

Marriott.
TRAVELER

SITE SNAPSHOT

2017 SITE STATISTICS



200k

Avg Monthly
Unique Visitors



90%

Growth
Over 2016



500k

Avg Monthly
Page Views



263%

Growth Over
2016



50+

Featured
Destination
Guides



1:36

Avg Time
Spent Per
Page



2.36

Pages Visited
Per Session



14m+

Monthly
Email Reach



Demographics

48%

Male

52%

Female



30%

Millennials

57%

Mobile Audience



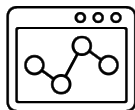
**U.S.
Canada
U.K.
Japan
Taiwan**

Top 5
Source
Markets

Mamott,
TRAVELER

The hotel industry's
most popular online
travel magazine.

Marriott.
TRAVELER
SITE STATS



VISITS

2015: 427k

2016: 1.7m +294%

2017: 3m* +76%



UNIQUES

2015: 379k

2016: 1.5m +286%

2017: 2.4m* +60%



PAGE VIEWS

2015: 591k

2016: 2.4m +313%

2017: 6.5m* +171%

*projected



CONTENT
+ COMMERCE



HOTEL LINK CLICKS

March '17:	3,318		Aug '17:	17,218	-10%
April '17:	5,282	+59%	Sept '17:	3,335	-81%
May '17:	8,659	+64%	Oct '17:		
June '17:	13,964	+61%	Nov '17:		
July '17:	19,065	+37%	Dec '17:		

*projected (MoM)



BOOKINGS

2015:	113	
2016:	1,208	+969%
2017:		



REVENUE

2015:	\$39k	
2016:	\$440k	+1,028%
2017:	\$3.1m*	+605%

*projected (YoY)

Marriott.
TRAVELER
2017
DEMOGRAPHICS



TIME SPENT

AVG SESSION DURATION: 1:20

PGS PER SESSION: 2.39



AUDIENCE

MILLENNIALS: 28%



GENDER

FEMALE: 52% MALE: 48%



TOP 10 SOURCE MARKETS

United States, Canada, United Kingdom, Taiwan, Japan,
Singapore, Australia, Hong Kong, South Korea, India

CELEBRATE CANADA!

Mark the 150th anniversary of the Marmel TRAVELER newsletter. Once a month we'll deliver the world's greatest destinations directly to your inbox. This month we travel to Canada for its 150th anniversary. Go ahead, get inspired.



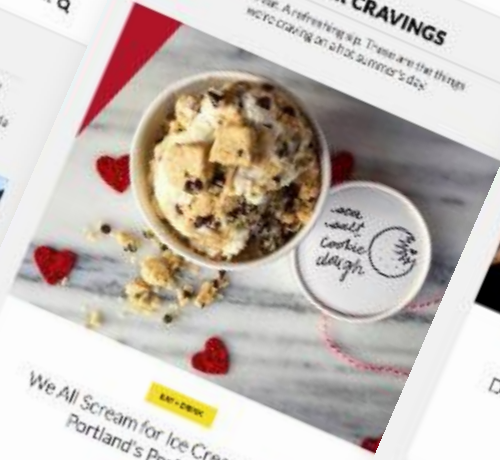
HONEYTRIP

A Local's Guide to Driving Vancouver's Picturesque Sea-to-Sky Highway

DIVE VANCOUVER

SUMMER CRAVINGS

A cool treat. A refreshing sip. These are the things we're craving on a hot summer's day.



EAT-DRINK

We All Scream for Ice Cream: Finding Portland's Perfect Scoop

GET THE SCOOP

GET Schooled

Your travel education begins here. The places, tips and trends you need to know before you go.



CULTURE

Dive Deep Into the Ultimate Swimming Hole Bucket List

JUMP IN

THE ROAD LESS TRAVELED

Go off to where few have been before. Seek out hidden gems for truly unique travel experiences.



THE TRIPPER

Escape the Crowds: 13 Off-the-Beaten-Path European Cities

DISCOVER EUROPE

CANADA'S MUST EATS

From Toronto's Dorset Chinese takeout to Montreal's poutine, here's where to taste the best of Canada.



EAT-DRINK

When to Find Authentic Canadian Cuisine in Toronto

Save Toronto

TREAT YOURSELF



EAT-DRINK

Sip, Splash, Repeat: Cool Springs Bars

Drink Up

EAT-DRINK

Got a Sweet Tooth? Florida's Hottest Summer Spots Will Give You the Sweetest Treats

Find the Sweet Spot



EAT-DRINK

The Great Chile Debate: What to Know Before You Order Anything in Albuquerque

Get Spicy

NOW YOU KNOW

TIP-TIP-TIP

10 Things to Know About the United Arab Emirates Before You Go

Get Giddy



WONDERFULLY WEIRD



CULTURE + STYLE

Visit a Pop Culture Paradise: Seoul's Polaroid Museum

Get Cool Stuff

CULTURE + STYLE

Keeping Sunday Afternoons ESPECIALLY Weird in Austin

Get Weird



Email Objectives

- Drive traffic to Traveler website
- Increase reach to a greater Millennial audience
- Additional distribution channel for loyalty and brands

Targeting and KPIs

Campaign Targeting

- New domain
 - From: Marriott Traveler
 - DNS: traveler@traveler-marriott.com
- 2.5MM monthly deployment cap
- Target criteria
 - US residents
 - Newer eBreaks flagged customers
 - Active email openers & clickers
 - Basic and Silver members (added 60K Gold and 12K Platinum members in July)
 - Segment member level by age range (18 to 55)

Email Performance

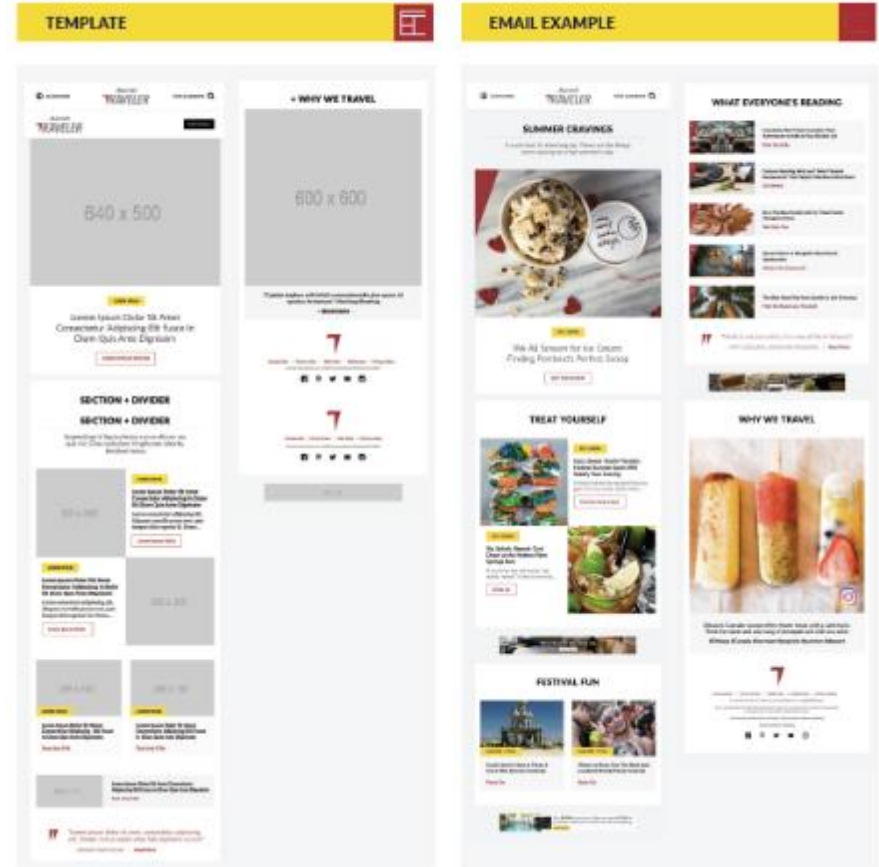
- Reach = 2.5MM
- Email Open Rate = 15% (*revised*)
- Email Click-to-Open Rate = 15%

Site Traffic

- Unique visits > 20,000 (*revised*)
- Visit duration > 1:30
- Pages per visit > 2.5

Campaign Strategy

- Launched June 29, 2017
- Highlight content that drives traffic to Traveler website
 - 10 curated articles (5 based on monthly themes and 5 most popular)
 - 2-3 ad placements
 - Close with sticky, curated content “Why we travel?”
- Maintain common thread with other Marriott communications (Header/footer)
- Cadence is monthly (Friday send aligns with high click engagement and site conversion days)
- Send 2 weeks after MR Destinations email to complement other MR communications



Email Performance Results: Q3 2017

- Consistent 99% deliverability MoM shows success with new Traveler domain
- Open rates were highest in July at 12%+, but down 51% vs. goal for the quarter
- Q3 CTR is 4% above goal for quarter with spikes in Aug and Sep

6.3MM

Deployed

98.7%

Delivery Rate

10.7%

Open Rate

22% is Goal
(-51% Below Goal)

1.7%

Click Rate

15.6%

Click-to-Open
Rate

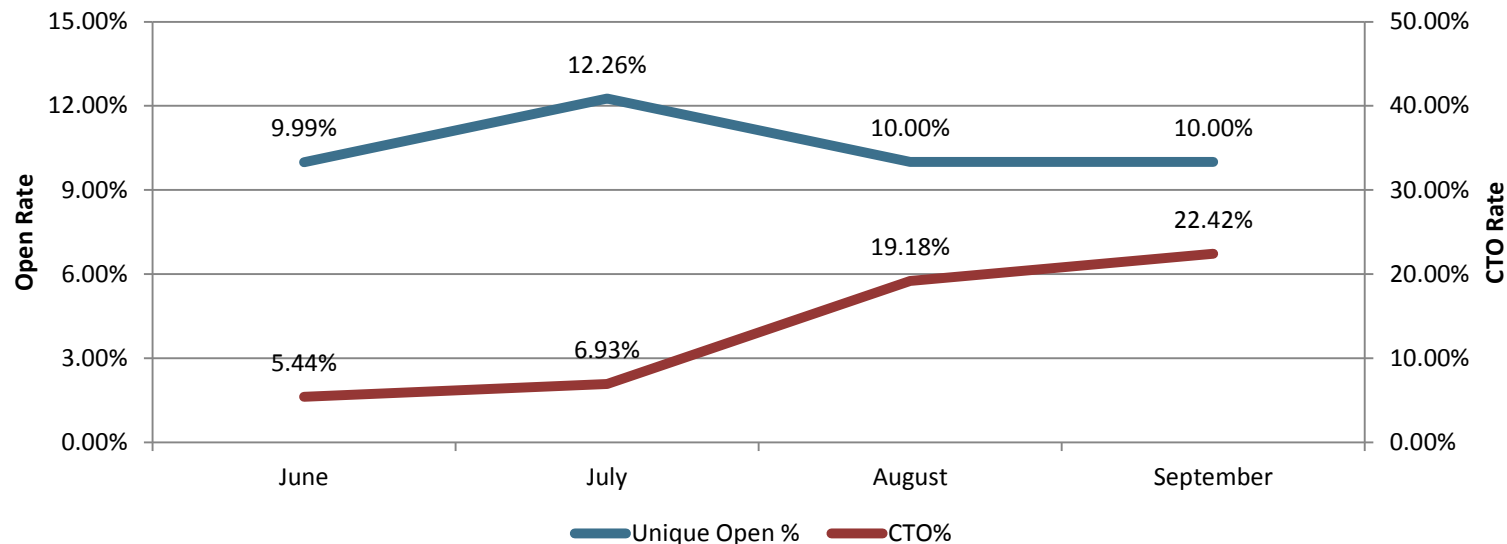
15% is Goal
(+4% Goal)

0.05%

Unsubscribe Rate

Email Content Engagement Increasing MoM

- Aug CTO Rate increased by 177% compared to July and Sep was 17% higher than Aug
- Subject line test plan is in place through YE to drive lift in open rates



Segmentation Performance

- Confirmed capturing 87-92% of email audience MoM
 - Load time, click, and open exclusions are dropping 7-10% of audience MoM; keeps list fresh
- Basics are driving 84% of opens and 89% of clicks
- Elites are opening at a higher rate than avg. but Basics have a higher CTOR

Level	Open Rate	CTOR	Unsub. Rate
Basic	9.7%	22.3%	0.05%
Gold	14.6%	14.6%	0.03%
Plat	12.3%	20.9%	0.02%
Silver	11.2%	12.7%	0.03%
Aug/Sep Avg.	10.0%	20.8%	0.04%

Engaging Email Content



Aug – Generated 10% of email clicks

Weird is working...



Drove 3.7% of email clicks



Drove 9.2% of email clicks

Engaging Email Content



Sticky content –
174% MoM increase in % of clicks



Canada by Rail: 5 Epic Canadian Train
Adventures to Add to Your Bucket List
Ride the Rails

July – Drove 9% of email clicks



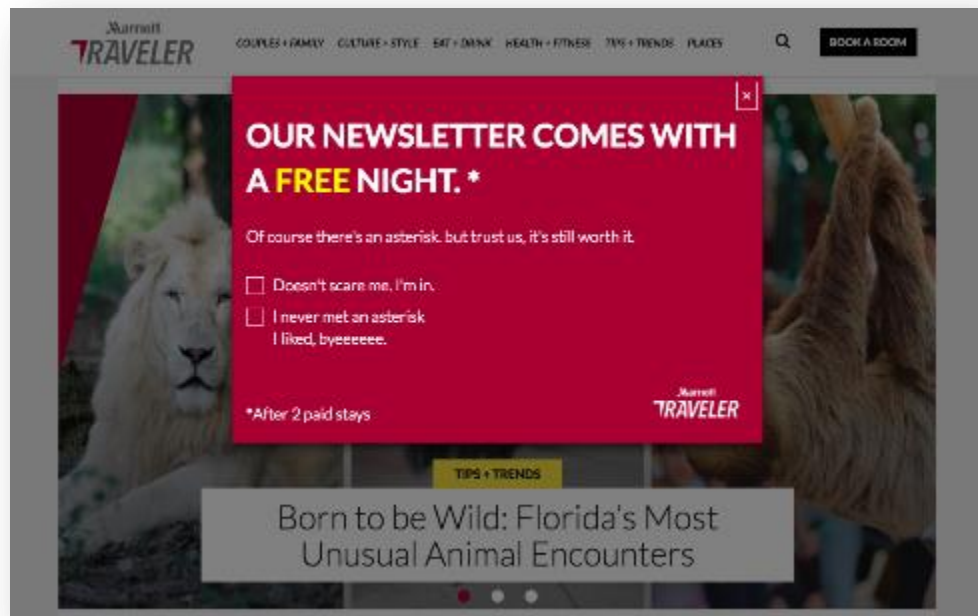
The Best Day to Buy a Flight and Other Tips to
Save Money When You Fly
Get the Scoop

Sep – Ranked #4 most clicked (4% of email
clicks)

Future Enhancements

- Subject line / Pre-header testing
- Leverage member data for content optimization
- Enhance email reporting
- Investigate dynamic content delivery

New Member Acquisition



New Member Acquisition

- So far, 64 enrollments since Aug 29
- Future recommendations for growing email list:
 1. Include a 'Get Others Inspired' banner in email that allows member to forward the email to a friend
 2. Add a 'Share the News' banner on enrollment confirmation page for free night offer
 - Ask new member to share via social media or to refer friends

Thank you!

Any questions?

