

MAR 0848 - August EMEA Luxury Solo

Notes:

Countries include: EMEA Generic, United Kingdom, United Arab Emirates, Germany, Spain, France, Saudi Arabia, Italy, Russia, Turkey, Qatar

Test 1:

SL: Reserve your luxury retreat

PH: Enjoy a daily hotel credit plus complimentary room upgrade.

Test 2:

SL: Reserve your luxury retreat in [Destination] & more

PH: Enjoy a daily hotel credit plus complimentary room upgrade.

For the EMEA version, only use SL/PH 2

HERO

Eyebrow: Exclusive Offer

Headline: LUXURIOUS RETREATS IN [DESTINATION]

Headline EMEA Only: LUXURIOUS RETREATS

Copy: Enjoy a [Regional Currency] daily hotel credit and complimentary room upgrade at participating luxury hotels when you reserve your stay by 30 September.

CTA: RESERVE

SECONDARY

Section Headline: YOUR WELCOME AWAITS

Section Copy: Explore our unparalleled collection of luxury hotel brands.

- **The Ritz-Carlton**

- **Headline:** Inspiring Life's Most Meaningful Journeys

Copy: Embark on an adventure miles from the ordinary. Legendary service combined with exceptional experiences create a truly memorable escape.

CTA: EXPLORE

- **Copy:** Reserve your stay at [Hotel Name] >

- **St. Regis**

- **Headline:** Where Indulgence Meets Sophistication

Copy: Pursue your passion to relax, unwind and getaway to the perfect retreat at the best address. Modern glamour and exquisite experiences define every stay.

CTA: EXPLORE

- **Copy:** Reserve your stay at [Hotel Name] >

- **EDITION**

- **Headline:** Extraordinary Design. Exceptional Service.
Copy: The new generation of luxury. The EDITION experience is a truly memorable collaboration of nuance, enchantment, and creativity.
CTA: EXPLORE
- **Copy:** Reserve your stay at [Hotel Name] >

- **The Luxury Collection**

- **Headline:** Transformative and Unforgettable Journeys
Copy: A curated ensemble of the world's most iconic hotels that truly define their destinations.
CTA: EXPLORE
- **Copy:** Reserve your stay in [Destination] [hotels] >

TERTIARY

Headline: OUR TOP PRIORITY: OUR GUESTS

Copy: Enjoy our best rates guaranteed, a flexible cancellation policy, and commitment to clean.

CTA: LEARN MORE

<https://marriott-re-2019ncovc.com/>