARDS SECTION ANALYSIS

MVP offers accounted for 39.0% of Rewards clicks; the highest clicked offers were:

- TSA Pre-check = 7.3% of Rewards clicks (6.2K)
- Explore Hawaii = 6.3% of Rewards clicks (5.4K)
- 35% Off Hertz = 4.4% of Rewards clicks (3.7K)
- Merchandise Redeem = 3.5% of Rewards clicks (2.9K)

Rewards Chart link generated 24.2% of section clicks, more clicks than any other piece of Rewards content

- May Rewards Chart link leveraged same copy as Aug '16, but generated 164% more clicks and accounted for a 218% higher % of overall clicks



## MAY '17 ENEWS DESTINATIONS PROPENSITY SECTION ANALYSIS

Despite only targeting 41.1% (5.2M) of May eNews recipients, Destinations Propensity module generated 13% more clicks than the City Scene section 12-month avg

May '17 eNews Dest. Propensity	Delivered
-----------------------------------	-----------


D.C.	1.4 M
Chicago	747.5 K
San Francisco	554.9 K
Dallas	469.2 K
Atlanta	453.0 K
NYC	304.6 K
Boston	274.9 K
Orlando	247.3 K
Denver	179.6 K
Phoenix	173.9 K


May '17 eNews Dest. Propensity	Clicks
-----------------------------------	--------

D.C.	1.2 K
Chicago	1.0 K
San Francisco	709
NYC	698
Boston	654
London	553
Orlando	484
Atlanta	440
Dallas	313
Phoenix	242

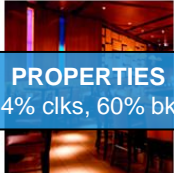
**HERO**  
 28% clks, 28% bks

Plan Your Next Trip to the Mile High City  
[SEE DENVER](#)







**PROPERTIES**  
 64% clks, 60% bks



The Brown Palace Hotel and Spa, Autograph Collection®  
 The Ritz-Carlton®, Denver  
 Renaissance® Denver Downtown City Center Hotel



[Book Now](#)
[Book Now](#)
[Book Now](#)


 Members get the lowest price at Denver hotels. [See All](#)

**'SEE ALL' LINK**  
 8% clks, 12% bks

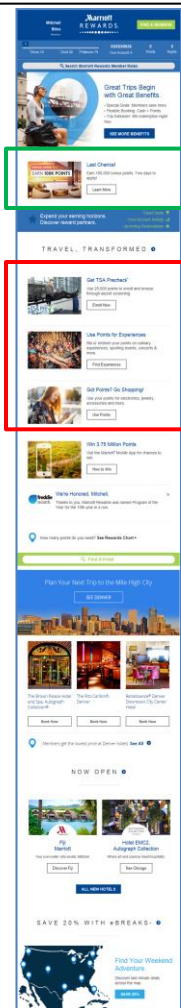


## MAY '17 ENEWS MVP OFFERS

May eNews MVP Offers	Delivered	EIR Bookings	EIR Revenue	Open%	Overall CTO%	MVP CTO%	Overall Conv%	MVP Conv%	Bk/ Del (K)
Optimize	5.0 M	12.4 K	\$4.3 M	24.8%	10.3%	1.3%	9.8%	6.4%	2.5
Random	1.2 M	2.7 K	\$904.1 K	24.8%	9.3%	1.2%	9.5%	5.5%	2.2
BAU	6.3 M	14.7 K	\$4.9 M	24.9%	9.7%	1.2%	9.7%	6.2%	2.3
<b>Total</b>	<b>12.5 M</b>	<b>29.8 K</b>	<b>\$10.2 M</b>	<b>24.8%</b>	<b>9.9%</b>	<b>1.3%</b>	<b>9.7%</b>	<b>6.2%</b>	<b>2.4</b>

May '17 eNews MVP Offer Conversion Rates			
MVP Offers	Optimize	Random	BAU
Moments - Red Rooster dining with Chef Marcus S.	16.0%	7.5%	13.6%
Save up to 20% across US	12.0%	15.6%	N/A
Member Rates	12.5%	11.4%	N/A
Escape to Ritz-Carlton, reconnect package	9.6%	11.2%	N/A
Explore Phoenix, from \$136	N/A	9.7%	N/A
MVC - save 20% at over 50 resorts	9.5%	6.5%	10.1%
MRCC-US existing cardholder - 50K, refer a friend	8.1%	0.0%	7.8%
NYC for 15% less	7.7%	7.4%	N/A
Florida for 20% off	6.9%	7.7%	N/A
Europe for up to 20% less	7.3%	4.8%	N/A
Save up to 20% at resorts	0.0%	6.8%	N/A
MRCC-US - earn 100K, last chance	6.8%	5.8%	6.4%
Ritz-Carlton Club Level	6.4%	0.0%	N/A
Get TSA Precheck - use 25,000 points to enroll	6.0%	5.9%	5.7%
Atlantis, receive up to \$500 in resort credits	9.4%	5.8%	3.1%
Weekends in NY, DC, across US	0.0%	5.7%	N/A
Moments - Faith Hill & Tim McGraw	N/A	4.8%	5.8%
Shop Marriott F&S, save 35% on bedding	8.3%	3.6%	N/A
Caribbean/Latin America Sale, save 15%	N/A	4.9%	N/A
Explore San Diego, from \$254	3.2%	9.9%	N/A
Explore Hawaii, from \$225	4.6%	2.1%	N/A
Merchandise redemption - US members	0.0%	4.1%	4.5%
Explore San Juan, from \$218	N/A	4.5%	N/A
Explore Atlanta, from \$189	N/A	4.0%	N/A
Explore Boston, from \$256	5.8%	2.5%	N/A
Refer a friend, 50K	4.3%	0.0%	N/A
Ritz-Carlton, Breakfast on us	0.0%	5.1%	N/A
MRCC-Can, earn 30K points	N/A	0.0%	3.7%
Hertz, up to 35% off	4.6%	3.1%	2.6%
Explore San Francisco, from \$221	N/A	3.4%	N/A
Moments - Use points for experiences	4.0%	0.0%	2.4%
Merchandise redemption - Rest of World	0.0%	0.0%	2.4%
Explore Chicago, from \$269	N/A	1.9%	N/A
Explore Toronto, from \$237	N/A	1.8%	N/A
Exclusive travel deals	0.0%	2.0%	N/A
Explore Miami, from \$234	0.0%	0.0%	N/A
Explore Houston, from \$152	N/A	0.0%	N/A

Green box = Top Offer 2 MVP Offer



Optimize group generated a higher BPK than Random (+15%) & BAU (+8%)

Optimize group generated highest CTO% & Conv% on campaign and MVP section level

- Campaign and MVP section level results were statistically significant

## TOP OFFERS BY REVENUE

Green box = Top Offer 2 MVP Offer

Optimize		
MVP Offers	EIR Revenue	Clicks
MRCC-US - earn 100K, last chance	\$785.6 K	31.6 K
Explore Hawaii, from \$225	\$91.3 K	5.2 K
Atlantis, receive up to \$500 in resort credits	\$74.3 K	1.8 K
Florida for 20% off	\$72.6 K	2.5 K
MVC - save 20% at over 50 resorts	\$54.2 K	1.6 K
Save up to 20% across US	\$37.4 K	902
Ritz-Carlton Club Level	\$35.6 K	1.2 K
Hertz, up to 35% off	\$21.2 K	1.6 K
MRCC-US existing cardholder - 50K, refer a friend	\$13.1 K	788
Europe for up to 20% less	\$12.5 K	423
Get TSA Precheck - use 25,000 points to enroll	\$12.5 K	767
Escape to Ritz-Carlton, reconnect package	\$9.4 K	293
Refer a friend - 50K	\$7.0 K	348

- MRCC (Refer-a-friend & 100K pts)
- Leisure destination, nationwide offers
- Atlantis resort credits
- Ritz-Carlton
- Hertz
- International

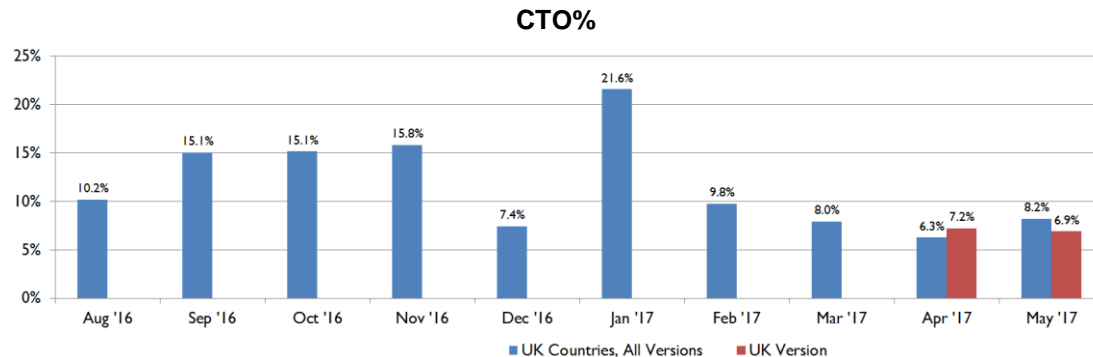
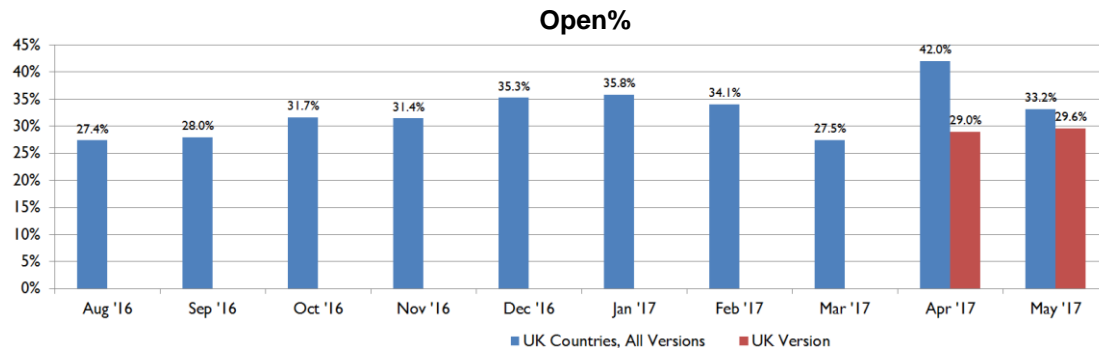
Random		
MVP Offers	EIR Revenue	Clicks
MRCC-US - earn 100K, last chance	\$54.8 K	2.9 K
Atlantis, receive up to \$500 in resort credits	\$20.8 K	1.1 K
MVC - save 20% at over 50 resorts	\$13.5 K	920
Save up to 20% across US	\$6.5 K	96
NYC for 15% less	\$4.7 K	81
Member Rates	\$3.8 K	88
Escape to Ritz-Carlton, reconnect package	\$3.7 K	98
Florida for 20% off	\$3.6 K	130
Get TSA Precheck - use 25,000 points to enroll	\$3.1 K	169
Explore San Diego, from \$254	\$3.1 K	91
Save up to 20% at resorts	\$2.7 K	73
Ritz-Carlton, Breakfast on us	\$1.5 K	99
Explore Phoenix, from \$136	\$1.3 K	72

- MRCC 100K
- Atlantis resort credits
- General nationwide, NYC, & warm leisure destination offers
- Member Rates
- Ritz-Carlton content
- TSA Pre-check

BAU		
MVP Offers	EIR Revenue	Clicks
MRCC-US - earn 100K, last chance	\$604.6 K	26.9 K
MVC - save 20% at over 50 resorts	\$117.4 K	3.7 K
Get TSA Precheck - use 25,000 points to enroll	\$105.7 K	5.3 K
Moments - Red Rooster dining with Chef Marcus S.	\$60.4 K	1.2 K
Atlantis, receive up to \$500 in resort credits	\$39.2 K	2.7 K
Merchandise redemption - US members	\$38.6 K	2.9 K
MRCC-US existing cardholder - 50K, refer a friend	\$27.5 K	983
Hertz, up to 35% off	\$20.6 K	1.9 K
Merchandise redemption - Rest of World	\$12.5 K	985
Moments - Use points for experiences	\$7.1 K	1.8 K
Moments - Faith Hill & Tim McGraw	\$5.9 K	347
MRCC-Can, earn 30K points	\$2.1 K	191

- MRCC (Refer-a-friend & 100K pts)
- TSA Pre-check
- General resort offer
- Red Rooster dining (Moments)
- Merchandise redemption
- Hertz

## NEW UK VERSION ADDED INCREMENTAL ENGAGEMENT IN ADDITION TO GLOBAL ENEWS



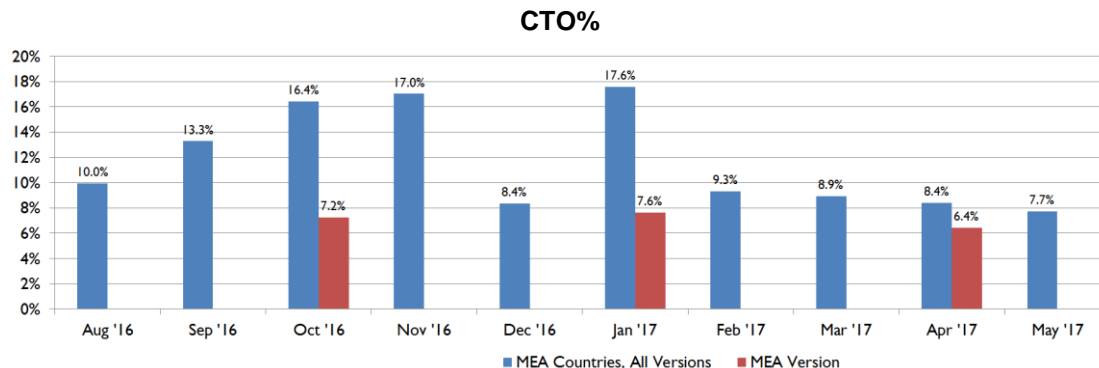
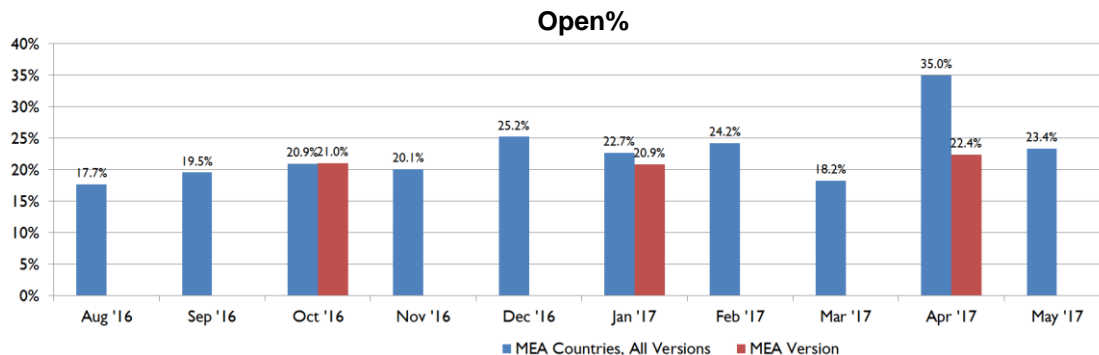
European audience engagement with eNews did not seem to be significantly affected in Apr+May '17 by the introduction of UK version

- In Apr+May '17, European audience Open% was above 8-month avg and CTO% was below
- European Apr+May '17 Open% & CTO% were consistent with global eNews

**The addition of UK eNews created an additional touchpoint with incremental exposure**

Apr '17 European eNews Versions	Version % Delivered to Eur.
Domestic/Int'l	62.8%
UK	31.8%
German	5.4%

# MEA ENEWS



**MEA audience engagement with eNews does not seem to be significantly impacted during months MEA eNews is deployed**

- MEA audience avg Open% & CTO% is higher during months MEA eNews is sent

Apr '17 MEA eNews Composition	% of MEA Delivered
Middle East	51.4%
Africa	44.5%
Asia	4.0%
Pacific Islands	0.1%
Caribbean Islands	0.02%

# CTO% WAS THE HIGHEST SINCE OCT '16

		Hotel	
		Program	Specials
Audience	Total	83.1 M	10.3 M
	Delivered	-2.7%	1.9%
	Unsub Rate	0.16% -0.1 pts	0.14% 0.0 pts
	Delivery Rate	98% 0.3 pts	98% 2.6 pts
Engagement	Open Rate	23.8% -1.0 pts	18.4% -1.1 pts
	Opens	19.7 M -6.5%	1.9 M -3.7%
	Click Rate	2.2% -0.3 pts	1.5% -0.3 pts
	Unique Clicks	1.9 M -15.1%	148.7 K -15.9%
	Click to Open Rate	9.4% -0.9 pts	7.9% -1.2 pts
Financial	Bookings	174.5 K -21.3%	13.3 K -14.3%
	RoomNights	400.8 K -24.3%	30.5 K -13.8%
	Revenue	\$61.3 M -24.1%	\$4.8 M -12.1%
	Conversion Rate	9.4% -0.7 pts	9.0% 0.2 pts
	Bookings per Delivered(K)	2.1 -19.1%	1.3 -15.9%

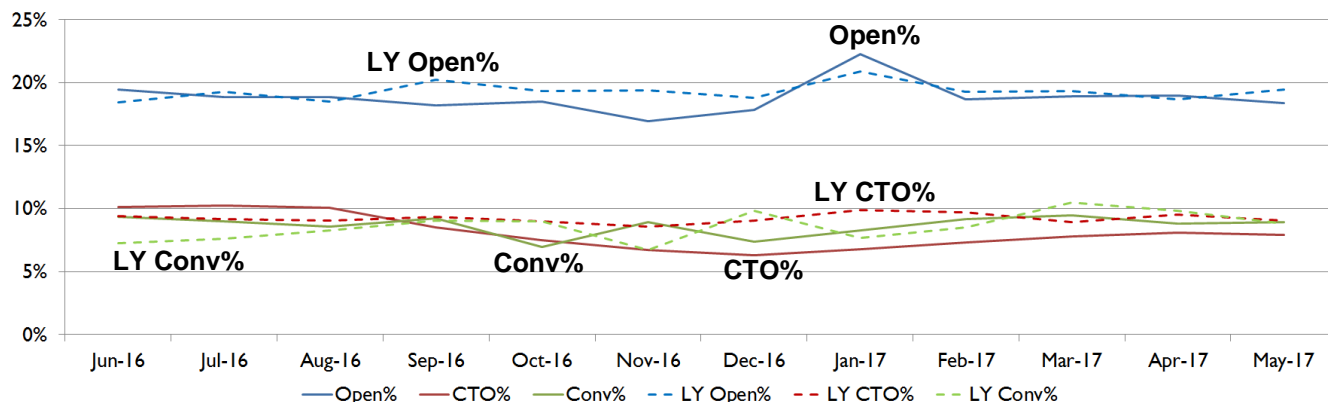
Hotels Specials deliveries increased 2% YoY while bookings decreased by 14% YoY, resulting in a 16% decrease in booking/delivered

- Due to decreases in Open & CTO%, 6% & 3% respectively
- Conv% was up 2% YoY, 3% above the 12-month avg

## Content highlights:

- Cruises Only 2X pts offer
- Mobile App Sweeps
- D.C. Pride Parade

# MAY '17 HOTEL SPECIALS EMAIL KPI TRENDS



Open% fell 6% YoY, 3% MoM, and 3% below the 12-month avg

May Subject Line Test:

- **Your June Travel Deals (12.7%)**
- June Travel Deals: Save 15%+ on Hotels (11.6%)

CTO% fell 13% YoY, 2% MoM, although click volume was 3% above the YTD avg

Conv% was up 2% YoY, 2% MoM, and 3% above the 12-month avg

# MAY '17 HOTEL SPECIALS LINK ANALYSIS

Click volume was 3% above the YTD avg

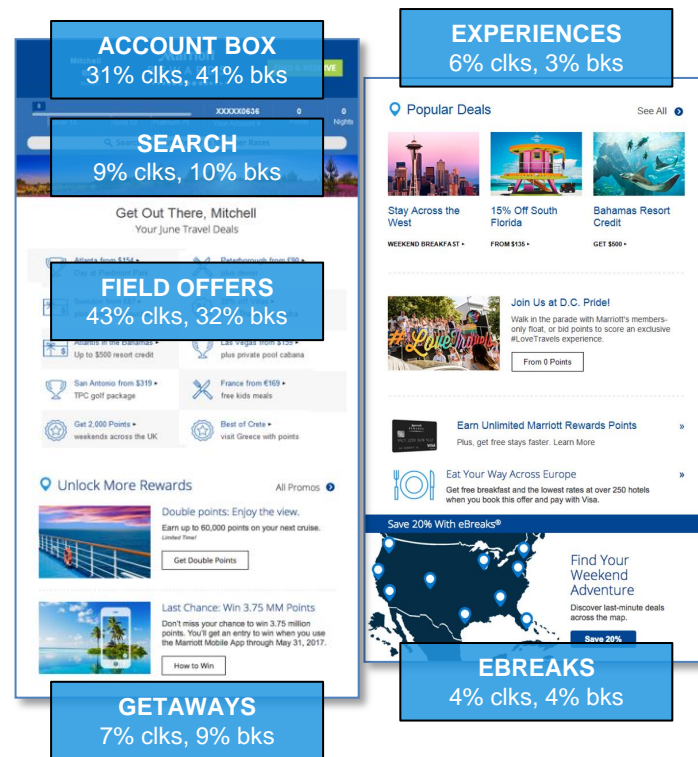
- Account Box + Search generated the highest click volume and % of clicks YTD
- Mobile App Sweeps offer generated most clicks in curated offer section; leveraged "Last Chance" urgency copy in headline

Field Offers click volume decreased 5% MoM, but was 0.5% above the YTD avg

Curated offers generated a 15% lower % of clicks and 11% (-3.0K) fewer clicks than the YTD avgs

- Conv% was 13% above YTD avg, primarily due to high 'Mobile Apps Sweep'; 2nd highest Conv% for curated offer YTD

Compared to YTD avgs, % of clicks to eBreaks was down 32% but Conv% was up slightly



# MAY '17 HOTEL SPECIALS LINK ANALYSIS

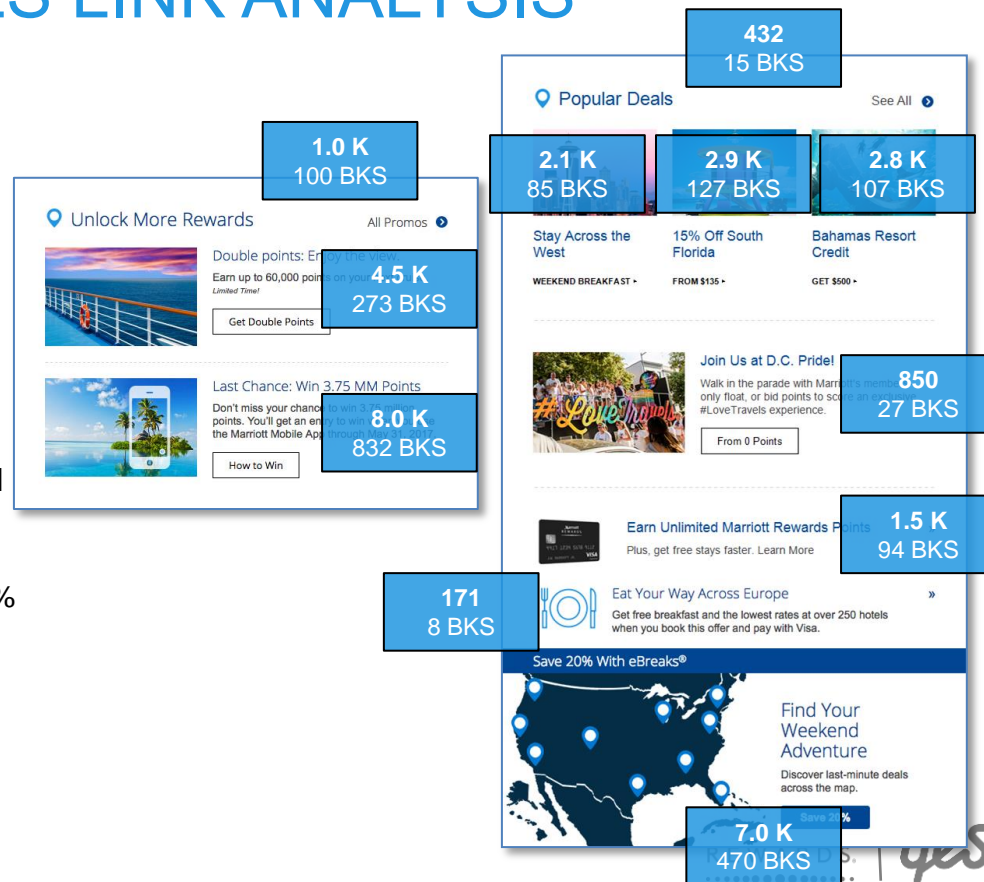
## Observations

Most clicked content:

- Mobile App Sweeps (Unlock more...) 8.0 K
- eBreaks 7.0 K
- Cruises Only (Unlock more...) 4.5 K
- South Florida (Popular Deals) 2.9 K
- Bahamas Credit (Popular Deals) 2.8 K
- Across the West (Popular Deals) 2.1 K

Mobile App Sweeps offer generated a higher click volume and Conv% than any other May curated offer

- Focus on '3.75M points' & urgency in headline may have contributed to 58.5% lift in % of clicks (+3.1K) and a 41.5% Conv% from Mar '17 offer





# OPEN% WAS THE 2<sup>ND</sup> HIGHEST SINCE MAR'16

		Program	Dest.
Audience	Total	83.1 M	12.7 M
	Delivered	-2.7%	15.2%
	Unsub Rate	0.16%	0.12%
		-0.1 pts	-0.2 pts
	Delivery Rate	98%	100%
		0.3 pts	0.1 pts
Engagement	Open Rate	23.8%	24.1%
		-1.0 pts	3.9 pts
	Opens	19.7 M	3.1 M
		-6.5%	37.7%
	Click Rate	2.2%	1.3%
		-0.3 pts	0.4 pts
Financial	Unique Clicks	1.9 M	169.0 K
		-15.1%	60.9%
	Click to Open Rate	9.4%	5.5%
		-0.9 pts	0.8 pts
	Bookings	174.5 K	14.2 K
		-21.3%	52.6%
	RoomNights	400.8 K	32.2 K
		-24.3%	43.5%
	Revenue	\$61.3 M	\$5.0 M
		-24.1%	40.1%
	Conversion Rate	9.4%	8.4%
		-0.7 pts	-0.5 pts
	Bookings per Delivered(K)	2.1	1.1
		-19.1%	32.5%

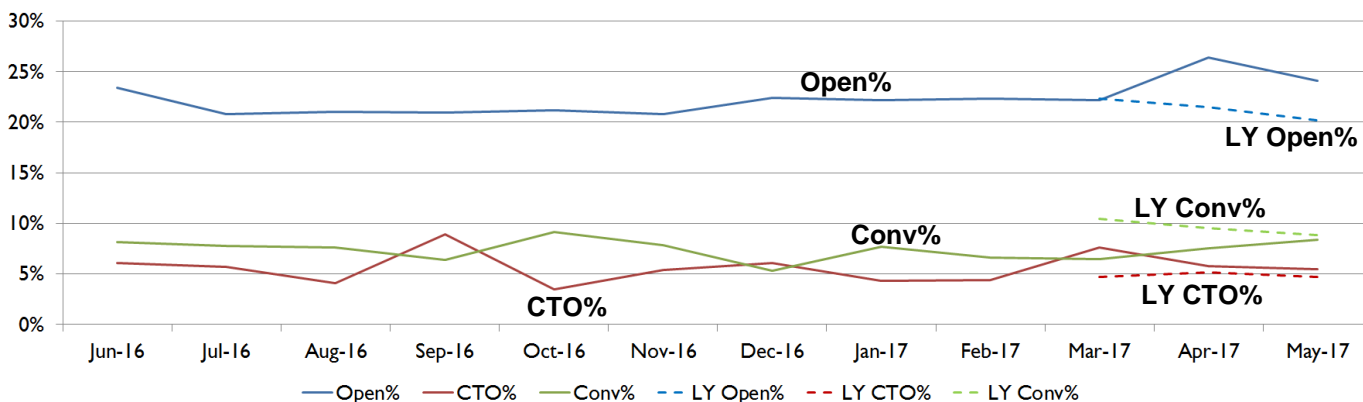
Destinations deliveries increased 15% YoY and click volume increased 61%, resulting in a 17% CTO% increase

May was the 3<sup>rd</sup> and final month of the “Vacation Planner” series

Open% was the 2<sup>nd</sup> highest since launch (Mar '16)

CTO% increased 17% YoY, but was slightly below the 12-month avg

# MAY '17 DESTINATIONS EMAIL KPI TRENDS



Open% was the 2<sup>nd</sup> highest since launch; separate subject line tests were conducted for Global and US versions

## US:

- **Travel Tips: What to Book Before You Arrive (22.4%)\***
- Weekend Goals: Eat, Drink, Travel. (19.6%)
- Read This Before Your Next Trip (19.5%)

## Global:

- **Read This Before Your Next Trip (26.6%)\***
- Weekend Goals: Eat, Drink, Travel. (24.8%)
- Travel Tips: What to Book Before You Arrive (24.5%)

CTO% increased 17% YoY, but was slightly below the 12-month avg

Highest Conv% YTD

## MAY '17 DESTINATIONS LINK ANALYSIS

May was the final month in the "Vacation Planner" series and while click volume dropped 16% MoM, it generated 9% more clicks than the 10-month avg

- All sections except Top Offers generated the highest % of clicks and click volume since Dec '16

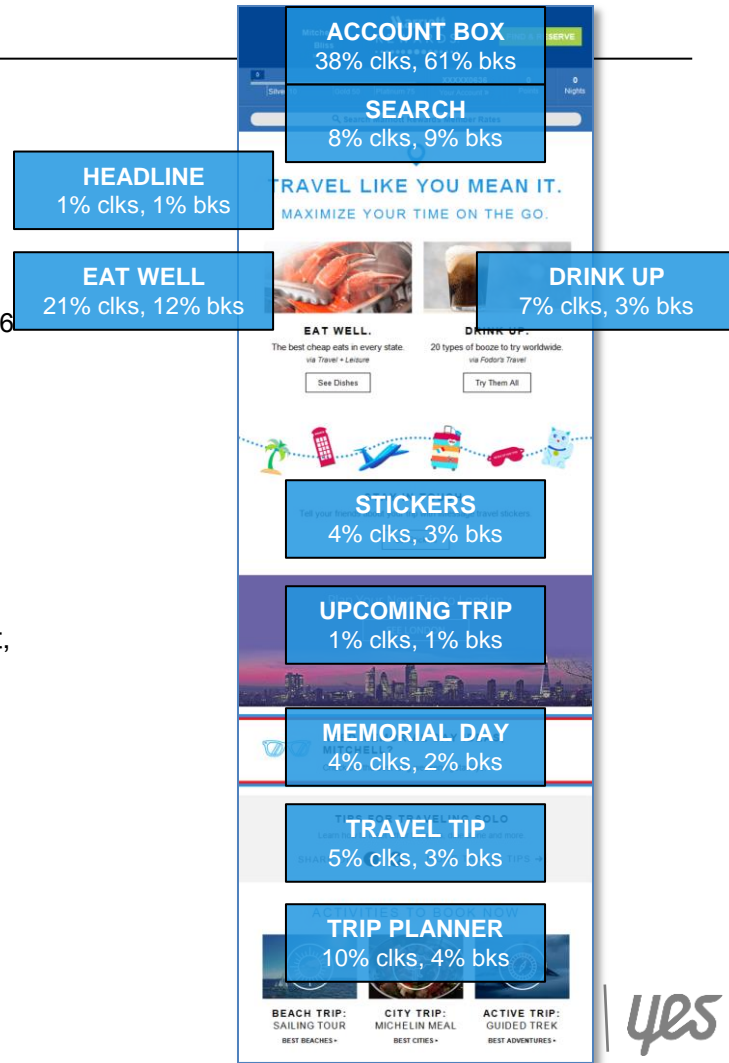
Top Offers section featured less content than other Vacation Planner months & generated the least clicks of any Top Offer content YTD; generating 61% fewer clicks & 48% lower % of clicks than Mar + Apr '17

- 'Eat Well' and 'Drink Up' content called out non-M.com destination
- 'Eat Well' generated 3x more clicks than "Drink Up"

'Memorial Day Ideas' module generated similar click volume as 'Travel Stickers' content, despite being featured in a lower position and accounting for less real-estate

May Destinations generated the highest overall Conv% since in 2017 thus far, driven primarily by Search and Account Box section

Trip Planner generated the most clicks since Dec '16 featuring activities & links to more options



# US VS ROTW MAY DESTINATIONS

## ROTW Version

May '17 Destinations	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
US	10.0 M	12.2 K	\$4.0 M	23.2%	5.7%	9.2%	1.2
ROTW	2.8 M	2.0 K	\$957.8 K	27.4%	4.8%	5.5%	0.7

Months shown leveraged similar targeting

US Destinations	Delivered	Open%	CTO%
May '17	10.0 M	23.2%	5.7%
March '17	9.8 M	21.1%	7.6%
July '16	10.0 M	23.4%	6.3%

ROTW Destinations	Delivered	Open%	CTO%
May '17	2.8 M	27.4%	4.8%
March '17	2.7 M	26.1%	7.6%
July '16	1.3 M	25.4%	5.3%

## US Version

A US and a ROTW version were sent in May; differences in versions include:

- 'Eat Well' offer copy POV
- US version featured personalized Memorial Day module

US version generated a 19% higher CTO%

- ROTW audience had 17% higher % of clicks to the Account Box/Search
- 'Eat Well' top offer generated a 33.6% higher % of clicks for US audience, despite slight copy differences
- US audience still would have generated a higher CTO% if Memorial Day clicks were removed

'City' content generated the highest click engagement in the Trip Planner section for ROTW audience (+53.3% % of clicks), while US audience preferred 'Beach' content (+20.2% % of clicks)

- CTO% in Mar '17 was nearly equal; 'City' and 'Beach' content was featured in the Top Offer section
  - 'City' content generated 22.6% higher % of clicks for ROTW audience
  - 'Beach' content generated 6.0% higher % of clicks for US audience

ROTW audience gravitates to City content and US audience prefers beach content

## 2<sup>ND</sup> HIGHEST BOOKING/DELIVERED SINCE AUG '15 DUE TO SUMMER MB ANNOUNCEMENT

		Program	Solos
Audience	Total	83.1 M	17.6 M
	Delivered	-2.7%	-39.7%
	Unsub Rate	0.16%	0.18%
		-0.1 pts	-0.1 pts
Engagement	Delivery Rate	98%	96%
		0.3 pts	-1.8 pts
	Open Rate	23.8%	25.0%
		-1.0 pts	-2.9 pts
	Opens	19.7 M	4.4 M
		-6.5%	-46.0%
Financial	Click Rate	2.2%	3.7%
		-0.3 pts	0.1 pts
	Unique Clicks	1.9 M	643.0 K
		-15.1%	-37.9%
	Click to Open Rate	9.4%	14.6%
		-0.9 pts	1.9 pts
Financial	Bookings	174.5 K	68.7 K
		-21.3%	-39.0%
	RoomNights	400.8 K	154.4 K
		-24.3%	-42.5%
	Revenue	\$61.3 M	\$23.7 M
		-24.1%	-41.8%
Financial	Conversion Rate	9.4%	10.7%
		-0.7 pts	-0.2 pts
	Bookings per Delivered(K)	2.1	3.9
		-19.1%	1.3%

Solo deliveries fell 40% YoY while bookings decreased by 39%, resulting in a net increase in booking/delivered of 1%

- 2<sup>nd</sup> highest booking/delivered since Aug '15

May generated the highest CTO% since Aug '15;

- Summer '17 MB Announcement accounted for 75% of May solos & CTO% was well above solo avg

# SUMMER MEGABONUS ANNOUNCEMENT SOLO

Promotional Announcement Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Summer '17	12.1 M	52.6 K	\$18.0 M	23.0%	17.4%	10.9%	4.4
Summer '17 (w/o Non-Members)	10.3 M	52.5 K	\$18.0 M	24.2%	18.9%	11.1%	5.1
Spring '17	8.5 M	55.0 K	\$20.4 M	25.8%	15.8%	15.8%	6.4
Summer '16	9.1 M	44.3 K	\$15.6 M	24.6%	19.1%	10.3%	4.9
Spring '16	7.8 M	45.9 K	\$16.2 M	24.8%	18.3%	13.0%	5.9

\*Fall '16 MB was announced in eNews

Promotional Announcement Solos	Subject Line	Open%
Summer '17	New MegaBonus: Infinite Points	23.0%
Spring '17	Introducing Your MegaBonus: 2x Points	25.8%
Summer '16	100,000 Points Could be Yours, [FNAME]	24.6%
Spring '16	Win Big With MegaBonus®	24.8%

Increased Non-Member audience impacted performance

- Non-Members accounted for 15% of Summer '17 audience and <1% of previous Announcement solo
- Taking out nonmember performance, Summer '17 CTO% would have been higher than Spring '16 & '17

The use of "Infinite points" in SL did not significantly increase Open%

- Audience may be wary of grand, but vague statements

Separate subject line tests were conducted for US, Spanish, and Chinese versions

## English Subject Line Test:

- New MegaBonus: Infinite Points (14.7%)
- Announcing Infinite Points (13.9%)
- Your MegaBonus Offer: Infinite Points (13.4%)



# MB REGISTRATION CONFIRMATION GENERATED THE LOWEST CTO% & BPK IN THE PAST YEAR

## 4th Place Summer '17

**Brand Exploration**  
CTO% 6.5%  
BK/Del: 10.3

## 3rd Place: Spring '17

**Marriott Traveler & Map**  
CTO% 8.3%  
BK/Del: 11.6

## 2nd Place: Fall '16

**Travel Deals & Elite status targeting**  
CTO% 7.8%  
BK/Del: 13.2

## 1st Place: Summer '16

**Travel Deals**  
CTO% 9.8%  
BK/Del: 15.2

Summer '17 featured brand exploration animated module & SPG 'Take Three' promo

- Brand exploration animation did not render in Outlook (but did render in Gmail.)

These solos primarily featured a main "book now" and:

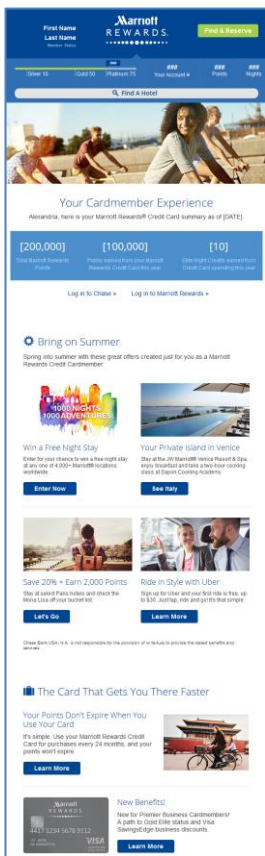
- Summer '17: Brand exploration
- Spring '17: Marriott Traveler & Map
- Fall '16: Default travel deals with Elite status targeting
- Summer '16: Travel Deals

**Link analysis is recommended for past Registration Confirmation**

**Travel Deals may help generate additional clicks & bookings**

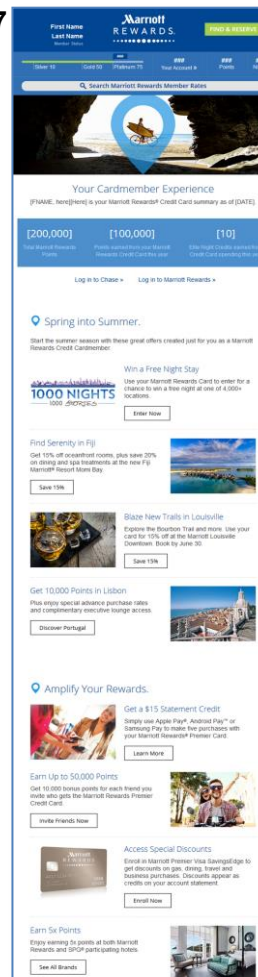
## ECM NEWSLETTER

May '16



May '17

ECM Q2 Newsletter	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
May '17	921.2 K	10.4 K	\$3.0 M	43.3%	23.6%	11.0%	11.3
May '16	862.6 K	4.9 K	\$1.5 M	40.9%	12.4%	11.2%	5.7
Δ	6.8%	110.8%	106.3%	5.7%	89.6%	-1.5%	97.4%



May '17 quarterly MRCC newsletter was sent to the largest audience since Feb '13

Highest Open% since Aug '15; a subject line test was conducted:

- **Win a Free Night Stay (40.8%)**
  - **Exclusive Offers Just for You (37.4%)**
- Test & Roll results suggest “Exclusive Offers...” may have ultimately had the higher Open%

2<sup>nd</sup> highest CTO% since Feb '13

- The month of May has generated the highest annual CTO% since 2015 and has consistently featured a ‘Free Night’ Sweepstakes

# LIFECYCLE CLICKS INCREASED 11% YOY DUE TO A 28% INCREASE IN DELIVERED EMAILS

		Program	Lifecycle
Audience	Total	83.1 M	5.7 M
	Delivered	-2.7%	28.8%
	Unsub Rate	0.16% -0.1 pts	0.28% -0.4 pts
	Delivery Rate	98% 0.3 pts	97% 0.3 pts
Engagement	Open Rate	23.8% -1.0 pts	31.7% -2.0 pts
	Opens	19.7 M -6.5%	1.8 M 21.3%
	Click Rate	2.2% -0.3 pts	5.4% -0.9 pts
	Unique Clicks	1.9 M -15.1%	307.2 K 9.7%
	Click to Open Rate	9.4% -0.9 pts	16.9% -1.8 pts
Financial	Bookings	174.5 K -21.3%	22.9 K 4.7%
	RoomNights	400.8 K -24.3%	57.0 K 0.4%
	Revenue	\$61.3 M -24.1%	\$8.6 M -2.1%
	Conversion Rate	9.4% -0.7 pts	7.5% -0.4 pts
	Bookings per Delivered(K)	2.1 -19.1%	4.0 -18.7%

Delivery increased YoY by 29% and bookings increased by 5%, resulting in a 19% decrease in booking/delivered

May Open% was the 3<sup>rd</sup> lowest since Jan '16

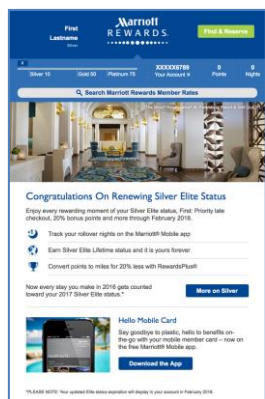
- Hello Again generates Open% far below monthly solo avgs and accounted for 9% of solos delivered in May

CTO% increased slightly MoM, but was 2% below the 12-month avg

Conv% was the 3<sup>rd</sup> lowest since Jan '16

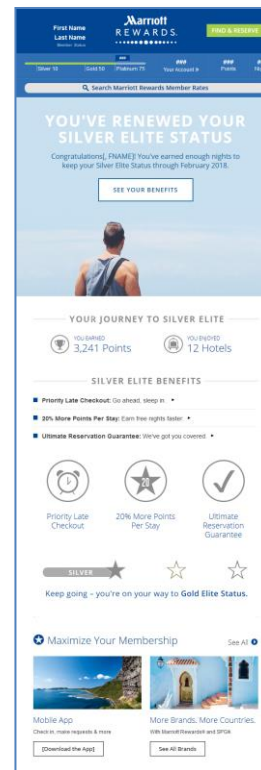
- Anniversary accounted for 19% of May solo emails delivered and generated the 2<sup>nd</sup> lowest Conv% since Jan '16
- Hello Again generated lowest Conv% since Jan '16

# HIGHEST CTO% SINCE JAN '16 WITH REDESIGN



Lifecycle: Renewers	Silver			Gold			Platinum		
	May '17	May '16	Δ YoY	May '17	May '16	Δ YoY	May '17	May '16	Δ YoY
Delivered	46.3 K	42.0 K	10.3%	6.4 K	3.7 K	76.2%	5.2 K	5.0 K	4.2%
Open%	61.3%	61.7%	-0.6%	65.2%	69.2%	-5.8%	68.3%	68.8%	-0.7%
CTO%	28.4%	18.0%	57.7%	22.2%	24.3%	-9.0%	20.3%	26.3%	-23.0%

Lifecycle: Renewers	Delivered	Open%	CTO%
May '16	50.7 K	63.3%	19.7%
Jun '16	48.5 K	66.0%	19.4%
Jul '16	66.0 K	66.9%	19.5%
Aug '16	58.0 K	66.4%	20.8%
Sep '16	51.2 K	66.6%	20.3%
Oct '16	58.8 K	65.7%	20.4%
Nov '16	44.8 K	64.8%	21.4%
Dec '16	11.7 K	63.8%	22.1%
Jan '17	103.4 K	61.3%	17.5%
Feb '17	71.4 K	60.2%	16.5%
Mar '17	73.1 K	62.4%	24.1%
Apr '17	50.6 K	62.8%	26.7%
May '17	58.0 K	62.4%	26.9%
Average	57.4 K	64.2%	20.7%



A redesigned Renewers campaign launched on 3/8

Since March redesign, CTO% has consistently increased MoM

- Silver audience drove campaign CTO% increase
- Golds and Platinum CTO% were down MoM & YoY
- Renewers refresh planned for 6/28



THANK YOU!



# MAY ENEWS BY SECTION

Core % of Clicks			
Row Labels	Apr '17	12 Mo. Avg	Apr Diff
Account Box	27.63%	20.9%	32.1%
Top Offer	45.62%	44.5%	2.5%
Search	4.30%	4.7%	-9.3%
Rewards	15.72%	16.4%	-4.3%
City Scene	1.95%	1.1%	70.3%
Editorial	0.40%	0.8%	-48.6%
eBreaks	2.08%	2.1%	-3.0%
Footer	2.29%	0.7%	217.3%

TSAT % of Clicks			
Row Labels	Apr '17	12 Mo. Avg	Apr Diff
Account Box	23.44%	20.0%	17.0%
Top Offer	46.8%	45.8%	-2.3%
Search	4.68%	5.6%	-17.2%
Rewards	17.14%	15.0%	13.9%
City Scene	2.09%	1.2%	78.0%
Editorial	0.38%	2.2%	-82.7%
eBreaks	3.78%	2.7%	39.5%
Footer	1.69%	0.7%	140.2%

WHPH % of Clicks			
Row Labels	Apr '17	12 Mo. Avg	Apr Diff
Account Box	17.19%	13.3%	28.9%
Top Offer	54.91%	56.5%	-2.8%
Search	2.23%	2.6%	-14.6%
Rewards	19.50%	17.0%	14.5%
City Scene	1.91%	0.5%	310.4%
Editorial	0.37%	3.0%	-87.5%
eBreaks	3.29%	1.5%	115.1%
Footer	0.60%	0.4%	41.1%



# MAY HOTEL SPECIALS BY SECTION

Core % of Clicks			
Row Labels	Apr '17	12 Mo. Avg	Apr Diff
Account Box	24.6%	23.5%	4.7%
Search	7.8%	9.5%	-17.7%
Field Offers	41.7%	42.1%	-1.0%
Getaways	6.2%	8.0%	-22.6%
Experiences	9.0%	4.2%	111.5%
eBreaks	3.2%	5.4%	-40.2%
Footer	5.7%	1.6%	253.4%

TSAT % of Clicks			
Row Labels	Apr '17	12 Mo. Avg	Apr Diff
Account Box	18.2%	17.7%	2.5%
Search	8.1%	9.8%	-17.8%
Field Offers	49.5%	47.0%	5.4%
Getaways	5.5%	8.3%	-34.1%
Experiences	8.8%	4.1%	112.1%
eBreaks	3.3%	5.7%	-41.8%
Footer	4.0%	1.2%	237.8%

Place Holder

WHPH % of Clicks			
Row Labels	Apr '17	12 Mo. Avg	Apr Diff
Account Box	18.2%	17.7%	2.5%
Search	4.5%	6.0%	-23.8%
Field Offers	46.6%	47.2%	-1.1%
Getaways	11.4%	10.0%	13.6%
Experiences	11.5%	4.9%	136.0%
eBreaks	3.7%	5.0%	-26.8%
Footer	1.2%	0.7%	64.4%



# MAY DESTINATIONS BY SECTION

Place Holder

Core % of Clicks			
Row Labels	Apr '17	9 Mo. Avg	Apr Diff
Account Box	28.8%	27.7%	4.0%
Top Offer	51.7%	44.4%	16.4%
Search	6.0%	5.7%	5.4%
Middle Offer	1.7%	11.1%	-84.5%
Bottom Offer	5.6%	4.1%	36.5%
Upcoming Trip	0.3%	0.5%	-28.6%
Footer	5.8%	1.9%	197.6%

TSAT % of Clicks			
Row Labels	Apr '17	9 Mo. Avg	Apr Diff
Account Box	22.2%	21.2%	4.6%
Top Offer	55.0%	48.5%	19.6%
Search	5.9%	5.3%	11.0%
Middle Offer	1.9%	12.5%	-85.2%
Bottom Offer	6.8%	4.8%	41.7%
Upcoming Trip	0.5%	0.5%	-8.6%
Footer	4.8%	1.5%	224.1%

WHPH % of Clicks			
Row Labels	Apr '17	9 Mo. Avg	Apr Diff
Account Box	17.8%	18.7%	-4.7%
Top Offer	67.8%	54.0%	25.7%
Search	2.7%	2.8%	-3.9%
Middle Offer	2.8%	13.3%	-78.9%
Bottom Offer	6.4%	4.4%	45.3%
Upcoming Trip	0.9%	1.4%	-39.3%
Footer	1.7%	0.9%	95.2%

# ASSORTED

## Award vote solicitations

# Award vote solicitation

THE STORY'S BEGIN HERE

THE TRAVELER'S 2017 READERS' CHOICE AWARDS

PLACE YOUR VOTE

VOTE NOW

## Vote for exceptional luxury

We are pleased to be nominated as a finalist for the *Traveler's 2017 Awards* 2017, a prestigious platform that rewards the leaders in travel and hospitality industry in the region. Through your highly appreciated support and votes, we can make it happen.

- Best Luxury Hotel
- Best Luxury State Hotel

VOTE NOW

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— HONORS —

account login


**WHAT'S YOUR TRAVEL STYLE?**  
 Travel our way. Or find what you want to travel through for every style, budget and occasion.

GET STARTED

**GET IN THE KNOW.**  
 We've got great promotions that let you earn even more rewards. Find out in our upcoming email.

**HILTON HONORS MEMBERS GET INSTANT BENEFITS WHEN BOOKING AT HILTON.COM**

24-hour check-in  
 Free Wi-Fi  
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 Priority check-in  
 Exclusive member rates




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give them a  
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mom's & grade's class enjoy  
the Hilton Gift Card at  
over 4,900 hotels globally

buy now  
Available in select countries

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*start saving*  
and look at [hilton.com](http://hilton.com) to get  
instant benefits

guaranteed discount  
 free weekend night  
 5th night free  
 points for more rewards

join for free




WYNDHAM  
REWARDS

Don't miss out!

Mobile: 800.446.2862  
Member: 815.009.1200  
BLUE: Member 61 points


Let's keep your points from disappearing.

Michael, here are some easy ways to keep your Wyndham Rewards points from going away on 07/30/2017 due to inactivity. Choose one of these offers below and your account is alive and bubbling again.



To keep your account active, just do any **ONE** of these you wish:

## Points expiration featuring partner offers/redeem



WYNDHAM  
REWARDS

Don't miss out!


Special bonus point offer!

Earn 100 bonus points for every \$100 you spend on a Wyndham Rewards card payment made with a Wyndham Rewards card.

[Learn more](#)

Get discounts with our partners.

[Learn how](#)



**AVIS Budget**

Redeem or donate your points.

[Explore options](#)

Hilton  
HONORS

account login

earn double points with the  
2X points package on your next  
*getaway*

let's go

How to Redeem Points

National  
 Preferred  
 Guest

# Break for spring.

Surround yourself with white sand beaches, crystal blue water  
 and plenty of local flavor in the Caribbean at one of our  
 destinations. Relax on Seven Mile Beach in Grand Cayman  
 or snorkel in St. Maarten or discover the hidden treasures of  
 Vieques. Whatever type of escape you are looking for, we  
 have a resort that is perfect for you. Enjoy free nights and  
 resort credits when you book with us today.

VIEW OFFERS >

## New and noteworthy.

**PUERTO RICO—DISCOVER  
 A NEW EXPERIENCE**  
 Two Islands. Two Islands.  
 Explore Possibilities.

LEARN MORE >

**OUR RENOVATION  
 IS COMPLETE**  
 Come see the all-new Park Hyatt and  
 Westin Grand Cayman

LEARN MORE >

## Welcome to paradise.

Many unique destinations, so many stars to tell.  
 Check out the Caribbean's hidden treasures.

EXPLORE >

[illegible]

# Resorts solo

**REWARDS**  
Not yet earned Pts

Monday 9/10/2017  
BLUE Member 0 points

## RESORT VACATIONS at hotel prices

Home away from home

Hotel counts are great for most stays but when you vacation, you want to make points at home. There's only one cruise ship suite offer partial or fully equipped kitchens, complimentary cars, a spa treatment and more.

Book now

Summer's coming.  
Get your resort experience going.

**Wyndham Ocean Boulevard**  
Miami Beach, FL

It's the best of both worlds on the beach!

**Wyndham OceanSide Pier Resort**  
Hollywood, FL

"Cruise ships are amazing!"

**Wyndham Grand Desert**  
Las Vegas, NV

Everything you need is right here!

**Wyndham Grand**  
Las Vegas, NV

It's easier than ever to earn and redeem your points at resort vacations.

go free<sup>SM</sup> with only 15,000 points  
for a free night!  
No blackout dates. No taxes.

Or

go fast<sup>SM</sup> with only 1,000 points plus some cash.<sup>1</sup>  
No blackout dates.

Redeem your points  
at WyndhamResorts.com



## ONE UP YOUR EXPERIENCE

EXPLORE OUR OFFERS FROM NEW YORK CITY TO NEW JERSEY

**BOOK YOUR NYC EXPERIENCE**




There's nothing like summer in New York City. Feel the city's radiating glow as you explore the electric streets, taste the fresh flavors of summer and discover something new on your summer trip to the Big Apple.

**Save up to 60% on our best rooms and suites or book our exclusive local packages this summer.**

Your New York summer story is about to unfold. Book now and get your getaway on the calendar. Explore our featured hotels below.

### PARTICIPATING PROPERTIES





#### LE PARKER MÉRIDIEN NEW YORK

Le Parker Méridien has it all, just steps from Fifth Avenue shops, Central Park and Broadway. Catch panoramic city views, dine at top restaurants, swim in our rooftop pool, or experience our fitness and beauty oasis in the underground. Le Parker Méridien. Uptown. Not Uptight.®

Unlock your creativity at an iconic New York City art museum. Enjoy:

- Entrance for one adult
- 4pm late check-out, based on availability

Book online, or call 877-782-0116 and ask for rate plan LBPKG1.

**BOOK NOW**

**Rebranded Welcome**

RESERVATIONS | HOTELS & RESORTS | WORLDWIDE | MEMBER DISCOUNTS

**WELCOME Mark**

We're excited to share our unparalleled experiences and exclusive offers.

**IT'S ALL ABOUT you**

Benefits that revolve around you - from free nights to member discounts and more.

**JOIN NOW**

**BEGIN Your journey**

**DREAM**

600+ urban, resort, and lifestyle hotels around the world

**BOOK**

Best rate guarantee, free Wi-Fi, exclusive perks

**STAY**

On-the-go concierge services, check-in and checkout

**THE HYATT.COM best rate GUARANTEE**

**BOOK NOW**

**save up to 25% off at Hilton Garden Inn Al Faya**

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**escape to Dubai for less this summer**

**learn more**

**save 25% off**

**learn more**

**save up to 25% off in Markham and Medinah**

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**enjoy summer in Istanbul with up to 25% off**

**learn more**

**save 25% off at the newly opened Hilton Garden Inn Al Jaddaf**

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**Hilton Bahar great place for your next getaway**

**go for it**

**Join Hilton Members and start enjoying immediate benefits**

**celebrate Ramadan & Eid at Waldorf Astoria Ras Al Khaima**

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**WORLD OF HYATT**



# ASSORTED (CONT)

Does this guy look familiar?

Point Buying

**BEST BIRTHDAY EVER!**

It's Your Birthday, let us spoil you! Enjoy a 10% savings on your food bill.

GRAB

LAB

Enroll Now



**Daydreaming about your next getaway?**

Stop dreaming and start packing. Get away even sooner with 10% more Bonus Points on all point purchases of \$100 or more through May 23, 2017.

BOOK NOW

**Daydreaming about your next getaway?**

Stop dreaming and start packing. Get away even sooner with 30% more Bonus Points on all point purchases of \$100 or more through May 23, 2017.

PURCHASE NOW

**unlock savings**

up to 50% off when you buy Hilton Honors Points by June 2

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**win**

a place in the Hilton Golf Championship in Dubai

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watch now

join the weekenders, book direct at Hilton.com

104

**Good Afternoon, Mitchell**

You're in Member. Track your progress to New below.

view account

hit the slopes on a Massachusetts ski break

celebrate our Austin renovation

double points

on your first and every stay

book now

**READY, SET, STAYCATION**

You don't have to travel far for fun. Get our Best Available Rate when you book a staycation online with us. Members save up to an additional 10%!

BOOK NOW >

Country Inn & Suites By Carlson, New York City in Queens, NY

Rates from \$129 USD

BOOK NOW >>

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Rates from \$132 USD

BOOK NOW >>

Radisson Hotel Hauppauge-Long Island

Rates from \$170 USD

BOOK NOW >>

Radisson Hotel Freehold

Rates from \$150 USD

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WHEN YOU BECOME A HILTON GRAND VACATIONS™ OWNER.

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take a thrill ride with a pro driver at Goodwood Festival of Speed

view auction

enjoy a romantic getaway at Conrad London St. James

view auction

see U2 up close in Paris or Amsterdam

view auction

touch the wall and feel the history of Xi'an

view auction

golf with a pro at the Scottish Open Pro-Am

view auction

VIEW MORE AUCTIONS

**KIMPTON**

BOOK A ROOM / OFFERS

Meet our new Amsterdam hotel: Kimpton De Witt Hotel

**Whimsical Dutch design, fresh blooms & an open-air garden.**

Stay May 22 - December 31, 2017 / Advance purchase (Prepaid, Non-refundable) / A minimum of 100% off the Best Available Rate / €20 food & beverage credit per day, per room / Fresh flowers in the room / Late checkout / Must book 5 days prior to arrival / Subject to availability / Blackout dates apply / Kimpton De Witt Hotel is not eligible for Kimpton Karma Rewards

BOOK NOW

**Launch of Amsterdam hotel**

Get a grand tour of the hotel during our June 1 Facebook Live event >

Discover our Restaurants & Bars in Amsterdam >

Our Best Tips for Your Trip to Amsterdam >

Learn more about the Kimpton De Witt Hotel >

**KIMPTON**

BOOK A ROOM / OFFERS

Choose from 50+ hotels & get Up to 25% off our Best Available Rate + Double Stay Credit

Stay May 17 - September 5, 2017 / Double Stay Credit / Discount & days of the week vary by hotel / Subject to availability / At participating hotels / Blackout dates apply

BOOK BY MAY 28, 2017

Start planning your summer travel here:

PLAN YOUR SUMMER TRAVEL ON OUR BLOG >

SHARE YOUR SUMMER TRAVEL PICS > @YULIYAKALADA

PIN ALL YOUR SUMMER TRAVEL IDEAS > @THEBLONDEBLOG

LISTEN TO THE SOUNDS OF SUMMER > @FIRSTCOTMELATTE

# PARTNER OFFERS

**WYNDHAM REWARDS**  
Not earned this.

Holly Mitchell  
Member # 1300912363  
BLUE Member (0 points)

**ENJOY A FREE SHOPPING BAG\***  
THE PERFECT TRAVEL TOOL FOR YOUR NEXT VACATION

Use your own photos or images from the Shutterstock Art Library to make the bag. Perfect for everyday errands and great attention. Just load it up and take it with you.

Prize code: **WDSKINE-62ET-PH021**

Redeem your offer before June 27, 2017.

**WYNDHAM REWARDS**  
Not earned this.

Holly Mitchell  
Member # 1300912363  
BLUE Member (0 points)

**Breathtaking savings**

Stay 2 nights at participating hotels, save 20% + save \$10-\$20 on each Six Flags® ticket!

Plus, the first \$50 to book between May 15 - July 10 get 1 FREE Six Flags ticket!

**TAKE AN ADVENTURE | Budget®**

Now is the perfect time to go somewhere new. Turn up the fun with 500 Wyndham Rewards points on your next rental, plus save up to 30% off Budget base rates.

**Hilton**  
Hilton Rewards

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**just for you**  
check out our partner offers

new! earn up to 5,000 points on car rentals

earn 3,000 points with Shutterfly for \$500

get 1,500 points for sharing your opinion

use points to get your favorite magazines

earn more

earn more

earn more

earn more

10,000 points + 12 wines for \$79.99

earn 800K points + 2nd night

learn more

learn more

join the weekenders, book direct at Hilton.com

FROM USD \$104

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**Sip Your Way**  
to 37,000 bonus points with 12 bottles of wine & 1% shipping

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**SPG**  
Extended Stay America  
Delta SKYMILES

Turn flights into free nights.

OFFER EXTENDED: NOW REGISTER BY JUNE 10, 2017, TO EARN UP TO 5,000 STARPOINTS WITH DELTA.

Final boarding call for select SPG® elite members like you. Earn **3,000 bonus Starpoints®** for each qualifying Delta flight you book and complete between now and July 31, 2017 — up to **5,000\* bonus Starpoints**.

You must register with Crossover Rewards™ by June 10, 2017, to be eligible for this exclusive offer.

REGISTER NOW

WATCH YOUR BENEFITS TAKE OFF.

With Crossover Rewards, you'll earn 1 Starpoint® for every dollar you spend on eligible Delta flights. That's on top of the miles you already earn for flying with Delta.

Plus, SPG Platinum members enjoy these elite Delta benefits:

- Priority Check-in\*
- Priority Boarding\*
- Unlimited Complimentary Upgrades\*
- First checked bag free\*

Register for Crossover Rewards >

**SPG**  
Extended Stay America

Your stay. Your call.

SELECT THE WAY YOU SAVE WITH AAA/CAA

From California to New York, the options are endless across our more than 1,300 hotels worldwide.

Save up to 15% off our best available rates, daily breakfast for two, resort credits and more.

SAVE NOW >

**KIMPTON**  
HOTELS & RESTAURANTS

BOOK A ROOM / OFFERS

Support our partner, The Trevor Project and get 15% off our Best Available Rate +

**We'll donate \$10/Night to The Trevor Project**

Days of the week vary by hotel / Subject to availability / At participating hotels / Blackout dates apply

BOOK NOW

**The Trevor Project**

As part of our ongoing support of diversity + the LGBT community, we've partnered with this leading national organization that provides crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning youth. The Trevor Project strives to assure that all young people receive the support and compassion needed to succeed in life — a vision we can all get behind.

LEARN MORE >

**Credit Card Offers**

**Credit card featured in newsletter top offer**

**WYNDHAM REWARDS**  
Not earned this.

Member # 1300912363  
BLUE Member (0 points)

Download the Wyndham Rewards App

Your Wyndham Rewards Statement as of 05/05/2017

Blue Member

0 points

Go for: \$15,000 bonus on cardmember gift card + FREE \$1000

Go for: 2,000 bonus on cardmember gift card + FREE \$1000

2 nights for go and you'll be GOLD

Learn more

What are the perks of being GOLD?

- Earn more points
- Preferred rooms
- Dedicated member services

There's an app for the BLUE perks you already have:

- Free sleep
- Flexible nights over expires
- Go for! go for! Go for! 10,000 points
- Go for! Award nights at participating hotels with no blackout dates
- Go for! Home and go for! Home and go for! Award nights

How to get the app and download the Wyndham Rewards App

Just stay at any of our 15 hotel brands worldwide and you'll be GOLD before you know it.

You've earned this.

Learn more

**Hilton**  
Hilton Rewards

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**unwind**  
& earn 80K points after you spend \$2k on the card in the first 3 months\*

earn 7x bonus points

earn 5x bonus points

earn 3x bonus points

apply now

0% annual introductory APR — 15 months

20.74% - 25.74% variable APR

GET GOLD

Automatic rewards include a Wyndham Rewards 5000 Membership and enjoy points for purchase on vacation, late checkout and more.

EARN 15,000 bonus points after you spend \$2,000 on the card in the first 3 months.

EARN 3 points

EARN 2 points

EARN 1 point

NO ANNUAL FEE!

NO FOREIGN TRANSACTION FEES!



# LIFESTYLE MAILINGS



H360 is a weekly community newsletter that highlights people and properties

