

MAR1191 - E2L April

Theme: Long Weekends

Notes:

- PCIQ Preheaders

SL 1 [Offer][Personalized]: Up to a [\$300][\$200] Credit Awaits[, Fname]

SL 2 [Intrigue][Personalized]: You Deserve Credit(s)[, Fname]

SL 3 [How To][Personalized]: How to Maximize Our Exclusive Offer[, Fname]

PH: Secure your stay by this Sunday to enjoy a rewarding long weekend escape.

MEMBER HERO

Headline: Luxuriate in the Long Weekend

Member Subhead: Enjoy a credit of up to \$300.

Copy: From sun-soaked getaways **to downtime downtown**, elevate your next extended weekend escape with this exclusive offer. **Make a reservation at select properties by Sunday and receive a credit of up to \$300** to use toward hotel experiences like world-class spa treatments, extraordinary dining, and more.*

[DIRECT]: RESERVE NOW

URL: <https://hotel-deals.marriott.com/escapetoluxury/>

NON-MEMBER HERO

Headline: Luxuriate in the Long Weekend

Non-Member Subhead: Enjoy a credit of up to \$200.

Copy: From sun-soaked getaways **to downtime downtown**, elevate your next extended weekend escape with this exclusive offer. **Make a reservation at select properties by Sunday and receive a credit of up to \$200** to use toward hotel experiences like world-class spa treatments, extraordinary dining, and more.*

[DIRECT]: RESERVE NOW

URL: <https://hotel-deals.marriott.com/escapetoluxury/>

NON-MEMBER JOIN NOW BANNER

Targeted: *Non-Members*

Headline: Members Get More

Copy: As a Marriott Bonvoy® member, earn points to redeem for unrivaled experiences and complimentary nights at our extraordinary portfolio of brands. **Plus, members can receive up to a \$300 credit.**

CTA: JOIN MARRIOTT BONVOY

URL: <https://www.marriott.com/loyalty/createAccount/createAccountPage1.mi>

*Valid for stays of two nights or longer.