

MAR 1006 - LUX MAU December

Theme: Holiday & New Year Inspiration

Subject Line Test & Roll

SL 1: [Fname's][Your]Account Update: 6 Iconic Destinations to Celebrate the New Year

SL 2: [Fname's][Your]Account Update: New Year's Plans, Maldives Getaways, and Last-Minute Holiday Shopping

SL 3: [Fname's][Your]Account Update: 6 Iconic Brands in 6 Iconic Destinations

PH: Targeted Member: Plus, see your account balance and explore the Maldives 3 ways

PH: Targeted Non-Member: Plus, 3 ways to experience the beauty and tranquility of the Maldives

HERO:

Headline: Celebrate in the Swiss Alps, For a Sky-High New Year.

Copy: W Verbier is ideally situated for celebration — mixing contemporary urban design with an alpine touch. With six restaurants and bars, ski-in/ski-out access, and an array of soothing spa treatments, you'll find everything you need for an elevated holiday escape.

CTA: DISCOVER W VERBIER

<https://www.marriott.com/hotels/travel/gvawh-w-verbier/>

SECONDARY

Section Headline: More Ways to Spend Your Holidays

Copy: *From secluded retreats to the center of it all, these iconic destinations deliver.*

- **Headline:** The Miami Beach EDITION®

Copy: Oceanfront bungalows. Private beach club. Michelin-starred chef cuisine.

CTA: VISIT MIAMI

<https://www.marriott.com/hotels/travel/miaeb-the-miami-beach-edition/>

- **Headline:** JW Marriott® Cancun Resort & Spa

Copy: Adults-only infinity pools. Mayan-inspired spa treatments. World-famous dance clubs.

CTA: DISCOVER CANCUN

<https://www.marriott.com/hotels/travel/cunjw-jw-marriott-cancun-resort-and-spa/>

- **Headline:** The St. Regis® New York

Copy: Glamorous and historic 5th Avenue location. St. Regis Butler Service. Sophisticated cocktails at King Cole Bar.

CTA: CELEBRATE IN NYC

<https://www.marriott.com/hotels/travel/nycxr-the-st-regis-new-york/>

- **Headline:** The Ritz-Carlton®, Vienna

Copy: Ideally located in the city's cultural heart. Authentic Viennese experiences. Destination-inspired dining scene.

CTA: EXPLORE VIENNA

<https://www.ritzcarlton.com/en/hotels/europe/vienna>

- **Headline:** Al Maha, a Luxury Collection® Desert Resort & Spa, Dubai

Copy: Secluded tranquility and iconic vistas. Private swimming pools. Dining under the Arabian night sky.

CTA: INDULGE IN DUBAI

<https://www.marriott.com/hotels/travel/dxbam-al-maha-a-luxury-collection-desert-resort-and-spa-dubai/>

MEMBER MODULE

Targeted: Member

CTA: SEE BENEFITS / SEE ACTIVITY

ANNUAL CHOICE BENEFIT

Design: Could do some kind of new “alert-style” messaging here - or somehow call this out separately from other content. Could also consider moving this up to the top of the email if you want as it will collapse for most.

Targeted: Members with either 50+ or 75+ nights this year

- **Headline:** Your Annual Choice Benefit
Copy: You’ve reached [50][75]+ nights this year[, Fname]! Don’t forget to choose your benefits including Elite Night Credits, the gift of membership, Suite Night Awards, and more.
CTA: CHOOSE YOUR BENEFIT
<https://choice-benefit.marriott.com/en-us>

OFFERS

Targeting: 50% of each L1, L2A, L2B, L3 to receive offers. 50% of each segment to collapse this section

Other Offers to Consider:

[Escape to Luxury](#)

[Advance Purchase EDITION Hotels](#)

[Expired W Hotels Offer Page](#)

[Ritz-Carlton Offers](#)

[JW Marriott - Vacations by Marriott](#)

Section Headline: Exclusively for You

Copy:

- **Headline:** Indulgence Awaits
Copy: Each month, get exclusive access to luxury experiences in the most inspiring destinations.
CTA: EXPLORE
<https://hotel-deals.marriott.com/escapetoluxury>
- **Headline:** Reconnect With The Ritz-Carlton
Copy: Savor time with those who bring you joy, and enjoy resort credits and complimentary breakfast.
CTA: SEE OFFER
<https://www.ritzcarlton.com/en/offers>

INSPIRATION

Section Headline: Exploration Awaits[, Fname]

Copy: Find inspiration to make your holiday season even more memorable.

- **Headline:** Cocktails Paired With Extraordinary Views
Copy: From the Caribbean Sea to the Shanghai skyline, discover some of the best views from which to say “cheers” — whether at sea-level or 118 stories high.
CTA: SEE THE VIEWS
https://www.journey.ritzcarlton.com/food_drink/cocktails-views
- **Design:** Take a look at this video: <https://www.instagram.com/tv/BdYvwcWleXM/>
Headline: The Art of Sabrage
Copy: Dating back to the battles of Napoleon Bonaparte, who famously opened

Champagne with his saber in both victory and defeat, the art of sabrage is the signature ceremony of the St. Regis Evening Rituals series.

CTA: CELEBRATE WITH CHAMPAGNE

<https://st-regis.marriott.com/culture/evening-ritual/>

HOTEL HIGHLIGHTS

Design: Client prefers the 3-pack, but wants to add JW. If we can't do that well with 4 hotels, try another treatment, but more compact than the alt Kelly originally provided I think. If using the 3 or 4-pack, should use brand logos instead of property name.

Section Headline: Three Ways to Explore the Maldives

Copy: Perfection has its place at these breathtaking resorts.

Copy if not using longer descriptor copy below: Perfection has its place at these breathtaking resorts featuring overwater villas, private pools, white sand beaches, and absolute indulgence.

- **Headline:** The Ritz-Carlton Maldives, Fari Islands

Copy: Indulge from your modern overwater villa including a private pool, and experience healing guided by nature and directional energy.

CTA: EXPLORE THE RESORT

<https://www.ritzcarlton.com/en/hotels/maldives-fari-islands>

- **Headline:** W Maldives

Copy: 'Let it Glow' at this resort inspired by the glow in the dark jellyfish and luminous plankton that can be spotted off the shores of the private island getaway.

CTA: EXPLORE THE RESORT

<https://www.marriott.com/hotels/travel/mlewh-w-maldives/>

- **Headline:** The St. Regis Maldives Vommuli Resort

Copy: Explore the tropical beauty and rich marine life of this peaceful, eco-conscious setting nestled between verdant rainforest and white-sand beaches.

CTA: EXPLORE THE RESORT

<https://www.marriott.com/en-us/hotels/mlexr-the-st-regis-maldives-vommuli-resort/overview/>

- **Headline:** JW Marriott Maldives

Copy: Find your respite in stylish overwater or beach villas with plush bedding, private pools, and decks with stunning views of the shimmering Indian Ocean.

Short Copy:

CTA: EXPLORE THE RESORT

<https://www.marriott.com/hotels/travel/mlejs-jw-marriott-maldives-resort-and-spa/>

BOUTIQUES

Section Headline: Gifts That Evoke Memories

Copy: Delight them with extraordinary scents, curated exclusively for our hotels.

- **Headline:** JW Rooted Candle

Copy: Sycamore, purifying sage, herbs, and sandalwood.

CTA: SHOP NOW

<https://www.curatedbyjw.com/category.aspx?fragrance>

- **Headline:** The Ritz-Carlton Candles

Copy: Over 20 unique fragrances curated for our hotels.

CTA: SHOP NOW

<https://www.ritzcarltonshops.com/category.aspx?candles>

- **Headline:** EDITION Reed Diffuser

Copy: Black tea, citrus, smoke, chocolate, pepper, and floral notes.

CTA: SHOP NOW

<https://www.shopedition.com/category.aspx?fragrance>

INSTAGRAM

- **Headline:** Discover What Inspires You

Video here: <https://www.instagram.com/p/CU7fucaP2wg/>

Copy under image: From speeding down the slopes and après ski celebrations to an evening stroll through town, [Cristallo, a Luxury Collection Resort & Spa, Cortina d'Ampezzo](#) is the perfect backdrop for your winter adventure.

CTA: FOLLOW US ON INSTAGRAM

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