

MAR 0984 - August LUX MAU

SL: Your NEW Member Account Update: Welcome to Extraordinary[, Fname]

PH: INSIDE: New Bermuda Hotel Opening, 25% Off Last-Minute Getaways, Plus Mexico City in a Post-Pandemic World

HERO

- **Headline:** An Extraordinary Journey, *Should Be Met With Extraordinary Standards.*
Copy: Introducing the new Marriott Bonvoy® Account Update, designed especially for guests like you who appreciate the transformative power of travel. Each month we'll bring you curated offers, inspiration, and tips to make the most out of each and every journey. Here's to a life well-lived—and well-traveled.
CTA: WHERE CAN WE TAKE YOU?
<https://www.marriott.com/default.mi>

MEMBER MODULE

Targeted: *Member*

CTA: SEE BENEFITS / SEE ACTIVITY

LOYALTY SECTION

Section Headline: Member-Exclusive Experiences

Subhead: Your Marriott Bonvoy® status is the key to unlocking exclusive member benefits.

- **Headline:** Adventure Awaits
Copy: Purchase points today and discover how many more you will earn. A rewarding experience could be closer than you think.
CTA: BUY POINTS
- **Headline:** Savor the Moment
Copy: Use your points to redeem for exceptional experiences that can transform, enrich and excite.
CTA: SEE ALL MOMENTS
<https://moments.marriottbonvoy.com>

NON-MEMBER MODULE

Targeted: *Non-Member*

Copy: Join Marriott Bonvoy® today to take advantage of these members-only offers and earn points on every stay to redeem for free nights.

CTA: JOIN NOW

OFFERS

Current Section Headline: Curated Especially for You

Subhead: Explore these special offers, available for a limited time.

- **Headline:** Last-Minute Getaways
Copy: Get out of your head, and away from it all, with an impromptu weekend getaway to our hotels and resorts around the world.
CTA: RESERVE NOW
<https://hotel-deals.marriott.com/last-minute-hotel-deals/>
- **Headline:** Reconnect in Paradise
Copy: Enjoy a resort credit, daily breakfast, and impeccable personal service at Ritz-Carlton hotels®.
CTA: VIEW PACKAGE
<https://www.ritzcarlton.com/en/offers/reconnect>
Photo Caption: AL MAHA, A LUXURY COLLECTION® RESORT

- **INSPIRATION**

Section Headline: Exploration Awaits

Subhead: Find inspiration for your next dream-worthy getaway.

Design: Use brand logo (or magazine logo?) and iconic imagery

- **Headline:** Travel Off-the-Radar
Copy: These eight stunning destinations offer the ultimate in luxury and seclusion—and no crowded beaches.
CTA: SEE ALL 8
<https://www.journey.ritzcarlton.com/explore/secluded-spectacular>
- **Headline:** Hello, Mexico City
Copy: Go behind-the-scenes with travel writer Nneya Richards as she explores Mexico City’s vibrant culture in a post-pandemic world.
CTA: DISCOVER MORE
<http://theangle.whotels.com/w-mexico-city-travel-writers-guide/>

Photo Caption: PHULAY BAY, A RITZ-CARLTON RESERVE®

NEW HOTEL OPENINGS

- **Design:** St. Regis Logo, thinking the same treatment as EMEA August brand education
Headline: Now Open: The St. Regis® Bermuda Resort
Copy: Oceanfront elegance awaits in this breathtaking resort that boasts soft-white sand and stunning views. Where lavishly appointed accommodations, exceptional amenities and impeccable service combine for an unforgettable stay in the historic town of St. George.
CTA: DISCOVER BERMUDA
<https://www.marriott.com/hotels/travel/bdaxr-the-st-regis-bermuda-resort/>

CULINARY SPOTLIGHT

- **Headline:** A Feast for the Senses
Copy: Learn how “functional elixirs,” cocktails to inspire health and wellness, are gaining in popularity, from the travel experts at *JWM Magazine*.

CTA: TOAST TO YOUR HEALTH

<https://jw-marriott.marriott.com/magazine/functional-elixirs/>

INSTAGRAM

- **Headline:** Find What Inspires You

The Tokyo EDITION Toranomom

Image here: <https://www.instagram.com/p/CPtKrassYxl/>

Copy under image: Private suite views? Yes, please. #TokyoEDITIONToranomom

CTA: FOLLOW US ON INSTAGRAM

URL: <https://www.instagram.com/editionhotels/>