

MAR 0881 - Activation Email 3

Luxury Brand Education

Notes: Lux brands include The Ritz-Carlton, St. Regis, JW Marriott, Ritz-Carlton Reserve, The Luxury Collection, W Hotels, EDITION

SL (How to): How to elevate your next getaway

SL (Straightforward): Treat yourself to a luxury getaway

SL (Curiosity): Transform the way you travel

SL (Question): Are you ready for a change of scenery?

SL (Vanity): You deserve a luxury getaway

PH: Save up to 25% on a weekend getaway or “suite your stay” with more room to explore.

HERO

Targeted Previous Lux Stayer

Headline: LIMITLESS LUXURY. EXCEPTIONAL SERVICE.

Copy: [Fname, are] [Are] you ready for a change of scenery? Treat yourself to a getaway at our collection of luxury hotels and resorts and let us help you create wonderful memories.

CTA: RESERVE YOUR STAY

<https://www.marriott.com/default.mi>

Targeted Non Lux Stayer

Headline: DISCOVER LIMITLESS LUXURY AND EXCEPTIONAL SERVICE

Copy: [Fname, if] [If] you're ready for a change of scenery, why not treat yourself to a getaway at our collection of luxury hotels and resorts? You'll enjoy exquisite dining, sumptuous bedding, bespoke amenities, and a dedicated staff committed to helping you and your loved ones create memories that endure.

CTA: EXPLORE HOTELS

<https://www.marriott.com/default.mi>

SECONDARY

Headline: EXCLUSIVE OFFERS

- **Headline:** Suite Your Stay

Copy: Travel with more room to roam and a complimentary room upgrade or discounted suite upgrade.

CTA: CLAIM OFFER

<https://hotel-deals.marriott.com/luxury-suites/>

- **Targeted Members**

Headline: Escape for the Weekend

Copy: Book by Sunday to receive up to a \$300 on property credit at EDITION, St. Regis and The Ritz Carlton.

CTA: RESERVE NOW

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

Targeted Non-Members

Headline: Escape for the Weekend

Copy: Book by Sunday to receive up to a \$200 on property credit at EDITION, St. Regis and The Ritz Carlton.*

CTA: RESERVE NOW

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

* Members receive up to a \$300 on property credit. [Join Marriott Bonvoy™](#) today to earn even more!

TERTIARY

Headline: MEET THE COLLECTION

Targeted Lux Stayer

Subhead: Transform the way you travel with a getaway near you or around the world. We look forward to welcoming you back[, Fname].

Targeted Non Lux Stayer

Subhead: Transform the way you travel with a getaway near you or around the world. We look forward to welcoming you[, Fname].

Design: Use suite imagery for each. Take a look at this page for potential photos:

<https://hotel-deals.marriott.com/luxury-suites/>

Copy:

- **The Ritz-Carlton®**
Experience a new perspective that inspires life's most meaningful moments.
<https://www.ritzcarlton.com>
- **Optional CTA for all:** RESERVE
- **EDITION®**
Discover impeccable service, modern indulgence and refined taste on every stay.
<https://www.editionhotels.com>
- **St. Regis® Hotels**
Pursue your passion to relax, unwind and getaway to the perfect retreat.
CTA: RESERVE
<https://st-regis.marriott.com>
- **W Hotels**
Soak it in and live it up at properties that boldly color outside the lines of luxury.
<https://w-hotels.marriott.com>
- **The Luxury Collection**
Explore the world's most iconic hotels that truly define their destinations.
<https://the-luxury-collection.marriott.com>
- **JW Marriott**
Connect with loved ones at our hotels crafted to enrich mind, body and soul.
<https://jw-marriott.marriott.com>

BEST RATE GUARANTEE

Headline: Best Rate Guarantee

Copy: There are few guarantees in life. But our Best Rate Guarantee is one of the best. It assures that you'll always get the best rate available when you book directly with Marriott®.

CTA: RESERVE YOUR STAY