

MAR 0928 - Project Wanderlust Seize the Moment

Notes:

- Geo-targeted secondary to U.S. & Canada, CALA, Europe, MEA, APAC
- Dynamic Content:
[Destination] =
 - the U.S. & Canada
 - the Caribbean & Latin America
 - Europe
 - the Middle East & Africa
 - Asia-Pacific

Subject Line Test & Roll

SL 1: Trending in Travel: 9 Getaways to Help You Seize the Moment

SL 2: Trending in Travel: Seize the Moment

SL 3: Trending in Travel: How to Live for the Now

PH: [Fname, turn][Turn]moments into memories at our hotels & resorts in [Destination]

INTRO:

What's Trending in Travel

HERO:

Headline Over Image:

Seize the Moment

9 GETAWAYS

to live for the now

Body Copy:

Make the most of every moment with getaways designed for family fun, romance, or self-care. Lose yourself at a private island retreat in Seychelles, splash and play at Atlantis' famed waterpark, or find adventure among the coral reef on Kauai. The opportunities to savor the little things are endless.

CTA: SEE ALL 9

URL TBD

SECONDARY:

Section Headline: CARPE YOUR DESTINATION[, FNAME]

Section Copy: Whether you're looking to reconnect with loved ones, or just need time to yourself, here are some of our favorite ways to make the most of every moment at our hotels in [Destination] and around the globe.

Targeting: US

- **Koloa Landing Resort at Poipu, Autograph Collection®**

Image Caption: Kauai, Hawaii

Reconnect with new adventures on Kauai's South Shore and look forward to sun-drenched beaches, lush forests, and scuba diving with colorful marine life.

EXPLORE

<https://www.marriott.com/hotels/travel/lihak-koloa-landing-resort-at-poipu-autograph-collection>

- **Gaylord® Palms Resort & Convention Center**

Image Caption: Kissimmee, Florida

Reconnect with family at this Kissimmee, Florida resort inspiring awe with the 4-acre, glass-covered atrium—plus a thrilling water park for hours of family-friendly fun.

EXPLORE

<https://www.marriott.com/hotels/travel/mcogp-gaylord-palms-resort-and-convention-center/>

- **The Westin® Trillium House, Blue Mountain**

Image Caption: Ontario, Canada

Reconnect with yourself in Ontario, Canada and enjoy a haven of wellness and comfort nestled amid an idyllic landscape and situated in a lively pedestrian-only village.

EXPLORE

<https://www.marriott.com/hotels/travel/yyzth-the-westin-trillium-house-blue-mountain/>

Section CTA: DISCOVER MORE DESTINATIONS

URL: TBD

Targeting: CALA

- **Marriott Vacation Club® at Los Sueños**

Image Caption: Herradura, Costa Rica

Reconnect with the outdoors at this resort nestled along Costa Rica's lush rainforest, and enjoy time together exploring nature or relaxing by the free-form outdoor pool.

EXPLORE

<https://www.marriott.com/hotels/travel/sjomv-marriott-vacation-club-at-los-suenos/>

- **The Royal at Atlantis**

Image Caption: Paradise Island, Bahamas

Reconnect with adventure on Paradise Island in the Bahamas, and explore the resort's exclusive 141-acre water park with high-speed water slides and rolling rapids.

EXPLORE

<https://www.marriott.com/hotels/travel/nasak-the-royal-at-atlantis>

- **Hotel Paracas, a Luxury Collection® Resort**

Image Caption: Lima, Peru

Reconnect with romance in Lima, Peru and enjoy locally inspired spa treatments at the city's only luxury spa—or relax on your own private terrace overlooking the ocean.

EXPLORE

<https://www.marriott.com/hotels/travel/piolc-hotel-paracas-a-luxury-collection-resort-paracas/>

Section CTA: DISCOVER MORE DESTINATIONS

URL: TBD

Targeting: Europe

- Pine Cliffs Residence, a Luxury Collection® Resort, Algarve**
Image Caption: Albufeira, Portugal
Reconnect with friends in Portugal on a getaway to please everyone in your group—including 8 pools and stunning views from atop the Algarvian red cliffs.
 EXPLORE
<https://www.marriott.com/hotels/travel/faopl-pine-cliffs-hotel-a-luxury-collection-resort-algarve/>
- Domes of Elounda, Autograph Collection®**
Image Caption: Crete, Greece
Reconnect with the sea in Crete, Greece, where beautiful beaches and pools are just steps away, and island-inspired cuisine complements the magnificent surroundings.
 EXPLORE
<https://www.marriott.com/hotels/travel/herak-domes-of-elounda-autograph-collection/>
- Marriott's Village d'île-de-France**
Image Caption: Bailly-Romainvilliers, France
Reconnect with family just a short drive from Disneyland® Paris, where magical memories await—or explore the rich history, art and cuisine of the City of Lights.
 EXPLORE
<https://www.marriott.com/hotels/travel/pardp-marriotts-village-dile-de-france/>

Section CTA: DISCOVER MORE DESTINATIONS

URL: TBD

Targeting: MEA

- North Island, a Luxury Collection® Resort, Seychelles**
Image Caption: North Island, Seychelles
Reconnect with romance in the Seychelles, where just 11 secluded, ocean-view villas offer private plunge pools and direct access to luminous white sand and turquoise water.
 EXPLORE
<https://www.marriott.com/hotels/travel/sezlc-north-island-a-luxury-collection-resort-seychelles/>
- JW Marriott® Cairo**
Image Caption: Cairo, Egypt
Reconnect with friends and enjoy a truly immersive experience in Cairo. Play a round of golf, lounge by the pool, or treat yourself to several exquisite dining options.
 EXPLORE
<https://www.marriott.com/hotels/travel/caijw-jw-marriott-hotel-cairo/>
- Al Bustan Palace, a Ritz-Carlton® Hotel**
Image Caption: Muscat, Oman
Reconnect with family in Oman and discover endless hours of fun at the resort's water park featuring a mini zip line—or spend the day playing on the mile-long private beach.
 EXPLORE
<https://www.ritzcarlton.com/en/hotels/oman/al-bustan>

Section CTA: DISCOVER MORE DESTINATIONS

URL: TBD

Targeting: APAC

- **Sheraton® Denarau Villas**
Image Caption: Nadi, Fiji
Reconnect with friends from your well-appointed beachfront villa in Fiji that includes beachside dining with sunset views, 6 swimming pools, and water sport activities.
EXPLORE
<https://www.marriott.com/hotels/travel/nands-sheraton-denarau-villas/>
- **Marriott's Bali Nusa Dua Gardens**
Image Caption: Bali, Indonesia
Reconnect with family in Bali and explore the island's beaches and reefs of Padang Bay, relax with a cocktail by the spacious lagoon pool, or float down the lazy river.
EXPLORE
<https://www.marriott.com/hotels/travel/dpsmv-marriotts-bali-nusa-dua-gardens/>
- **Le Méridien® Khao Lak Resort & Spa**
Image Caption: Phuket, Thailand
Reconnect with yourself in Phuket, Thailand, while you take in the calming ocean and stunning white-sand views—or indulge in a locally inspired spa treatment.
EXPLORE
<https://www.marriott.com/hotels/travel/hhtml-le-meridien-khao-lak-resort-and-spa/>

Section CTA: DISCOVER MORE DESTINATIONS

URL: TBD

SOCIAL:

Section Headline: MEMBERS ARE TALKING ABOUT...

- **Headline:** THE INSIDE SCOOP
Copy: Join the **Marriott Bonvoy Insiders** group on Facebook to be the first to hear about program news or find tips for your next adventure.
CTA: JOIN US
<https://www.facebook.com/groups/marriottbonvoyinsiders/permalink/562794311304911>

FLASH CONTENT:

Eyebrow: Travel Trends

Headline: MINI MOMENTS

Copy: After a year of canceled family trips, friend getaways, and solo retreats, we're all longing for those mini moments that can only be experienced through travel. As we plan future vacations, we're seeking out destinations where we can pause, be present, and embrace the places and people that mean the most to us.

CTA: READ MORE

URL (Targeted US): <https://traveler.marriott.com/national-parks/>

URL (Targeted ROTW): <https://traveler.marriott.com/tips-and-trends/places-we-love/>

