

MAR 0898 - CALA December Email

Notes:

- Puerto Rico, Dominican Republic, Mexico, Peru, Costa Rica, Argentina, Colombia, Panama, Chile, Brazil
- In-language versions for Argentina and Brazil

SL/PH Targeted (*Mexico, Peru, Costa Rica, Argentina, Colombia, Panama, Chile, Brazil, Paraguay*):

SL: Joy is Near in [Market]

PH: Save on resort stays of 7+ nights when you book by March 31, 2021

SL/PH Targeted (*Puerto Rico, Dominican Republic*):

SL: Staycation Savings in [Market]

PH: Save 20% and enjoy free breakfast for 2 adults.

HERO

Option 1 Targeted (*Mexico, Peru, Costa Rica, Argentina, Colombia, Panama, Chile, Brazil, Paraguay*)

Headline: JOY IS NEAR IN [MARKET]

Copy: Make the most of the holiday season with a local getaway to [Market] hotels with benefits that include breakfast for two adults, 20% off and more.

CTA: PLAN YOUR TRIP

Book through - March 31, 2021 | Stay until - June 6, 2021

Option 2 Targeted (*Puerto Rico, Dominican Republic*)

Headline: JOY IS NEAR IN [MARKET]

Copy: Make the most of the holiday season and work from anywhere with a staycation at hotels near you. **For a limited time, enjoy breakfast for two adults, 20% off and more.**

CTA: PLAN YOUR STAYCATION

Book through - March 31, 2021 | Stay until - June 6, 2021

SECONDARY 1

Section Headline: MORE REASONS TO EXPLORE

Option 1 Targeted (*Mexico, Peru, Costa Rica, Argentina, Colombia, Panama, Chile, Brazil*)

Headline: Work From Anywhere

Copy: Save on extended stays of 7+ nights at our resorts in the Caribbean and Latin America when you book by March 31.

CTA: FIND A RESORT

Option 2 Targeted (*Puerto Rico, Dominican Republic*)

Headline: Stay Longer and Save

Copy: Save up to 25% with a resort vacation in [Market] when you book by March 31, 2021.

CTA: FIND A RESORT

SECONDARY 2

Option 1 Targeted (*Mexico, Peru, Costa Rica, Argentina, Colombia, Panama, Chile, Brazil*)

Headline: All-Inclusive by Marriott

Copy: Save up to 50% on stays of fourteen or more nights at All-Inclusive by Marriott Resorts and let us take care of you.

CTA: FIND ALL-INCLUSIVE

Option 2 Targeted (*Puerto Rico, Dominican Republic*)

Headline: Suite Celebration

Copy: Enjoy a complimentary room upgrade or discounted suite on stays before June 6, 2021.

CTA: ELEVATE YOUR STAY

SECONDARY 3

Headline: Travel Deals for You

Copy: Find all our latest offers - all in one place.

CTA: SEE ALL DEALS

TRAVELER CONTENT

Section Headline: GET TO KNOW YOUR LOCAL AREA

Headline: DESTINATION GUIDE

Copy: Learn more about [Market]'s culture, cuisine, hidden gems and day trips from our local experts at Marriott Bonvoy Traveler™.

CTA: EXPLORE MORE