

MAR1330- Escape to Luxury June

Theme: Summer Planning/Getaways

Notes:

- Short
- 50/50 Landing Page Test
- Member and Non-Member versioning

SL 1 [Intrigue][Offer]: Make Your Dream Summer Getaway a Reality With up to a [\$200][\$300] Resort Credit

SL 2 [Offer][Personalization]: [Fname,]Enjoy This [\$200][\$300] Resort Credit Just in Time for Summer

SL 3 [How To][Personalization]: How to Plan Your Best Summer With up to a [\$200][\$300] Resort Credit[, Fname]

PH: Sunscreen, clubs, resort credit — you're all set for your trip.

HERO

Targeted: All with dynamic non-member/member offer

Headline: You're Destined for a Fun Summer / With up to a [\$200][\$300] Credit

Copy: Start your day on fresh fairways, unwind in the spa, and finish the day with an exquisite dinner. The perfect summer trip does exist! Book yours by Sunday at select hotels and resorts across the U.S., Canada, Caribbean, and Latin America, and **receive up to a [\$200][\$300] credit*** to use toward relaxing spa experiences, premier golfing, exceptional dining, and more.

CTA: REDEEM OFFER

URL 1: <https://hotel-deals.marriott.com/escapetoluxury/>

URL 2: <https://www.marriott.com/offers/escape-to-luxury-off-76989>

*Valid for stays of two nights or longer over the next four weekends.

NON-MEMBER JOIN NOW BANNER

Targeted: Non-Members

Headline: The Best Season to Join

Copy: Enjoy complimentary nights, one-of-a-kind experiences, and more when you become a Marriott Bonvoy® member. Earn points and rewards to redeem anywhere within our unmatched portfolio of brands, including **up to a \$300 credit** upon booking [this offer](#).

CTA: ENROLL NOW

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

Terms & Conditions

Valid at participating St. Regis, The Ritz-Carlton, and EDITION properties throughout the US, Canada, Caribbean, and Latin America. Availability is extremely limited while supplies last. Specifics of each offer can be found on the offer's booking page.

Rates are per night and the following advance booking requirements apply: (i) rates must be prepaid with a credit card at the time of reservation; (ii) rates are non-cancellable, non-changeable, and non-refundable; (iii) advance booking required at least 48 hours prior to stay.

For Marriott Bonvoy™ members, the offer consists of a promotional folio credit up to \$300. For non-members, the offer consists of a promotional folio credit up to \$200. Promotional folio credits are per stay and may not be used toward room rate, tax, service charge, or resort fee. Upon checkout, the credit will be applied to the room folio. Credit may not be used for future stays or redeemed for cash. Rates are offered for stays Thursday through Sunday for the upcoming 4 weeks/weekends as available. Rates require a two-night minimum stay. Thursday requires a Friday night stay. Sunday requires a Saturday night stay. Participating resorts offer the discount all days of the week and require a two-night minimum stay, subject to availability. A limited number of rooms are available and will be sold on a first-come, first-served basis. Some hotels and resorts may not be available on select dates. Rates are for standard rooms, per night, and based on single or double occupancy. Rates do not include taxes (except where required by law), fees, other costs or gratuities. Rates cannot be used in conjunction with other offers and/or discounts. Rates do not apply to groups of 10 or more rooms. Rates are quoted in local currency.

Member Rate reservations must be made on a direct Marriott booking channel such as Marriott.com, worldwide telephone reservation center, Marriott Bonvoy mobile app or directly at a hotel. Rates booked directly on Marriott booking channels are eligible for Marriott Bonvoy points. Member Rates are valid for Marriott Bonvoy members only; to join, visit MarriottBonvoy.com.