

MAR-1207: Welcome #4 (Gated Offer)

[Subject Line & PH Options]

[Fname,] Enjoy **25%** Off Your First Stay With Us!

[PH]

- Exclusively for you—as a new member.

[HERO Copy]

Limited-Time Offer

Enjoy **25%** Off Your First Stay

[CTA] [**BOOK NOW**](#)

[Fname,] We Can't Wait to Meet You!

As a new Marriott Bonvoy® member, enjoy **25% off** your first stay at one of our thousands of extraordinary properties around the world.* This exclusive offer is only available at participating properties for a limited time — book your getaway today and start enjoying your member benefits.

[CTA] [**BOOK NOW**](#)

Book by [MM/DD/YYYY] [DD/MM/YYYY]

MaAlt Option

Eyebrow: *Exclusively for You*

Headline: It's Always a Good Time to Get Away

But It's Even Better With 25% Off.

Copy: [Fname, for] [For] a limited time, save 25% with this special offer, exclusively for new Marriott Bonvoy members. Browse our collection of 8,000+ hotels and resorts around the world and save on your first trip with us. Where can we take you?

[Secondary Module Option #1]

[Headline] The Best Place in the World?

The One You'll Visit Next.

[Copy]

From sun-kissed escapes to stylish cities, find your ideal stay at one of our exceptional properties around the world.

[CTA] [EXPLORE HOTELS](#)

[Secondary Module Option #2]

Those Who Wander

Enjoy the Wonder.

From sun-kissed escapes to stylish cities, find your ideal stay at one of our exceptional properties around the world.

[CTA] [EXPLORE HOTELS](#)

[Terms and Conditions]

*This is an exclusive, non-transferable offer for the intended recipient only and may not be forwarded. This offer must be booked online via the offer page. Offer valid for your first booking within the first 60 days of [enrolment] [enrollment] in Marriott Bonvoy via this email and associated offer page. Once you have made a booking via the offer page, this offer will no longer be valid for future bookings. If you make a booking via any Marriott direct channel such as [Marriott.com](https://www.marriott.com), worldwide telephone reservation center, Marriott Bonvoy mobile app or directly at a hotel, you will no longer be eligible to participate in this offer. A "stay" is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity on any points-eligible rate ("Qualifying Rate"). For full terms and conditions regarding this promotion, please [click here](#).