

MAR1289 Americas April

Subject Line

SL 1:[Fname,]Save on Nearby Spring & Summer Travel Inside

SL 2:[Fname,]Discover Irresistible Spring & Summer Savings in Your Own Backyard

SL 3:Spring & Summer Adventures & Savings Are Just Around the Corner

SL 4: Discover Savings on Sweet Spring & Vibrant Summer Vacations

PH: Plus, enjoy upgraded accommodations, save on stays downtown, & more.

Theme: Inspiration for Spring/Summer Travel, near or far

Notes: Default SL

HERO

a. Elevate Your Travels Effortlessly / *With Savings on Stays Near & Far.*

b. [Fname's]To-Do List: Plan Summer Vacation

Subhead: Save on the best local packages of the season.

c. Out With the Cold, / *In With the Blue.*

Subhead: Save on warm-weather adventures with our best local packages.

Copy (Targeted Member)

Target: US and Canada

Copy: [Fname, spark][Spark] summer happiness with loved ones this season. Enjoy unmatched offers on local packages and earn points at over 30 hotel brands tailored to your travel style.

Remember, as a member you earn points toward free nights with every stay at over 30 hotel brands and 10,000 global destinations that fit your travel style.

CTA: BOOK & SAVE

URL: <https://www.marriott.com/offers/save-on-a-staycation-in-the-us-and-canada-1355589>

Copy (Targeted Non-Member)

Target: US and Canada

Copy: [Fname, spark][Spark] summer happiness with loved ones this season. Enjoy unmatched offers on local packages at over 30 hotel brands tailored to your travel style.

[Join Marriott Bonvoy](#)[®] and start earning points toward free nights at over 30 hotel brands and 10,000 global destinations that fit your travel style. Plus, enjoy our **best rate guarantee, free Wi-Fi, and points on stays.**

CTA: BOOK & SAVE

URL: <https://www.marriott.com/offers/save-on-a-staycation-in-the-us-and-canada-1355589>

- **SECONDARY:**
Section Headline: 6 Remarkable Ways to Reimagine Travel
Subhead: Plan your summer and long weekend trips today and save.
- **Eyebrow:** Unlock Daily Credits
Headline: Lay Back in a Sun-Filled Resort
Copy: Treat your family to a relaxing resort getaway for 3 nights or more to enjoy up to \$100 daily credit at select properties.
CTA: CHECK INTO SERENITY
URL: <https://www.marriott.com/offers/resort-vacations-1355738>
- **Eyebrow:** Save on Longer Stays
Headline: Craft Cherished Memories
Copy: Extend your spring travels and save at participating properties across the US, Canada, the Caribbean, and Latin America.
CTA: STAY A WHILE
URL: <https://www.marriott.com/offers/long-term-stay-savings-in-the-u-s-and-canada-1355935>
- **Eyebrow:** Save on Upgraded Rooms
Headline: Revel in Stunning Vistas
Copy: Indulge in a grand getaway and enjoy upgraded rooms or suites at select North American properties.
CTA: EXPAND YOUR HORIZONS
URL: <https://www.marriott.com/offers/grand-getaways-off-97645>
- **Eyebrow:** Take in the City
Headline: Embrace Urban Charm
Copy: Experience the blossoming beauty of the season with special rates at select city properties.
CTA: SPRING INTO SAVINGS
URL: <https://www.marriott.com/offers/rediscover-downtown-and-save-off-27626>
- **Eyebrow:** A Delicious Daybreak
Headline: Enjoy Breakfast at Courtyard
Copy: Book this exclusive offer complete with breakfast to delight in a stay that satisfies all cravings.
CTA: KICKSTART YOUR MORNING

URL: <https://www.marriott.com/offers/courtyard-bistro-breakfast-OFF-83705>

- **Eyebrow:** Save on 5+ Nights

Headline: Extend Your Stay

Copy: Discover exceptional rates on longer stays at Residence Inn, TownePlace Suites, and Element Hotels.

CTA: STAY A WHILE

URL:

<https://www.marriott.com/offers/long-term-stay-savings-at-extended-stay-hotels-off-42540>

RABs

GLO PRO

Book

Headline: Last Chance: Earn Twice Each Night

Copy: Don't miss 1,000 bonus points and 1 bonus Elite Night Credit each eligible night, now through April 29, 2024.

CTA: BOOK NOW

URL: TBD

Register

Headline: Last Chance: Earn Twice Each Night

Copy: Register by April 15, then earn 1,000 bonus points and 1 bonus Elite Night Credit each eligible night, now through April 29, 2024.

CTA: REGISTER NOW

URL: TBD

Join & Register

Headline: Last Chance! Earn Toward Free Nights Faster.

Copy: Join and register by April 15, then earn 1,000 bonus points and 1 bonus Elite Night Credit each eligible night, now through April 29, 2024.

CTA: JOIN AND REGISTER

URL: TBD

Headline: Discover the Splendor of The Ritz-Carlton

Copy: Embark on a spectacular journey through the US and Canada with The Ritz-Carlton. Watch the sunset from iconic landmarks, savor exquisite cuisine, and indulge in unparalleled hospitality in unrivaled destinations near you.

CTA: Journey Farther

URL: TBD

Headline: Enhance Your Experience

Copy: Immerse yourself in Marriott Bonvoy Tours & Activities premier experiences. Dive into local cuisine or a private walking tour. Plus, earn points while doing it!

CTA: EXPLORE ACTIVITIES

URL: <https://activities.marriott.com/>

Headline: Idyllic European Resorts

Copy: From sunny beach adventures to cosy countryside retreats, follow your bliss on a resort stay in breathtaking European destinations.

CTA: START YOUR ESCAPE

URL: <https://www.emea.marriott.com/en/offers/resorts>