

TRC 0053 - October Newsletter

SL: INSIDE THE RITZ-CARLTON: Get Away to Breathtaking Natural Beauty

SL: INSIDE THE RITZ-CARLTON: Destinations that Relax and Recharge

SL: INSIDE THE RITZ-CARLTON: Celebrate the Power of Nature

PH: We are ready to welcome you on your next getaway[, Fname].

HERO:

- **Design:** Change imagery to Bachelor Gulch, Orlando eco-tours, Penna Longha landscape, maybe Geneva

Headline: GET AWAY TO BREATHTAKING NATURAL BEAUTY

CTA: RESERVE

Copy: [Fname, relax][Relax]and recharge your spirit on a getaway that celebrates the calming and restorative power of nature. Whether you prefer a cozy mountain escape, rolling green hillsides, or a soothing lakeside retreat, [our Ladies and Gentlemen are ready to welcome you.](#)

<https://www.ritzcarlton.com/>

JOURNEY ARTICLE:

- **Design:** Add property name

Headline: JOURNEY: THE ART AND SCIENCE OF OUTDOOR LIVING

CTA: READ MORE

Copy: The pleasure of a beautiful, thoughtful outdoor area may be the ultimate luxury, particularly as modern life gets busier and we spend more time at home. With a little planning, you can [create an inspiring outdoor oasis](#) that rivals the indoors for comfort while providing an authentic engagement with your surrounding landscape.

<https://www.journey.ritzcarlton.com/around-the-world/outdoor-living>

PROMOTION CONTENT

- **Design:** Look at alts to group of close together seats. Jamie said there was an Asia-Pacific wedding shoot.

Headline: YOUR LOVE STORY BEGINS HERE

CTA: PLAN YOUR WEDDING

Copy: Weddings are a time to connect and share joy—a time to celebrate and create cherished memories. At [The Ritz-Carlton](#), we know that translates differently for each couple. It could be a laughter-filled day at the spa with your bridal party, two people sharing vows amid a forest or an intimate reception where the dance floor and glasses are always full.

<https://www.ritzcarlton.com/en/weddings>

HOTEL SPOTLIGHT

Design: Consider this image: [The-Youngrens-0130161100313](#) OR this image:

[RCLATAH_00345](#)

- **Headline:** ROMANCE IN LAKE TAHOE

Copy: Walking down a pine-tree shaded aisle to exchange your vows or dancing below a colorful, open sky and sprawling lawn are wedding dreams come to life at The

Ritz-Carlton, Lake Tahoe.

CTA: LEARN MORE

<https://www.ritzcarlton.com/en/hotels/california/lake-tahoe/weddings>

TRAVEL BY INTEREST:

- **Headline:** TRAVEL BY INTEREST: GOLF

CTA: EXPLORE

Copy: Find your next golf getaway at The Ritz-Carlton, where greens unfold against breathtaking landscapes and course designs bear the imprint of the game's most respected figures. From luxury resorts that overlook the coastline to desert retreats, The Ritz-Carlton offers a [collection of golf experiences](#) for players of every level.

<https://www.ritzcarlton.com/en/hotels/golf-resorts>

JOURNEY ARTICLE

- **Targeting:** *Eastern US (collapse for all others)*

Headline: ONE TRIP, TWO CITIES: ATLANTA AND LAKE OCONEE

CTA: READ MORE

Copy: A Georgia getaway done right serves up small-town charm and big-city sophistication with a handsome side of [Southern hospitality](#). Whether you seek resort luxury along the peaceful shores of Lake Oconee or cultural exploration in the bustling capital of Atlanta, it's easy to customize your Peach State experience.

<https://www.journey.ritzcarlton.com/destination-guides/atlanta-lake-oconee>

VIDEO CONTENT

Design: *Create an animated gif with the video images - ideally using all 6 words*

- **Headline:** THE UNFORGETTABLE RIDE

CTA: LET US STAY WITH YOU

Copy: A father and son duo were on an [epic journey](#) from Berlin to Paris via bicycle. When they rode up to The Ritz-Carlton, Wolfsburg, our Ladies and Gentlemen greeted them with a custom-made finish line to cross and an assortment of ice-cold drinks, towels and refreshments, as well as lunch boxes for the next leg of their trip, and two personalized t-shirts specially made for their journey.

<https://www.ritzcarlton.com/en/let-us-stay-with-you>

INSTAGRAM MODULE

Headline: YOUR MEMORIES

Subhead:

A collection of lasting memories from around the world:

Inspiration for when you are ready to travel again

Image: [Google Template3-Chef 800x600 R1](#)

Copy Under Image:

"As a chef, I inspire and get inspired by going into the food market, and taking in the great aromas and flavors from a legendary restaurant. If I am not around great food, I am relaxing and enjoying the breathtaking views by the beach with my lovely wife and kids."

- Chef Richard Long
The Ritz-Carlton, Millenia Singapore

CTA: SEE MORE MEMORIES

<https://www.journey.ritzcarlton.com/memories>

COMMITMENT TO CLEAN

Headline: TRAVEL WITH PEACE OF MIND

Copy: We're providing an environment that aligns with expert cleaning protocols.

CTA: LEARN MORE

<https://clean.marriott.com>